

G&S Junk Removal

[gnsjunkremoval.com](#) • Pasadena, CA

A full diagnostic of the Google Business Profile and website, starting with what these issues are costing the business, followed by the problems and the fix plan.

12 DOMAIN RATING	10 MONTHLY ORGANIC TRAFFIC	84 GOOGLE REVIEWS (5.0★)	1 BROKEN MAP EMBED ON HOMEPAGE
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SECTION 01

Outcome — What These Problems Are Costing The Business

G&S Junk Removal has real strengths to build on: an active, claimed Google Business Profile, 84 reviews at a 5.0 rating, a clean robots.txt, and a properly functioning Yoast sitemap. The issues below aren't about a broken foundation — they're inconsistencies and content gaps that are quietly capping how much of that goodwill converts into calls and jobs.

1 Customers may show up at the wrong time, or not call at all

Google lists 7am–8pm daily; the website states 7am–9pm daily. A customer trusting one source over the other can be told the business is "closed" when it isn't, or may simply hesitate and go to a competitor whose hours are unambiguous.

2 84 five-star reviews are doing far less work than they should

The reviews exist and are strong — but they aren't rendered as real, crawlable text anywhere on the site. That means this trust asset helps conversion only for visitors who scroll to a widget, and does nothing for search visibility or rich-snippet star ratings in Google.

3 A visibly broken map looks like neglect, right at the trust-building moment

The embedded Google Map on the homepage points to coordinates nowhere near Pasadena. A visitor checking "is this a real local business near me" right before calling sees a map that doesn't make sense — this is exactly the wrong place for a visible bug.

4 Real services are being marketed but aren't actually searchable

Over 20 services the business clearly performs — concrete/dirt/asphalt hauling, kitchen and bathroom demolition, piano removal, attic and warehouse cleanouts — are mentioned only as plain, unlinked text. None of them have a dedicated page, so none of them can rank in Google search for people looking for exactly that service.

5 The Google Business Profile may be filed under the wrong core identity

The website's entire brand and title target "Junk Removal." On the Business Profile, "Garbage collection service" is listed ahead of "Junk removal service" in the category order — a mismatch worth confirming, since primary category is one of the strongest ranking signals Google uses for local map-pack visibility.

Problems — Google Business Profile

Category order does not match brand/website focus

MEDIUM

Categories are listed as: Garbage collection service, Debris removal service, Dumpster rental service, Junk removal service, Waste management service. The website's title, H1, and every page center on "Junk Removal" — yet that category sits third in the list, suggesting it may not be set as primary.

Business hours conflict with the website

MEDIUM

GMB: 7:00 AM–8:00 PM, every day. Website footer and homepage banner: 7:00 AM–9:00 PM, every day.

Evidence: website footer states "Open 7 Days A Week 7:00 AM to 9:00 PM" and repeats this per day; GMB Everywhere export lists 7am–8pm for all seven days.

Service list contains keyword-stuffed / non-standard entries

MEDIUM

Entries like "Properly Dispose," "Disposal Solution," "Junk And Debris," "Junk Truck," and "Residential & Commercial" read as marketing phrases rather than real service names, which can look manipulative under Google's guidelines rather than genuinely descriptive.

Website URL field uses a UTM-tagged link, not the clean canonical URL

LOW

GMB website field: https://gnsjunkremoval.com/?utm_campaign=gmb. The site's own canonical tag confirms the clean version is <https://gnsjunkremoval.com/>. Best practice is linking the bare canonical URL directly.

Strong review profile and claimed, verified status

STRENGTH

84 reviews at a 5.0 average rating, profile claimed — this is a real trust asset the fixes below are designed to put to fuller use, not something that needs fixing itself.

