

● CORNER SCORE AUDIT

Reimagine Builders

reimaginebuilders.com Calgary, AB Checked 2 October 2026

52 

YOUR CORNER SCORE, OUT OF 100

Working, with clear gaps worth closing.

Best website in your market. Hardest to find.

A real audit of our own renovation company, shared as a sample.

● YOUR RESULTS AT A GLANCE

YOUR CORNER SCORE

52

of 100

Working, with clear gaps worth closing.

Best website in your market. Hardest to find.

You're #2 of 4 in Calgary basements. Head to head, page 3.

The seven sections

01	Website		70
02	SEO		33
03	AI Search		36
04	Google Business		50
05	Paid Ads		60
06	Social Media		45
07	Core Message		54

Your top recommendations Ranked by how much each could move your score

- 1 Win the Maps pack by asking every finished client for a Google review**
You were not in the top 3 for any of the 5 searches.
Google Business, Google Maps Search and Reviews up to +13 on your score
- 2 Get into AI answers, starting with Calgary "best of" lists**
Basement Builders was named in 87, by every engine we asked.
AI Search up to +6 on your score
- 3 Turn your Google review quotes into ad copy**
42 reviews mention scheduling and 37 mention budget.
Paid Ads, Google Paid Ads up to +6 on your score
- 4 Build one strong page for basement development calgary, half the demand**
You show up in 5 of 12 checks on your two top searches, 49% of the score.
SEO, Rankings up to +6 on your score
- 5 Fix mobile speed, starting with the page your ads send people to**
The service page scores 36 on a phone and its main content takes about 20 seconds to appear.
Website, Mobile Speed up to +3 on your score

00 Competitors

#2

of 4

You're #2 of 4 in Calgary basements

Head to head on the eleven areas we could check for all four, each scored with the same rules as your Corner Score. This rank is not part of your Corner Score.

HEAD-TO-HEAD SCORE, OUT OF 100

#1	Basement Builders		68
#2	You		52
#3	Affordable Basement Renovations		42
#4	SBS Basement		39

The same public checks on the two companies that show up most often in Calgary basement searches and one company closer to your size. The best value in each row is marked. How we picked them. Basement Builders and Affordable Basement Renovations are the two basement companies that show up most often when people in Calgary search for basement work, in the organic top 10 or the Maps pack on 89% and 75% of that search demand. SBS Basement is the closest basement specialist to your size by Google review count, 93 to your 171.

OUR PLAN

- 1 Ask every finished client for a Google review the week of handover, and reply to each one.**
You were not in the top 3 for any of the 5 searches. (Google Maps Search)
- 2 Build one strong page for basement development calgary, half the demand.**
You show up in 5 of 12 checks on your two top searches, 49% of the score. (Rankings)
- 3 Turn your Google review quotes into ad copy.**
42 reviews mention scheduling and 37 mention budget. (Google Paid Ads)

Your 5 biggest gaps You vs the best of 3 competitors

01	Google Business A complete Google profile, but you came 7th and 11th on Maps and got 5 new reviews in 90 days.	You		0
		Best of 3		3
02	SEO Basement Builders about 12x your free Google traffic.	You		7 of 100
		Best of 3		32 of 100
03	Paid Ads You run 11 Google text ads to 42 for Basement Builders, and no Facebook or Instagram ads yet.	You		11 ads
		Best of 3		42 ads
04	AI Search AI tools named you in 37% of answers. Basement Builders got 79%.	You		41 (37%)
		Best of 3		87 (79%)
05	Core Message Core Message 54 of 100. Your reviews praise "professional, friendly crew" 58 times; your home page only says it below the first screen. Move it up.	You		54
		Full marks		100

How the four compare Area by area, out of 100

Area	You	Basement Builders	Affordable Basement Renovations	SBS Basement
Google Maps position, 5 money searches	14	80	50	60
Google reviews, rating and volume	87	100	38	62
Google Business Page, 5 - point checklist	100	100	100	60
Website lead capture	86	29	29	21
Mobile site speed	39	28	49	40
Site health	85	74	87	92
Google search, 7 money searches	7	32	28	3
AI search answers	36	73	18	15
Content coverage, money searches and towns	46	90	13	0
Authority, real linking sites	22	100	2	4
Search health, key pages	97	80	85	95
Head-to-head score	52 (#2)	68 (#1)	42 (#3)	39 (#4)

How to read this report

Your overall score combines the seven section scores below, weighted by how much business each one brings in. Google Business counts 25%, Website 20%, SEO 15%, Paid Ads 15%, AI Search 10%, Core Message 10% and Social Media 5%. Inside a section, the checks that move revenue most count most, like lead capture, Maps position and reviews. Anything we could not measure yet is left out, not scored as zero. Local Listings is coming soon. They need a paid search data tool we are setting up. Referring Sites has no data yet. Your Keywords has no data yet. Meta Ads is never scored, because running no ads is a choice. Speed to Lead, Quote Presentation, Google Ads Analytics and Meta Ads Analytics are Phase 2, tracked once we work together, and never part of this score.

