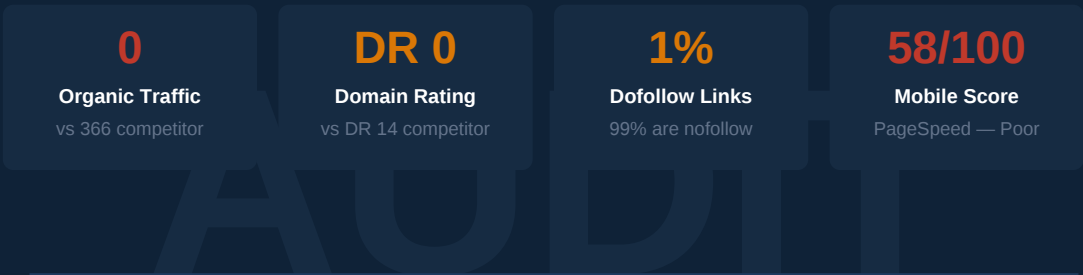


Siga Restoration

sigarestoration.com

A complete on-page, technical & competitive SEO analysis



Prepared by: Malik Haseeb | Local SEO and AEO Expert

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01 | THE REVENUE REALITY — WHAT YOU'RE MISSING RIGHT NOW

EVERY MONTH YOUR SITE IS INVISIBLE, YOUR COMPETITOR GETS THESE CALLS:

\$0

Your monthly traffic value

Google gives you nothing

\$1,300

Competitor's traffic value

callthemfirst.com

366

Visitors/month to competitor

You get zero

Let's be straight with you — because this is your business and your money. Thousands of Toronto homeowners search Google every month for exactly what you offer. Water damage. Mold. Fire restoration. These are emergency searches — people in panic, looking for someone to call right now. They are not finding you. They are finding your competitor.

Realistic Revenue Opportunity — Based on Conservative Estimates

The numbers below use a realistic 1–2% organic conversion rate and average job values typical for Toronto restoration contractors. These are not best-case numbers — they are what a properly ranked local competitor realistically earns.

Keyword	Mo. Searches	Your Rank	Est. Visitors	Avg Job Value	Est. Mo. Revenue
Water damage restoration toronto	200	#2 (competitor)	~4 visitors/mo	\$3,000–\$5,000	~\$9,000–\$20,000
Water restoration company	450	Not ranking	0	\$3,000–\$5,000	\$0
Mold removal toronto	320	Not ranking	0	\$2,500–\$4,000	\$0
Fire restoration toronto	180	Not ranking	0	\$4,000–\$7,000	\$0
Asbestos removal toronto	210	Not ranking	0	\$3,500–\$6,000	\$0
If you ranked top 3 for all					~\$9K–\$20K +/mo potential

Estimates based on ~1.5% conversion rate, ranking in positions 1–3. Actual results vary. The point is not the exact number — it's that right now this revenue is \$0.

02 | COMPETITOR SNAPSHOT — CALLTHEMFIRST.COM

Your top competitor in Toronto organic search is callthemfirst.com. Here is a direct, factual comparison of where they stand versus where you stand today.

