

Search Engine Optimization Audit

carsforcashcalgary.ca

A full review of keyword targeting, on-page structure, technical health, off-page authority, and traffic sustainability, covering the homepage, 42 location pages, service pages, and blog content.

PREPARED

July 23, 2026

SITE AGE

Approx. 10 months

MARKET

Calgary, Alberta

NICHE

Junk / Scrap Car Buying & Towing

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Executive Summary

The site is currently ranking mainly on the strength of its exact-match domain (EMD) and one core phrase pattern, "cash for cars calgary," rather than on broad SEO fundamentals. Domain Rating is 0, there is exactly 1 backlink from 1 referring domain, there is no structured data anywhere on the site, heading hierarchy is inconsistent sitewide (multiple H1s on the homepage, headings appearing out of order, empty heading tags), and Core Web Vitals fail on mobile (Largest Contentful Paint of 8.8 seconds).

The site also has 42 location pages built from a shared template, and that template has visibly carried the wrong city name into several live pages: Cochrane text on the Lethbridge page, an entire heading about Drumheller on the Banff page, and Airdrie text on the Didsbury page. One page, `/locations-red-deer/`, renders the homepage's heading instead of any Red Deer content, which points to a content-block or template assignment issue rather than a copywriting slip. There are also two separate pages, Black Diamond and Diamond Valley, built for what is the same Alberta town under its former and current name.

Of the 42 location pages, only Lethbridge currently shows measurable organic traffic. The keyword profile driving most of today's traffic is narrow: 4 of the 5 keywords tracked are variations of the domain name itself.

The current traffic and lead volume (roughly 1,200 monthly organic sessions and around 120 form fills per month) are valuable and real, but they rest on a narrow set of signals: the domain match, and very little else in the way of links, citations, structured data, or differentiated local content. This report walks through the findings in five parts: Keyword Targeting, On-Page, Technical, Off-Page, and Traffic Pattern, followed by a homepage content gap review and a list of page types the site does not yet have.

1. Keyword Targeting

1.1 Current ranking picture (from the Ahrefs data provided)

Keyword	Position	Volume	Note
cash for cars calgary	2	1,100	Exact match to the domain name
cash for cars	4	1,900	Broader, non-branded term, a genuine competitive result
cash for junk cars calgary	3	400	Good secondary intent match
cash for car	2	150	Low volume, close variant of the top term
cars for cash calgary	3	150	The domain name reordered, brand match rather than earned relevance

Four of the five tracked keywords are variations of the domain name. This pattern is typical of EMD-driven ranking rather than topical authority. Google's algorithm gives partial-match domains some relevance credit for the literal phrase contained in the URL, but that credit does not extend to adjacent, non-exact phrasing, which is where the site currently has little visibility.

1.2 Keyword gaps

A number of high-intent phrases in this niche are not showing up in the current ranking set:

- Transactional variants: "sell my car for cash calgary," "junk car removal calgary," "scrap car buyer calgary," "we buy junk cars calgary," "cash for scrap cars calgary," "sell damaged car calgary," "sell car without title alberta"
- Vehicle-condition modifiers: "sell non running car calgary," "sell car after accident calgary," "sell flooded car calgary," "sell car for parts calgary"
- Consideration and comparison terms: "junk car removal vs dealership trade in," and related "how much is my junk car worth" phrasing (a page exists for this topic, [junk-car-worth-in-calgary](#), but it is not currently surfacing, likely due to weak internal linking, see Section 2.4)
- Local long-tail per suburb: 42 location pages exist, but per the data provided only Lethbridge shows any traffic (9 visits per month); the other 41 are not currently visible for their target queries
- "Near me" and conversational queries: these depend heavily on a verified Google Business Profile, which could not be confirmed to exist (see Section 4)

1.3 Cannibalization

junk-car-removal-service , scrap-car-removal-service , services , how-it-works , and the homepage all target an overlapping cluster of terms (junk car, scrap car, cash for cars, free towing, same-day pickup) with similar headings and near-identical value propositions. Search engines have to choose one page per query, and the homepage is currently winning almost all of that competition, which likely explains why the dedicated service pages see little independent traffic.

1.4 Summary

The keyword footprint should move from one dominant phrase repeated across many pages, to a clear map where each service page, each location page, and each blog post targets a distinct primary term. Building out the comparison and vehicle-condition content named above would reach demand this domain cannot currently capture through the EMD alone.

