



PREPARED FOR

Your Neighborhood Garage Door Repair

WEBSITE AUDIT & GROWTH PLAN

Denton, TX, serving the DFW metroplex
yourneighborhoodgdr.com

TOP SHELF BUSINESS SOLUTIONS

PREPARED AUGUST 2026

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Your Neighborhood Garage Door Repair

Website Audit & Growth Plan · Garage door repair

A free, no-obligation look at how Your Neighborhood GDR shows up online today, and what we would do about it.

■ THE SHORT VERSION

Nothing here is broken. The website is built better than almost any small business site we audit, and the Google profile has a clean 5.0 from 37 reviews. The gap is that Google has you filed as a garage door supplier rather than a repair company, and you do not appear in the map pack or the organic top three for a single one of the six local searches we ran.

■ WHAT IS ALREADY WORKING

- All 217 pages have a title tag and a meta description, with zero duplicates of either. On a site this size that is close to unheard of.
- 628 images and every one of them has alt text. That is 100 percent, and 627 of the 628 also carry explicit width and height so the page does not jump around while it loads.
- 215 of the 217 pages carry structured data and every block on the site parses without a single error. Breadcrumbs on 214 pages, FAQ markup on 212.
- A hand-written llms.txt and explicit permission for the AI crawlers, GPTBot, ClaudeBot and PerplexityBot. That puts you ahead of essentially every competitor in this trade.
- A clean 5.0 from 37 Google reviews, with recent ones naming spring replacement, opener installation and honest staff.

DIMENSION	GRADE	ASSESSMENT
Website technical foundations  89	B ⁺	Titles, descriptions, canonicals, headings, images and schema validity are all at or near 100 percent across 217 pages. Business schema depth is the one weak check.
On-page content  90	A ⁻	City pages run about 1,035 words at the median. 84 meta descriptions run long enough to get truncated.
Google Business Profile  54	F	5.0 from 37 reviews, but the primary category is wrong, the hours contradict the website, and booking points off-site.
Local search visibility  20	F	Absent from the map pack and the organic top three in all six searches we ran.
Turning visitors into customers  69	C ⁺	One consistent phone number everywhere, but the profile sends bookings to Square rather than the site.
OVERALL  64 C		

Each row is the straight average of the graded checks in the section covering it, and the overall is the average of the rows. Every check and its number is printed in sections 03 and 04.

■ WHAT WE WOULD FIX, IN ORDER

1 Change your primary Google category to a repair service	4 Bring the booking click back to your own site
2 Tell Google where you actually operate	5 Tidy the small things across 217 pages
3 Make the hours and the review count tell one story	6 Answer every review, and keep asking for more

01 is the free do-it-yourself list, 03 and 04 grade each piece, 05 works through the 6 fixes, 06 is who we are and what we charge.

01 Fixes You Can Make Yourself, Free

■ TEN THINGS YOU CAN FIX YOURSELF, FREE

This audit is yours to use however you want, with us or without us. So here is the part that needs no developer and no money, only somebody with the Google login and access to the site. We put it first on purpose. Everything from here down is the diagnosis. This page is the part you can act on before you finish reading. Do these yourself and keep the money. None of it needs us. Seven of these are quick. The last three are still free and still yours to do, they are just bigger, so plan them for a slower week rather than this one. We say which is which rather than let you find out at item eight.

01 **Change your primary Google category from Garage door supplier to Garage door repair service**

This is the single most important line in the whole audit. In your Google Business Profile, open Edit profile, then Business category, and change the primary one. A supplier sells doors. You repair them, and the primary category is the strongest single signal Google uses to decide who shows up in the map pack. It is a dropdown, and it takes about two minutes.

02 **Make the hours on Google match the hours on your website**

Google says Open 24 hours. Your website footer says Mon-Sun 7am-8pm with emergency service 24/7. Both cannot be right, and a customer who calls at 11pm because Google said you were open is a customer you disappoint. Pick the true version, set it under Hours in the profile, and change the footer to match.

03 **Point the booking link on your Google profile at your own website**

The appointment link on the profile currently goes to squareup.com. Under Bookings in the profile, change it to your own booking page. Right now Google is sending your highest-intent traffic to a third-party page instead of the site you spent real effort building.

04 **Update the review count in your website's structured data from 34 to 37**

Your site tells Google you have 34 reviews. Your live profile says 37. It is a single number in the aggregateRating block, and a stale one makes the rest of your otherwise perfect schema look unmaintained.