80 to 100 Strong. Keep it up and keep it consistent.

50 to 79 Working, with clear gaps worth closing.

0 to 49 This is where the easy wins are.

All data checked on the evening of 2 October 2026 (Mountain Time) from public sources only. The full detail, with every source and date, is on your online audit page.

01 Website

70

of 100

The best lead capture of the four, but your service page takes 20 seconds to load on a phone.

Website Quality 70 combines the four trays below, Lead Capture 85, Mobile Speed 39, Proof and Design 70 and Site Health 85.

1a Lead Capture

85

of 100

How easy it is to ask you for a quote

Strong. Keep it up and keep it consistent.

The best lead capture of the four. Two gaps left, no self-serve booking and a form of about 8 questions.

YOU VS 3 COMPETITORS

Website lead capture, head to head out of 100

RelImagine Builders (you)		86
Basement Builders		29
Affordable Basement		29
SBS Basement		21

OUR PLAN

- 1 Cut the quote form to 3 to 5 questions and ask the rest on the call.

Form length is weak.

- 2 Add a self-serve calendar for booking the on-site quote.

Online booking is weak.

KEY CHECKS

GOOD

Quote form above the fold

Yes, phone and desktop, 0 of 3 competitors have it

GOOD	Tap-to-call on phones Yes, Call button in the header, 2 of 3 competitors have it
GOOD	Instant pricing tool Yes, 1-minute range, 3-minute plan
GOOD	Chat or AI assistant Yes, 1 of 3 competitors has it
WEAK	Online booking No self-serve calendar found How we fix it Add a booking link so people can pick a time for the on-site quote themselves.
WEAK	Form length About 8 questions How we fix it Ask 3 to 5 questions up front and the rest on the call.
GOOD	Website basics You 5 of 6, best competitor 5 of 6

1b

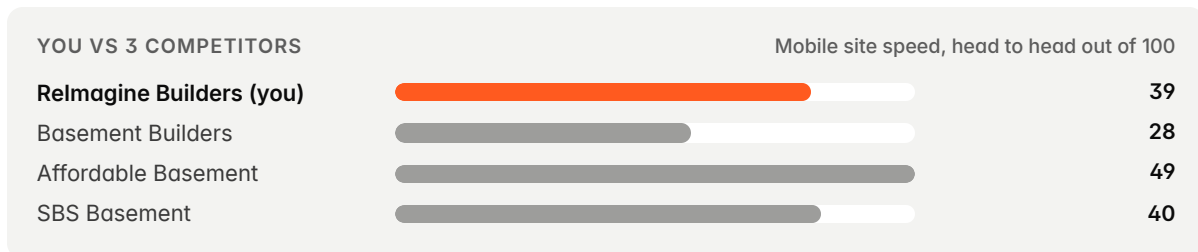
Mobile Speed

How fast your pages load on a phone

39 of 100

This is where the easy wins are.

On a phone, your service page takes about 20 seconds to show its main content and your home page about 11.



OUR PLAN

- 1 Fix mobile speed first, starting with the service page your ads send people to.**

Speed is the one missing check here.

KEY CHECKS

MISSING	Speed 41 home, 36 service page, best competitor 51 How we fix it Cut page weight and script work, starting with the service page, then retest on a phone.
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1c

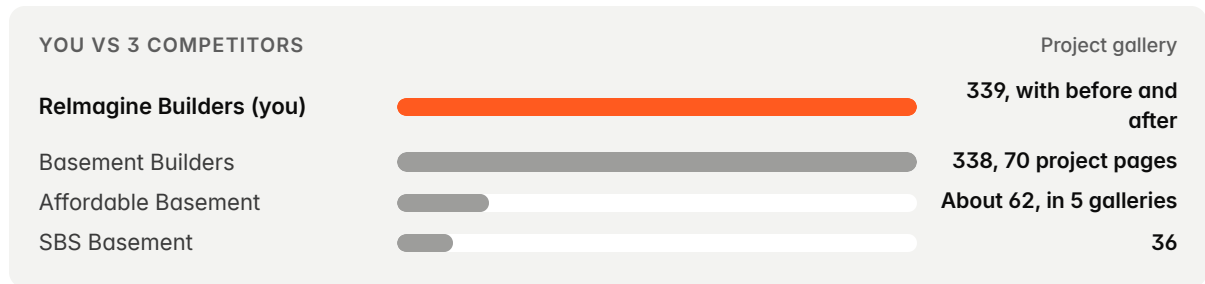
Proof and Design

Photos, client stories and how the first screen looks

70 of 100

Working, with clear gaps worth closing.