2. On-Page SEO

2.1 Homepage

Title tag: "Cash for Cars Calgary, Free Towing and Same-Day Pickup." Reasonable length and keyword placement.

Meta description: present and reasonable, though generic in a way that does not differentiate the business from competitors using similar phrasing.

Heading hierarchy issues, confirmed from the extracted structure:

- Three duplicate H1s appear on the page, all using the identical text ("Quick Cash For Your Unwanted Car from Reliable Car Buyers & Towing"), rather than one H1 at the top of the document. Multiple H1s create ambiguous relevance signal for search engines and repeat the same announcement three times for screen reader users.
- H2s appear before the first H1 in the rendered document order. Heading order should generally run H1, then H2, then H3, without skipping or inverting levels.
- Six empty H5 tags carry no text at all. These are most likely leftover markup from a page builder gallery block where a heading widget was placed but never filled in. Empty headings add no value and can confuse assistive technology.
- Several H4 tags are used for icon labels ("Registered & Licensed," "Fully Insured Safety," "Zero Paperwork Stress," and similar) that function as trust badges rather than genuine section headings. These add noise to the page's outline without adding topical value.
- The page has 18 H2s in total, competing for relevance with no single clear topical thread. A page trying to rank for one core query typically benefits from one H1 and a small number of purposeful H2s.

Images:

- No alt attributes were found on the majority of homepage images, including the brand logo strip, the "Recent Purchased Vehicle" gallery, and the service icons. This is both an accessibility gap and a missed opportunity for image search visibility.
- Image filenames are non-descriptive: `03.jpg`, `06.jpg`, `1-3.jpg`, `04.jpg`, `6-1.jpg`, `Towing-2.jpg`. These are default upload names rather than keyword-relevant filenames such as `junk-car-removal-calgary-tow-truck.jpg`.
- The favicon is served from a generic image (`car-2-300x300.png`) reused as the site icon, rather than a proper multi-size favicon set (16x16, 32x32, and an apple-touch-icon). This can cause a blank or broken tab icon on some devices.

Structured data: none was found anywhere on the homepage. No Organization, LocalBusiness, Service, FAQPage (despite a visible FAQ accordion on the page), BreadcrumbList, or AggregateRating/Review markup (despite a testimonials section on the page). This is one of the more straightforward fixes available and is covered further in Section 3.

2.2 Location pages (42 dedicated pages, plus one hub)

The full sitemap confirms 42 dedicated location and town pages: Didsbury, Carstairs, Brooks, Banff, High River, Delacour, Airdrie, Lethbridge, Rocky Mountain House, Sylvan Lake, Water Valley, Three Hills, Springbank, Redwood Meadows, Priddis, Ponoka, Penhold, Millarville, Lyalta, Linden, Langdon, Innisfail, Drumheller, Diamond Valley, De Winton, Crossfield, Cremona, Conrich, Chestermere, Cheadle, Carseland, Canmore, Bragg Creek, Blackie, Blackfalds, Black Diamond, Bennett, Beiseker, Bearspaw, Aldersyde, Balzac, and Red Deer, plus the `/locations/` hub page.

Of these 42 pages, only Lethbridge shows measurable organic traffic in the data provided (9 visits per month). The other 41 are effectively invisible in search results.

Towns named on the `/locations/` hub with no dedicated page at all: Cochrane, Bowden, Irricana, Sundre, Nanton, Okotoks, Olds, Edmonton, Lacombe, Strathmore, Fort Macleod, Indus, Heritage Pointe. Cochrane stands out here, since it is promoted as a service area on the hub page and is also the exact town whose text appears, out of place, on the Lethbridge page below.

Content cross-contamination between templated pages is the most significant content quality issue found on the site:

- The Lethbridge page contains a sentence referencing Cochrane: "Need junk car removal in Cochrane, AB?"
- The Banff page includes a full heading, "Vehicles We Buy in Drumheller," along with body copy about Drumheller, on a page whose URL, title, and every other heading refer to Banff.
- The Didsbury page contains the line: "Our cash for accidental cars in Airdrie service helps you sell damaged vehicles with less hassle," again referencing the wrong town.

