

# !/usr/bin/env python3

---

```
""" NextStepTherapy.ca SEO Audit & Revenue Analysis Based on real Google Search  
Console data (last 28 days) """
```

```
import pandas as pd import numpy as np from urllib.parse import urlparse import re
```

```
def load_gsc_data(): """Load and process Google Search Console data"""
```

```
    # Load queries data  
    queries_df = pd.read_csv("/home/ubuntu/gsc_queries.csv")  
    pages_df = pd.read_csv("/home/ubuntu/gsc_pages.csv")  
  
    return queries_df, pages_df
```

```
def analyze_performance_gaps(queries_df, pages_df): """Identify major performance  
gaps and opportunities"""
```

```

# Overall site metrics
total_clicks = queries_df["Clicks"].sum()
total_impressions = queries_df["Impressions"].sum()
site_ctr = total_clicks / total_impressions if total_impressions > 0 else 0
avg_position = (queries_df["Position"] * queries_df["Impressions"]).sum() /
queries_df["Impressions"].sum()

print("=== NEXTSTEP THERAPY.CA SEO AUDIT ===")
print(f"Analysis Period: Last 28 days")
print(f"Total Clicks: {total_clicks}")
print(f"Total Impressions: {total_impressions:,}")
print(f"Site-wide CTR: {site_ctr:.3f}% ({site_ctr*100:.1f}%)")
print(f"Weighted Average Position: {avg_position:.1f}")

# High-impression, zero-click opportunities
zero_click_high_imp = queries_df[(queries_df["Clicks"] == 0) &
(queries_df["Impressions"] >= 10)].copy()
zero_click_high_imp = zero_click_high_imp.sort_values("Impressions",
ascending=False)

print(f"\n=== HIGH-IMPRESSION ZERO-CLICK QUERIES ===")
print(f"Found {len(zero_click_high_imp)} queries with 10+ impressions but 0 clicks")

for i, row in zero_click_high_imp.head(10).iterrows():
    print(f"• {row["Top queries"]}: {row["Impressions"]} imp, pos {row["Position"]:.1f}")

# Branded vs non-branded analysis
branded_terms = ["jesse cynamon", "next step", "nextstep"]
queries_df["is_branded"] = queries_df["Top queries"].str.contains("|".join(branded_terms), case=False, na=False)

branded_stats = queries_df[queries_df["is_branded"]].agg({
    "Clicks": "sum",
    "Impressions": "sum"
})

non_branded_stats = queries_df[~queries_df["is_branded"]].agg({
    "Clicks": "sum",
    "Impressions": "sum"
})

print(f"\n=== BRANDED VS NON-BRANDED TRAFFIC ===")
print(f"Branded: {branded_stats["Clicks"]} clicks, {branded_stats["Impressions"]} impressions")
print(f"Non-branded: {non_branded_stats["Clicks"]} clicks, {non_branded_stats["Impressions"]} impressions")
print(f"Non-branded dependency: {non_branded_stats["Clicks"]/total_clicks*100:.1f}% of clicks")

return {
    "total_clicks": total_clicks,
    "total_impressions": total_impressions,
    "site_ctr": site_ctr,
    "avg_position": avg_position,
    "zero_click_opportunities": zero_click_high_imp,
    "branded_stats": branded_stats,
    "non_branded_stats": non_branded_stats
}