339 project photos with before-and-after sliders, but no video testimonials or written case studies.



OUR PLAN

1 Add a short client video and a written case study.

Testimonials are weak.

KEY CHECKS

GOOD	Project gallery 339 large photos, before-and-after sliders, best competitor 338, 70 project pages
WEAK	Testimonials Google reviews on the site; no video testimonials or written case studies found How we fix it Film a 60-second client video and write one short case study from a finished job.
GOOD	Design checklist You 4 of 5, best competitor 4 of 4, photos not scored

1d

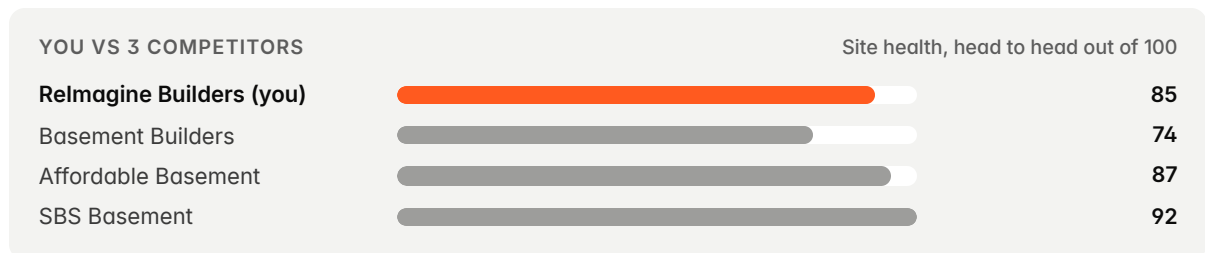
Site Health

Accessibility and best practices, from Google's Lighthouse test

85 of 100

Strong. Keep it up and keep it consistent.

Accessibility scores well. Best practices is 61, pulled down by outdated browser features and third-party cookies.



OUR PLAN

1 Trim the tracking and widget scripts the pages load.

Best practices is weak at 61, pulled down by outdated browser features and third-party cookies.

KEY CHECKS

GOOD

Accessibility

93 home, 96 service page, best competitor 100

WEAK

Best practices

61 home, 61 service page, best competitor 75

How we fix it Remove or replace the scripts that use outdated browser features and set third-party cookies.

Basement Builders about 12x your free Google traffic.

SEO 33 combines four scored trays, Rankings 7, Content Coverage 46, Authority 22 and Search Health 97. Local Listings is coming soon and not scored yet. Referring Sites and Your Keywords are not scored.

2a Rankings

7 of 100

Where you rank in Google for your money searches

This is where the easy wins are.

You showed up in 9 of 42 Google checks on your 7 money searches, usually 14th to 18th on the big ones. Basement Builders showed up in 16 and usually sits top 3 on 4 of them.

YOU VS 3 COMPETITORS

Google rank points, 7 money searches

Relmagine Builders (you)		7 of 100
Basement Builders		32 of 100
Affordable Basement		28 of 100
SBS Basement		3 of 100

OUR PLAN

- 1 Build one strong page for basement development calgary, half the demand.

Google rank points is weak.

- 2 Recheck the same 7 searches from Calgary every month.

Our checks put you around 17th to 18th on your two top searches when you are shown.

KEY CHECKS

WEAK

Google rank points, 7 money searches

You 7 of 100, best competitor 32 of 100, best competitor shown in 2 of 6 checks, usually #1 when shown, best competitor shown in 3 of 6 checks, usually #2 when shown, best competitor shown in 5 of 6 checks, usually #6 when shown, 0 of 3 competitors have it, best competitor shown in 4 of 6 checks, usually #6 to #7 when shown, best competitor shown in 3 of 6 checks, usually #1 when shown

How we fix it Build one page for basement development calgary first, then basement renovation calgary, and recheck the 7 searches from Calgary every month.

