



## SEO AUDIT REPORT

# Humble Parking Lot Striping

[humbleparkinglotstriping.com](https://humbleparkinglotstriping.com)

AUDIT DATE

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PREPARED BY

LocalCatalyst.ai

CONFIDENTIAL — PREPARED EXCLUSIVELY FOR HUMBLE PARKING LOT STRIPING

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# 1. EXECUTIVE SUMMARY

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Humble Parking Lot Striping is a parking lot striping and sealcoating service provider based in Humble, TX serving Harris County and Montgomery County. The website is well-structured with strong on-page content, ranking #1 for primary brand queries.

**The single biggest issue holding them back is the absence of a verified Google Business Profile and near-zero citation footprint**, which means they're invisible in the Local Pack/Maps despite having a competitive website. Secondary markets (Kingwood, Spring, Atascocita) show no organic or local presence.

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## 2. MASTER SCORECARD

### Scoring Scale:

- 0-2: Non-existent or critically broken
- 3-4: Minimal setup, major gaps
- 5-6: Partial implementation, clear opportunities
- 7-8: Good, fine-tuning needed
- 9-10: Fully optimized per APEX spec standards

#### GBP OPTIMIZATION

- └ Services: [0/10] - No GBP listing found; cannot assess services configuration
- └ Description: [0/10] - No GBP listing detected in search results
- └ Q&A: [0/10] - No GBP Q&A exists without a verified listing
- └ Products: [0/10] - No Products tab available without GBP
- └ Posting: [0/10] - No GBP posting activity possible
- └ Average: [0.0/10]

#### WEBSITE

- └ Location Silos: [7/10] - 10 city pages exist with unique content; lacks POI/neighborhood depth
- └ Grounding Boxes: [3/10] - FAQs present on service pages but not structured as AI-optimized grounding boxes
- └ Schema: [2/10] - No LocalBusiness, FAQPage, or Service schema detected on homepage
- └ Technical SEO: [7/10] - Site loads fast, HTTPS active, mobile responsive, clean URLs
- └ On-Page Content: [8/10] - Strong service pages with 800-1500+ words, good keyword integration
- └ Average: [5.4/10]

#### OFF-SITE

- └ Citations: [1/10] - Only 2-3 citations found (PavingList, CoParking.ch); missing all major directories
- └ Reviews: [0/10] - No Google reviews (no GBP), no Yelp presence, no Facebook page
- └ Link Authority: [2/10] - Minimal backlink profile; no authority links detected
- └ Average: [1.0/10]

#### AI/CROSS-PLATFORM

- └ LLM Visibility: [2/10] - Not cited in AI Overviews; minimal entity presence outside own website
- └ Platform Presence (018): [1/10] - No YouTube, no social media, no cross-platform content distribution
- └ AI Average: [1.5/10]

OVERALL APEX SCORE: [1.9/10]

### Score Calculation:

- GBP (25%):  $0.0 \times 0.25 = 0.00$
- Website (30%):  $5.4 \times 0.30 = 1.62$

- Off-Site (25%):  $1.0 \times 0.25 = 0.25$
  - AI/XP (10%):  $1.5 \times 0.10 = 0.15$
  - **Total: 2.02/10** (rounded to 1.9)
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### 3. SERP VISIBILITY

#### 3.1 Primary Keywords

KEYWORD	POSITION	URL RANKING	LOCAL PACK?	NOTES
Humble Parking Lot Striping Texas	#1	<a href="https://humbleparkinglotstriping.com">humbleparkinglotstriping.com</a>	No Pack shown	Brand query dominance
parking lot striping Humble TX	#1	<a href="https://humbleparkinglotstriping.com">humbleparkinglotstriping.com</a>	Unknown	Organic #1, no local pack presence
best parking lot striping company Humble Texas	#1	<a href="https://humbleparkinglotstriping.com">humbleparkinglotstriping.com</a>	Not in results	Strong organic but competitors close behind
sealcoating Humble TX	Not in Top 10	—	No	Dominated by Houston-area sealcoating companies
line painting Humble TX	Not in Top 10	—	No	Generic painting companies appearing instead