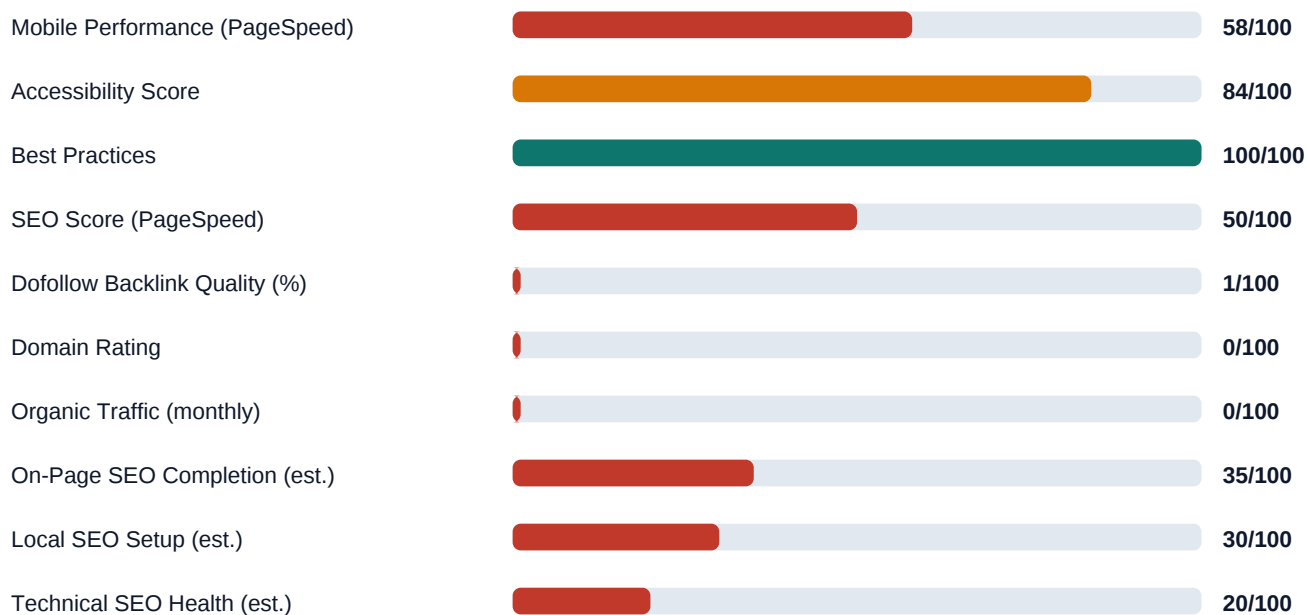
Metric	sigarestoration.com	callthemfirst.com	Difference
Monthly Organic Traffic	0 visitors	366 visitors	366 more/month
Monthly Traffic Value	\$0	\$1,300	\$1,300 advantage
Domain Rating (DR)	0	14	14 points ahead
Total Backlinks	142	131	You have more — but...
Dofollow Backlinks %	1% — almost none	44% — real authority	43% quality gap
Ranking: 'water damage restoration toronto'	Not ranking	#2	Gets the emergency call
Ranking: 'water restoration company'	Not ranking	#5	450 searches/month lost
Ranking: 'remediation services'	Not ranking	#5	100 searches/month lost
Ranking: 'toronto restoration services'	Not ranking	#6	150 searches/month lost

What this means in plain language

When someone's basement floods at 2am in Toronto, they Google it and call the first company they trust. Right now that is not you. Your competitor answers that call, sends their crew, and bills \$3,000–\$6,000 for a job you could have done. The backlink gap is the key reason — you have 142 total links but 99% are nofollow (worthless for ranking). Your competitor has fewer links but 44% are real dofollow links that Google actually counts.

03 | YOUR CURRENT STATE AT A GLANCE

Website Health Scorecard



The scorecard tells a clear story: your site has solid content and good best practices, but it is blocked from ranking by a small number of critical technical errors — all of which are fixable. The sections below cover every issue in detail.

04 | CRITICAL ISSUE #1 — THE NOINDEX KILL SWITCH

SEVERITY: CRITICAL — This single issue is the #1 reason you have zero Google traffic.

Your website is actively telling Google not to index it. Until this is fixed, nothing else in this report matters — you cannot rank for anything.

What We Found

Your website homepage contains this tag in its HTML header:

```
meta-robots: noindex, nofollow
```

Plain Language Explanation

Imagine opening a shop and putting a sign on the door that says 'Closed — Do Not Enter.' That is exactly what noindex does. It tells Google: do not show this website in search results. Google obeys completely. This is why your organic traffic is zero — not because Google hasn't found you, but because your own website is telling Google to ignore you.

Why It Happened

This is almost certainly a developer mistake from when the site was built. During development, a setting called 'Discourage search engines from indexing this site' is turned on to keep the work-in-progress site private. It should have been turned off before the site went live. It was not.

The Fix — Takes 5 Minutes

- Log into WordPress dashboard
- Go to Settings → Reading
- Find: 'Discourage search engines from indexing this site' — make sure it is UNCHECKED
- Click Save Changes
- Go to Google Search Console → Sitemaps → Submit your sitemap URL
- Request indexing for your homepage via the URL Inspection tool

Revenue Impact of Fixing This

Fixing noindex is the single highest-ROI action you can take on this entire list. It takes 5 minutes and unlocks your entire website for Google indexing. Without fixing this first, every other improvement in this report has zero effect.