2b Content Coverage

46 of 100

Do you have a page for each money search and each town you serve

This is where the easy wins are.

5 of 7 money searches have their own page and 1 of 4 towns have a page with real local content. Three town pages are near-copies.

YOU VS 3 COMPETITORS

Content coverage points

Relmagine Builders (you)		46 of 100
Basement Builders		90 of 100
Affordable Basement		13 of 100
SBS Basement		0 of 100

OUR PLAN

1 Build a service page for "basement renovation calgary".

Money searches with their own page trail. "basement renovation calgary" is 27% of the search demand we track and has no page of its own.

2 Rewrite each town page around real jobs, photos and reviews from that town.

Town pages with real local content are missing.

KEY CHECKS

WEAK

Content coverage points

You 46 of 100, best competitor 90 of 100

How we fix it Keep doing this.

GOOD

Money searches with their own page

You 5 of 7, missing "basement renovation calgary", "basement contractors calgary", best competitor 4 of 7, missing "legal basement suite calgary", "basement contractors calgary", "basement finishing calgary"

WEAK

Town pages with real local content

You 1 of 4: Calgary yes, Airdrie near-copy, Chestermere near-copy, Okotoks near-copy, best competitor 4 of 4: Calgary yes, Airdrie yes, Chestermere yes, Okotoks yes

How we fix it Rewrite each town page around real jobs, photos and reviews from that town.

MISSING

Town pages that are near-copies

You 3: Airdrie (60% shared with Chestermere), Chestermere (60% shared with Airdrie), Okotoks (59% shared with Chestermere), best competitor none

How we fix it Rewrite the near-copy town pages so each one stands on its own local work.

2c

Authority

How many real sites link to yours

22 of 100

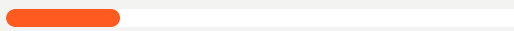
This is where the easy wins are.

12 real sites link to you. Basement Builders has 55.

YOU VS 3 COMPETITORS

Authority points

RelImagine Builders (you)



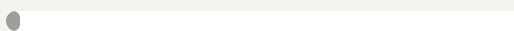
22 of 100

Basement Builders



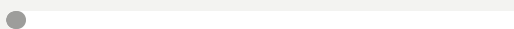
100 of 100

Affordable Basement



2 of 100

SBS Basement



4 of 100

OUR PLAN

1 Earn links from Calgary and trade sites: suppliers, local press, home shows and associations.

Real linking sites trail.

KEY CHECKS

WEAK

Authority points

You 22 of 100, best competitor 100 of 100

How we fix it Keep doing this.

WEAK

Real linking sites (spam left out)

You 12 (of 591 in the raw count), best competitor 55 (of 217 in the raw count)

How we fix it Earn links from Calgary and trade sites: suppliers, local press, home shows and associations.

NOT SCORED

Top 5 linking sites

You bestimprovers.com, thebestcalgary.com, imagetou.com, incrawler.com, charityvillage.com, best competitor imagetou.com, limitedreleasepodcast.ca, thebestcalgary.com, heckhome.com, basementbuilders.ca

How we fix it Keep doing this.

2d

Search Health

Can Google read and index your key pages

97 of 100

Strong. Keep it up and keep it consistent.

Search health 97 of 100. Short on page titles on key pages.

YOU VS 3 COMPETITORS

Search health points

Relmagine Builders (you)



97 of 100

Basement Builders



80 of 100

Affordable Basement



85 of 100

SBS Basement



95 of 100

OUR PLAN

① Put "Calgary basement development" in the home page headline.

Main headline is weak.

② Link from the home page to each town and service page.

Your pages carry 24 links to your own pages.

KEY CHECKS

GOOD

SEO

100 home, 100 service page, best competitor 100

GOOD

Page titles

"Calgary Basement Development | Relmagine Builders..." (62 characters) and "Basement Development Calgary | Relmagine Builders"

GOOD

Meta descriptions

Present on both pages

WEAK

Main headline (H1)

The home page says "See your basement before you build it." The service page says "Calgary basement development, planned to the day."

How we fix it Work "Calgary basement development" into the home page headline.

GOOD

Structured data (schema)

GeneralContractor, LocalBusiness, Service, Offer, FAQ, Breadcrumbs, rating 4.9 from 168

GOOD

Sitemap and robots file

Sitemap with 215 pages, linked from the robots file, best competitor 108

NOT SCORED

Internal links

24 links to your own pages from each page checked

How we fix it Add links from the home page to each town and service page.

NOT SCORED

Web search (US index)

0 of 5 in the top 9, best competitor 5 of 5

How we fix it Replaced by the Calgary rank check in the Rankings tray.