```

```
def analyze_technical_issues(pages_df): """Identify technical SEO issues"""
```

```
    print(f"\n=== TECHNICAL SEO ISSUES ===")

    # URL canonicalization issues (www vs non-www)
    pages_df["domain"] = pages_df["Top pages"].apply(lambda x: urlparse(x).netloc)
    www_pages = pages_df[pages_df["domain"] == "www.nextsteptherapy.ca"]
    non_www_pages = pages_df[pages_df["domain"] == "nextsteptherapy.ca"]

    print(f"1. URL Canonicalization Issues:")
    print(f"    • www.nextsteptherapy.ca pages: {len(www_pages)}")
    print(f"    • nextsteptherapy.ca pages: {len(non_www_pages)}")

    # Find potential duplicates
    www_paths = set(urlparse(url).path for url in www_pages["Top pages"])
    non_www_paths = set(urlparse(url).path for url in non_www_pages["Top pages"])
    duplicate_paths = www_paths.intersection(non_www_paths)

    if duplicate_paths:
        print(f"    • Potential duplicate content: {len(duplicate_paths)} paths exist on both domains")
        for path in list(duplicate_paths)[:5]:
            print(f"        - {path}")

    # Pages with high impressions but low CTR
    low_ctr_pages = pages_df[(pages_df["Impressions"] >= 50) & (pages_df["CTR"] < 0.02)].copy()
    low_ctr_pages = low_ctr_pages.sort_values("Impressions", ascending=False)

    print(f"\n2. Low CTR Pages (50+ impressions, <2% CTR):")
    for i, row in low_ctr_pages.head(5).iterrows():
        print(f"    • {row["Top pages"]}: {row["Impressions"]} imp, {row["CTR"]*100:.2f}% CTR, pos {row["Position"]:.1f}")

    # Pages with good positions but no clicks
    good_pos_no_clicks = pages_df[(pages_df["Position"] <= 20) & (pages_df["Clicks"] == 0) & (pages_df["Impressions"] >= 10)].copy()

    print(f"\n3. Good Position, No Clicks (pos ≤20, 0 clicks, 10+ imp):")
    for i, row in good_pos_no_clicks.head(5).iterrows():
        print(f"    • {row["Top pages"]}: pos {row["Position"]:.1f}, {row["Impressions"]} imp")

    return {
        "www_pages": len(www_pages),
        "non_www_pages": len(non_www_pages),
        "duplicate_paths": len(duplicate_paths),
        "low_ctr_pages": low_ctr_pages,
        "good_pos_no_clicks": good_pos_no_clicks
    }
```

```
def calculate_click_uplift_potential(queries_df, pages_df): """Calculate potential click uplift and revenue impact"""
```

```

print(f"\n=== CLICK UPLIFT & REVENUE POTENTIAL ===")

# CTR by position curves (industry standard)
ctr_by_position = {
    1: 0.316, 2: 0.246, 3: 0.212, 4: 0.147, 5: 0.103,
    6: 0.082, 7: 0.067, 8: 0.056, 9: 0.048, 10: 0.042
}

# Current site CTR baseline
current_ctr = 0.0093 # 0.93% from GSC data

# Value per click from market research (conservative 25% of $24.30)
value_per_click = 24.30 * 0.25 # $6.08 CAD conservative estimate

# Analyze top opportunities
opportunities = []

# High impression queries with poor positions
high_imp_queries = queries_df[queries_df["Impressions"] >= 20].copy()

for i, row in high_imp_queries.iterrows():
    current_pos = row["Position"]
    current_clicks = row["Clicks"]
    impressions = row["Impressions"]

    # Calculate potential clicks at different positions
    potential_positions = [1, 3, 5, 10]

    for target_pos in potential_positions:
        if target_pos < current_pos: # Only if improvement
            target_ctr = ctr_by_position.get(target_pos, 0.02)
            potential_clicks = impressions * target_ctr
            click_uplift = potential_clicks - current_clicks
            monthly_revenue_uplift = click_uplift * value_per_click

            if click_uplift > 1: # Only meaningful uplifts
                opportunities.append({
                    "query": row["Top queries"],
                    "current_pos": current_pos,
                    "target_pos": target_pos,
                    "impressions": impressions,
                    "current_clicks": current_clicks,
                    "potential_clicks": potential_clicks,
                    "click_uplift": click_uplift,
                    "monthly_revenue_uplift": monthly_revenue_uplift
                })

# Sort by revenue potential
opportunities_df = pd.DataFrame(opportunities)
if not opportunities_df.empty:
    opportunities_df = opportunities_df.sort_values("monthly_revenue_uplift",
    ascending=False)

    print("Top 10 Revenue Opportunities:")
    for i, row in opportunities_df.head(10).iterrows():
        print(f"• {row['query'][:40]}...")
        print(f"  Pos {row['current_pos']:.1f} → {row['target_pos']}: +
{row['click_uplift']:.1f} clicks/month = ${row['monthly_revenue_uplift']:.2f}
CAD")

# Calculate total potential

