

LOCAL SEO AUDIT REPORT

Scrap Car Removal Toronto GTA

scrapcarremovaltorontogta.ca

This report shows exactly where your online presence stands today, what your top competitor earns from Google every month, and the clear steps to get you there within 60 to 90 days.

Prepared by Malik Haseeb | Local SEO and AEO Expert | June 2026

Website Traffic	Domain Authority	Google Reviews	Revenue From Google
0	0	22	\$0
Visitors / Month	Out of 100	Rating: 5.0	Per Month

Audit based on publicly available website data, Google Business Profile review, and competitor analysis conducted June 2026.

01 What Your Competitor Is Earning From Google Right Now

Before looking at your own website, it helps to understand what is happening in your market right now. One direct competitor in Toronto is already sitting at the top of Google for the most important searches in your industry. Here is exactly what that means in real numbers.

	Your Competitor	Scrap Car Removal Toronto GTA
Website	scrapcarremovaltoronto.ca	scrapcarremovaltorontogta.ca
Monthly Visitors	518 people per month	0 -- not visible on Google
Google Position	#1 for 'scrap car removal toronto'	Not ranking for any search
Website Trust Score	29 out of 100	0 out of 100
Other Sites Linking to It	391 links from 218 websites	None
Estimated Monthly Business	\$10,000 to \$15,000	\$0 from Google

The Business You Are Missing Every Month Your competitor gets 518 people visiting their website every month. People searching for scrap car removal on Google are ready to sell -- they are not just browsing. Around 8 out of every 100 visitors contact a business they find on Google. That is roughly 40 leads a month. At a 60 percent close rate that is 25 cars a month. At \$400 to \$600 per car, this competitor is doing \$10,000 to \$15,000 in business every single month just from Google. You have 10 years of experience and a perfect 5.0 star rating. Your competitor does not have that advantage. The only reason they are winning online is because they showed up and you have not yet.

02 Your Website -- What Is Working and What Is Not

A full review of your website was carried out as part of this audit. The findings are split into four areas. Each issue is marked Critical, Warning, or Good so you can see at a glance what needs attention most urgently.

A. How Your Pages Are Set Up

CRITICAL	Page Titles	Your pages have no clear titles that tell Google what each page is about. This is the first thing Google looks for when deciding which businesses to show for a search like 'scrap car removal Toronto'.
CRITICAL	Page Descriptions	When your site appears in Google, there should be a short description below the link that tells people why they should click. Your pages have none. People scroll past your listing without a reason to click.
CRITICAL	Page Headings	Your pages have no clear headings to help Google understand what the content covers. Without headings, Google treats the page as unstructured and ranks it lower.
CRITICAL	Service and Location Words	Your pages do not contain the words people type when searching for scrap car removal in Toronto. If those words are not on the page, Google will not show the page for those searches.
WARNING	Photo Descriptions	The photos on your website have no descriptions. Google cannot see images so it reads the description to understand them. Missing descriptions mean missed visibility.
WARNING	Page Links	Your pages do not link to each other in a way that helps Google understand your site structure and find all your content.

B. How Fast and Reliable Your Website Is

CRITICAL	Page Load Speed	Your website loads slowly on mobile phones. Most people searching for scrap car removal are on their phone and will leave if the page takes more than 3 seconds to load. Google also ranks faster websites higher.
CRITICAL	Mobile Experience	Your website is difficult to use on a phone. Text is too small, buttons are hard to tap, and the layout does not fit the screen. This causes visitors to leave before they ever contact you.
CRITICAL	Not Submitted to Google	Google needs a map of your pages to find and show them in search results. This has not been set up, which means many of your pages have never been discovered by Google at all.

WARNIN G	Security Certificate	Your website should show a padlock symbol in the browser bar to confirm it is safe. Without this, some visitors see a warning that causes them to leave.
WARNIN G	Broken Pages	Some pages on your site lead to error pages that show nothing. Google treats websites with broken pages as lower quality.
GOOD	Website Is Live	Your website is live and loads without crashing. This is the base everything else is built on.

C. How Trusted Your Website Is in Google's Eyes

One of the biggest factors Google uses to rank websites is how many other reputable websites mention and link to yours. Think of it like word of mouth -- the more established businesses that vouch for you, the more Google trusts you.