GOOD

Search health points

You 97 of 100, best competitor 95 of 100, best competitor 20 of 20, best competitor 15 of 15, best competitor 10 of 10, best competitor 0 of 5

WEAK

Page titles on key pages

You 17.1 of 20, best competitor 20 of 20

How we fix it Give every key page its own title under 70 characters.

2e

Local Listings COMING SOON

A full scan of local directories needs a listings tool. Your name, founding year and review count match-up is scored in Referring Sites for now.

2f

Referring Sites

NOT SCORED

Directories and review sites (BBB, HomeStars, Houzz)

115 HomeStars reviews, but the newest is from January 2025. Houzz has 1 review and BBB has none.

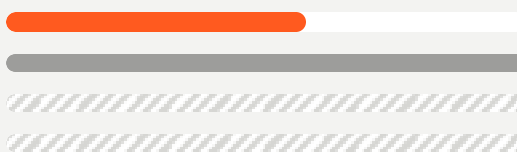
YOU VS 3 COMPETITORS

Relmagine Builders (you)

Basement Builders

Affordable Basement

SBS Basement



HomeStars reviews

115

198

not measured

not measured

OUR PLAN

1 Fix the mismatched facts across your listings.

Houzz still uses the old name, and the review count and founding year differ from place to place.

2 Add the HomeStars link to the review request you already send.

HomeStars recency is missing.

3 Fill the thin review sites, starting with Houzz and BBB.

Houzz has 1 review and BBB has 0.

4 Compare your address and phone across every listing.

Address and phone are not compared across all listings yet.

KEY CHECKS

MISSING

HomeStars recency

Newest review 18 January 2025, best competitor 198

How we fix it Add the HomeStars link to the review request sent at handover.

MISSING

Name

Houzz still says "Relmagine Basements"

How we fix it Rename the Houzz profile to Relmagine Builders and update its price.

WEAK

Review count

Site 160+, schema 168, Google 171

How we fix it Use one review number everywhere, ideally one that updates itself from Google.

WEAK

Founding year

Site 2011, BBB 2009

How we fix it Pick the right founding year and correct the listing that differs.

NOT
MEASURED

Address and phone

Not compared across all listings yet

How we fix it To measure this, run a listings tool or a manual pass across every listing.

Shown, not scored in SEO v2: reviews on other sites belong with reviews, and the SEO score now counts rankings, pages, links and search health.

2g

Your Keywords

NOT SCORED

The searches that bring jobs, and who shows up on them

You show up on 5 of your 7 money searches, Basement Builders on 6. 3 searches sit on page 2, the quickest wins.

YOU VS 3 COMPETITORS

Money searches you show up on

Relmagine Builders (you)		5 of 7
Basement Builders		6 of 7
Affordable Basement		6 of 7
SBS Basement		4 of 7

OUR PLAN

- 1 Lift "calgary basement development" from page 2 onto page 1.**
720 searches a month, and you usually sit at #17 when shown.
- 2 Lift "basement development calgary" from page 2 onto page 1.**
720 searches a month, and you usually sit at #18 when shown.
- 3 Lift "basement renovation calgary" from page 2 onto page 1.**
390 searches a month, and you usually sit at #14 when shown.
- 4 Get onto "basement developers calgary", where Basement Builders and Affordable Basement Renovations show and you do not.**
You were not in the top 30 in any of our 6 checks.

KEY CHECKS

NOT SCORED

Money searches you show up on

You 5 of 7, best competitor 6 of 7

How we fix it See the quick wins and gaps above.

Shown, not scored. This is the keyword detail behind Rankings and Content Coverage, so counting it again would score the same thing twice.

03 AI Search

36

of 100

AI tools named you in 37% of answers. Basement Builders got 79%.

Do AI assistants name you

YOU VS 3 COMPETITORS

Named by AI assistants

Relmagine Builders (you)		41 (37%)
Basement Builders		87 (79%)
Affordable Basement		20 (18%)
SBS Basement		17 (15%)

OUR PLAN

1 **Ask to be added to the Calgary "best of" lists that AI tools quote.**

You were named in 41 of 110 AI answers.

2 **Build up your Houzz and BBB reviews.**

AI engines quote directory and review sites, where you are thin (Houzz 1 review, BBB 0).

3 **Publish a clear comparison page on your site.**

Perplexity named you in only 2 of 22 answers, so give it a plain page to quote when someone asks who to hire.

