A strong foundation.
A clearer path to bidding.

Fix broken journeys, finish public content and make each auction easier to understand in search.

120	22	5	2
Pages reviewed	Findings	Fix first	Broken product links

The work, by priority



Fix first	5
Improve next	13
Tidy up	4

Priority counts are not a website score or an estimate of lost sales.

Start with three outcomes

01 Keep shoppers moving

Repair the two home-page product links that lead to missing pages.

02 Build confidence

Replace sample text on Schedule and Rentals; review seven public old or draft-named pages.

03 Clarify every auction

Add the month, year and location to each monthly auction title and description.

Prepared for Mohammedrais Shaikh (Ray). Recommendations only; no website repairs were made.

Keep what works. Improve what matters.

Already working

Secure website address; useful category pages; visible business contact details and two Ontario locations; a mobile menu that opened in the tested view; routes to bidding and direct-sale listings.

What is metadata?

It is the title, short description and image attached to a page. It helps explain that page in search results and shared links.

OBSERVED TITLE

Trenton Auction - Bryan's Auction Services

Different monthly events use the same title, without a month or year.

SUGGESTED TITLE

Trenton Auction December 2026 | Bryan's Auction

The proposed title makes the event easier to distinguish. Owner review is needed before publishing.

Illustration, not an actual Google result. Search services may show different wording.

A practical first-month plan

Days 1-2 — **Repair and finish**
Fix stale links, unfinished pages and the phone field.

Days 3-5 — **Improve search previews**
Update auction titles, descriptions, sharing images and headings.

Week 2 — **Make browsing easier**
Improve mobile chat, link labels and inventory information.

Weeks 3-4 — **Measure the difference**
Check speed, enquiries, subscriptions and the journey into HiBid.

Timing depends on access and team review. Google rankings, completed bids, message delivery, private settings and website speed were not verified. The speed test was rate-limited; no speed score is claimed.

The findings, without the jargon

What was found, why it matters and who can help.

FIX FIRST | Customer journey | F01

Promoted products lead to missing pages

Found: Two product links on the home page opened a page-not-found message.

Why it matters: Shoppers can lose their place before they reach the item they wanted.

Next step: Remove outdated promotions or point them to the correct item.

Who can help: Content team + website developer

FIX FIRST | Content | F02

Old and draft pages are open to search engines

Found: Seven old or draft-named pages are public and allow search engines to include them. Actual Google listings were not checked.

Why it matters: People may find the wrong version of a service page.

Next step: Choose the page to keep, then retire or redirect the older versions.

Who can help: Content team + website developer

FIX FIRST | Search appearance | F03

Different auctions look the same in search

Found: Monthly auction pages reuse the same search titles and descriptions.

Why it matters: Visitors may struggle to tell which auction is current.

Next step: Give each auction its own month, year, location and clear description.

Who can help: Auction team + marketing

FIX FIRST | Customer journey | F04

The phone field needs a better setup

Found: The contact form treats a phone number like a calculation instead of contact information.

Why it matters: Spaces, plus signs or extensions may be difficult to enter.

Next step: Allow normal phone-number formats and test an approved enquiry.

Who can help: Website developer

FIX FIRST | Content | F21

Two public pages still have sample text

Found: The Schedule and Rentals pages contain unfinished sample wording, including their search descriptions.

Why it matters: This can make an otherwise established business look unfinished.

Next step: Replace the wording with useful information or remove the unfinished pages from search discovery.

Who can help: Content team

The findings, without the jargon

What was found, why it matters and who can help.

IMPROVE NEXT | Accessibility | F05

Page headings need a consistent structure

Found: 34 pages have no main heading and 17 have more than one. The home page has no main heading.

Why it matters: Clear headings help visitors scan a page and help people who use reading tools.

Next step: Give each page a clear main heading and sensible section headings. This finding does not prove a search penalty.

Who can help: Content team + website developer

IMPROVE NEXT | Search appearance | F06

Shared links need a chosen image

Found: 28 pages have no explicit image set for social link previews, including the home page.

Why it matters: A shared link may show an unexpected image or no intended image.

Next step: Set a branded default preview image and suitable images for important pages.

Who can help: Marketing

IMPROVE NEXT | Search appearance | F07

Some pages describe themselves as articles

Found: The home, contact and privacy pages send behind-the-scenes information that labels them as articles.

Why it matters: Search engines get a less accurate description of what the page is for.

Next step: Match the page information to its purpose, such as business, contact or article.

Who can help: Website developer + marketing

IMPROVE NEXT | Content | F08

Check product condition and categories

Found: One truck listing tells search engines its condition is new. That needs confirmation from the inventory team. Some items use a general Uncategorized label.