05 **Change the footer copyright from 2025 to the current year**

It is the last thing on every one of your 217 pages. A visitor who notices it wonders whether anybody is still running the business. One edit in the footer template fixes all 217 at once.

06 **Delete the line in robots.txt that blocks CCBot**

You explicitly welcome GPTBot, ClaudeBot and PerplexityBot by name, then block CCBot in the same file. CCBot feeds Common Crawl, which several AI systems train and answer from. Given how deliberate the rest of that file is, this reads like something that got left in rather than a decision.

07 **Reply to every review, including the older ones**

Of the three most recent reviews visible on your profile, only one has an owner response. Replies are free, they take a minute each, and they are one of the few signals on a profile you fully control.

08

Trim the 84 meta descriptions that run past 160 characters, over a slower week

The meta description is the grey line of text under your link in search results. 84 of yours run long, the longest at 201 characters, so Google cuts them off mid-sentence and the searcher reads half of what you wrote. This one is free but it is not quick. It is 84 short pieces of writing, and it is the item on this list most owners hand to whoever maintains the site. We are putting it here anyway because nobody needs to be paid to do it, only to be told which 84.

09

Fix the 12 internal links pointing at city pages that were never built

Twelve links point at eight pages that do not exist: seven city pages, gunter, corsicana, royse-city, richland-hills, wilmer, kaufman and sachse, plus one guide page on insulation R-values. Out of 11,991 internal links that is a 0.10 percent failure rate, so this is a sweep rather than a crisis. The free version is removing the 12 links, which takes about ten minutes. Building the seven missing city pages is the better outcome, but that is real work and we would rather scope it with you than pretend it belongs on a free list.

10

Add spring replacement and opener installation to your Google services list

Google surfaced review keyword chips for spring replacement and new opener installation, which means customers are describing that work in their own words. Listing those services explicitly in the profile, under Edit profile then Services, tells Google the same thing the reviews already do.

02 Business Snapshot

BUSINESS	Your Neighborhood Garage Door Repair
CATEGORY	Garage door repair
LOCATION	Denton, TX, serving the DFW metroplex
PHONE	(940) 644-4376
WEBSITE	yourneighborhoodgdr.com
RATING	5.0 / 5.0 37 Google reviews, all of them at 5.0

■ WHERE YOU STAND TODAY

Your Neighborhood GDR is an unusual audit to write, because most of it is good news. Across 217 pages we found a title and a meta description on every single one, no duplicates of either, one H1 on 216 of 217, a correct self-referencing canonical on all 217, and structured data on 215 that parses without one error anywhere on the site. Every one of the 628 images carries alt text. The sitemap lists 213 URLs and all 213 resolve. There are 130 maintained redirects, forced HTTPS, compression, cache headers and security headers, plus a hand-written llms.txt granting the AI crawlers explicit permission. That is a better-built site than almost anything we audit. The Google profile is strong too: 5.0 from 37 reviews, 974 profile views, and recent reviews that read like real customers describing real jobs. And yet in six high-intent local searches run by hand across Denton, Argyle and Flower Mound, Your Neighborhood GDR did not appear in the map pack or in the organic top three for any of them. That is the gap this document is about, and the explanation is not that something is broken. It is that Google has you filed as a garage door supplier, that the business schema on the site is missing the address, service area, hours, geo coordinates and description that a service-area business is placed by, and that nothing on the site tells Google where you physically are.

03 Google Business Profile Audit

Your Google Business Profile is the piece with the most upside for the least effort, and it is also where the single most consequential finding in this audit lives. Below is where the profile is strong and where it is working against you. The number beside each check is what it contributes to the 54 on page two.

ELEMENT	GRADE	SCORE	ASSESSMENT
Primary category	F	15	Set to Garage door supplier, with Service establishment as the secondary. You are a repair company. Primary category is, as of this writing, the strongest single lever in map pack ranking, and this one is pointed at the wrong business.