05 | CRITICAL ISSUE #2 — CORE WEB VITALS & PAGE SPEED

Google uses your website's speed as a direct ranking factor. A slow site gets pushed down in results. Here is exactly where your site stands:

Metric	Your Score	Google Target	Status	What It Means
First Contentful Paint (FCP)	3.6 s	Under 1.8s	FAIL	Time before user sees anything on screen
Largest Contentful Paint (LCP)	13.3 s	Under 2.5s	FAIL	Main content load time — 5x over Google's limit
Total Blocking Time (TBT)	260 ms	Under 200ms	WARN	Time page is frozen and unresponsive
Cumulative Layout Shift (CLS)	0.061	Under 0.1	PASS	Elements jumping around — this is fine
Speed Index	5.7 s	Under 3.4s	FAIL	Overall visual load speed
Mobile Performance Score	58 / 100	90+	FAIL	Overall mobile score

The Main Culprit: LCP of 13.3 Seconds

Your Largest Contentful Paint of 13.3 seconds is the biggest problem. This is the time it takes for the main content on your page to appear. Google's threshold is 2.5 seconds. You are 5x slower. This is almost certainly caused by large, unoptimized images loading above the fold — particularly the hero/banner section. Most mobile users will leave before the page finishes loading.

Speed Fixes Required

- Convert all photos to WebP format (typically 40–80% smaller than JPEG with same quality)
- Add `loading='lazy'` to all images below the first screen
- Add `fetchpriority='high'` to the hero image so browser loads it first
- Minify and defer render-blocking CSS and JavaScript files
- Enable GZIP compression and browser caching on the server
- Consider upgrading to faster hosting — slow server response adds to LCP

Revenue impact of speed: Every extra second of load time reduces conversions. At 13 seconds load time on mobile, the majority of visitors leave before even seeing your phone number. Fixing speed alone can meaningfully increase the calls you get from your website.

06 | CRITICAL ISSUE #3 — BACKLINK & AUTHORITY GAP

Backlinks are links from other websites pointing to yours. Google treats them as votes of trust. More quality backlinks = more authority = higher rankings. The key word is quality — not all links count equally.

Metric	sigarestoration.com	callthemfirst.com	Reality
Domain Rating	0	14	Competitor has established authority; you have none
Total Backlinks	142	131	You have more links — but quantity is not the issue
Dofollow %	1%	44%	Only dofollow links pass authority — you have almost none
Real authority links (est.)	~1–2 links	~57 links	This is the actual ranking gap
Linking unique domains	142 domains	81 domains	Yours are mostly automated/spam

The 1% Dofollow Problem

You have 142 backlinks, which sounds good. But 99% of them are nofollow links — Google ignores these for ranking purposes. Your real effective link count is roughly 1–2 links. Your competitor has 131 links with 44% dofollow — meaning about 57 real authority links. That entire gap is why they rank and you do not.

Link Building Actions to Take

- Google Business Profile: verify and fully complete — this is the most powerful local citation
- HomeStars, Houzz, Yelp Canada, Yellow Pages Canada, BBB — all provide dofollow local citations
- IICRC and WSIB directory listings — industry authority links Google trusts
- Ask existing customers to mention and link to you on their business websites or blogs
- Partner with plumbers, roofers, and real estate agents for mutual referral links
- Create one genuinely useful resource (e.g. 'What to do in the first hour of a basement flood') that other local websites and blogs will naturally link to