CRITICAL	No Sites Linking to You	Your competitor has 218 other websites linking to them. You have zero. This is a major reason Google ranks them above you -- they are seen as more established and trusted across the web.
CRITICAL	Website Trust Score is Zero	Your website trust score is 0 out of 100. Your competitor is at 29. This score grows when other websites mention and link to yours. A score of zero gives Google no reason to prefer your site over others.
CRITICAL	Not Listed on Key Directories	Your business is not listed on major sites like Yelp, Yellow Pages, and other local business directories. These listings tell Google your business is real and active, and they also send visitors directly to your site.
WARNING	No Industry Mentions	Your business is not mentioned on any automotive or local Toronto sites. Getting mentioned on relevant websites builds your trust in Google's eyes over time.

D. How You Show Up in Local Google Searches

When someone searches 'scrap car removal Toronto', Google shows a map with three local businesses before the regular results. Getting into that map section is one of the fastest ways to start getting calls. Here is where things stand for your business right now.

CRITICAL	Location Mismatch	Your Google profile shows Brampton as your location, but your business name says Toronto GTA. Google shows Toronto-based businesses first for Toronto searches. This mismatch is the single biggest reason you are not appearing in Toronto results even when you serve the area.
CRITICAL	Not in the Map Results	Your business does not appear in the local map section on Google for any scrap car searches in Toronto. This map section gets the majority of clicks and calls. Being absent here means most people searching never see your business at all.
CRITICAL	Service Areas Not Listed	Your Google profile does not list the specific areas you serve. Adding Toronto neighbourhoods and GTA cities tells Google where you operate and helps you appear in searches from those locations.
WARNING	Google Profile Incomplete	Your Google profile is missing a full service list, a business description, and regular photo updates. A complete and active profile ranks higher than an incomplete one.
WARNING	Review Count	Your 5.0 rating is genuinely excellent and better than most competitors. Growing from 22 to 50 or more reviews will strengthen your position in local results significantly.

GOOD	Star Rating	A 5.0 star rating is a strong trust signal. Once your visibility is fixed, this rating will convert a higher share of visitors into callers compared to competitors with lower ratings.
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03 Your Homepage -- What Is There and What Is Missing

Your homepage is the first thing a potential customer sees. It needs to immediately tell them what you do, where you serve, and why they should call you instead of the business above you on Google. Here is a section by section review.

Status	Section	Why It Matters
Missing	Strong Opening Headline	The top of the page should immediately state what you do and where. Visitors decide in under 3 seconds whether to stay or leave. There is no clear headline doing this job right now.
Missing	Contact Form at the Top	A short form asking for name, phone, and basic car details should sit at the very top of the page. This is the single highest-converting element on any service business homepage.
Missing	Trust Bar	A quick strip showing '10 Years in Business', '5.0 Star Rating', 'Same Day Pickup', and 'Free Towing' immediately tells visitors why you are worth calling. This is currently absent from the page.
Missing	Why Choose You Section	Your homepage does not answer the question every visitor is asking: why call you instead of the first result on Google? A section listing your key advantages needs to be clearly visible.
Missing	Real Job Photos	Actual photos of cars you have picked up and your team at work build trust faster than any written claim. Generic or stock images do not achieve this.
Missing	Customer Reviews on the Page	Your 5.0 star rating is one of your strongest assets but it is not visible anywhere on your website. Displaying your Google reviews on the homepage directly increases the number of people who call after visiting.
Missing	Areas You Serve	A clear list of the Toronto areas and GTA cities you cover. People want to know immediately if you serve their area before picking up the phone.
Missing	Google Map in the Footer	An embedded map at the bottom of the page showing your location confirms to both visitors and Google that you are a real, established local business.
Missing	Business Hours	Your website does not show when you are open. If someone visits at 7pm and cannot see your hours they will call a competitor whose hours are clearly visible.
Present	Phone Number Visible	Your phone number is visible on the website. This is the most important element on any service business page and it is there.

04 The Fix -- Exactly What Gets Done

Every issue in this audit has a clear fix. Here is what gets done, written in plain terms.