This pattern indicates the pages were produced from one shared template with a city-name substitution that was not fully completed or checked before publishing. Search engines are specifically designed to identify and down-rank large sets of near-identical pages differentiated only by a swapped location name. This is a plausible contributing factor to why 41 of the 42 location pages currently show little to no traffic, even while the domain overall continues to grow.

Priority finding: the `/locations-red-deer/` page has a title tag and meta description correctly written for Red Deer, but the H1 that actually renders on the page is the homepage's H1, "Cash for Cars Calgary, Free Towing and Same-Day Pickup," rather than anything about Red Deer. This points to a broken content-block or template assignment at the CMS level rather than a copy-paste error, and is worth addressing as a priority technical fix.

Duplicate geography: the site has two separate pages, `/black-diamond/` and `/diamond-valley/`. These refer to the same physical town. Black Diamond, Alberta was officially renamed Diamond Valley in 2020, and both names remain in common and search use. Running two pages for the same location can be a deliberate strategy if the content is clearly differentiated and cross-linked, but as it stands the two pages appear to be an unplanned byproduct of building location pages without checking for name overlap, rather than an intentional choice.

Slug irregularities: three location slugs carry a "-2" suffix (`carstairs-2`, `airdrie-2`, `sylvan-lake-2`). In WordPress, this pattern typically appears when an earlier page with the same intended slug was deleted or renamed, and a newer page was created afterward. This can mean an older version of the page is still indexed under a different URL, or that a redirect was never set up for the original. This is worth checking directly in Search Console. Separately, `/locations-red-deer/` is the only location page that does not follow the standard `/city-name/` slug pattern used by the other 41, which lines up with the content issue described above.

Word count on sampled pages ranges from around 1,200 words (Lethbridge, the Locations hub) to 2,200 to 2,400 words (Banff). Length is not the underlying issue here; uniqueness is. A long page that is mostly repeated boilerplate with a town name swapped in does not offer more genuine value than a shorter, unique page would.

Internal linking between location pages is limited. None of the pages sampled link to each other or to the `/locations/` hub, meaning there is no clear local service-area cluster structure, and each town page functions as an island.

Titles and meta descriptions are handled reasonably well across the location pages sampled, with city names correctly and distinctly used in each ("Cash for Junk Cars in Lethbridge," "Sell Your Junk Car in High River," "Get Cash for Your Junk Car in Didsbury"). The metadata layer of the template is not the problem; the body content is.

2.3 Service pages (junk-car-removal-service, scrap-car-removal-service, towing-service)

Title tags and meta descriptions are unique and reasonably written across all three pages.

H1s vary in quality, from clear ("Expert Towing Services Calgary") to something that reads as a leftover reference to a different brand name: "Scrap Car Removal Service: Get Cash 4 Junk Car Today!" The "Cash 4" phrasing does not match the business's name, Reliable Car Buyers & Towing, anywhere else on the site, and appears to be copied from an older template or a different business without being fully rebranded.

The scrap-car-removal page repeats the exact same H2 heading twice in sequence, which appears to be a content assembly error rather than intentional emphasis.

Messaging overlap between junk-car-removal-service and scrap-car-removal-service is heavy. Both lead with the same points: we come to you, no fees, top cash, same-day service. This overlap is the cannibalization issue described in Section 1.3.

2.4 Additional site pages (services, how-it-works, faqs, purchased, blog index)

- `/services/` largely restates the same four-step process and vehicle-type list already covered on the homepage and on the three individual service pages, without clearly directing visitors into those pages. This adds another layer to the cannibalization described in Section 1.3.
- `/how-it-works/` duplicates the homepage's own "How does Reliable Car Buyers & Towing Works?" section closely, expanded to five steps instead of four. One canonical version of this content would serve better than two competing versions.
- `/faqs/` has a title tag that renders as "FAQs -," with a trailing hyphen and no site name or keyword following it. Its meta description is not a written summary; it is a raw excerpt of the page's own body text, cut off mid-sentence with a literal ellipsis character, indicating no meta description was manually set. This page is also a clear opportunity for FAQPage schema, since it holds 21 real question-and-answer pairs with no markup applied. Some entries read as unedited or auto-generated, including "What occupies a car?" and "Why OPT for Cash for Junk Car?", which are not coherent questions a customer would realistically ask.
- `/purchased/` is a straightforward gallery of recently purchased vehicles, with reasonable title and meta tags. It is not linked from the homepage, even though the homepage has its own separate "Recent Purchased Vehicle" gallery covering similar ground.
- `/blog/`, the blog index, lists only 6 of the site's 10 published posts. `catalytic-converter`, `scrap-a-car`, `gifting-a-vehicle-in-alberta`, and `transfer-car-ownership-to-family-alberta` are live, indexed pages that do not appear on the blog's own listing page. This includes the catalytic-converter post, which is the best-performing content page on the site according to the traffic data provided, meaning the site's own navigation is not surfacing its strongest piece of content.