Why it matters: Buyers need the item details to be accurate wherever they see them.

Next step: Confirm the condition, choose a useful category and keep price and availability aligned.

Who can help: Inventory team

IMPROVE NEXT | Accessibility | F09

Some buttons and links need spoken labels

Found: The home-page logo link, some image links and map links have no useful name for reading tools.

Why it matters: A visitor using a screen reader may not know what the link does.

Next step: Add clear labels and check that the important controls work with a keyboard.

Who can help: Website developer

The findings, without the jargon

What was found, why it matters and who can help.

IMPROVE NEXT | Customer journey | F10

Chat overlaps a button on a phone

Found: At the tested phone size, the chat greeting covered part of Learn More.

Why it matters: A floating message can get in the way of a visitor's next step.

Next step: Make the greeting smaller or delay it, and keep buttons clear.

Who can help: Marketing + website developer

IMPROVE NEXT | Measurement | F11

Measure speed before making changes

Found: The home page has a large amount of page code and many listed supporting files. The speed test was rate-limited.

Why it matters: There is a reason to investigate loading speed, but no measured speed score is available.

Next step: Run a fresh speed test, reduce unnecessary page elements and compare before and after.

Who can help: Website developer

IMPROVE NEXT | Search appearance | F12

Make location information more complete

Found: The business locations are visible, but the behind-the-scenes business description is limited.

Why it matters: Consistent location details help people and search services understand the business.

Next step: Align addresses, phone numbers, opening hours and business profile details.

Who can help: Marketing + operations

IMPROVE NEXT | Search appearance | F13

Some search descriptions need better copy

Found: Several descriptions are very short or read like unfinished extracts. The shop title is simply Shop plus the business name.

Why it matters: Search previews can miss the reason someone should visit the page.

Next step: Write clear, accurate titles and short descriptions for the most useful pages.

Who can help: Marketing

IMPROVE NEXT | Measurement | F16

Track the journey into HiBid

Found: Bidding links send visitors to HiBid. Completed registrations and bids were not verified in analytics.

Why it matters: A click toward an auction is different from a completed registration or bid.

Next step: Agree which steps HiBid can report and measure enquiries, subscriptions and completed actions separately.

Who can help: Marketing + HiBid support

The findings, without the jargon

What was found, why it matters and who can help.

IMPROVE NEXT | Search appearance | F17

Give auction dates a clear structure

Found: The sampled auction page has limited behind-the-scenes information about the auction itself.

Why it matters: Search services receive less useful event context.

Next step: Keep dates, times, locations and status consistent. Add event information only where the auction qualifies.

Who can help: Auction team + website developer

IMPROVE NEXT | Search appearance | F19

Keep account and cart pages out of the search list

Found: The website's list of pages for search engines includes account, cart and checkout links. Cart and account already request exclusion from search.

Why it matters: These utility pages do not need to be promoted as search landing pages.

Next step: Remove them from that list while keeping shopping and account features working.

Who can help: Website developer

IMPROVE NEXT | Content | F22

Make job pages specific to each role

Found: Some job-page search descriptions repeat a company introduction or say only Who We Are. Current vacancy status was not verified.

Why it matters: Applicants get less useful information before opening the job.

Next step: Confirm openings with HR and show the role, location, contract details and how to apply.

Who can help: HR + marketing

TIDY UP | Customer journey | F14

Some links take an extra detour

Found: The classic-car menu link goes through two redirects before reaching its current page.

Why it matters: Extra steps make a visitor's route less direct.

Next step: Update menus and banners to point straight to the final page.

Who can help: Website editor

TIDY UP | Search appearance | F15

Align the language setting with Canada

Found: Some page settings say US English although the business serves Ontario.

Why it matters: This is a small consistency issue, not a reason the site cannot appear in search.

Next step: Use Canadian English settings if that is the intended language.

Who can help: Website administrator

The findings, without the jargon

What was found, why it matters and who can help.

TIDY UP | Accessibility | F18

Review the descriptions attached to images

Found: Many image descriptions are empty and some use template-style names. Empty descriptions can be correct for decoration.

Why it matters: Meaningful product or linked images should have useful descriptions.

Next step: Describe informative images and leave purely decorative ones silent.

Who can help: Content team

TIDY UP | Measurement | F20

Ask the administrator to review protection and backups

Found: Public checks alone cannot confirm the full security setup, updates or backup quality. No security breach was established.

Why it matters: The administrator needs to verify protections that are invisible to public visitors.

Next step: Review updates, sign-in protection, backups and browser safeguards using administrator access.

Who can help: Website administrator