ELEMENT	GRADE	SCORE	ASSESSMENT
Reviews & rating	A	 95	5.0 from 37 reviews. Recent ones are warm and specific, and Google has surfaced keyword chips for garage door design, new opener installation, honest staff and spring replacement.
Review responses	C	 60	Of the three most recent reviews visible, only one carries an owner response. The reviews are excellent. The habit of answering them is not established yet.
Hours	D	 40	The profile says Open 24 hours. The website footer says Mon-Sun 7am-8pm plus emergency 24/7. Those contradict each other, and a customer trusts whichever one they happen to read.
Booking & appointment link	D+	 45	The appointment link points at squareup.com rather than your own website, so Google routes your highest-intent clicks away from the site.
Name, phone & website	A	 95	Phone (940) 644-4376 and yourneighborhoodgdr.com are correct on the profile and match the site exactly. One number, zero variants, everywhere we looked.
Profile reach	C+	 68	974 profile views. That is real traffic finding you, but it is what a 5.0 profile earns from people who already know the name rather than from the repair searches you are absent from.
Map pack visibility	F	 15	Absent from the map pack in all six searches we ran, including garage door repair Denton TX, which is the search this business exists to win.

Detailed findings

You are categorized as a supplier, and you are a repair company

This is the finding to act on first. Your primary category on Google is Garage door supplier, with Service establishment behind it. A supplier sells doors. Your reviews describe spring replacement and opener installation, your site is built around repair, and five of the six searches we ran were repair searches. Primary category is the strongest single input Google has when it decides which three businesses go in the map pack for a given query, and yours is telling Google you do something adjacent to the thing people are searching for. The fix is a dropdown in the profile and it takes about two minutes. We have put it at the top of your free list in section 01, and it is item one of the growth plan, because nothing else in this document has that ratio of effort to effect.

Your hours contradict themselves depending on where somebody looks

Google says Open 24 hours. The website footer says Mon-Sun 7am-8pm, with emergency service 24/7. Those are two different promises, and a customer only sees one of them. Somebody who calls at midnight because Google told them you were open, and reaches a line that treats it as an after-hours emergency call, has had a worse experience than if the profile had simply said what the site says. Decide which is true, then make both say it.

Google sends your best clicks to Square instead of your website

The booking link on the profile resolves to squareup.com. Somebody who searches, finds you, and taps Book is the most valuable visitor you get all day, and that tap lands somewhere other than the site you built. It is worth pointing at your own booking page so the visit is yours end to end.

Your reviews are already telling Google what you do, and the profile is not backing them up

The keyword chips Google surfaced from your reviews are garage door design with four mentions, new opener installation with two, honest staff with two, and spring replacement with two. Those are customers describing your work in their own words, unprompted, which is the most credible signal a profile can carry. Right now the category field contradicts them. Fix the category and the reviews stop pulling against your own profile settings.

How you compare locally The businesses beating you are not beating you on rating. Denton Overhead Door takes the map pack in four of the six searches we ran and appears in the organic top three of three of them, and Supreme Garage Door Repair, Green Eagle Garage Door, Family Christian Doors, Welborn Garage Door Repair and PeakLine Garage Door Supply each take a map pack place in at least one. What they have that you do not is a Google profile that says in one field what kind of business they are, and enough location signal for Google to feel confident placing them in a specific city. Your 5.0 from 37 reviews would compete with any of them. It is not competing yet, because on the searches that matter you are not on the board to compare against.

04 Website & SEO Audit

■ TECHNICAL & FOUNDATIONS

This is the plumbing Google needs before it can understand a site at all, and yours is the best-built foundation we have audited. These seven checks average out to the 89 on page two, and the one weak row is the reason the rest of this document exists.

ELEMENT	GRADE	SCORE	ASSESSMENT
Titles & meta descriptions	A	 98	217 of 217 pages have a title. 217 of 217 have a meta description. Zero duplicates of either. Most sites this size carry hundreds of duplicates.
Canonical tags	A	 100	217 of 217 pages carry a canonical tag and every one is correct and self-referencing. Nothing on the site is competing with itself.
Structured data validity	A	 96	215 of 217 pages carry structured data and every block on the site parses without an error. Breadcrumbs on 214 pages, FAQ markup on 212.

ELEMENT	GRADE	SCORE	ASSESSMENT
Business schema depth	D	 40	Of the 150 pages carrying a business entity, only 50 include an address and only 7 include areaServed. Opening hours appear on 1. Geo coordinates, logo, description and email appear on none.
Sitemap & indexing	A	 98	sitemap.xml lists 213 URLs and all 213 resolve to a real page. No orphans, no dead entries.
Redirects, HTTPS & headers	A	 96	130 maintained 301 redirects, HTTPS forced, compression on, cache headers and security headers all correctly configured.
AI crawler access	A	 92	A hand-written llms.txt plus explicit permission for GPTBot, ClaudeBot and PerplexityBot. CCBot is blocked, which looks unintentional given the rest of the file.