2.5 Blog and informational content (10 posts found)

Posts: transfer-car-ownership-to-family-alberta, gifting-a-vehicle-in-alberta, transfer-ownership-of-a-financed-vehicle, cash-for-cars-vs-dealership-trade, junk-car-worth-in-calgary, sell-your-old-car-and-upgrade, car-removal-services-work-in-calgary, sell-your-old-car-in-calgary, scrap-a-car, catalytic-converter.

The catalytic-converter post, reviewed in detail, runs to roughly 2,000 words with a comprehensive-looking outline (pricing, vehicle types, legal requirements, red flags). The actual sentences read as heavily templated or machine-generated in places, including a grammatically awkward heading,

"Comparing OEM and Aftermarket Converters Variations in Prices." There is no author byline and no

clear evidence of first-hand expertise, which matters more for content involving money changing hands than for a typical blog post. Despite these issues, this is still the site's best-performing content page, at 6 visits per month, which suggests real demand for the topic that better content and internal linking could capture more of.

The transfer-ownership and gifting-a-vehicle posts each receive around 1 visit per month. These are genuinely useful, Alberta-specific topics that currently have almost no visibility.

2.6 Sitewide on-page checklist

Item	Status
Unique title tags	Mostly in place. Two utility pages show a matching broken pattern: Contact Us renders as "Contact Us -" and FAQs renders as "FAQs -," both with a trailing hyphen and no site name following it. Seeing the identical pattern on two unrelated pages suggests a shared template or SEO plugin setting with an empty variable, rather than two separate manual mistakes.
Meta descriptions	Mostly present and manually written on location and service pages. Contact Us and FAQs both fall back to raw auto-generated excerpts, with Contact Us ending mid-sentence and FAQs including a literal ellipsis character.
One H1 per page	Not consistent. The homepage has three duplicate H1s, and at least one location page checked shows a similar pattern.
Heading order (no skipped or inverted levels)	Not consistent sitewide.
Image alt text	Not present on the large majority of images checked.
Descriptive image filenames	Not in place. Generic upload-style filenames are used throughout.
Internal linking between related pages (services, locations, blog)	Weak to absent.
Schema markup	Not found anywhere on the site.
Canonical tags	Present and correct on the pages checked, self-referencing with no cross-domain issues found.

3. Technical SEO

HTTPS: the site loads on HTTPS with a working canonical to the HTTPS, non-www version. No redirect chain issues were found in what was checked.

robots.txt: clean and minimal. It disallows `/wp-admin/` with the correct `admin-ajax.php` exception, and correctly points to the sitemap index. No accidental blocking was found.

XML sitemaps: present via `sitemap_index.xml`, linking to `post-sitemap.xml`, `page-sitemap.xml`, and `jkit-footer-sitemap.xml` (the last one is a page-builder plugin artifact, worth reviewing to confirm it is not submitting non-canonical or duplicate URLs).

Core Web Vitals, mobile, from the Lighthouse capture provided:

- Performance score: 63 out of 100
- First Contentful Paint: 3.9 seconds (the target is under roughly 1.8 seconds)
- **Largest Contentful Paint: 8.8 seconds.** Google's threshold for a "Good" rating is 2.5 seconds, so this is more than three times that threshold. LCP is a confirmed part of Google's Page Experience signals, and separately from ranking, a visitor looking at a mostly blank screen for close to nine seconds on their phone is a direct conversion risk on a page whose main job is to collect a lead.
- Speed Index: 5.5 seconds, in the "needs improvement" range
- Total Blocking Time (0ms) and Cumulative Layout Shift (0.013) are both in the good range, which narrows the problem down to image and hero-load weight and render-blocking resources early in the page load, rather than JavaScript execution or layout instability. This is a fixable, well-scoped problem.
- No desktop Lighthouse data was captured in this audit. It would be worth running that separately to have both figures on record.