KEY CHECKS

WEAK

AI answers

41 of 110 (37%), Perplexity named you least, best competitor 87 (79%)

How we fix it Get onto the "best of" lists and review sites these tools read, then rerun the same 110 answers.

04 Google Business

50 of 100

A complete Google profile, but you came 7th and 11th on Maps and got 5 new reviews in 90 days.

Google Business 50 combines the three trays below, Google Maps Search 14, Reviews 54 and Google Business Page 100.

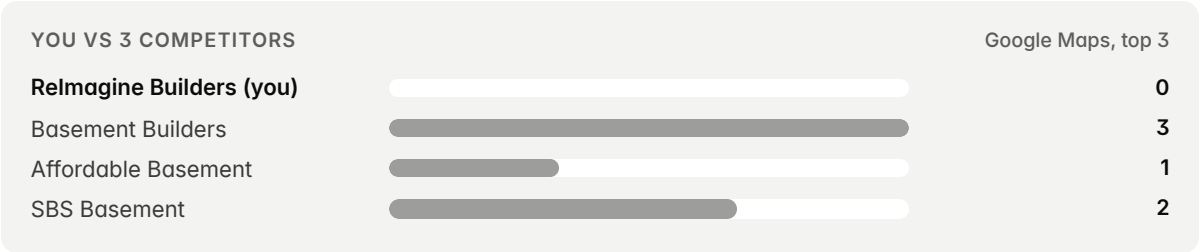
4a Google Maps Search

Where you rank on Google Maps

14 of 100

This is where the easy wins are.

You came 7th and 11th on Google Maps. Basement Builders is top 3 on 3 of 5 searches.



OUR PLAN

- 1

Ask every finished client for a Google review the week of handover, and reply to each one.

Google Maps is missing.
- 2

Post project photos to the profile weekly.

Basement Builders is in the top 3 for 3 of the 5 searches.
- 3

Recheck the same 5 searches monthly from the same spot.

Maps order moves with where and how the search is made.

KEY CHECKS

MISSING	Google Maps development 7th, renovation 11th, finishing / legal suite / contractors not in the first 8 to 11, best competitor 3 (1, 2, 6, 6, 1) How we fix it Grow review count and recency with a review ask at every handover, then recheck the 5 searches.
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4b Reviews

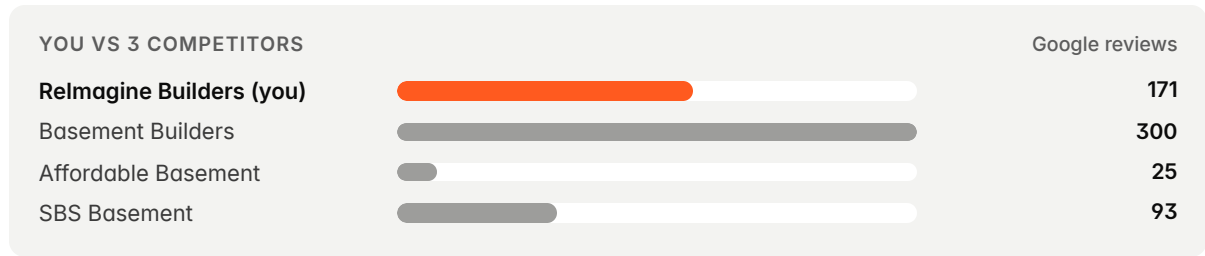
Count, rating, recency and owner replies

54 of 100

Working, with clear gaps worth closing., partial

4.9 stars from 171 reviews, but 5 new ones in 90 days. Basement Builders had 18 in the same 90

days.



OUR PLAN

1 Ask every finished client for a Google review the week of handover.

Last 90 days is weak.

2 Start a referral program for past clients.

No public referral program or reward was found.

3 Turn your Google reviews into posts and ads.

42 reviews mention scheduling and 37 mention budget.

4 Reply to every new review.

Your reply rate is 95%.

KEY CHECKS

WEAK

Google, last 90 days

5 reviews, 4 with your reply, best competitor 18

How we fix it Ask for a review at every handover so new ones land each month.

GOOD

Google reply rate

95% (143 of 150 loaded), best competitor 100% (10 of 10)

WEAK

Google reviews

You 171 (4.9★), best competitor 300 (4.9★)

How we fix it Ask every finished client for a review to close the gap on count.

