Bryan's Auction WordPress, SEO & Metadata Review

bryansauction.com

26 November 2026 | Prepared for Mohammedrais Shaikh (Ray)

The immediate priority is to repair promoted product links and clean up publicly indexable unfinished and legacy pages. Metadata exists on most pages, but auction templates, headings, social images and page schema need a consistent policy.

Coverage	Result
Sitemap entries checked	123 entries / 121 distinct URLs
Successful final HTML pages	120 distinct final URLs across the audit
Prioritized findings	22 findings; 5 P1, 13 P2, 4 P3
Deliverables	PDF report + CSV inventories, fix backlog and evidence package

Read-only public assessment. No website settings, content, accounts, forms, purchases or bids were changed. No fabricated SEO score, ranking estimate or performance result is used.

1. Executive assessment

There is a working foundation: HTTPS, canonical hostname redirects, an accessible XML sitemap, descriptive category landing pages, business contact details, product offers and a functioning mobile menu toggle. The site can be improved through targeted template and publishing fixes rather than assuming a rebuild is required.

Order	Business priority	Evidence / response
1	Stop broken sales paths	Two homepage-linked product URLs return 404. Remove stale promotions and confirm every featured destination.
2	Clean the public SEO set	Seven legacy/draft-named URLs are self-canonical and indexable. Schedule and Rentals contain placeholder copy.
3	Fix repeatable templates	Monthly auction titles/descriptions repeat. Heading hierarchy and utility-page schema are inconsistent.
4	Improve enquiries and mobile actions	Phone field uses number input. Chat overlaps a mobile CTA; several key links lack accessible names.
5	Measure business outcomes	Validate speed, consent and conversions with administrator tools and HiBid support.

Priorities: P1 = address promptly because of a confirmed customer path or public publishing issue. P2 = planned template, content, accessibility or measurement correction. P3 = lower urgency hygiene or further verification. These are audit judgments, not quantified revenue losses.

Counts across 120 unique successful HTML pages

Check	Count	Interpretation
Missing meta description	7	Includes 2 intentionally noindex utility pages; 5 other pages need review.
No H1 / multiple H1	34 / 17	Editorial and accessibility hierarchy review; not a proven ranking penalty.
Missing explicit og:image	28	Sharing-image coverage gap, including the homepage.
Duplicate title groups	4	Three monthly auction groups plus two terms pages.
Duplicate nonempty description groups	8	Includes auction, payment/pickup, placeholder and career copy.
Missing canonical / noindex	2 / 2	Both apply to cart/account utility pages; not automatically defects.

2. Scope, evidence and limits

The audit fetched the homepage and its clean same-domain links, robots.txt, both sitemap entry points, all five child sitemaps, every distinct sitemap URL not already reached, a deliberate missing URL, HTTP/www variants and a focused redirect trace. There were 132 page/endpoint fetch records in the main capture, plus sitemap and redirect checks. The 123 sitemap entries contain 121 distinct URLs; redirects and repeated routes were deduplicated by final URL to produce 120 successful HTML pages.

Desktop homepage inspection used the existing approximately 1536px viewport. Mobile was inspected at 390x844; the menu toggle expanded. Document width did not exceed viewport width at 390px or 768px in the measured states. At 768px only a DOM width check was completed; this is not a full tablet visual or interaction certification. A rendered Kubota destination confirmed the page-not-found experience. The browser disconnected during the later contact-page inspection, so contact-field findings rely on fetched HTML.

What was not verified

No WordPress/admin, server logs, database, Search Console, GA4 reports, business-profile management or HiBid account access was used. Actual Google index coverage, keyword rankings, traffic, conversion rate, email delivery, form backend validation, transaction completion, accessibility conformance, cookie behavior, plugin patch status, backups and exploitability remain unverified. This is a comprehensive public-site audit, not a penetration test or a guarantee that every internal link or user flow works.

A public PageSpeed API request returned HTTP 429. No Lighthouse score or Core Web Vitals pass/fail is available. Single-fetch response times in the CSV include the audit network/proxy conditions and are not a site speed benchmark.

Public technology signals

Component	Observed evidence	Confidence
WordPress + WooCommerce	wp-content paths, generators, product/offer markup	High for presence
Astra + child theme	Theme asset paths	High for presence
Elementor + Pro / Jet widgets	Frontend asset paths and markup	High for presence
Rank Math SEO	Head markup and sitemap generator comment	High for presence
Site Kit / GTM	Generator and tag markup	Presence only; setup unverified
Mailchimp for WordPress	Subscription form fields and plugin assets	Presence only; delivery unverified

Version strings are publicly emitted claims, not a verified installed-software inventory. No vulnerability conclusions were drawn from version strings. Evidence was collected on 26 November 2026 and may change with new inventory or edits.

3. Prioritized findings

Each item contains observed evidence, likely consequence, a concrete correction and an acceptance check. A recommendation is not a claim that the suggested change has already been applied.

F01 | P1 | Homepage links lead to deleted product pages

Evidence: Homepage HTML links to /product/2019-kubota-kx080-4-mini-excavator/ and /product/lot-446180-2023-mercedes-benz-3500-sprinter-cargo-van/. Both returned HTTP 404. The Kubota link also appears in the rendered featured slider and its destination displayed the site's page-not-found message.

Why it matters: Visitors following promoted inventory can reach an error instead of a sale enquiry.