The PageSpeed capture also shows an "Agentic Browsing" score of 1 out of 2, which reflects a newer readiness signal Google is surfacing for AI browsing agents. It is worth investigating once schema and heading structure are addressed, since the two overlap.

Structured data: confirmed absent sitewide (see Section 2.1), which sits at the intersection of technical and on-page work, since implementing it typically requires theme or plugin-level changes rather than content edits alone.

hreflang: none present, which is expected and correct for a single-market Alberta and Canada site with no international variants.

Slug and URL irregularities: covered in Section 2.2, the "-2" suffixed slugs and the `/locations-red-deer/` page both warrant a direct look in Search Console's indexing report.

The sitemap and file naming conventions point to a WordPress, Elementor, and JetEngine stack, which is a reasonable fit for a business of this size, though it is also a stack that commonly ships heavier, render-blocking CSS and JavaScript on the homepage, consistent with the LCP figure above.

Favicon: served from a generic PNG rather than a proper icon set, a low-priority but easy fix.

4. Off-Page SEO

This is the area with the least foundation on the site.

Domain Rating: 0. URL Rating: 0. Backlinks: 1. Referring domains: 1. For comparison, local service competitors of a similar age typically build 20 to 100 or more referring domains within their first year through directories, local press, partner links, and review platforms.

Key finding: no Google Business Profile could be confirmed for "Reliable Car Buyers," "Cars For Cash Calgary," or the domain itself, based on the searches carried out for this audit. For a local, physical-pickup service business, a verified Google Business Profile is one of the highest-value local SEO assets available, since it is what drives placement in the Map Pack, the block of three results shown above the organic listings for most "near me" and city-intent searches. Its absence likely means the business is not currently competing for that placement at all.

NAP (name, address, phone) findings: a real address is available, 728 41 Ave NE, Calgary, AB T2E 3P9, with a phone number of 403-992-8071, listed on the Contact page along with an embedded Google Map, which is solid raw material to work from. However, the About page refers to the business as both "Reliable Car Buyers & Towing" and "RCB & Towing," and one service page heading uses "Cash 4 Junk Car" instead. This naming inconsistency should be resolved to one canonical business name before citation-building work begins, since citations depend on a consistent name, address, and phone number across every listing.

No citations were found in general directory and citation searches carried out for this audit (general business directories and local Calgary listings). This should be confirmed directly with a dedicated citation-audit tool, since organic search spot-checks are not exhaustive, but nothing surfaced during this review.

No independent review presence was found. The homepage includes two testimonial-style sections, but both appear to be self-hosted text with no link to a verifiable third-party source and no Review or AggregateRating schema to make them eligible for rich results.

The single backlink that does exist should be reviewed manually for relevance and quality, since one link from a low-relevance source contributes very little on its own.

5. Traffic Pattern Analysis

The organic traffic chart shows growth from close to flat in March 2026 to around 1,200 sessions by July 2026, a steep and recent curve rather than a gradual build. Taken together with the findings above:

This growth pattern is consistent with a new exact-match domain gaining early trust and indexing momentum, rather than with a site earning authority through content and links over time. New domains, particularly EMDs matching high-commercial-intent local phrases, can see a fast initial ranking climb simply from being indexed and trial-ranked. That climb produces real traffic and real leads today, but it does not carry the same durability as rankings built on content depth and backlinks.

Four of the five keywords driving this traffic are variations of the domain name itself, so there is limited keyword diversity underneath the current numbers. If Google adjusts how much weight it gives to exact-match domains, as it has done at points in the past, or if a well-linked competitor begins targeting "cash for cars calgary" directly, this traffic currently has little to fall back on.

With a Domain Rating of 0 and one backlink, there is no authority cushion in place. A competitor investing even modestly in citations, a Google Business Profile, and a small number of relevant local backlinks could plausibly outrank this domain on its main term within a few months, since nothing beyond the domain string itself is currently defending that position.