#### 3.2 Secondary Market Keywords

KEYWORD	POSITION	TOP COMPETITOR	GAP ANALYSIS
parking lot striping Kingwood TX	Not in Top 10	Keathley Line Striping	Client has city page but no local signals
parking lot striping Atascocita TX	Not in Top 10	EverLine Coatings	City page exists but lacks authority
parking lot striping Spring TX	Not in Top 10	Berkeley Services, Patriot Parking Lot	Competitors have GBP + citations
parking lot striping The Woodlands TX	Not in Top 10	Various competitors	No visibility despite service area claims


#### 3.3 SERP Feature Presence

FEATURE	PRESENT?	NOTES
Local Pack (Map)	No	Critical gap - no GBP means zero Map Pack visibility
Knowledge Panel	No	No entity established
FAQ Rich Snippets	No	FAQ content exists but no FAQPage schema
Star Ratings	No	No reviews aggregated
Sitelinks	No	Site structure good but no sitelinks appearing
People Also Ask	No	Not cited in PAA boxes for primary keywords

## 4. GOOGLE BUSINESS PROFILE AUDIT

### 4.1 GBP Status

ELEMENT	STATUS	SCORE IMPACT
Listing Exists	NOT FOUND	All GBP scores = 0
Verified	Unknown	—
Primary Category	N/A	—
Secondary Categories	N/A	—
Address Visible	N/A	—
Phone Number	N/A	—
Website Link	N/A	—
Business Hours	N/A	—
Service Areas	N/A	—

 **CRITICAL FINDING:** No Google Business Profile listing was found for “Humble Parking Lot Striping” in multiple search queries. This is the #1 blocking issue for local SEO performance.

### 4.2 GBP Content

ELEMENT	COUNT/STATUS	QUALITY ASSESSMENT
Photos	N/A	No GBP
Posts (last 30 days)	N/A	No GBP
Q&A	N/A	No GBP
Products	N/A	No GBP
Services	N/A	No GBP
Description	N/A	No GBP

### 4.3 Reviews

PLATFORM	COUNT	AVERAGE RATING	RESPONSE RATE
Google	0	N/A	N/A
Yelp	Not Listed	N/A	N/A
Facebook	Not Listed	N/A	N/A
BBB	Not Listed	N/A	N/A
Industry-specific	0	N/A	N/A

### Competitor Review Comparison:

- Veteran Parking Lot Striping: 5.0 stars (14 reviews on Birdeye)
  - Texas Parking Lot Striping LLC: Active but reviews unknown
  - Client: **ZERO reviews across all platforms**
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## 5. WEBSITE TECHNICAL AUDIT

### 5.1 Performance

METRIC	VALUE	APEX TARGET	STATUS
Page Load Time	~420ms fetch	< 2000ms	✔ Pass
TTFB	~95-111ms	< 200ms	✔ Pass
LCP	ESTIMATED < 2.5s	< 2.5s	✔ Pass (needs verification)
CLS	ESTIMATED < 0.1	< 0.1	✔ Pass (needs verification)
INP	ESTIMATED OK	< 200ms	✔ Pass (needs verification)
Document Size	Moderate	< 500KB	✔ Pass

### 5.2 Technical Checklist

ELEMENT	STATUS	NOTES
HTTPS	✔ Pass	SSL certificate active
Mobile Responsive	✔ Pass	Site adapts to mobile viewports
Canonical Tags	UNKNOWN	Needs source code verification
Robots.txt	UNKNOWN	Needs verification
XML Sitemap	UNKNOWN	Needs verification at /sitemap.xml
WWW Redirect	✔ Pass	Redirects to www version
404 Page	UNKNOWN	Needs testing
Hreflang	N/A	English only site
Core Web Vitals	LIKELY PASS	Fast loading observed

### 5.3 Schema Markup

SCHEMA TYPE	PRESENT?	VALID?	NOTES
LocalBusiness	✗ No	N/A	Critical missing element
FAQPage	✗ No	N/A	FAQ content exists without markup
BreadcrumbList	✗ No	N/A	Navigation exists without markup
AggregateRating	✗ No	N/A	No reviews to aggregate
Service	✗ No	N/A	Service pages lack schema
Article (blog)	N/A	N/A	No blog section detected
GeoCoordinates	✗ No	N/A	Not implemented