Recommended fix: Remove stale promotions and links. Where a genuinely equivalent replacement exists, add a direct 301. Otherwise keep the legitimate 404/410 and offer current inventory. Preserve useful sold pages with sold status where appropriate.

Owner: Merchandising + WordPress developer

Acceptance check: Neither dead URL is linked from the homepage, shared menus, or active campaigns; current featured links reach correct available or clearly sold inventory.

F02 | P1 | Sitemap includes legacy and draft-named content

Evidence: The page sitemap lists /vehicles-transportation-2/, /home-renovation-building_old/, /consumer-goods_old/, /heavy-farm-equipment_old/, /vehicles-transportation_old/, /checkups_draft/, and /detailing-draft/. These returned 200; per-URL robots and canonical evidence is in the inventory. All seven explicitly emit index,follow and self-referencing canonicals, confirming public indexability signals; this does not establish Google indexing.

Why it matters: Search discovery includes obsolete or unfinished-looking alternatives, reducing clarity about which page should rank.

Recommended fix: Review purpose and traffic before changing each URL. Redirect truly replaced pages to the matching current page. Retain useful unique pages; noindex utility or unfinished content where appropriate and remove noncanonical/noindex URLs from XML sitemaps. Do not block in robots.txt before a noindex can be crawled.

Owner: SEO lead + content owner

Acceptance check: Published sitemaps contain only intended, canonical, indexable pages; each legacy URL has an approved keep, merge, redirect, or exclude decision.

F03 | P1 | Monthly auctions reuse titles and descriptions

Evidence: Different monthly Trenton, Puslinch, and Ontario Event detail URLs reuse the same location title and meta description. Examples include December 2026 and January/February 2027 pages.

Why it matters: Searchers cannot distinguish upcoming events from previous auctions using metadata alone.

Recommended fix: Use the event name, month/year, location and brand in the title. Write a factual event-specific description with dates and pickup/location context. Keep previous auctions clearly labelled as closed.

Owner: SEO + auction coordinator

Acceptance check: Each auction has a unique factual title/description and a visible date/status matching the catalogue.

F04 | P1 | Contact phone field uses a number input

Evidence: /contact-us/ renders Phone Number as input type=number with min=7, while its placeholder is 519-555-1234. The min value constrains numerical value, not the number of digits. Persistent labels are present.

Why it matters: Phone punctuation, extensions and international formatting may be rejected or mishandled.

Recommended fix: Use type=tel, autocomplete=tel and an appropriate input mode. Validate length/format on the server while preserving legitimate spaces, plus signs and extensions. Test error messages and delivery using an approved test enquiry.

Owner: WordPress developer

Acceptance check: Canadian and international phone formats can be entered and correctly delivered; invalid values produce clear field-level errors. No live form was submitted during this audit.

F21 | P1 | Placeholder text is published on indexable pages

Evidence: /schedule/ and /rentals/ both return 200, emit index,follow and self-canonicals, and contain Lorem Ipsum placeholder text in their content and meta descriptions. Both are listed in the XML sitemap.

Why it matters: Unfinished content can be discovered by search engines and visitors, weakening trust and topical relevance. Actual search indexing is unverified.

Recommended fix: Publish useful original information if these pages serve a real need. Otherwise remove unfinished pages from the public SEO set, apply the appropriate noindex or redirect decision, and remove them from the sitemap.

Owner: Content owner + SEO

Acceptance check: No placeholder copy remains on published indexable pages; approved destinations and metadata are useful and accurate.

F05 | P2 | Missing or inconsistent primary headings

Evidence: Homepage has zero H1 elements. Contact, locations and several service pages also lack H1s. Category templates use multiple H1s for sections; About's only H1 is Our Associations; the terms page uses a long disclaimer as its H1.

Why it matters: Page topics and document hierarchy are less clear to readers and assistive technology. This is not proof of a search penalty.

Recommended fix: Set one descriptive primary H1 per page as the editorial convention. Use H2 for major sections and H3 for subsections. Fix the Elementor template once, then review exceptions.

Owner: Content + Elementor developer

Acceptance check: Every primary landing page has a meaningful primary heading and a logical section hierarchy without styling-driven heading levels.

F06 | P2 | Homepage lacks an explicit social sharing image

Evidence: Homepage has og:title/description/url and twitter:card=summary_large_image, but no og:image or twitter:image in the captured head. An ImageObject elsewhere in JSON-LD does not supply these meta tags.

Why it matters: Shared links may produce an inconsistent image or no intended preview image.

Recommended fix: Set a default branded social image and page-specific overrides in Rank Math. Use a suitable approximately 1200x630 image, image alt text and absolute HTTPS URLs. Check real preview rendering.

Owner: Marketing + SEO

Acceptance check: Homepage and important landing pages expose the intended og:image and Twitter image tags, and images load without authentication.

F07 | P2 | Generic Article schema is applied to utility pages

Evidence: Homepage, contact and privacy pages contain Article entities and author profiles in Rank Math JSON-LD, despite being business or utility pages. Auction detail sample has BreadcrumbList only.

Why it matters: Machine-readable page classification does not consistently match the page's purpose.

Recommended fix: Use WebPage, ContactPage or AboutPage where appropriate and Article for real editorial content. Configure business identity and relevant page entities centrally; validate after changes.

Owner: SEO + WordPress developer

Acceptance check: Structured entities match visible page purpose and Rich Results/Schema validators report no material errors. Valid schema does not guarantee enhanced search results.