Forty-one of the 42 location pages produce no measurable traffic. This is a large volume of near-duplicate templated content on the domain, and the contamination and duplication issues covered in Section 2.2, including the wrong-city text, the Red Deer page rendering the homepage's heading, and the Black Diamond and Diamond Valley overlap, are a plausible contributing cause. It is also worth naming a broader risk here directly: Google's helpful content systems evaluate quality signals at the domain level, not only page by page. A site where a large majority of its indexed pages (42 near-identical location pages, plus several overlapping hub pages, against a much smaller set of genuinely unique pages) show this pattern carries some risk of a wider quality discount that could eventually affect the pages that are currently performing well, including the homepage. Addressing this is therefore not only about recovering traffic on 41 dormant pages, it is also a way of protecting the traffic that already exists.

The Core Web Vitals failure (8.8 second LCP) places a ceiling on conversion rate regardless of ranking position, since a meaningful share of mobile visitors are waiting close to nine seconds before the page is usable.

In summary, the current volume of roughly 120 form fills per month is a genuine and valuable result, but it currently depends on a single, narrow ranking mechanism (the domain name itself) without the usual reinforcing signals, such as links, citations, a Google Business Profile, schema markup, unique local content, and fast load times, that make a ranking position durable over time. Without addressing the issues above, a plateau is likely as the EMD's natural lift saturates, and a decline becomes a real

possibility if a competitor invests in off-page SEO, which would not need to be a large investment given the current Domain Rating of 0.

6. Homepage Content Gap Analysis

This section compares the homepage's current section list against what a well-built local junk-car and cash-for-cars homepage typically includes, and against what would meaningfully build trust and topical depth for a business where money changes hands.

6.1 What the homepage currently includes

- Hero section with an instant quote call to action
- "Alberta's Most Trusted" trust statement
- Core services shown as a 3-card block (junk, buying, towing)
- A trust icon row (licensed, insured, no paperwork, and similar claims)
- Two separate "Why choose us" sections
- A four-step "How it works" process
- An "Any Vehicle, Any Condition" type grid
- A mention of service areas, plus a "Serving Calgary and Surrounding Areas" section
- A "Transparent Vehicle Valuation" section
- A photo gallery, "A Glimpse of Our Services"
- Two separate testimonial sections
- An FAQ accordion
- A final call-to-action and booking section

This is a reasonable foundation, though a few sections are duplicated (the two "why choose us" sections, and the two testimonial sections), while several sections that build genuine trust, conversion, and content depth are not present at all.

6.2 Sections that could be added

Missing section	Why it matters
Real, verifiable trust badges	The homepage currently states "Registered & Licensed" and "Fully Insured" as icon labels, without showing an actual license number, registration body, or insurance certificate. For a business that tows away and pays cash for a vehicle, visitors typically look for proof rather than a claim alone.

Missing section	Why it matters
An embedded, live Google reviews widget with a real review count and rating	The two current testimonial sections appear to be self-hosted text with no link to a verifiable source. A live reviews widget, once a Google Business Profile is established, supports both conversion and AggregateRating schema eligibility.
A short "About Us" trust block on the homepage itself	Company background, years serving Calgary, or a founder note currently lives only on the separate About page, which most homepage visitors will not click through to. A brief, in-line version with a link to the full page would help.
A transparent pricing or valuation explainer	The "Transparent Vehicle Valuation" section currently functions as a form prompt rather than explaining how a quote is actually calculated (vehicle weight and scrap value, make and model demand, condition, and parts value).
Comparison content: selling here versus a dealership trade-in, a private sale, or a classified listing	This tends to be one of the more persuasive content blocks in this niche, since it answers a visitor's natural objection directly. A blog post on this topic already exists (cash-for-cars-vs-dealership-trade) but is not linked from or referenced on the homepage.
A short paperwork and documentation guidance section	Three useful Alberta-specific blog posts already exist covering bill of sale, gifting a vehicle, and transferring a financed vehicle, addressing real seller concerns such as missing titles or an existing loan. None of them are linked from or referenced on the homepage.
Environmental and recycling messaging	Buyers in this niche often respond well to messaging about responsible recycling and keeping fluids and metals out of landfills. This is not addressed anywhere in the current homepage content.
A blog or resources teaser section	Ten blog posts exist, but none are linked from the homepage. A short "helpful resources" section referencing a few relevant posts would support both internal linking and time on site.
A full, linked list of service areas	"Service Areas" and "Serving Calgary and Surrounding Areas" exist as section headings, but the underlying location pages do not appear to be linked from the homepage. A visible, crawlable list of city links would help both visitors confirming coverage and internal linking to those pages.
A simple way to request a quote by phone or by sending a photo	Not confirmed present. A tap-to-call option, or a lighter-weight way to request a quote than a full form, tends to reduce friction for visitors looking at a vehicle in their driveway on a phone.
Consolidating the two "Why Choose Us" sections and the two testimonial sections	These are not missing content, they are repeated content. Merging each pair into one section would reduce homepage bloat, which also supports the load-time issue in Section 3.