GOOD

Newest Google review

You 2 weeks, best competitor 3 days

4c

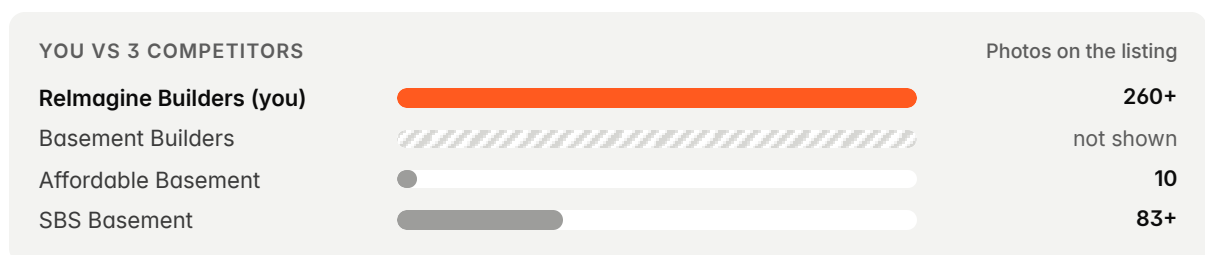
Google Business Page

Is your Google profile complete

100 of 100

Strong. Keep it up and keep it consistent.

Your profile meets all 6 checks and shows 260+ photos. You replied to 8 of your newest 10 reviews. Basement Builders replied to all 10.



OUR PLAN, KEEP IT STRONG

① Reply to every new Google review.

Owner replies on the newest 10 is weak at 8 of 10.

② Keep posting to the profile at least once a month.

Your newest owner post meets the 30-day check, and a gap would drop that point.

KEY CHECKS

GOOD	Profile checklist met You 6 of 6, best competitor 5 of 5, photos not shown
GOOD	Photos on the listing You 260+, best competitor 83+
WEAK	Owner replies, newest 10 reviews You 8 of 10, best competitor 10 of 10 How we fix it Reply to every new review, including the ones still without an answer.
GOOD	Newest owner post You 14 Sep 2026
GOOD	Hours listed You Yes, 2 of 3 competitors have it
GOOD	Website linked You Yes, 3 of 3 competitors have it
GOOD	Main category You General contractor
NOT MEASURED	Extra categories You not measured How we fix it To measure this, check the extra categories inside your Google Business Profile account.

05 Paid Ads

60

of 100

You run 11 Google text ads to 42 for Basement Builders, and no Facebook or Instagram ads yet.

Paid Ads 60 combines one scored tray, Google Paid Ads 60. Meta Ads is not scored.

5a Google Paid Ads

Ads on Google search

60 of 100

Working, with clear gaps worth closing., partial

You run 11 Google ads, all text. Basement Builders runs 42.

YOU VS 3 COMPETITORS		Google Ads
RelImagine Builders (you)		11 ads
Basement Builders		42 ads
Affordable Basement		None found
SBS Basement		4 ads

OUR PLAN

- 1 Turn your Google review quotes into ad copy.**
42 reviews mention scheduling and 37 mention budget.
- 2 Share the ad wording so we can judge its quality.**
Google's library shows the wording as images, so the quality of what runs is not judged yet.
- 3 Test image or video ad formats alongside the text ads.**
All 11 ads found are text ads, with no image or video formats.

KEY CHECKS

NOT MEASURED	Google Ads
	11 text ads, 7 shown 29 Sep to 2 Oct, best competitor 42 ads
	How we fix it To measure ad quality, share the ad wording or account access so we can read it.

5b Meta Ads

Ads on Facebook and Instagram

NOT SCORED

No Facebook or Instagram ads found, for you or for the three competitors.

YOU VS 3 COMPETITORS		Meta (Facebook, Instagram) ads
RelImagine Builders (you)		None found
Basement Builders		None found
Affordable Basement		None found
SBS Basement		None found

OUR PLAN

- 1

Once Maps and AI search are moving, test Facebook and Instagram ads.
- No Meta ads were found.

KEY CHECKS

NOT SCORED	Meta ads None running, 0 of 3 competitors have it How we fix it No change needed now. Test ads once Maps and AI search are moving.
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Not scored. Running no ads is a choice, so it is never marked down.

You have all five accounts, but none we could check has posted since December 2024, and only Facebook and Instagram are linked from your site.

Social Media 45 combines the five trays below, Facebook 62, Instagram 30, YouTube 55, TikTok 55 and LinkedIn 21.

6a

Facebook

Your page, its posts and followers

62 of 100

Working, with clear gaps worth closing.

1,201 followers and video posts, but the newest post a visitor sees is from 19 December 2024. Basement Builders posted on 25 September.