F08 | P2 | Product condition in schema needs verification

Evidence: The 2021 Freightliner product emits offers.itemCondition=NewCondition. Its model year alone cannot prove condition, so this is a verification finding. Its breadcrumb/category is Uncategorized and seller.logo is empty.

Why it matters: A wrong condition or category can misrepresent inventory to search engines and buyers.

Recommended fix: Confirm condition from the inventory record and set UsedCondition when applicable. Assign a meaningful vehicle category, configure seller identity/logo, and synchronize stock/price with the visible listing.

Owner: Inventory manager + WooCommerce developer

Acceptance check: Product schema matches verified condition, current availability, CAD price and visible details; no unjustified ratings or claims are added.

F09 | P2 | Accessible names are missing on important links

Evidence: The rendered homepage exposes an unnamed logo home link and an unnamed desktop icon link. Slider overlay links and location map links are also unnamed in the DOM snapshot.

Why it matters: Screen-reader and keyboard users may not know what a control opens.

Recommended fix: Give the logo a meaningful home-link name, label menu and map links, and add descriptive names to slider CTAs. Keep decorative images empty-alt when adjacent text already names the link.

Owner: Frontend/accessibility developer

Acceptance check: Key links and controls have useful accessible names; keyboard focus is visible and menus work with keyboard and screen-reader checks.

F10 | P2 | Chat welcome message overlaps mobile content

Evidence: At a 390x844 viewport, the welcome chat notification covered part of the Learn More button. The auction listings were below the first viewport after a long introduction and artwork.

Why it matters: A floating widget competes with the page's actions and delays access to current inventory on small screens.

Recommended fix: Reduce or delay the mobile greeting, keep it clear of CTAs, and put a concise introduction plus current auction action near the top. Test with the widget open and closed.

Owner: UX + marketing

Acceptance check: At common phone widths, chat does not obscure actions and current auction access is obvious without excessive scrolling.

F11 | P2 | Large homepage HTML and extensive asset declarations

Evidence: The captured homepage document was about 749 KB decoded, with 32 external script tags and 88 stylesheet links. These are HTML declarations, not measured network requests or total transfer size; browser optimization may alter loading.

Why it matters: Shared mega menus, popups, sliders and plugin assets create a credible loading/interaction risk that needs measurement.

Recommended fix: Measure mobile and desktop first. Reduce hidden global templates and repeated markup; load WooCommerce and widget assets only where required, optimize hero media, remove unused plugins after dependency review, and retain safe caching for dynamic pages.

Owner: Performance developer

Acceptance check: Record repeatable before/after Lighthouse runs and field data; target LCP <=2.5s, INP <=200ms, CLS <=0.1 at the 75th percentile. No performance score is claimed here.

F12 | P2 | Local business entities are incomplete in sampled schema

Evidence: Homepage Organization entity contains name and @id but no address, telephone or logo. Homepage visible content does provide two locations and contact details, including map links.

Why it matters: Structured identity does not fully describe the business locations already shown to visitors.

Recommended fix: Define a consistent Organization and appropriate LocalBusiness entities with verified location names, address, phone, hours and map/profile links. Create or improve dedicated location pages and reconcile business profiles.

Owner: Local SEO + operations

Acceptance check: Visible details and structured location entities agree; business profile accuracy is verified by an authorized manager. Map rankings are not inferred from this audit.

F13 | P2 | Metadata quality varies across templates

Evidence: The shop title is generic, the blog listing title is long, and several product/event descriptions are very short or excerpt-like. Character counts and exact values appear in the inventory.

Why it matters: Search previews can omit useful inventory, location or event information.

Recommended fix: Write unique, concise, human-readable titles and descriptions for important pages. Use rough editorial ranges, not hard ranking rules; Google may select different titles or snippets.

Owner: SEO copywriter

Acceptance check: Priority pages have accurate, differentiated metadata with no clipped sentence fragments or unsupported superlatives.

F16 | P2 | Bidding conversions span another domain

Evidence: Schedule and bidding CTAs link to bryansfarm.hibid.com. Site Kit and Google Tag Manager signals appear in the public markup, but their configuration and conversion events cannot be confirmed publicly.

Why it matters: Outbound clicks may be mistaken for completed registrations or bids, leaving acquisition reporting incomplete.

Recommended fix: Measure catalogue clicks, registration starts/completions where HiBid supports them, consignment leads and email subscriptions. Confirm cross-domain support/consent with the platform and document limits.

Owner: Analytics specialist + HiBid contact

Acceptance check: Test journeys are reconciled in GA4/debug tools with no duplicate events; outbound intent is reported separately from verified completed conversions.

F17 | P2 | Auction schema and dates need a template strategy

Evidence: The December Trenton auction detail JSON-LD contains a BreadcrumbList but no event-specific entity. Different auctions share generic names in metadata.

Why it matters: Search engines receive limited structured event context.

Recommended fix: Add relevant truthful schema only where the event meets its requirements. For qualifying real-world events include start/end times with timezone, location and status. Do not assume online auctions qualify for Google's event experience.

Owner: SEO + auction platform developer

Acceptance check: Template data matches visible dates and location, passes validation, and follows the applicable search eligibility rules.

F19 | P2 | Checkout and account URLs need sitemap policy review

Evidence: The page sitemap includes /cart/, /checkout/ and /my-account/. Cart and account return noindex,follow. Empty-cart checkout redirects to /cart/. Thus noindex/redirect targets are being advertised in the sitemap.