6.3 Sections that could be removed or consolidated

- One of the two "Why Choose Reliable Car Buyers" sections, since both cover similar ground (licensed, insured, fast, friendly, wide coverage)
- One of the two testimonial sections, "Testimonials" and "What's Client's Say?", since both serve the same purpose
- The six empty H5 gallery items, which should either be given real captions or have the heading markup removed
- The trust-badge H4s, which could remain visually but should not be marked up as headings

7. Recommended New Pages

Comparing the full sitemap against what a well-established local vehicle-buying business typically has in place, several page types are missing from the site entirely rather than simply weak. These are separate from the location-page expansion already covered in Section 2.2.

7.1 Trust and legal pages currently missing

- A Privacy Policy. Not found anywhere in the sitemap. The site collects names, phone numbers, addresses, and vehicle details through quote forms, and a Privacy Policy is typically expected under Canadian privacy law (PIPEDA) for a business collecting personal information of this kind. This is a general observation rather than legal advice, and worth a brief check with a lawyer to confirm what applies to the business's specific structure.
- Terms of Service. Also not found, and standard practice for a site running lead-generation forms and handling payment for goods.
- A Team page. The current About page has no team names, photos, or founding date. A page with real names, photos, and roles tends to build trust for a business whose core offering involves handing over a vehicle and receiving payment.
- A Licensing and Certifications page. The homepage trust badges state "Registered & Licensed" and "Fully Insured," without showing an actual registration number, licensing body, or insurance certificate anywhere on the site. A dedicated page showing this detail would turn a general claim into something verifiable.
- A Reviews page. No single, linkable reviews page currently exists, testimonials are limited to the two homepage sections described in Section 6.3. A dedicated reviews page that links to verified third-party reviews, once a Google Business Profile is in place, would be a stronger and more schema-eligible alternative.

7.2 Conversion and service-expansion pages

- A dedicated "Get an Instant Quote" landing page, useful both for organic conversion and as a clean, standalone page for any future paid advertising.
- Vehicle-condition-specific pages: selling a car that will not start, selling a car after an accident, selling a car without a title in Alberta, and selling a flooded or water-damaged car. These map directly to the keyword gaps in Section 1.2 and let each page target one specific search rather than relying on the general junk and scrap pages to cover every condition at once.
- A fleet or commercial vehicle buying page, if the business is willing to purchase multiple vehicles from businesses such as dealerships or rental companies clearing inventory. This is a distinct buyer segment with no page currently addressing it.

- A financed or leased vehicle payout page. A blog post already covers transferring ownership of a financed vehicle, but there is no standalone service page addressing this as a core offering, even though it is one of the more common hesitations sellers have.

7.3 Content and navigation support pages

- An HTML sitemap page, a simple, human-readable page listing every location and service page. With 42 or more location pages plus service and blog content, there is currently no single page surfacing the full list for either visitors or search engines.
- Blog category or topic pages. The 10 existing posts sit in a flat, partially unlinked list (Section 2.4). Grouping them under two or three clear categories, such as selling and paperwork, vehicle value, and comparisons, would help both visitors and search engines understand the content structure.
- A proper comparison or pillar page, built out from the existing `cash-for-cars-vs-dealership-trade` post and linked prominently from the homepage and service pages, rather than left as an unlinked standalone post.

7.4 Location coverage

Already covered in Section 2.2: the 13 towns currently named on the `/locations/` hub with no dedicated page (Cochrane, Bowden, Irricana, Sundre, Nanton, Okotoks, Olds, Edmonton, Lacombe, Strathmore, Fort Macleod, Indus, Heritage Pointe) represent the clearest next set of pages to build once the existing 42 templated pages are corrected.