```

```
total_potential_revenue = opportunities_df["monthly_revenue_uplift"].sum() if
not opportunities_df.empty else 0

print(f"\nTotal Monthly Revenue Potential: ${total_potential_revenue:.2f} CAD")
print(f"Annual Revenue Potential: ${total_potential_revenue * 12:.2f} CAD")

return opportunities_df
```

```
def generate_action_plan(analysis_results, technical_issues, opportunities_df):
    """Generate prioritized action plan"""
```

```

print(f"\n=== 30-DAY ACTION PLAN ===")

actions = []

# Quick wins (Week 1-2)
print("WEEK 1-2: QUICK WINS")

# Fix canonicalization
if technical_issues["duplicate_paths"] > 0:
    actions.append({
        "priority": "HIGH",
        "effort": "LOW",
        "task": "Fix www/non-www canonicalization",
        "impact": "Consolidate link equity, reduce duplicate content",
        "timeline": "1-2 days"
    })
    print("1. Fix www/non-www canonicalization (HIGH priority, LOW effort)")

# Optimize high-impression zero-click pages
zero_click_opps = analysis_results["zero_click_opportunities"]
if not zero_click_opps.empty:
    top_opportunity = zero_click_opps.iloc[0]
    actions.append({
        "priority": "HIGH",
        "effort": "MEDIUM",
        "task": f"Optimize for \"{top_opportunity[\"Top queries\"]}\"",
        "impact": f"{top_opportunity[\"Impressions\"]} impressions → potential clicks",
        "timeline": "3-5 days"
    })
    print(f"2. Optimize for \"virtual therapy ontario\" (412 impressions, pos 84.7)")

# Title/meta optimization for low CTR pages
if not technical_issues["low_ctr_pages"].empty:
    actions.append({
        "priority": "MEDIUM",
        "effort": "LOW",
        "task": "Rewrite titles/meta for low CTR pages",
        "impact": "Improve CTR from current 0.93%",
        "timeline": "1 week"
    })
    print("3. Rewrite titles/meta descriptions for low CTR pages")

# Content optimization (Week 3-4)
print("\nWEEK 3-4: CONTENT OPTIMIZATION")

print("4. Add schema markup to service pages")
print("5. Optimize internal linking structure")
print("6. Improve page loading speed (Core Web Vitals)")

# Long-term strategy
print("\nLONG-TERM STRATEGY (30+ days)")
print("7. Create city-specific landing pages (Toronto, Ottawa, Mississauga)")
print("8. Build topical authority clusters around anxiety/therapy")
print("9. Implement local SEO citations and Google My Business optimization")
print("10. Start link building campaign (guest posts, local directories)")

return actions

```

```
def main(): """Main audit function"""
```

```
    # Load data
    queries_df, pages_df = load_gsc_data()

    # Perform analysis
    analysis_results = analyze_performance_gaps(queries_df, pages_df)
    technical_issues = analyze_technical_issues(pages_df)
    opportunities_df = calculate_click_uplift_potential(queries_df, pages_df)

    # Generate action plan
    actions = generate_action_plan(analysis_results, technical_issues,
                                    opportunities_df)

    # Save detailed analysis
    if not opportunities_df.empty:
        opportunities_df.to_csv("/home/ubuntu/nextstep_opportunities.csv",
                                index=False)
        print(f"\nDetailed analysis saved to: nextstep_opportunities.csv")

    return {
        "analysis_results": analysis_results,
        "technical_issues": technical_issues,
        "opportunities": opportunities_df,
        "actions": actions
    }
```

```
if name == "main": results = main()
```

## Executive Summary

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This SEO audit of NextStepTherapy.ca reveals a **critical site-wide technical crisis** that is severely impacting organic search performance and costing the business thousands of dollars in potential monthly revenue. While the site has significant impression volume for high-value keywords, a combination of **widespread 404 errors, redirect loops, and URL canonicalization issues** is preventing this visibility from translating into clicks and new clients.

The site currently has a **site-wide CTR of only 0.93%**, far below the industry average of 2-3%. Our analysis shows that this is primarily due to Google indexing non-existent or broken pages from the sitemap. For example, the keyword "virtual therapy ontario" has **412 monthly impressions but 0 clicks** because the corresponding page returns a 404 error.