- #01** **Meta Robots: noindex, nofollow (All Pages)**
Impact: Zero pages can appear in Google. This overrides every other SEO effort on the site.
Fix: Remove the noindex, nofollow tag via WordPress Settings → Reading. Uncheck 'Discourage search engines.'
- #02** **Meta Title Does Not Lead With Primary Keyword**
Impact: Current: 'Restoration Toronto | Water, Fire & Mold | - Siga Restoration'. Google weights keywords that appear earlier. 'Restoration Toronto' is too vague.
Fix: Rewrite to: 'Water Damage Restoration Toronto — 45-Min Response | Siga Restoration'. Lead with the highest-volume keyword.
- #03** **Meta Description Has No Call-to-Action**
Impact: Current description is factual but passive. It does not compel a click. No phone number, no urgency, no clear next step.
Fix: Rewrite to include the phone number and urgency: 'Flooded basement? Mold? Fire damage? Toronto certified team — arrives in 45 min, 24/7, fully insured. Call 437-476-8844.' Under 160 characters.
- #04** **H1 Tag Misses the Primary Keyword**
Impact: Current H1: 'Trusted Restoration Company in Toronto.' This sounds good but completely misses 'water damage restoration toronto' — your highest value keyword with 200 searches/month.
Fix: Change H1 to: 'Water Damage Restoration Toronto — Available 24/7'. Every page should have exactly one H1 targeting its primary keyword.
- #05** **H2 Headings Not Keyword-Optimized**
Impact: 'Get Help Fast From Certified Restoration Experts' and 'Professional Restoration Services Across Toronto and the GTA' — readable but no specific keyword targeting.
Fix: Examples: 'Flood & Water Damage Restoration in Toronto' and 'Mold Removal & Remediation — Toronto & GTA'. Embed city + service in every H2.
- #06** **Duplicate H2 Heading on Homepage**
Impact: 'Get Help Fast From Certified Restoration Experts' appears twice on the same page. This is duplicate content within a page and dilutes SEO signal.
Fix: Use each heading once only. Rename or remove the duplicate contact form heading.
- #07** **Footer Home Link Points to Staging Domain**
Impact: The Home link in the footer goes to 'sigarestoration.homeshowoff.ca' — not your live website. This leaks link equity to a staging domain and signals inconsistency to Google.
Fix: Change footer Home link to <https://sigarestoration.com/> immediately. This takes 2 minutes in the theme or page builder settings.

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Location 'Pages' Are JavaScript Tabs — Not Real Pages

Impact: Your 20 location tabs (Toronto, Mississauga, Brampton, etc.) are not separate URLs. Google cannot rank a tab. Each location gets zero chance of ranking on its own.

Fix: Create real individual pages: /water-damage-restoration-mississauga/, /mold-removal-brampton/, etc. Each needs unique, city-specific content.

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Internal Links Point to Inconsistent URLs

Impact: Links in the body go to /fire-smoke-damage-restoration/ and /flood-water-restoration/ which differ from the actual page slugs. These may return 404 errors.

Fix: Audit every internal link. Use the exact canonical URL of each destination page. Fix all mismatched slugs.

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No Blog or Ongoing Content

Impact: Zero blog posts means zero additional pages to rank. Long-tail searches like 'is black mold dangerous toronto' or 'basement flood what to do' get no answer from your site.

Fix: Publish minimum 2 blog posts per month answering common customer questions. Each post is a new URL that can rank and capture leads.

08 | IMAGE AUDIT — FORMAT, SIZE, ALT TEXT & GEO-TAGGING

Images are one of the most overlooked SEO opportunities for local service businesses. Here is a complete audit of every image issue found on sigarestoration.com:

IMAGE FORMATS

Service photos are JPEG — not WebP

Issue: Photos like water-damage-cleanup-with-industrial-fan.jpg are heavy JPEG files. WebP delivers the same quality at 40–80% smaller file size, directly improving LCP.

Fix: Convert all photos to WebP before uploading. Use Squoosh, TinyPNG, or server-side conversion.

Portrait-sized image used in landscape layout

Issue: removing-moldy-drywall-and-insulation-768x1024.jpg is portrait orientation (768x1024) used in a landscape content section — wrong aspect ratio wastes bytes and looks off.

Fix: Resize and crop images to match the exact display dimensions needed. Landscape sections need landscape photos (e.g. 800x500px).

Mixed formats across the site

Issue: SVG badges, WebP photos, PNG icons, JPEG service images — no consistency. This makes it harder to manage and optimize over time.

Fix: Standardize: photos as WebP, icons/logos as SVG, no PNG for photos.

ALT TEXT — HIGH PRIORITY

Badge/certification images have no alt text

Issue: wsib.svg, iicrs-cert.webp, google-letters.svg, satisfaction-guaranteed-1.svg all have empty alt attributes. These are missed keyword and trust signals.

Fix: Add descriptive alt text: wsib.svg → 'WSIB Certified Restoration Contractor Toronto' iicrs-cert.webp → 'IICRC Certified Water Damage Restoration Company' google-letters.svg → 'Google Verified Siga Restoration Toronto'

Service section photos have no keyword alt text

Issue: Service images have generic or no alt text. Every service image is a keyword opportunity.

Fix: Format: [service type] in [location] by [descriptor]. Example: 'Professional water damage cleanup with industrial drying fan in Toronto home' Example: 'Asbestos removal from Toronto residential roof by certified contractor'

Review profile images have no alt text

Issue: Review photos (r.webp, n.png, d.png, c.png) have no alt text — and poor file names.