Why it matters: Transaction and account utility pages generally do not belong in an SEO discovery sitemap.

Recommended fix: Confirm the commerce flow is intentional, exclude noindex utility pages from XML sitemaps and avoid caching personal/cart responses. Test actual purchase/enquiry behavior in staging.

Owner: WooCommerce developer + SEO

Acceptance check: Sitemaps exclude utility/noindex URLs and approved commerce journeys pass without live financial transactions during audit.

F22 | P2 | Career metadata and job markup need improvement

Evidence: The six career sitemap entries include an archive and job detail URLs. Several job descriptions reuse the company introduction or simply Who We Are as meta descriptions. No JobPosting JSON-LD type was found in the captured successful-page set.

Why it matters: Job-specific search previews and structured recruitment information are limited. This does not prove ineligibility for every job search surface.

Recommended fix: For current genuine vacancies, write role/location/contract-specific descriptions and add truthful JobPosting data if requirements are met. Confirm current vacancy status, application destination and closing dates with HR; remove stale jobs promptly.

Owner: HR + SEO developer

Acceptance check: Active job pages reflect current HR records; relevant structured data passes validation and expired vacancies are handled consistently.

F14 | P3 | Navigation includes avoidable redirect hops

Evidence: The homepage classic-car link targets /classiccar, which redirects to /collectorcar and then /collectorcar/. Numerous internal links omit the final trailing slash.

Why it matters: Extra round trips make navigation and crawl paths less efficient.

Recommended fix: Update menus, banners and internal links to final canonical URLs while retaining useful legacy redirects.

Owner: WordPress editor

Acceptance check: Important internal links resolve directly to a 200 canonical page in one request.

F15 | P3 | Language metadata uses US English on a Canadian site

Evidence: Homepage emits og:locale=en_US and schema inLanguage=en-US while addressing Ontario customers. This is not a crawl blocker.

Why it matters: Regional metadata is less consistent than the business context.

Recommended fix: If Canadian English is the intended language, align WordPress language, HTML lang, Open Graph locale and schema language to en-CA/en_CA where appropriate.

Owner: WordPress administrator

Acceptance check: Language attributes consistently reflect the actual content language. Do not add hreflang unless real language/region alternatives exist.

F18 | P3 | Image alternatives need a purpose-based review

Evidence: The raw homepage contains 63 img tags, of which 54 have empty alt attributes; the rendered DOM contained fewer images. Many are decorative or hidden, so the empty-alt count is not an error count. Some slider alt text resembles internal template filenames.

Why it matters: Meaningful inventory images or linked graphics may lack useful alternatives.

Recommended fix: Review each meaningful image and linked graphic. Describe the information or destination; leave decorative artwork empty-alt and remove filename-like alternatives.

Owner: Content + accessibility editor

Acceptance check: Informative imagery has useful alt text, decorative imagery is skipped, and duplicate alternatives are avoided.

F20 | P3 | Security hardening needs an administrator review

Evidence: The sampled homepage response did not expose CSP, HSTS, X-Content-Type-Options or Referrer-Policy headers. Headers were observed through a fetching intermediary and may not fully represent every edge response.

Why it matters: There may be opportunities for browser security hardening; no compromise or exploitable vulnerability was established.

Recommended fix: Verify headers at the origin/CDN and implement suitable policies with staging tests. Review supported core/plugin versions, least privilege, MFA, backups and restore history using administrator access.

Owner: Hosting/WordPress administrator

Acceptance check: Header behavior is verified directly and policies do not break bidding, forms, embeds or checkout; backup restoration is demonstrated in a safe environment.

4. Metadata review and proposed copy

Homepage field	Observed value
Title	Auction Services in Ontario: Top #1 Source for Equipment & Assets
Description	Browse online auction services at Bryan's in Ontario. Bid on heavy machinery, farm equipment, vehicles, commercial assets, and building supplies.
Canonical	https://bryansauction.com/
Robots	follow, index, max-snippet:-1, max-video-preview:-1, max-image-preview:large
H1	Not present
Open Graph	Title, description, URL, site name and type present; image absent
Twitter/X	Large-image card declaration present; explicit image absent
Language	HTML en-US; og:locale en_US
Schema	Organization, WebSite, WebPage, Article and Person; generic Article classification should be reviewed

Suggested copy is an editorial draft for owner verification. Titles and descriptions below do not change event dates, inventory status or commercial terms. The CSV carries separate proposed title, description and H1 columns for 12 priority URLs.

/

Title: Ontario Online Auctions | Bryan's Auction Services

Description: Browse upcoming auctions in Puslinch and Trenton, Ontario. Explore equipment, vehicles, building supplies and consumer goods, then view the auction catalogue.

H1: Ontario Online Auctions

/buy-it-now/

Title: Buy Equipment & Vehicles | Bryan's Auction Services

Description: Explore equipment and vehicles available to buy directly from Bryan's Auction Services. View current listings, item details, prices and pickup locations.

H1: Buy Equipment & Vehicles

/contact-us/

Title: Contact Bryan's Auction | Puslinch & Trenton, Ontario

Description: Contact Bryan's Auction Services in Puslinch or Trenton for help with auctions, consignment, payment and pickup. Find phone numbers, locations and enquiry details.