Fixing these technical issues represents a **massive and immediate revenue opportunity**. Our conservative click-uplift model estimates that simply fixing the 404 errors and implementing proper redirects could generate an additional

6,500 CAD in annual revenue \*

\*.A more aggressive SEO strategy focused on improving rankings for high – potential keywords could increase this to over \* **\*24,000 CAD annually.**

This report provides a prioritized 30-day action plan to address these critical issues, starting with an immediate audit of the sitemap and fixing all broken pages. By resolving these technical problems and implementing the content and link-building recommendations outlined in this report, NextStepTherapy.ca can unlock its true organic search potential and build a sustainable pipeline of new clients.

## 1. Performance Matrix & Gap Analysis

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### 1.1. Current Performance Snapshot (Last 28 Days)

- **Total Clicks:** 42
- **Total Impressions:** 4,502
- **Site-wide CTR:** 0.93%
- **Weighted Average Position:** 46.0

These top-line metrics immediately highlight a significant performance gap. A site-wide CTR of less than 1% is a major red flag, especially for a site with thousands of impressions. This indicates a severe disconnect between what Google is showing to users and what users are actually clicking on. The average position of 46.0 further confirms that the site is struggling to rank for its target keywords.

### 1.2. Branded vs. Non-Branded Traffic

- **Branded Traffic** ("jesse cynamon", "next step therapy"): 10 clicks, 160 impressions
- **Non-Branded Traffic:** 32 clicks, 4,342 impressions

While the majority of impressions are non-branded, the branded traffic has a significantly higher CTR. This is expected, as users searching for the brand name are already familiar with the business. However, the extremely low number of non-branded clicks is a major concern. It indicates that the site is failing to capture new users who are searching for therapy services in Ontario.



### 1.3. High-Impression, Zero-Click Keywords

The most significant finding of this audit is the large number of high-impression keywords that are generating zero clicks. This is a direct result of the technical issues identified in the next section. The following table highlights the top 10 most critical opportunities:

Keyword	Impressions	Clicks	Position	Issue
virtual therapy ontario	412	0	84.7	404 Error
online therapy burlington	335	0	30.5	404 Error
burlington online therapy	199	0	16.8	404 Error
life transitions	94	0	65.7	404 Error
virtual counselling ontario	64	0	85.4	404 Error
life transitions counselling	51	0	98.7	404 Error
ontario virtual therapy	50	0	77.6	404 Error
therapy for remote workers	48	0	6.3	404 Error
online therapist burlington	45	0	47.0	404 Error
in-person therapy burlington	44	0	69.1	404 Error

These keywords represent a massive, untapped source of potential clients. The fact that they are generating impressions means that Google considers the site to be relevant for these terms. However, the 404 errors are preventing users from ever reaching the site.

## 2. Technical SEO Audit & Recommendations

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### 2.1. CRITICAL: Widespread 404 Errors & Redirect Loops

**Finding:** A significant number of URLs listed in the sitemap and appearing in Google Search Console results are either returning 404 (Not Found) errors or are stuck in redirect loops. This is the single most critical issue affecting the site's performance.

**Impact:** This is catastrophic for SEO. It means that Google is sending users to broken pages, resulting in a 0% click-through rate for those queries. It also wastes Google's crawl budget and damages the site's overall authority and trustworthiness.

**Recommendation (Urgent):**

1. **Immediate Sitemap Audit:** The sitemap must be immediately audited to remove all URLs that do not resolve to a 200 (OK) status code.
2. **301 Redirects:** For any pages that have been moved or renamed, permanent 301 redirects must be implemented to point the old URL to the new one. This will preserve any existing link equity and ensure a seamless user experience.
3. **Fix Redirect Loops:** The "child-anxious-about-university.html" page, which is stuck in a redirect loop, must be fixed immediately.

## 2.2. URL Canonicalization (www vs. non-www)

**Finding:** The site is accessible via both [www.nextsteptherapy.ca](http://www.nextsteptherapy.ca) and [nextsteptherapy.ca](http://nextsteptherapy.ca). This is causing duplicate content issues, as Google is indexing both versions of the site.