Fix: Add alt='[Name] customer review — Siga Restoration Toronto' to each review photo.

FILE NAMES

Single-letter file names: r.webp, n.png, d.png, c.png, wan.webp

Issue: These file names mean nothing to Google. Google reads file names as a content signal. Single-letter names are a wasted opportunity on every image.

Fix: Rename all images before uploading: r.webp → sandra-p-siga-restoration-client.webp wan.webp → 24-7-emergency-restoration-toronto.webp

Service images have acceptable names — keep them

Issue: Files like water-damage-cleanup-with-industrial-fan.jpg and professional-roof-asbestos-removal.jpg are well-named. Just convert to WebP and they are fine.

Fix: No rename needed — just convert format to WebP.

GEO-TAGGING

No EXIF geo-location data on any images

Issue: None of your images have GPS coordinates embedded in their EXIF metadata. Geo-tagged images are a local SEO best practice, especially for Google Business Profile.

Fix: Before uploading job-site photos, embed Toronto GPS coordinates (43.6532 N, 79.3832 W) using Geolmgr or similar tool. Most important for photos uploaded to Google Business Profile.

No real job-site photos on the website

Issue: All current images are stock-style or generic. You have no photos of actual jobs completed at real Toronto properties. Real photos build more trust and local relevance.

Fix: Take photos at every job. Geo-tag them. Upload to both your website and GBP. Real job photos are powerful proof of work that stock photos cannot replicate.

PERFORMANCE & TECHNICAL

No lazy loading on below-fold images

Issue: Service photos, review images, and the map all load immediately on page load, wasting bandwidth on images the user may never scroll to. This directly worsens LCP.

Fix: Add loading='lazy' to every image that is not visible in the first screen viewport. This is a single HTML attribute addition per image tag.

No explicit width and height on image tags

Issue: Without explicit dimensions, the browser cannot reserve space for images while they load, causing layout shifts and slower perceived performance.

Fix: Add width and height attributes to every image tag matching its display size. Example: `img src='...' width='800' height='500' loading='lazy' alt='...'`

09 | URL STRUCTURE & INTERNAL LINKING AUDIT

URL / Element	Assessment	Severity
/flood-water-damage-restoration-toronto/	Keyword-rich, location included, hyphenated	GOOD
/mold-inspection-removal-remediation-services/	Long but acceptable. No location keyword.	MEDIUM
/asbestos-removal-toronto/	Good — service and location present	GOOD
/vermiculite-removal/	Missing location. Should include -toronto/	MEDIUM
/fire-smoke-damage-restoration-services-toronto/	Good but very long — consider shortening	LOW
/emergency-restoration/	Missing location — add -toronto/ to the slug	MEDIUM
Footer home link → homeshowoff.ca staging domain	Points to development domain instead of live site	CRITICAL
20 location 'pages'	JavaScript tabs — no individual URLs — Google cannot index them	CRITICAL
/fire-smoke-damage-restoration/ (internal link)	Slug differs from actual page — likely broken link	HIGH
/flood-water-restoration/ (internal link)	Shortened slug used internally — may return 404	HIGH

Location Pages — Highest Long-Term Revenue Opportunity

Converting your 20 location tabs into real, individual pages is one of the highest-value SEO actions available to you. Each city page targets searches like 'water damage restoration Mississauga' or 'mold removal Brampton' — searches with real buying intent. Right now these 20 locations generate zero rankings. As real pages with unique content, they could each rank independently and bring in city-specific leads.

#01

No Schema Markup on Any Pages

Impact: Schema markup tells Google exactly what your business is — name, address, phone, services, reviews. Without it, Google guesses. Competitors with schema appear with star ratings and phone numbers directly in search results.

Fix: Add LocalBusiness schema, Service schema, FAQPage schema (you already have FAQ content), and AggregateRating schema. A developer can implement all of these in one afternoon.

#02

Google Business Profile Connection Unknown

Impact: No visible link between your website and a verified Google Business Profile. The GBP controls whether you appear in the Map Pack — the 3 local businesses shown on Google Maps. This is often more important than website rankings for local service businesses.

Fix: Verify your GBP. Ensure NAP exactly matches your website: Siga Restoration | 117 Dolomite Drive, North York, M3J 2N1 | 437-476-8844. Complete every section: photos, services, hours, description.