H1: Contact Bryan's Auction Services

/locations/

Title: Auction Locations in Puslinch & Trenton | Bryan's

Description: Find Bryan's Auction Services in Puslinch and Trenton, Ontario. View location details, contact information and directions before your auction visit or pickup.

H1: Our Ontario Auction Locations

/consignment/

Title: Sell at Auction in Ontario | Bryan's Consignment

Description: Learn how to consign equipment, vehicles and other items with Bryan's Auction Services in Ontario. Explore the process and contact the team about selling.

H1: Sell With Bryan's Auction Services

/auction-faqs/

Title: Auction FAQs: Bidding, Payment & Pickup | Bryan's

Description: Get answers about registering, bidding, payment, pickup and consignment at Bryan's Auction Services. Review the process before joining an Ontario auction.

H1: Auction FAQs

/blogs/

Title: Auction Tips & Buyer Guides | Bryan's Auction Blog

Description: Explore auction tips, buyer guides and news from Bryan's Auction Services. Learn about bidding, equipment and preparing for upcoming Ontario auctions.

H1: Auction Tips & Buyer Guides

/careers/

Title: Careers at Bryan's Auction Services | Ontario

Description: Explore career opportunities with Bryan's Auction Services. View current openings, role requirements, work locations and application instructions.

H1: Careers at Bryan's Auction Services

/auction-financing/

Title: Equipment Financing & Leasing | Bryan's Auction

Description: Learn about financing and leasing options for auction purchases through Bryan's Auction Services. Review provider information and contact the team for details.

H1: Equipment Financing & Leasing

Auction metadata rule

Title: {Location/Event} Auction {Month Year} | Bryan's Auction. Description: describe the verified auction, date range, venue/location and catalogue action. Include the actual closing date/time only after checking the auction record. Add a visible closed status to archive pages. Do not infer the closing date from an opening date.

Product metadata rule

Title: {Year Make Model / Item} | Bryan's Auction. Description: add verified condition, key specification, yard location and action. Keep CAD price and stock status synchronized with the listing; do not label a used item as new or invent warranties. Use approved categories instead of Uncategorized.

Metadata acceptance checklist

Check the rendered title and head after cache clearing; one canonical per indexable page; useful unique description; intended robots directive; functioning og:image/twitter:image; accurate language; no accidental author names or article types on utility pages. Google may rewrite titles or snippets, so character counts are editorial guides rather than hard limits.

5. WordPress implementation plan

Window	Work	Acceptance / dependency
First 1-2 working days	Fix F01; decide F02/F21 publishing policy; fix F04 phone type.	Approve replacement destinations; test form formatting without sending unsolicited enquiries.
Days 3-5	Repair Rank Math auction metadata, social image defaults and Elementor heading templates.	Review one page of each template; then recrawl all affected URLs.
Week 2	Correct page/product/job schema, accessibility labels, mobile chat behavior and canonical internal links.	Inventory and HR verify facts; keyboard and responsive checks cover key journeys.
Weeks 3-4	Benchmark/optimize loading, verify analytics and consent, reconcile HiBid conversion tracking and local business information.	Requires authorized admin/report access and platform support; record before/after evidence.

Effort and ownership

Treat these as sequencing windows, not a fixed quote. A content/marketing owner can handle descriptions, social images, current inventory and placeholder decisions. A WordPress developer should handle Elementor templates, WooCommerce condition/phone fields, schema and redirects. An analytics owner should validate conversions and reporting. Hosting/security work requires the administrator. Changes should be reviewed in staging with rollback available.

WordPress settings to review

Rank Math: Titles & Meta by post type; schema defaults; homepage/social defaults; sitemap exclusions. Elementor: global header, popup/mega-menu templates, H1/H2 hierarchy, slider links and accessible labels. WooCommerce: product categories, condition, stock and utility-page rules. Forms: phone field, validation, anti-spam and delivery. Hosting: caching boundaries, response headers and backups. Avoid adding another SEO plugin on top of Rank Math without a migration plan.

Validation after changes

Recrawl status/canonical/robots/meta for every affected URL. Verify redirects in one hop. Recheck sitemap URLs for indexability. Open mobile menu and key CTAs at 390, 768 and desktop widths. Test keyboard focus, screen-reader names and chat overlap. Submit only an approved controlled form test. Validate structured data and then use Search Console inspection and sitemap reports. Record actual 28-day field performance and conversions as data becomes available.

6. What already works

HTTP and www variants both redirect with 301 to the HTTPS non-www homepage. The homepage canonical agrees with that destination. robots.txt does not contain a blanket sitewide disallow and advertises the Rank Math sitemap. The deliberate nonexistent route returns a real 404 and noindex, rather than a soft-404 200. Cart and account pages already declare noindex, although they should be removed from the sitemap.

The primary category pages contain category-specific titles and descriptions. The homepage provides business addresses, phone numbers, email and map links. A skip-to-content link is present. At the tested phone width the menu toggle expanded, and no horizontal page overflow was measured. The default desktop homepage had no completed image element with zero natural width during the observed check. These are focused observations, not a blanket accessibility or device pass.

Commercial strengths to preserve

Maintain the clear division between bidding and Buy It Now, the two Ontario locations, upcoming/closed auction context, consignment information, product imagery, email preferences and frequent inventory updates. The main opportunity is to make these existing functions easier to find, more accurately described and consistently measured.