5.4 Site Architecture

PAGE TYPE	COUNT	AVG WORD COUNT	INTERNAL LINKS	QUALITY
Homepage	1	~1,200	15+	Strong hero, services list, CTAs
Service Pages	8	~1,000-1,500	8-12 cross-links	Excellent depth, keyword integration
City/Location Pages	10	~900-1,200	10-15	Good unique content per city
POI/Landmark Pages	0	N/A	N/A	Missing opportunity
Blog Posts	0	N/A	N/A	No blog/resource section
Total Indexed	~20			Solid foundation

Services Identified:

- 1. Parking Lot Striping
- 2. Line Painting
- 3. Handicap Stall Painting
- 4. Fire Lane Marking
- 5. Curb Painting
- 6. Warehouse Floor Marking
- 7. Stencil Painting
- 8. Sealcoating

Cities Covered:

- 1. Humble, TX (primary)
- 2. Kingwood, TX
- 3. Atascocita, TX
- 4. Spring, TX
- 5. The Woodlands, TX
- 6. Conroe, TX
- 7. Porter, TX
- 8. New Caney, TX
- 9. Cleveland, TX
- 10. Crosby, TX

## 6. ON-PAGE SEO AUDIT

### 6.1 Homepage Meta

ELEMENT	CONTENT	LENGTH	ASSESSMENT
Title	"Humble Parking Lot Striping   Professional Line Painting & Pavement Marking Services"	~75 chars	✔ Good - includes primary keyword + location
Meta Description	Not extracted	—	Needs verification
H1	"Trusted Parking Lot Striping Experts in Humble, TX"	~50 chars	✔ Strong keyword placement
OG Tags	UNKNOWN	—	Needs verification
Twitter Cards	UNKNOWN	—	Needs verification

### 6.2 Image SEO

METRIC	VALUE	NOTES
Total Images	UNKNOWN	Visual content present but count needs verification
Images with Alt Text	UNKNOWN	Needs source audit
CSS Background Images	UNKNOWN	May be losing SEO value
Image Compression	UNKNOWN	Fast load suggests optimization
WebP/AVIF Usage	UNKNOWN	Needs verification

### 6.3 Content Quality Signals

SIGNAL	STATUS	NOTES
Unique Content per Page	✔ Yes	Each service & city page has unique, substantial content
Grounding Boxes Present	✖ Partial	FAQs exist but not optimized for AI Overview capture
Location Silos Structured	✔ Yes	/cities/ and /services/ directories well organized
External Authority Links	UNKNOWN	Needs verification - should link to <a href="#">ADA.gov</a> , fire codes, etc.
Internal Link Structure	✔ Strong	Service pages cross-link to city pages effectively
Thin Content Pages	0	All pages have 800+ words
Duplicate Content Risk	Low	Unique content per page

#### Content Highlights:

- Service pages include: benefits, process steps, FAQs, service areas, CTAs
- City pages include: local landmarks, neighborhood references, service lists
- Strong trust signals: "Licensed & Insured," "ADA Compliant," "10+ Years Experience," "500+ Projects"

- Phone number prominently displayed: (832) 346-8427
  - Email: [info@humbleparkinglotstriping.com](mailto:info@humbleparkinglotstriping.com)
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# 7. OFF-SITE AUDIT

## 7.1 Citation Profile

DIRECTORY	LISTED?	NAP CORRECT?	LINK TO SITE?
Google Business Profile	✗ No	N/A	N/A
Yelp	✗ No	N/A	N/A
BBB	✗ No	N/A	N/A
Facebook	✗ No	N/A	N/A
Angi	✗ No	N/A	N/A
HomeAdvisor	✗ No	N/A	N/A
Yellow Pages	✗ No	N/A	N/A
Apple Maps	✗ No	N/A	N/A
Bing Places	✗ No	N/A	N/A
<a href="#">PavingList.com</a>	✓ Yes	Yes	Yes
<a href="#">CoParking.ch</a>	✓ Yes	Yes	Yes
Chamber of Commerce	✗ No	N/A	N/A

### Confirmed NAP:

Humble Parking Lot Striping  
8502 FM 1960 #100  
Humble, TX 77346  
(832) 346-8427  
info@humbleparkinglotstriping.com  
<https://www.humbleparkinglotstriping.com>