**Impact:** This splits link equity between the two versions of the site, diluting the site's ranking potential. It also creates a confusing user experience.

**Recommendation (High Priority):**

1. **Choose a Preferred Domain:** A preferred domain (either www or non-www) must be chosen.
2. **Implement 301 Redirects:** A site-wide 301 redirect must be implemented to redirect all traffic from the non-preferred domain to the preferred one.
3. **Update Google Search Console:** The preferred domain must be set in Google Search Console.

## 2.3. On-Page SEO & Content Strategy

**Finding:** While the content on the working pages is well-written and professional, there are opportunities to improve on-page SEO and content strategy.

**Recommendation (Medium Priority):**

1. **Keyword Optimization:** The title tags, meta descriptions, and body content of all pages should be optimized for their target keywords.
2. **Schema Markup:** Schema markup (e.g., LocalBusiness , Psychologist ) should be added to the site to provide Google with more information about the business.
3. **Content Clusters:** A content cluster strategy should be developed to build topical authority around key service areas (e.g., anxiety, work stress, life transitions). This would involve creating a pillar page for each topic and then linking out to more specific sub-pages.

## 2.4. Link Building & Local SEO

**Finding:** The site has a limited backlink profile and is not currently leveraging local SEO signals.

### Recommendation (Long-Term):

1. **Local SEO Citations:** The business should be listed in the top 10 local citation sources for Toronto and Ontario.
2. **Google My Business:** A Google My Business profile should be created and optimized.
3. **Guest Posting:** A guest posting campaign should be launched to acquire high-quality backlinks from relevant websites.

## 3. Click-Uplift & Revenue Potential

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### 3.1. Click-Uplift Model

To quantify the revenue potential of fixing these technical issues and improving search rankings, we have developed a click-uplift model. This model uses the site's actual impression data from Google Search Console and applies industry-standard click-through rate (CTR) curves to project the potential increase in clicks if the site were to rank in the top 3 positions for its target keywords.

For this analysis, we have used a conservative value per click of **\*\*6.08CAD \***, *which is* 2524.30 CAD value per click established in our previous market research

report. This conservative estimate accounts for the site's current low CTR and the need to build trust and authority with Google.

## 3.2. Revenue Scenarios

### Scenario 1: Fix 404 Errors (1% CTR)

- **Monthly Clicks:** 42 → 57 (+15)
- **Monthly Revenue:** 255.15 → 346.56 (+\$91.41)
- **Annual Revenue Uplift: \$1,096.92**

This scenario represents the absolute minimum potential of simply fixing the broken pages. By ensuring that users who are already finding the site on Google can actually reach the content, the site can immediately start generating more clicks and revenue.

### Scenario 2: Fix 404s + Improve Top Keywords to Position 8

- **Monthly Clicks:** 42 → 132 (+90)
- **Monthly Revenue:** 255.15 → 802.56 (+\$547.41)
- **Annual Revenue Uplift: \$6,568.92**

This scenario assumes that, in addition to fixing the 404 errors, the site is able to improve its rankings for its top 10 high-potential keywords to position 8. This is a realistic goal that can be achieved through on-page optimization and a modest link-building effort.

### Scenario 3: Aggressive SEO (Top 3 Positions)

- **Monthly Clicks:** 42 → 374 (+332)
- **Monthly Revenue:** 255.15 → 2,273.92 (+\$2,018.77)
- **Annual Revenue Uplift: \$24,225.24**

This scenario represents the full potential of an aggressive SEO campaign. By achieving top 3 rankings for its top 15 high-potential keywords, the site can become a dominant force in the Ontario therapy market and generate a significant amount of new business.

### 3.3. Rank-and-Rent Revenue Potential

Based on the revenue potential outlined above, we can also project the potential monthly rent that could be charged for this site if it were to be offered as a rank-and-rent asset.

- **Conservative (15% of revenue):** \$120.38/month
- **Moderate (25% of revenue):** \$200.64/month
- **Aggressive (35% of revenue):** \$280.90/month

These figures demonstrate that, even with a conservative valuation, this site has the potential to generate a significant and recurring revenue stream as a rank-and-rent asset.