7. Evidence package contents

File	Purpose
metadata_inventory.csv	120 distinct successful final HTML URLs; exact titles, descriptions, canonical/robots, headings, OG/Twitter fields, schema types and source-size observations.
prioritized_fixes.csv	22 findings with priority, evidence, owners, corrections and acceptance checks.
suggested_metadata.csv	12 draft metadata/H1 proposals for owner review.
results.json	132 source-fetch records with head fields, headers, links, images, forms and JSON-LD.
sitemaps.json / supplement.json	Five child sitemap captures and URL list; redirect traces and the PageSpeed rate-limit outcome.
stats.json / report.md	Calculated counts and a text companion to this report.

8. URL inventory appendix

All 120 successful final HTML URLs are listed below. Full exact metadata is in metadata_inventory.csv. Flags are prompts for review: D = missing description; H0 = no H1; H+ = multiple H1; OG = no explicit og:image; NI = noindex. A flag is not automatically a defect, especially on utility pages. Counts use fetched HTML rather than only visible content.

Final URL path	Title (excerpt)	D chars	H1	Flags
/	Auction Services in Ontario: Top #1 Source for Equipment & Assets	145	0	H0, OG
/about-bryans/	About Bryan's - Bryan's Auction Services	154	1	OG
/ag/	Bryan's Annual Farm Equipment Auction	157	8	H+
/auction-faqs/	Auction FAQs - Bryan's Auction Services	105	6	H+, OG
/auction-financing/	Financing & Leasing - Bryan's Auction Services	150	0	H0
/auction/	Auctions - Bryan's Auction Services	43	1	OG
/auction/bryans_classic_car_auction_2026/	Classic Car 2026 - Bryan's Auction Services	147	1	-
/auction/farm-equipment-auction-november-2026/	Farm Equipment Auction - Bryan's Auction Services	31	1	-
/auction/ontario-event-dec_2026/	Ontario Event - Bryan's Auction Services	84	1	-
/auction/ontario_event_february_2026/	Ontario Event - Bryan's Auction Services	84	1	-
/auction/ontario_event_january_2027/	Ontario Event - Bryan's Auction Services	84	1	-
/auction/ontario_event_march_2027/	Ontario Event - Bryan's Auction Services	84	1	-
/auction/ontario_event_november_2026/	Ontario Event - Bryan's Auction Services	84	1	-
/auction/ontario_event_october_2026/	Ontario Event - Bryan's Auction Services	84	1	-
/auction/ontario_event_sept_2026/	Ontario Event - Bryan's Auction Services	84	1	-
/auction/puslinch_auction_december_2026/	Puslinch Auction - Bryan's Auction Services	148	1	-
/auction/puslinch_auction_february_2027/	Puslinch Auction - Bryan's Auction Services	148	1	-
/auction/puslinch_auction_january_2027/	Puslinch Auction - Bryan's Auction Services	148	1	-
/auction/puslinch_auction_march_2027/	Puslinch Auction - Bryan's Auction Services	148	1	-
/auction/puslinch_auction_november_2026/	Puslinch Auction - Bryan's Auction Services	148	1	-
/auction/puslinch_auction_october_2026/	Puslinch Auction - Bryan's Auction Services	148	1	-
/auction/puslinch_auction_sept_2026/	Puslinch Auction - Bryan's Auction Services	148	1	-
/auction/trenton_auction_december_2026/	Trenton Auction - Bryan's Auction Services	148	1	-
/auction/trenton_auction_february_2027/	Trenton Auction - Bryan's Auction Services	148	1	-
/auction/trenton_auction_january_2027/	Trenton Auction - Bryan's Auction Services	148	1	-
/auction/trenton_auction_march_2027/	Trenton Auction - Bryan's Auction Services	148	1	-
/auction/trenton_auction_november_2026/	Trenton Auction - Bryan's Auction Services	148	1	-
/auction/trenton_auction_october_2026/	Trenton Auction - Bryan's Auction Services	148	1	-
/auction/trenton_auction_sept_2026/	Trenton Auction - Bryan's Auction Services	148	1	-
/blog_parent/	Blog - Bryan's Auction Services	17	0	H0, OG