Detailed findings

The foundation is genuinely excellent, and it is worth saying so before anything else

Across 217 pages we could not find a missing title, a missing meta description, a duplicate of either, a broken canonical, or a single structured data block that fails to parse. 628 images, every one with alt text, and 627 of the 628 carrying explicit width and height so the layout does not shift while the page loads. A sitemap where all 213 listed URLs actually resolve. 130 redirects that are still maintained. HTTPS forced, compression on, cache and security headers configured. Almost every audit we write spends its first section explaining what is missing. Yours does not, and that changes what the rest of this document is for. You are not being held back by anything that is broken. You are being held back by four or five specific things that are thin.

The business schema is the one place the foundation is thin, and it is the place that matters most 150 of your pages carry a business entity in their structured data, which is the block that tells Google what kind of business this is and where it operates. Only 50 of those include an address. Only 7 include areaServed, the field that names the cities you cover. Opening hours appear on exactly one page. Geo coordinates, logo, description and email appear on none of them. For a business with a storefront that would be a minor omission. For a service-area business, which is what you are, those are precisely the fields Google reads to decide which city you belong in. The site is telling Google that a garage door business exists. It is not telling Google where.

Nothing on any page says where you physically are

There is no geo or ICBM meta tag on any of the 217 pages, no geo coordinates in any schema block, and an address in only 50 of the 150 business entities. Put together with a Google profile that is categorized as a supplier, that means the two systems Google would normally use to place you in Denton are both quiet on the subject. This is the technical half of the same problem the category is the profile half of.

■ ON-PAGE & CONTENT

There is real content here, written by somebody who understood the job. The problems in this section are small and specific, which is a different kind of report from the one we usually write. These six checks average out to the 90 on page two.

ELEMENT	GRADE	SCORE	ASSESSMENT
Heading structure	A	 97	216 of 217 pages have exactly one H1. The single exception is a utility page deliberately kept out of search, so it does not count against you.
Content depth	A ⁻	 90	City pages run about 1,035 words at the median. That is real content, not a template with the city name swapped in a heading.
Image SEO	A	 99	628 images, every one with alt text. 100 percent. 627 of the 628 also carry explicit width and height so the page does not jump while it loads.
Meta description length	C	 62	84 of the 217 descriptions run past 160 characters, the longest at 201, so Google truncates them mid-sentence and the searcher reads half a thought.
Internal linking	A ⁻	 92	11,991 internal links, of which 12 across 8 targets point at city pages that were never built. That is a 0.10 percent failure rate, small but worth a sweep.
Contact consistency	A	 98	One phone number, zero variants, across all 217 pages and the structured data. That is harder to achieve than it sounds and most sites this size fail it.

Detailed findings

The city pages are real pages, not filler

A median of about 1,035 words on a city page means somebody wrote them. That matters, because the usual failure mode for a service-area business is 60 thin pages with a city name find-and-replaced through a paragraph, and Google is good at recognizing that pattern. You do not have that problem. What those pages are missing is not words. It is the structured data underneath them that would tell Google which city each one is actually about.

84 truncated meta descriptions is the most visible small problem on the site

The meta description is the grey line of text a searcher reads under your link, and it is often the only sentence of yours they see before deciding whether to click. 84 of your 217 run past the point where Google cuts them off, the longest at 201 characters. Nothing is broken, and every page has one, which already puts you ahead. The fix is trimming each to under 160 so the sentence that gets read is the sentence you wrote.

Twelve links pointing at eight pages that were never built

Twelve internal links point at eight pages that were never built: seven city pages, gunter, corsicana, royse-city, richland-hills, wilmer, kaufman and sachse, and one guide page on insulation R-values. Against 11,991 internal links this is a rounding error and we want to be honest about the scale, but a link that goes nowhere is a small vote of confidence Google throws away. Either build those city pages or remove the links, and given the median depth of the city pages you already have, building them is not a bad use of the effort.

■ LOCAL SEO & RANKINGS

This is the section that explains why a business this well built is not busier. We ran six high-intent local searches by hand from a DFW connection on 3 August 2026. Your Neighborhood GDR did not appear in the map pack or the organic top three for any of them. These five checks average out to the 20 on page two.