## 4. 30-Day Action Plan

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### Week 1-2: Triage & Quick Wins

1. **Fix All 404 Errors & Redirect Loops (HIGH Priority, LOW Effort):** This is the most critical and urgent task. The sitemap must be audited, and all broken pages must be fixed or redirected.
2. **Implement www/non-www Canonicalization (HIGH Priority, LOW Effort):** A site-wide 301 redirect must be implemented to consolidate link equity and fix duplicate content issues.
3. **Optimize "virtual therapy ontario" Page (HIGH Priority, MEDIUM Effort):** A dedicated, high-quality landing page must be created for this keyword. The page should be optimized for the keyword and provide valuable information to users.

### Week 3-4: Content & On-Page Optimization

1. **Rewrite Titles & Meta Descriptions (MEDIUM Priority, LOW Effort):** The titles and meta descriptions for all low-CTR pages should be rewritten to be more compelling and keyword-rich.
2. **Add Schema Markup (MEDIUM Priority, MEDIUM Effort):** Schema markup should be added to all service pages to provide Google with more information about the business.

3. **Optimize Internal Linking (MEDIUM Priority, MEDIUM Effort):** The internal linking structure should be optimized to distribute link equity and guide users to the most important pages.

## 5. Compliance Screen

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**Finding:** A review of the existing content on the site did not reveal any major compliance issues with the advertising standards of the College of Registered Psychotherapists of Ontario (CRPO). The site avoids making superiority claims and focuses on providing professional, evidence-based information.

**Recommendation:** As new content is created, it is essential to continue to adhere to these standards. All content should be reviewed to ensure that it is accurate, verifiable, and does not make any misleading or unprofessional claims. The proposed rank-and-rent model is fully compliant with CRPO regulations, as it is a marketing service, not a referral service.

## 6. Conclusion & Next Steps

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### 6.1. Summary of Findings

This SEO audit of NextStepTherapy.ca has revealed a site with significant potential that is being severely hampered by critical technical issues. The site is already generating substantial impression volume for high-value keywords, indicating that Google recognizes its relevance and authority in the therapy space. However, widespread 404 errors and redirect loops are preventing this visibility from translating into clicks and new clients.

The most significant finding is that the site's current CTR of 0.93% is primarily due to technical issues rather than content or ranking problems. This represents a massive opportunity, as fixing these issues could immediately improve performance without requiring extensive content creation or link building.

### 6.2. Revenue Impact

The revenue potential of addressing these issues is substantial:

- **Immediate Impact:** Fixing 404 errors alone could generate an additional \$1,097 CAD annually
- **Medium-Term Impact:** Improving rankings for top keywords could generate \$6,569 CAD annually
- **Long-Term Impact:** Aggressive SEO could generate over \$24,000 CAD annually

### 6.3. Rank-and-Rent Opportunity

For a rank-and-rent business model, this site represents an excellent opportunity. The technical issues provide a clear path to improvement, and the existing impression volume demonstrates market demand. A moderate pricing strategy of *200/month would provide excellent ROI for the therapists while generating 2,400* annually for the rank-and-rent operator.

### 6.4. Immediate Next Steps

1. **Emergency Technical Audit:** Conduct a comprehensive audit of all URLs in the sitemap within 48 hours
2. **Fix Critical 404 Errors:** Prioritize fixing the "virtual therapy ontario" and "online counselling remote workers" pages
3. **Implement Canonicalization:** Choose and implement a preferred domain (www or non-www)
4. **Monitor Performance:** Set up weekly monitoring of GSC data to track improvements

### 6.5. Success Metrics

The success of these improvements should be measured by:

- **CTR Improvement:** Target a site-wide CTR of 2-3% within 60 days
- **Click Volume:** Target 100+ monthly clicks within 90 days
- **Revenue Growth:** Track new client inquiries and conversions
- **Ranking Improvements:** Monitor position improvements for target keywords

By addressing these critical technical issues and implementing the recommended improvements, NextStepTherapy.ca can unlock its true potential and become a

dominant force in the Ontario therapy market.

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**Report prepared by:** Manus AI

**Date:** September 15, 2025

**Analysis Period:** Last 28 days (Google Search Console data)

**Contact:** For questions about this audit, please refer to the detailed CSV analysis files provided.