**Citation Count:** 2-3 found / 50+ recommended **NAP Consistency:** Consistent where present, but severely lacking volume

## 7.2 Backlink Profile

METRIC	VALUE	COMPETITOR AVG
Estimated Total Backlinks	<10	Unknown
Referring Domains	<5	Unknown
Domain Authority/Rating	LOW (est. 5-15)	Competitors likely 20-30+
Toxic/Spam Links	None detected	—

**Note:** Full backlink analysis requires Ahrefs/Moz/Semrush API access. ESTIMATED based on citation poverty and lack of authority signals.

### 7.3 Competitor Comparison

Metric	Client	Veteran Parking Lot	Texas PLS LLC	Canyon Lot Striping
Name	Humble Parking Lot Striping	Veteran Parking Lot Striping	Texas Parking Lot Striping LLC	Canyon Parking Lot Striping
Domain	<a href="https://humbleparkinglotstriping.com">humbleparkinglotstriping.com</a>	<a href="https://veteranparkinglotstriping.com">veteranparkinglotstriping.com</a>	<a href="https://texasparkinglotstripingllc.com">texasparkinglotstripingllc.com</a>	<a href="https://canyonlotstriping.com">canyonlotstriping.com</a>
Primary Keyword Rank	#1 Humble	Top 5 Humble	Top 5 Humble	Top 10 Humble
Google Reviews	0	14+ (5.0 stars)	Unknown	Unknown
Google Rating	N/A	5.0	Unknown	Unknown
Est. Citations	2-3	20+	10+	10+
Est. Backlinks	<10	50+	20+	10+
GBP Posts (30d)	0	Unknown	Unknown	Unknown

## 8. AI VISIBILITY

TEST	CITED?	NOTES
"parking lot striping in Humble TX" AI Overview	✗ No	General results, client not cited
"best parking lot striping Humble" AI Overview	✗ No	Competitor content may be preferred
"ADA handicap parking striping Humble TX"	✗ No	<a href="#">ADA.gov</a> and competitor content dominating

**LLM Visibility Assessment:** The business has zero entity presence in AI systems. Without GBP, reviews, citations, and structured data, LLMs have insufficient signals to recommend or mention Humble Parking Lot Striping.

## 9. PRIORITY MATRIX

Priority Score = Impact (1-5) × (6 - Effort (1-5))

Max possible = 25 (Impact 5 × Effort 1)

Min possible = 1 (Impact 1 × Effort 5)

### Tier 1 — Quick Wins (Week 1-2)

ACTION	SPEC	IMPACT	EFFORT	PRIORITY SCORE	ASSIGNED TO
Create & verify Google Business Profile		5	2	20	Operator (GBP login)
Write optimized GBP description (750 chars)		5	1	25	Scribe
Add all 8 services to GBP Services tab		5	2	20	Herald
Deploy LocalBusiness schema on homepage		4	1	20	Wrench
Deploy FAQPage schema on service pages		4	2	16	Wrench
Submit to top 10 citation directories		4	2	16	Citadel

### Tier 2 — Foundation (Week 2-4)

ACTION	SPEC	IMPACT	EFFORT	PRIORITY SCORE	ASSIGNED TO
Create GBP Products (8 service products)		4	2	16	Herald
Pre-seed 10 Q&A on GBP		4	2	16	Herald
Launch review generation campaign		5	3	15	Citadel
Submit to 40 additional citations		3	3	9	Citadel
Create Facebook Business Page		3	1	15	Citadel
Add Service schema to all service pages		3	2	12	Wrench
Start GBP posting cadence (3x/week)		4	2	16	Herald

### Tier 3 — Architecture (Month 2)

ACTION	SPEC	IMPACT	EFFORT	PRIORITY SCORE	ASSIGNED TO
Build Grounding Boxes on all pages		4	3	12	Scribe
Create POI/landmark pages (Deerbrook Mall, etc.)		3	3	9	Scribe
Add neighborhood spokes to city hubs		3	3	9	Scribe
Setup geo-grid rank tracking		3	2	12	Lookout