1	Write proper titles and descriptions for every page Each page gets a clear title and short description written around the exact words your customers type into Google. This tells Google what each page is about and gives people a reason to click your listing.
2	Add the right words to each page Your pages get updated to include the phrases people search when they want to scrap a car in Toronto or the GTA. The content is written naturally -- not crammed with repetitive phrases -- so it reads well for visitors too.
3	Fix website speed and mobile layout Your website gets optimised to load in under 2 seconds on a phone. Images are compressed, unnecessary files removed, and the layout fixed so it works properly on every screen size.
4	Submit your website to Google A complete map of your pages is created and submitted directly to Google so it can find and display every page. This is often the fastest single action that improves visibility.
5	Fix the location issue on your Google profile Your Google Business Profile is corrected to accurately reflect your service area. Every Toronto neighbourhood and GTA city you cover gets added so you appear in searches from those locations.
6	Complete your Google profile Your profile gets fully built -- all services listed with descriptions, business hours confirmed, a proper business description written, and real job photos uploaded to replace the current generic images.
7	List your business on 40 major directories Your business gets added consistently to the top directories including Yelp, Yellow Pages, and local Toronto business sites. Each listing acts as a signal to Google that your business is real and established.
8	Build links from other websites We identify automotive, recycling, and local Toronto websites and secure mentions and links from them. This is what grows your website trust score from 0 toward the 29 your competitor has.

9

Rebuild your homepage with all missing sections

Your homepage gets a strong opening headline, a contact form at the top, a trust bar, your 5.0 star reviews displayed, a service area list, business hours, and a map in the footer.

10

Set up a review collection process

After every car pickup a simple follow-up message goes to the customer asking for a Google review. Growing from 22 to 50 or more reviews strengthens every part of your online presence.

05 Realistic Timeline -- What Happens and When

Here is an honest breakdown of what to expect over the first three months. No exaggerated promises -- just a realistic picture of how this builds.

Month 1 -- Fixing the Foundation

- ✓ Titles, descriptions, and headings fixed across all pages
- ✓ Website speed and mobile layout improved
- ✓ Website submitted to Google so all pages can be found
- ✓ Google Business Profile completed and location corrected
- ✓ Service areas added for all Toronto and GTA locations
- ✓ Business listed on 40 major online directories
- ✓ Homepage rebuilt with all missing sections
- ✓ Review collection process activated
- **Google begins discovering and indexing your pages**

Month 2 -- First Signs of Visibility

- ✓ Website starts appearing in Google results for local searches
- ✓ Google profile begins showing in local map results for some searches
- ✓ First links from other websites go live
- ✓ Review count growing consistently each week
- **First calls arriving from Google within this month**
- **5 to 15 inbound leads from organic Google visibility**

Month 3 -- Results Building

- ✓ Ranking established for primary Toronto scrap car searches
- ✓ Appearing consistently in the local map section
- ✓ Website trust score growing as links and directory listings take effect
- ✓ Review count reaching 40 or more
- **15 to 30 inbound leads per month from Google**
- **\$6,000 to \$12,000 in monthly business generated from Google alone**

06 What This Means for Your Business in Numbers

Here is what fixing these issues can realistically mean for Scrap Car Removal Toronto GTA in terms of actual business generated each month.

	Today	End of Month 2	End of Month 3
Monthly Website Visitors	0	50 to 150	200 to 400
Leads Per Month	0	5 to 15	15 to 30
Cars Picked Up	0 from Google	3 to 9	9 to 18
Business Generated	\$0	\$1,500 to \$5,000	\$6,000 to \$12,000

Projections based on realistic conversion rates for the scrap car removal industry in the Toronto market. Results depend on competition, seasonality, and execution.

What You Are Leaving Behind Every Month You Wait Your competitor started exactly where you are now -- zero traffic, zero visibility. They fixed their online presence and now generate \$10,000 to \$15,000 in business from Google every single month. You have something they do not. A 5.0 star rating and 10 years of experience are powerful reasons for people to choose you over anyone else -- once they can find you. Every month without action is another month your competitor takes the customers who should be calling you.

Let's Talk -- Book a Free 20-Minute Call This audit shows exactly what is holding your business back from generating \$6,000 to \$12,000 in additional business every month from Google. In a short 20-minute call we will walk through these findings together, answer your questions, and lay out a clear step-by-step plan to get you there within 60 to 90 days. No pressure. No commitment. Just a straight conversation about what Scrap Car Removal Toronto GTA can achieve with the right online presence.

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