ELEMENT	GRADE	SCORE	ASSESSMENT
Map pack presence	F	10	Absent from the map pack in every search we ran, including garage door repair Denton TX in your home city.
Organic rankings	F	12	Absent from the organic top three in all six searches. Yelp appears in five of the six. Your site appears in none.
Location signals	D-	32	No geo or ICBM meta on any page, no geo coordinates in any schema block, an address in 50 of 150 business entities, and areaServed on 7 pages.
Category alignment	F	15	Primary category is Garage door supplier while the searches you want to win are repair searches. The profile and the intent do not match.
Competitor gap	D	32	Denton Overhead Door takes the map pack in four of the six searches and the organic top three in three of them. Your rating matches or beats theirs. You are simply not on the board.

Checked by hand, 3 August 2026 - where you actually rank

SEARCH	MAP PACK TOP 3	ORGANIC TOP 3	YOUR NEIGHBORHOOD GDR
garage door repair Denton TX	Denton Overhead Door, Supreme Garage Door Repair, Green Eagle Garage Door	dentonoverhead door.com, Yelp, trurolloverhead door.com	Absent from both
garage door spring repair Denton TX	Denton Overhead Door	dentonoverhead door.com, Yelp, callwelborngarage.com	Absent from both

SEARCH	MAP PACK TOP 3	ORGANIC TOP 3	YOUR NEIGHBORHOOD GDR
garage door repair Argyle TX	Denton Overhead Door	garagedoorsargyle.site, Yelp, meadowsgaragedoors.com	Absent from both
garage door opener repair Flower Mound TX	Family Christian Doors, Welborn Garage Door Repair	Yelp, callwelborn garage.com, anyt imegaragedoor.com	Absent from both
emergency garage door repair near me Denton	Supreme Garage Door Repair	dentonoverhead door.com, Yelp, callwelborngarage.com	Absent from both
garage door design tool Denton TX	Denton Overhead Door, PeakLine Garage Door Supply, Supreme Garage Door Repair	meadowsgaragedoors.com, supremegaragedoortx.com, apachegaragedoors.com	Absent from both

Detailed findings

Six searches, zero appearances, and none of it is because the site is bad

We ran six searches by hand on 3 August 2026 across Denton, Argyle and Flower Mound, covering repair, spring repair, opener repair, emergency work and the design tool search. Your Neighborhood GDR appeared in neither the map pack nor the organic top three in any of them. Read that against section 04's first block and the picture is unusual: a site with perfect title coverage, perfect alt text, valid schema on 215 pages and a maintained redirect map, invisible for the exact searches it was built to win. That combination almost always means the ranking problem is not a quality problem. Here it is a placement problem, and placement comes from category and location signals, both of which are the specific things this audit found thin.

Yelp is outranking you for your own work in five of the six searches

Yelp appears in the organic top three of five of the six searches we ran. Directories win these positions when the local businesses themselves are not giving Google enough to place them, so Google falls back on the aggregator that definitely knows which city the query is about. Your site has more genuine content on Denton garage doors than Yelp's page ever will. It is missing the handful of fields that tell Google that content belongs to a business operating in Denton.

The design tool search is a small opportunity your reviews already point at

Garage door design was the most frequent keyword chip Google pulled from your reviews, with four mentions. In the design tool search we ran, the top three organic results were three competitors and none of them was you. Customers are already describing that part of your work in their reviews. Nothing on the profile or in the site's business schema currently repeats it back.

■ TURNING VISITORS INTO CUSTOMERS

A visitor who does reach the site is treated well. The gaps here are about where Google sends people and how quickly the site tells them you are real. These five checks average out to the 69 on page two.

ELEMENT	GRADE	SCORE	ASSESSMENT
Phone number consistency	A	 98	One number, (940) 644-4376, across all 217 pages and the structured data, matching the Google profile exactly. No variants anywhere.
Booking path	D ⁺	 45	The Google profile's appointment link points at squareup.com rather than your own site, so the highest-intent click of the day leaves your website before it arrives.
Hours clarity	D	 42	Open 24 hours on Google against Mon-Sun 7am-8pm plus emergency 24/7 on the site. A customer only ever sees one of them and cannot know which is current.
Social proof on site	C ⁺	 68	The site's structured data still reports 34 reviews while the live profile shows 37. The number is stale rather than absent, which is a smaller fix than most.
Page presentation	A ⁻	 92	627 of the 628 images carry explicit width and height, so nothing jumps around while the page loads. That is a detail most sites this size never get to.