Problems — Website Content & Structure

Broken Google Maps embed on the homepage	HIGH
The embedded map's coordinates resolve to roughly 33.8°N, 170.2°E — nowhere near Pasadena, CA (34.16°N, 118.15°W). The correct GMB coordinates are on file and simply weren't used to generate the embed.	
Duplicated section copy describing the wrong service	MEDIUM
The "Dumpster Rentals" service description on the homepage is the exact same paragraph as the "Demolition Services" section directly above it ("Proper demolition on construction sites can help to keep the site safe and clean...") — meaning the Dumpster Rentals section doesn't actually describe dumpster rentals.	
Repeated headings with inconsistent content	MEDIUM
"Appliance Removal" appears twice as a section heading with two different generic descriptions, instead of one consolidated, well-developed section.	
20+ real services listed as plain, unlinked text	MEDIUM
Services including Concrete Hauling, Dirt Hauling, Asphalt Hauling, Attic Cleanouts, Warehouse Cleanouts, Vacant Land Cleanouts, Kitchen Demolition, Drywall Demolition, Bathroom Demolition, Pool Table Removal, Piano Removal, and Old Playground Removal appear only as bare bullet text with no hyperlink to a dedicated page. <i>"Estate Cleanouts" is listed twice in the same bullet group — a sign this list was assembled without review.</i>	
Reviews aren't rendered as crawlable text	MEDIUM
The homepage has a heading — "Check Out Our Great Google Reviews" — but no actual review text appears in the page's raw HTML, meaning it's a JavaScript widget with no SEO value and no schema-driven star rating in search results.	
Brand split across two domains	LOW
The "Demolition Services" menu item links out to a separate domain, gnsdemolition.com, rather than an internal page. Worth confirming this is intentional — otherwise it splits link equity and traffic across two properties instead of reinforcing one.	
Clean technical foundation	STRENGTH
robots.txt allows full crawling, and the Yoast-generated XML sitemap is present and current (page sitemap last modified June 2026) — the indexing plumbing itself is healthy.	

Full Site Audit — On-Page Issues

Domain Rating: 12. Monthly organic traffic: 10. For a site with dozens of city and service pages built up since 2022, that traffic number is the real headline — it means the page count isn't translating into visibility at all. The issues below explain why.

Widespread duplicate content across city pages Pages for Paramount, Orange County, North Hills, and the Los Angeles County homepage all reuse the identical furniture-removal and construction-debris paragraphs word-for-word, with only the city name swapped ("...you've come to the right place. We provide junk removal services for both residential and commercial customers..."). <i>This is the same doorway-page pattern that suppresses domain-wide quality signals in Google's ranking systems — confirmed across at least 5 separate city pages checked directly.</i>	HIGH
Two competing pages for the same core service Both /furniture-removal/ and /furniture-removal-2/ exist and independently target "furniture removal" for the Pasadena/LA County market — direct keyword cannibalization between two of your own pages.	HIGH
Leftover content from an unrelated market The /furniture-removal-2/ page — meant to serve Pasadena/LA County — contains the line "G&S Junk Removal has a great team that's on call to serve you no matter where you are on Oahu!" and claims "we work 24/7," directly contradicting the stated 7am-9pm hours. This reads as unedited template content from a different client or market. <i>This is a genuine trust risk: any customer who happens to read this closely sees a page that doesn't know where it is.</i>	HIGH
Templated meta descriptions Because body copy is duplicated across city pages, meta descriptions built from that copy are very likely near-identical across dozens of URLs — weakening each one's individual SERP click-through appeal.	MEDIUM
Title tag structure is actually solid Location pages follow a clean, consistent "[City] Junk Removal G&S Hauls It All Away" pattern — the title-level geo-targeting strategy is right, it's the body content behind each title that needs to become genuinely unique.	STRENGTH

Full Site Audit — Off-Page Issues

Authority isn't matching site size or business age	HIGH
DR 12 and 10 monthly organic visits is low for a business operating since at least 2022 with dozens of published pages and 84 genuine Google reviews. This points to a thin or low-quality backlink profile rather than a lack of content volume.	
Authority likely split across two domains	MEDIUM
Demolition-related traffic and links are directed to the separate gnsdemolition.com domain rather than reinforcing gnsjunkremoval.com, diluting the link equity available to the core brand domain.	
No visible industry citations or association links	MEDIUM
No evidence of listings with local chambers of commerce, BBB, waste-industry associations, or eco-disposal/recycling partner directories — all natural, relevant link sources for a licensed hauling business that aren't currently being used.	
Strong review signal to build citation strategy around	STRENGTH
84 reviews at 5.0 stars on a claimed GMB profile is genuine local proof — this should be the anchor of an outreach/citation campaign once on-page duplication is resolved.	

Full Site Audit — Technical Issues

Likely canonical/indexation conflicts

HIGH

With duplicate content across city pages and two competing furniture-removal URLs, there's a strong chance Google is either consolidating these into a single indexed canonical of its choosing, or dropping several from the index entirely — both would help explain the very low traffic relative to page count.