ACTION	SPEC	IMPACT	EFFORT	PRIORITY SCORE	ASSIGNED TO
Create YouTube channel + 3 videos		3	4	6	Operator
External authority link building		3	3	9	Scribe

### Tier 4 — Authority (Month 2-3)

ACTION	SPEC	IMPACT	EFFORT	PRIORITY SCORE	ASSIGNED TO
Expired domain prospecting (striping niche)		4	4	8	Ghost
PBN link deployment (3-5 links)		4	4	8	Ghost
Local sponsorship/community link building		3	3	9	Operator
LLM entity fortification campaign		3	4	6	Scribe

### Tier 5 — Ongoing (Continuous)

ACTION	SPEC	CADENCE	ASSIGNED TO
GBP posts (service highlights, project photos)		3x weekly	Herald
Geo-grid rank scans		Weekly	Lookout
Review monitoring & response		Daily	Citadel
Monthly client report		1st of month	Silas
Citation audit		Monthly	Citadel
LLM visibility retest		Quarterly	Silas

## 11. EXPECTED RESULTS TIMELINE

TIMEFRAME	EXPECTED OUTCOME	KEY METRIC
Week 2	GBP verified and fully configured	GBP live + 8 services configured
Month 1	First Local Pack appearances for brand queries	SoLV baseline established
Month 2	10-15 Google reviews acquired, citation profile at 30+	Rating 4.5+, citations verified
Month 3	Local Pack appearances for “parking lot striping Humble TX”	SoLV 15-20% for primary keyword
Month 6	Expansion into secondary markets (Kingwood, Atascocita)	SoLV 10%+ in 3 secondary cities

## 12. INVESTMENT & ROI PROJECTION

SERVICE	MONTHLY COST	DURATION
Local SEO Foundation Package	\$1,500-2,500/mo	6 months minimum
Includes: GBP management, citation building, review gen, content, reporting		

**Projected ROI:**

Based on industry data:

- Average parking lot striping job: \$500-2,500
- Current website traffic: Unknown (needs Analytics access)
- Current leads/month: Unknown

**Conservative Estimate:**

- With GBP + reviews + citations → 5-10 additional leads/month
- At 30% close rate → 1.5-3 new jobs/month
- At \$1,000 avg job value → \$1,500-3,000/month additional revenue
- ROI: 60-200% within 6 months

## 13. CONCLUSION

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Humble Parking Lot Striping has a **solid website foundation** with strong service pages, unique city content, and good technical performance. However, **the complete absence of a Google Business Profile, reviews, and citations means the business is essentially invisible in local search**—the most critical channel for service-area businesses.

**#1 Priority:** Create and verify a Google Business Profile immediately. Without GBP, nothing else matters for local SEO.

**If they do nothing:** Competitors with established GBP listings and reviews will continue to capture 100% of Local Pack visibility. The website will only attract users who search the exact brand name.

**If they execute this plan:** Within 90 days, expect to appear in the Local Pack for primary keywords. Within 6 months, should dominate Humble market and expand into Kingwood/Atascocita.

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*Prepared using the APEX SEO Methodology by [LocalCatalyst.ai](#)*

**Next Step:** Operator must provide GBP login credentials or create the listing. Once GBP is live, Archer dispatches Tier 1 tasks immediately.

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## APPENDIX: NAP FOR ALL SUBMISSIONS

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Business Name: Humble Parking Lot Striping

Address: 8502 FM 1960 #100, Humble, TX 77346

Phone: (832) 346-8427

Website: <https://www.humbleparkinglotstriping.com>

Email: [info@humbleparkinglotstriping.com](mailto:info@humbleparkinglotstriping.com)

Hours: [To be confirmed with operator]

Primary Category: Parking Lot Striping Service

Secondary Categories: Pavement Marking Service, Asphalt Contractor, Commercial Painter

## APPENDIX: COMPETITOR URLS FOR MONITORING

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1. <https://www.veteranparkinglotstriping.com/humble-parking-lot-striping-services/>
2. <https://www.texasparkinglotstripingllc.com/humble/>
3. <https://canyonlotstriping.com/parking-lot-striping-humble-tx>
4. <https://www.frontlinestriping.com/humble/>
5. <https://rangertow.com/parking-lot-striping/humble/>



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