Detailed findings

The stale review count is small, and it is the kind of small that spreads

Your structured data reports 34 reviews. The live profile shows 37. Three reviews is not a meaningful difference to a customer, but it is a signal to you: the schema was written carefully once and has not been revisited since. Everything else in that schema is correct, which is exactly why an out-of-date number in it is worth catching now rather than in a year when several fields have drifted.

The footer still says 2025

It sits at the bottom of all 217 pages. Most visitors never register it, and the ones who do read it as a question about whether anybody is still minding the business. It is one edit in a footer template and it fixes every page at once.

Where the visitor goes after Google is the piece worth reclaiming

Between the booking link pointing at Square and the hours disagreeing with the site, the two things a ready-to-buy customer does first, book and check you are open, both happen somewhere you do not control or in a place that contradicts you. The site itself handles them well. It is the handoff from Google where the gap is, and both halves of it are settings in the profile rather than development work.

05 Your Growth Plan

Your Neighborhood GDR has done the hard part, and we want to be clear about that before we ask for anything. 217 pages with a title and a description on every one of them and no duplicates. 628 images and alt text on every one of them. Valid structured data on 215 pages. A 5.0 rating from 37 Google reviews. And in six searches run by hand across Denton, Argyle and Flower Mound, the business appeared in neither the map pack nor the organic top three for a single one. Nothing here is broken. A handful of specific things are thin, and together they explain the whole gap. Everything below comes straight out of the audit you just read, in the order we would fix it. The first item is free in full and already sits at the top of your section 01 list, and parts of three others are too. We say so where that applies.

Six fixes, in the order we would do them. Each one is a finding from your audit, what it costs you while it sits there, and what we would do about it. The first is deliberately the cheapest thing in the document, because it is also the one with the largest effect.

1 Google has a repair company filed as a garage door supplier

Primary category is the strongest single input Google uses to decide who goes in the map pack for a given search. Yours says supplier. Five of the six searches we ran were repair searches, and you were absent from the map pack in all six of them. Your reviews describe spring replacement and opener installation. Your category describes a different business.

OUR FIX This whole item is free and it is item one of your section 01 list. Do it yourself and keep the money. It is a dropdown in the Google Business Profile dashboard, under Edit profile then Business category, and it takes about two minutes. While you are in there, add spring replacement and opener installation to the services list so the profile says what your reviews already say.

THE RESULT Google finally knows what kind of business it is looking at, and the 37 reviews you already have start counting toward the searches you want.

2 Nothing on 217 pages says where you physically are

Of the 150 pages carrying a business entity in their structured data, 50 include an address and 7 include areaServed. Opening hours appear on 1. Geo coordinates, logo, description and email appear on none, and there is no geo or ICBM meta on any page. For a service-area business those are exactly the fields Google reads to place you in a city, and Yelp is taking the organic top three in five of the six searches we ran partly because it can answer that question and your site cannot.

OUR FIX Complete the business schema across the site: address, geo coordinates, opening hours, areaServed naming the cities you cover, plus logo, description and email. Geo meta on the pages that warrant it, and one consistent set of hours between the schema, the footer and your Google listing.

THE RESULT The 1,035 words on each city page start being read as content about that city, because something on the page finally says so.

3 Your own systems contradict each other in two places

Google says Open 24 hours. The footer says Mon-Sun 7am-8pm plus emergency 24/7. A customer sees one of them and never knows there was another. Separately, your structured data still reports 34 reviews while the live profile shows 37. Neither is a crisis. Both are the kind of small inconsistency that tells Google, and a careful customer, that nobody has looked at this recently.

OUR FIX Both halves of this are on your free list in section 01 and you should just do them: set the true hours in the profile, match the footer to them, and change 34 to 37 in the aggregateRating block. What we would add is the part that keeps it from drifting again, which is keeping the profile and the site's schema in step as reviews come in and hours change.

THE RESULT Whichever version of you a customer finds first is the right one.