#03

FAQ Content Exists But Has No FAQ Schema

Impact: You have 6 well-written FAQ questions on the homepage. Without FAQPage schema, Google cannot display them as expandable snippets in search results — a major visibility boost available at no cost.

Fix: Add FAQPage JSON-LD schema to the page. This is a small code block in the page header that takes under an hour to implement.

#04

Footer Staging URL Creates NAP Inconsistency

Impact: Footer links to homeshowoff.ca — a different domain than your live site. If Google associates your business with two domains, it creates confusion and weakens local authority signals.

Fix: Fix the footer Home link to <https://sigarestoration.com/> — this must be done immediately.

#05

Customer Reviews Have No Schema

Impact: You have 4 real customer reviews on the homepage. Without AggregateRating schema, Google cannot show your star rating in search results.

Fix: Add Review and AggregateRating schema. Star ratings in search results can increase click-through rate by 15–30% even before you rank higher.

#06

No Local Citation Strategy

Impact: Beyond your website, your business needs consistent directory listings to build citation authority — a key local ranking signal.

Fix: Get listed consistently on: Google Business Profile, Bing Places, HomeStars, Houzz, Yelp Canada, Yellow Pages Canada, BBB, and local Toronto directories. NAP must be identical everywhere.

11 | PRIORITY ACTION ROADMAP

All issues ranked by impact. Start with Critical items — several take under 15 minutes and immediately unlock your ability to rank.

#	Action	Priority	Time	Expected Outcome
1	Remove noindex/nofollow from all pages	CRITICAL	10 min	Immediate indexing unlocked
2	Fix footer staging domain link	CRITICAL	5 min	Stops authority leak
3	Submit sitemap to Google Search Console	CRITICAL	15 min	Signals pages to Google
4	Fix H1 to target primary keyword	HIGH	10 min	Direct ranking signal improvement
5	Rewrite meta title and description	HIGH	30 min	Better click-through rates
6	Add alt text to all images	HIGH	2–3 hrs	Accessibility + keyword signals
7	Convert photos to WebP + add lazy loading	HIGH	1–2 days	Fixes LCP, improves speed score
8	Fix broken internal links	HIGH	1 hr	Stops wasted link equity
9	Add LocalBusiness + FAQ + Review schema	HIGH	3–4 hrs	Rich results eligibility
10	Verify and complete Google Business Profile	HIGH	2 hrs	Map Pack rankings
11	Remove duplicate H2 heading	MEDIUM	5 min	Cleaner page structure
12	Add explicit width/height to image tags	MEDIUM	2 hrs	Reduces layout shift
13	Rename single-letter image files	MEDIUM	1–2 hrs	Better keyword signals
14	Add geo-tags to job photos	MEDIUM	1 day	Stronger local signals
15	Fix location page URL slugs (add -toronto)	MEDIUM	1 hr	Better local targeting
16	Create 20 individual city location pages	MEDIUM	1–2 wks	Each can rank independently
17	Build dofollow backlinks (ongoing)	MEDIUM	Ongoing	Core authority building
18	Start blog — 2 posts/month	LOW	Ongoing	Long-tail keyword capture

12 | WHAT HAPPENS IF YOU ACT NOW VS. WAIT

Timeline	If You Act Now	If You Wait
Week 1–2	noindex fixed, sitemap submitted, GBP verified — Google begins crawling	0 indexed pages, \$0 traffic, competitor keeps gaining authority
Month 1	Technical fixes complete, speed improved, schema added	Competitor grows stronger, you pay for leads Google gives them free
Month 2–3	First pages appear in Google, early local searches become visible	Every month without action = estimated \$3K–\$8K in jobs going to competitors
Month 4–6	Ranking for local keywords, first organic leads arriving	Competitor's DR grows — harder to overtake the longer you wait
Month 6–12	Consistent organic traffic, 10–25+ leads/month from Google	You've fallen further behind — recovery becomes more expensive
Year 2+	Established authority, multiple page-1 rankings, organic traffic generating meaningful monthly job value	Two years of competitor head start — a significant gap to close from zero

Your Website Is Ready to Rank.

The problems in this report are fixable. Most of them are quick wins.
The market is there. The searches are happening. The only question is:

Will your competitor answer that phone call, or will you?

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