Broken homepage map embed

HIGH

Already flagged in Section 2 — restated here because it's also a technical/data-accuracy defect, not just a content one: the embed's coordinates resolve to the wrong hemisphere entirely.

Quote form depends entirely on JavaScript

LOW

The homepage quote form renders "Notice: JavaScript is required for this content" in a no-JS fetch — worth confirming this doesn't affect any crawler-based lead-tracking or accessibility tools that don't execute JavaScript.

Author sitemap exposed

LOW

Standard WordPress/Yoast default — minor cleanup opportunity for a single-brand business site with no need for author archive pages.

Core technical plumbing is healthy

STRENGTH

robots.txt allows full crawling with no blocks, and the Yoast XML sitemap index is present, well-structured, and recently updated (page sitemap last modified June 2026) — the fixes needed here are about content and consolidation, not infrastructure.

Homepage — What's Missing

The homepage currently covers a hero, a "why choose us" strip, a services grid (with the duplication issues noted above), a process explainer, and a contact form. The following are absent and should be added:

Missing Section	Why It Matters
Trust/authority bar	84 five-star reviews and "licensed & insured" are mentioned in text but never surfaced as a prominent, scannable trust strip near the top
Real crawlable testimonials + review schema	The "Check Out Our Great Google Reviews" heading currently has no actual review text behind it — a widget-only approach with no SEO value
FAQ section	No FAQ content anywhere on-site despite having natural questions to answer (pricing, what's accepted, how fast can you come, do you recycle/donate)
Pricing guide / cost expectations	No pricing information anywhere — a top decision factor for junk removal shoppers comparing providers
Before/after or project gallery on homepage	A Gallery page exists in the nav but nothing is pulled onto the homepage itself
Corrected, working map embed	Currently displays coordinates nowhere near Pasadena
Consolidated, de-duplicated service section	Fix repeated "Appliance Removal" heading and the misplaced Dumpster Rentals copy before adding anything new

Solutions & Recommended Fixes

Ordered by priority. The first three are fast, low-effort fixes that resolve the most visible trust issues.

- 1 Fix the homepage map embed** DO NOW
Regenerate the embed using the correct GMB coordinates (34.1550989, -118.1504054) or the official Place ID (ChIJtRovMQV8EilRv53g7VARxrc). This is a five-minute fix with an outsized trust impact.
- 2 Align business hours across GMB and the website** DO NOW
Confirm the real operating hours with the business owner, then update whichever source is wrong so both read identically. Consistent NAP/hours data is also a known local-ranking trust signal.
- 3 Clean up the GMB service list** DO NOW
Replace marketing-style entries ("Properly Dispose," "Disposal Solution," "Junk Truck") with clear, standard service names, and remove the UTM parameter from the GMB website field in favor of the clean canonical URL.
- 4 Verify and reorder GMB categories** DO NOW
Confirm which category is currently set as primary. If "Garbage collection service" is primary, consider changing it to "Junk removal service" to match the website's core brand positioning and target keyword.
- 5 Rewrite the duplicated homepage service sections** NEXT
Give "Dumpster Rentals" its own accurate description, consolidate the two "Appliance Removal" sections into one strong section, and proofread the full page for repeated blocks.
- 6 Consolidate the duplicate city-page content** DO NOW
Rewrite the shared boilerplate (furniture removal, construction debris, generic intro paragraphs) into genuinely unique copy per city, or reduce the number of city pages to the ones with real search demand. Immediately remove the "Oahu" and "24/7" content from /furniture-removal-2/ and merge it with /furniture-removal/ via a 301 redirect to end the cannibalization.
- 7 Build dedicated pages for the unlinked services** NEXT
Prioritize the highest-demand items first — Concrete/Dirt/Asphalt Hauling, Kitchen and Bathroom Demolition, Piano Removal — each as its own page with unique content, so they can actually rank instead of sitting as plain text.
- 8 Surface real review text on the homepage** NEXT
Pull 4–6 actual review snippets into static, crawlable text (in addition to any widget), and add Review/AggregateRating schema so the 5.0 rating is eligible for star-rating rich snippets in search.
- 9 Confirm the gnsdemolition.com relationship**
Decide whether demolition should live on its own branded domain intentionally, or be folded back into gnsjunkremoval.com to consolidate authority — either is valid, but it should be a deliberate choice, not a legacy default.