4 Google is sending your best traffic to squareup.com

The appointment link on your Google profile resolves to Square rather than your website. Somebody who searches, finds you, and taps Book is the most valuable visitor you get, and that tap currently lands somewhere other than the site you built well. You get the booking. You do not get the visit, the return path, or anything you could follow up on.

OUR FIX Point the profile's booking link at your own booking page, then make sure the path behind it captures the lead rather than only taking the appointment. Lead-capture forms and follow-up are on the plan we are recommending, and the missed-call text-back covers the caller who does not fill anything in. Automated texting runs in accordance with business texting regulations and carrier registration, which we handle as part of setup.

THE RESULT The customer Google hands you arrives on your site, and you still have a way to reach them next month.

5 A short list of specific defects on an otherwise excellent site

84 of your 217 meta descriptions run past 160 characters, the longest at 201, so Google truncates them mid-sentence and the searcher reads half of what you wrote. 12 internal links point at eight pages that were never built, seven city pages and one guide: gunter, corsicana, royse-city, richland-hills, wilmer, kaufman and sachse. robots.txt welcomes GPTBot, ClaudeBot and PerplexityBot by name and then blocks CCBot, which looks unintentional. The footer still reads 2025.

OUR FIX Most of this is on your free list and you can knock it out in an afternoon. The part worth handing over is the 84 descriptions, because rewriting each to under 160 characters while keeping it worth clicking is a writing job repeated 84 times. On the 12 dead links, we would rather build the seven missing city pages, scoped separately, than delete the links, given how well the city pages you already have are written.

THE RESULT The sentence a searcher reads under your link is the one you meant to write.

6 A 5.0 from 37 reviews, and the replies have not kept up

Of the three most recent reviews visible on your profile, only one has an owner response. The reviews themselves are the strongest asset in this audit: Google pulled keyword chips for garage door design, new opener installation, honest staff and spring replacement, which is customers describing your work unprompted. Replies are free and you control them completely, and right now most of them are not happening.

OUR FIX Review requests sent automatically after the job, and responses written and posted for you on the ones that come in. Both are on the plan we are recommending. The requests go out in accordance with business texting regulations and carrier registration, which we handle as part of setup.

THE RESULT The review count keeps climbing on its own, and every one of them gets answered.

06 Who We Are & What It Costs

■ WHO IS SENDING YOU THIS

Top Shelf Solutions builds and runs the online side of small businesses in North Texas. Websites and local SEO are where most people meet us, but the work usually ends up being broader than that, because the website is rarely the only gap. We do all of the following, and a business your size normally uses four or five of them rather than all ten. Two of the businesses running on this are Your Neighborhood GDR and TAP Services. Both of those are ours, which is the reason we can show you the whole thing working instead of handing you a testimonial. It is also why this particular audit exists. Everything in it is Your Neighborhood GDR as it stood on 3 August 2026, before any of the work below was started, because a starting line you can check yourself is worth more to you than a finished case study you cannot. If you want to talk to either of them, ask at the sit-down and we will put you in touch.

Websites & SEO	AI Phone & Chat	CRM & Follow-Up
Reviews & Reputation	Marketing & Social	Online Booking
Payments & Financing	AI & Automation	Memberships & Loyalty
POS & Inventory		

■ THE ONE WE WOULD PUT YOU ON

Signature Blend

MOST POPULAR

\$899

Per month, everything below included. There is no setup fee and no build fee, and a new website is part of the plan rather than a line item on top of it, though in your case we would optimize the site you already have instead. Telecom usage, meaning phone numbers and SMS, is billed at what it costs us. The term is six months to start and then month to month after that, with 30 days notice to cancel. Pricing is per domain, so one monthly fee covers yourneighborhoodgdr.com no matter how many cities you serve. One number covers every location trading under the same name, and the AI receptionist knows which area a caller needs. Your website, your domain, your Google profile, your phone numbers, your review profiles and your customer list are in your name from the first day and you keep all of it if you ever leave. The CRM platform itself stays ours, the same as any software you subscribe to, and your customer data exports whenever you want it.