Final URL path	Title (excerpt)	D chars	H1	Flags
/blogs/	Bryan's Auction Blog - Live Auction News, Tips & Buyer's Guides - Bryan's A...	69	0	H0
/branding/	Branding Guidelines - Bryan's Auction Services	22	16	H+
/buy-it-now/	Shop - Bryan's Auction Services	43	1	OG
/career/	Career - Bryan's Auction Services	41	1	OG
/career/account-specialist-inside-sales-puslinch-on/	Account Specialist (Inside Sales) - Puslinch, On - Bryan's Auction Services	149	1	OG
/career/auction-administration-assistant/	Auction Administration Assistant - Puslinch, On - Bryan's Auction Services	10	1	OG
/career/auction-associate-trenton-on/	Auction Associate - Trenton, On - Bryan's Auction Services	154	1	OG
/career/marketing-coordinator-puslinch-on-15-month-parental-leave-contract/	Marketing Coordinator (15-Month Contract) - Puslinch, On - Bryan's Auction ...	154	1	OG
/career/sales-manager-puslinch-on/	Sales Manager - Puslinch, On - Bryan's Auction Services	10	1	OG
/careers/	Careers - Bryan's Auction Services	152	0	H0, OG
/cart/	Cart - Bryan's Auction Services	0	1	D, OG, NI
/checkups/	Pre Auction Check-Ups - Bryan's Auction Services	156	0	H0
/checkups_draft/	Mechanical Inspection - Bryan's Auction Services - Bryan's Auction Services	152	2	H+
/classic-cars/	Classic Cars - Bryan's Auction Services	158	2	H+
/collectorcar/	Collector Car Auction 2027 - Bryan's Auction Services	27	4	H+
/consignment/	Consignment - Bryan's Auction Services	140	4	H+
/consumer-goods/	Tool, Appliance, & Home Goods Auctions in Ontario | Bryan's	158	7	H+
/consumer-goods_old/	Consumer Goods - Bryan's Auction Services	157	0	H0
/contact-us/	Contact Us - Bryan's Auction Services	127	0	H0
/detailing-draft/	Pre Auction Detailing - Bryan's Auction Services	138	1	-
/detailing/	Detailing Services - Bryan's Auction Services	138	0	H0
/dispersal_auction_july_2026_payment/	Dispersal Auction Payment - Bryan's Auction Services	156	0	H0
/dispersal_auction_july_2026_pickup/	Dispersal Auction Pickup - Bryan's Auction Services	116	0	H0
/events/	Events - Bryan's Auction Services	41	1	OG
/events/pumpkinfest-2026/	Pumpkinfest 2026 - Bryan's Auction Services	153	1	-
/farm-ag-equipment/	Farm Equipment & Tractor Auctions in Ontario Since 1972 | Bryan's	149	7	H+
/farm/	Farm Retirement Auction - Bryan's Auction Services	147	0	H0
/february_2026_dispersal_auction_pickup/	February 2026 Dispersal Auction Pickup - Bryan's Auction Services	117	0	H0
/heavy-equipment/	Heavy & Construction Equipment Auctions in Ontario | Bryan's	154	7	H+
/heavy-farm-equipment_old/	Heavy & Farm Equipment - Bryan's Auction Services	150	0	H0
/home-renovation-building/	Building Supply & Home Renovation Auctions in Ontario | Bryan's	157	7	H+

Final URL path	Title (excerpt)	D chars	H1	Flags
/home-renovation-building_old/	Home Renovation & Building - Bryan's Auction Services	156	0	H0
/kitchen-cabinets/	Kitchen Cabinets - Bryan's Auction Services	157	5	H+
/locations/	Locations - Bryan's Auction Services	154	0	H0
/mailing_list/	Subscribe to our Mailing List! - Bryan's Auction Services	156	0	H0
/my-account/	My account - Bryan's Auction Services	0	1	D, OG, NI
/navan/	Navan Pop-Up Auction - Bryan's Auction Services	155	0	H0
/navan_payment_pickup/	Navan Auction Pickup - Bryan's Auction Services	117	0	H0
/navanpayment/	Navan Auction Payment - Bryan's Auction Services	154	0	H0
/ontariopayment/	Ontario Event Payment and Pickup - Bryan's Auction Services	154	0	H0
/ontariopickup/	Ontario Event Pickup - Bryan's Auction Services	124	0	H0
/overstockhomeessentials/	Overstock Auction Home Essentials - Bryan's Auction Services	25	3	H+
/overstockpremiumhome/	Overstock Auction Premium Home Goods - Bryan's Auction Services	51	3	H+
/overstocktiles/	Overstock Auction Flooring & Tiles - Bryan's Auction Services	51	2	H+
/privacy-and-marketing-preferences/	Privacy and Marketing Preferences - Bryan's Auction Services	157	1	-
/privacy-policy/	Privacy Policy - Bryan's Auction Services	155	1	OG
/product/1999-case-ih-2388-combine/	1999 Case IH 2388 Combine - Bryan's Auction Services	139	1	-
/product/20-5x25-loader-tires-20-ply-bias-top-trust-brand/	20.5x25 Loader tires. 20 ply bias, “Top Trust” brand. - Bryan's Auction Ser...	21	1	-
/product/200-litre-portable-diesel-tanks12-volt-polyethylene-tank-with-hose-and-nozzle/	200L Portable Diesel Tanks,12V Polyethylene Tank, with Hose and Nozzle - Br...	134	1	-
/product/2003-load-king/	2003 Load King - Bryan's Auction Services	63	1	-
/product/2004-case-ih-2388-combine/	2004 Case IH 2388 Combine - Bryan's Auction Services	156	1	-
/product/2011-bobcat-s650-wheeled-skid-steer-loader/	2011 Bobcat S650 Wheeled Skid Steer Loader - Bryan's Auction Services	214	1	-
/product/2021-freightliner-cascadia/	2021 Freightliner Cascadia - Bryan's Auction Services	36	1	-
/product/2023-hitachi-zx17u-5n-mini-excavator/	2023 Hitachi ZX17U-5N Mini Excavator - Bryan's Auction Services	108	1	-
/product/2023-trail-king/	2023 Trail King - Bryan's Auction Services	63	1	-
/product/400-litre-portable-diesel-tanks12-volt-polyethylene-tank-with-hose-and-nozzle/	400L Portable Diesel Tanks, 12V Polyethylene Tank, with Hose and Nozzle - B...	108	1	-
/product/american-08f-box-scraper/	American 08F Box Scraper - Bryan's Auction Services	130	1	-
/product/american-f07-box-scraper/	American F07 Box Scraper - Bryan's Auction Services	118	1	-
/product/american-f12-box-blade/	American F12 Box Blade - Bryan's Auction Services	119	1	-
/product/case-ih-2016-pickup-head/	Case IH 2016 Pickup Head - Bryan's Auction Services	188	1	-
/product/hot-dipped-galvanized-construction-fencing/	Hot-Dipped Galvanized Construction Fencing - Bryan's Auction Services	156	1	OG
/product/john-deere-980-cultivator/	John Deere 980 Cultivator - Bryan's Auction Services	156	1	-