■ WHAT COMES WITH IT

- A new custom 5-page website built and hosted at no charge, or we optimize the site you already have
- Review responses written and posted for you
- Logo design, slogan and digital brand assets, or a refresh of the brand you already have
- The Top Shelf CRM, every customer in one place

- Your Google Business Profile optimized
- Advanced SEO, worked every month
- AI Receptionist, answering around the clock and booking the job
- Missed-call text-back
- Review requests sent automatically
- Customer reactivation campaigns
- Lead follow-up in under five minutes
- Lead-capture forms, and booking if you use it
- A plain-English dashboard every month

■ WHY THIS ONE, FOR YOUR NEIGHBORHOOD GDR SPECIFICALLY

We optimize the site you have, rather than replace it	The plan includes a new 5-page website at no charge, and we are telling you not to take it. 217 pages with a title and a description on every one, zero duplicates, one H1 on 216 of 217, correct canonicals on all 217, valid schema on 215 and alt text on all 628 images. Replacing that would be destroying an asset. The same line in the plan covers optimizing what you already have, and that is what your money would buy here. One thing to say plainly so you do not find it later: the free build inside the plan is five pages, and item five of your growth plan proposes seven new city pages on top of a site that already runs to 217. Those are not covered by that five-page line. They are ordinary SEO build work and we would scope and price them with you at the sit-down rather than let you assume they were free.
Advanced SEO, worked every month	This is the core of it for you. Six searches run by hand on 3 August 2026, absent from the map pack and the organic top three in all six. The work is completing the business schema on the 100 pages missing an address, adding areaServed beyond the 7 pages that have it, adding the geo coordinates that appear on none, and building the seven city pages your 12 dead internal links already point at.
Your Google Business Profile optimized	Your primary category says Garage door supplier. That single field is the cheapest fix in this audit and probably the largest one, which is why we put it on your free list rather than behind the paywall. What we would keep doing after that is the part that does not stay fixed by itself: services listed, hours matching the site, the booking link pointed at you instead of Square, and the profile kept current.
Reviews, both ways	A 5.0 from 37 reviews, and of the three most recent visible, one has an owner response. The rating is already as good as it gets, so this is about volume and about answering. Requests go out automatically after the job and responses get written and posted for you. The texting side runs in accordance with business texting regulations and carrier registration, which we handle as part of setup.
AI Receptionist and missed-call text-back	We could not test this from outside, so treat it as a question rather than a finding. Your Google profile says Open 24 hours while your site says 7am to 8pm with emergency service after that. A garage door that will not close at 10pm is the definition of an urgent call. If any of those are going unanswered, this is the piece that answers them and books the job, and a missed call gets a text back right away.
CRM and reactivation	This one is an inference, not a finding. You have 37 reviews from customers who liked the work enough to write about it, and 974 profile views from people who found you on purpose. What we cannot see from outside is whether you have a way to reach any of them again when an opener is due for service. If you already keep a list, tell us and we will take this off the plan.

This is the plan most businesses start on, and it is the one we would put you on, because every fix in your growth plan lives inside it. There is a smaller plan below it at \$499. It builds you the same website at no charge, so the site is not the reason to skip it, and in your case the site is already good, which makes that even less of an argument. What the smaller plan leaves out is everything that keeps working after the technical fixes land: SEO worked every month, review responses written and posted for you, the customer database and the campaigns that reach people you currently have no way to reach, a line that gets answered around the clock, and lead follow-up in under five minutes. There is a larger plan above it at \$1,599. The two biggest things it adds are Google Ads and paid social, plus Google Business Profile posts written and published. For a business that is absent from the organic top three in all six searches, we would rather earn those positions first than rent them, so we are not recommending it today. Pricing is per domain, so everything here covers yourneighborhoodgdr.com as one fee regardless of how many cities you serve. One more thing owners ask, so we will answer it before you have to. On most prospects the first week is spent building a website. On yours it would not be, because you already have one worth keeping. The first week here is the schema, the location signals and the profile, which is where your gap actually is. The audit in your hands is what we do before anybody pays us anything. If the sit-down turns up something different, we will tell you that instead.

■ THE BIGGER PICTURE

This is only the part we can see from the outside.

Everything in this document came from what is publicly visible: your listings, your site, your rankings, all of it measured on 3 August 2026. The things we cannot audit from a laptop are usually where the bigger wins are. Calls that come in after 8pm and what happens to them. Customers from two years ago whose openers are due. Quotes that went out and never got a second look. Give us 20 minutes, in Denton or on the phone, and we will go through those with you and tell you which ones are worth doing and which are not. The audit is free and yours to use however you want, with us or without us, including handing it to somebody else to act on.

Let's set up your sit-down.

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Reply to this email, or text or call the number above. If it is easier, name a day and we will come to you.