Final URL path	Title (excerpt)	D chars	H1	Flags
/product/kubota-ra-1035-rake/	Kubota RA 1035 Rake - Bryan's Auction Services	176	1	-
/product/new-holland-1432-disc-mower/	New Holland 1432 Disc Mower - Bryan's Auction Services	59	1	-
/product/portable-diesel-exhaust-fluid-tank/	Portable Diesel Exhaust Fluid Tank - Bryan's Auction Services	119	1	-
/product/skid-of-solar-panels/	Skid of Solar Panels - Bryan's Auction Services	147	1	-
/product/top-trust-10-16-5-skidsteer-tires-2/	Top Trust 10-16.5, 12 Ply Bias Skidsteer Tires - Bryan's Auction Services	78	1	OG
/product/top-trust-10-16-5-skidsteer-tires/	Top Trust 10-16.5, 10 Ply Bias Skidsteer Tires - Bryan's Auction Services	67	1	OG
/product/top-trust-17-5x25-loader-tires-20-ply-bias/	Top Trust 17.5x25 Loader Tires, 16 Ply Bias - Bryan's Auction Services	75	1	-
/product/top-trust-23-5x25-loader-tires-20-ply-bias/	Top Trust 23.5x25 Loader Tires, 20 Ply Bias - Bryan's Auction Services	75	1	-
/product/top_trust_19_5_x_24_backhoe_tires_12_ply_bias/	Top Trust 19.5 x 24 Backhoe Tires, 12-ply Bias - Bryan's Auction Services	52	1	-
/product/walco-bale-spear/	Walco Bale Spear - Bryan's Auction Services	105	1	-
/puslinchpayment/	Puslinch Payment and Pickup - Bryan's Auction Services	154	0	H0
/puslinchpickup/	Puslinch Pickup - Bryan's Auction Services	117	0	H0
/realty_auction_81_consecon_main_pec/	Realty Auction - 81 Consecon Main Street, Prince Edward County - Bryan's Au...	157	0	H0
/rentalauction/	Rental Equipment Auction - Bryan's Auction Services	158	0	H0
/rentals/	Rentals - Bryan's Auction Services	152	0	H0, OG
/retail/	Retail Equipment & Parts - Bryan's Auction Services	0	0	D, H0, OG
/rules-regulations/	Terms & Conditions - Bryan's Auction Services	156	1	OG
/sales/	Asset Solutions for Municipalities in Ontario: Top #1 Choice for Surplus	148	1	-
/schedule/	Schedule - Bryan's Auction Services	152	0	H0, OG
/sell-off-site-with-bryans/	Sell off-site with Bryan's? - Bryan's Auction Services	0	0	D, H0, OG
/sitemap/	Sitemap - Bryan's Auction Services	0	1	D, OG
/terms-conditions/	Terms & Conditions - Bryan's Auction Services	0	0	D, H0, OG
/trentonpayment/	Trenton Payment and Pickup - Bryan's Auction Services	154	0	H0
/trentonpickup/	Trenton Pickup - Bryan's Auction Services	117	0	H0
/vehicles-transportation-2/	The Best Vehicles & Transportation Auctions Since 1972	146	15	H+
/vehicles-transportation/	Car, Truck, & Vehicle Auctions in Ontario Since 1972 | Bryan's	159	7	H+
/vehicles-transportation_old/	Vehicles & Transportation - Bryan's Auction Services	157	0	H0
/vehicles/	Vehicles - Bryan's Auction Services	0	1	D, OG

Broken destination evidence

URL path	HTTP result	How found
/product/2019-kubota-kx080-4-mini-excavator/	404	Homepage featured slider and HTML
/product/lot-446180-2023-mercedes-benz-3500-sprinter-cargo-van/	404	Homepage HTML link
/audit-nonexistent-page-20261126/	404	Deliberate control test; not a broken internal link

9. Reference standards and reproducibility

Google Search Central: title links

https://developers.google.com/search/docs/appearance/title-link

Google Search Central: snippets

https://developers.google.com/search/docs/appearance/snippet

Google Search Central: canonical URLs

https://developers.google.com/search/docs/crawling-indexing/consolidate-duplicate-urls

Google Search Central: sitemaps

https://developers.google.com/search/docs/crawling-indexing/sitemaps/build-sitemap

Google Search Central: event structured data

https://developers.google.com/search/docs/appearance/structured-data/event

Web.dev: Web Vitals

https://web.dev/articles/vitals

The reference standards support recommendations; site findings come from the captured URL responses and focused browser observations. No search-ranking or revenue forecast is implied. Character counts include spaces and decoded punctuation. URL deduplication uses final response URL, so aliases do not inflate the successful-page count. External HiBid destinations were observed but not exhaustively crawled or transaction-tested.

Recheck after deployment

Repeat the crawl against the current sitemap; compare metadata CSVs; verify changed paths with fresh status and canonical checks; inspect Search Console over time; repeat representative mobile and desktop tests. Public content and stock can change after this snapshot. No live changes were made by this audit.