YOU VS 3 COMPETITORS

Facebook points

Relmagine Builders (you)		62 of 100
Basement Builders		100 of 100
Affordable Basement		30 of 100
SBS Basement		32 of 100

OUR PLAN

- 1 Post finished projects on Facebook every week, video first.**
Facebook post in the 30 days before 6 Oct is missing.
- 2 Share every new Google review and finished basement on the page.**
Facebook points is weak.

KEY CHECKS

WEAK

Facebook

1.2K followers, newest visible post December 2024, best competitor 2,079

How we fix it Post finished projects every week so visitors see a recent post.

WEAK

Facebook points

You 62 of 100, best competitor 100 of 100

How we fix it Post every week, with video, to close the gap on followers.

GOOD

Facebook account found

You Yes, 3 of 3 competitors have it

GOOD

Facebook linked from the website

You Yes, 3 of 3 competitors have it

MISSING

Facebook post in the 30 days before 6 Oct

You No, newest 19 Dec 2024, 1 of 2 competitors has it

How we fix it Post at least once a week.

GOOD

Facebook uses video

You Yes, 1 of 1 competitors has it

6b

Instagram

Your profile, its posts and followers

30 of 100

This is where the easy wins are.

Linked from your site, but Instagram hides followers and posts from logged-out visitors, so nothing else could be verified for any of the four.

YOU VS 3 COMPETITORS

Instagram points

Relmagine Builders (you)**30 of 100**

Basement Builders

30 of 100

Affordable Basement

0 of 100

SBS Basement

30 of 100

OUR PLAN

1 Share your Instagram numbers with us, or let us log in to read them.

Instagram shows an error page to logged-out visitors.

2 Post the same short project videos on Instagram as on Facebook.

Instagram points is weak.

KEY CHECKS

NOT
MEASURED**Instagram**

Not visible without logging in, 0 of 1 competitors have it

How we fix it To measure this, log in to the account or share its numbers with us.

WEAK

Instagram points

You 30 of 100, best competitor 30 of 100

How we fix it Post short project videos every week, then share the numbers with us so they count.

GOOD

Instagram account found

You Yes, 2 of 3 competitors have it

GOOD

Instagram linked from the website

You Yes, 2 of 3 competitors have it

NOT
MEASURED**Instagram post in the 30 days before 6 Oct**

You couldn't verify publicly, 0 of 1 competitors have it

How we fix it To measure this, log in to the account or share its numbers with us.NOT
MEASURED**Instagram uses video**

You couldn't verify publicly, 0 of 1 competitors have it

How we fix it To measure this, log in to the account or share its numbers with us.

6c

YouTube**55** of 100

The biggest YouTube audience of the four (391), but the newest upload is a Short from 22 December 2024 and the channel isn't linked from your site.

YOU VS 3 COMPETITORS		YouTube points
Relmagine Builders (you)		55 of 100
Basement Builders		66 of 100
Affordable Basement		0 of 100
SBS Basement		35 of 100

OUR PLAN

- 1

Bring YouTube back with short videos.
YouTube post in the 30 days before 6 Oct is missing.
- 2

Link YouTube from the site footer.
YouTube linked from the website is missing.

KEY CHECKS

WEAK	YouTube 391 subscribers, 13 uploads, newest a Short on 22 Dec 2024, best competitor 15 How we fix it Post short videos made from the renderings and design videos you already produce.
WEAK	YouTube points You 55 of 100, best competitor 66 of 100 How we fix it Link the channel and post a Short every week.
GOOD	YouTube account found You Yes, 2 of 3 competitors have it
MISSING	YouTube linked from the website You No, 0 of 3 competitors have it How we fix it Add YouTube to the site footer.
MISSING	YouTube post in the 30 days before 6 Oct You No, newest 22 Dec 2024, 1 of 3 competitors has it How we fix it Post a Short every week.
GOOD	YouTube uses video You Yes, 2 of 3 competitors have it

6d

TikTok

Your account, videos and followers

55 of 100

Working, with clear gaps worth closing.

The only TikTok account of the four, with 111 followers and 11 videos, but nothing since 9 June 2023

and it isn't linked from your site.

YOU VS 3 COMPETITORS		TikTok points
Relmagine Builders (you)		55 of 100
Basement Builders		0 of 100
Affordable Basement		0 of 100
SBS Basement		0 of 100

OUR PLAN

1 Post the same Shorts on TikTok every week.

TikTok post in the 30 days before 6 Oct is missing.

2 Link TikTok from the site footer.

TikTok linked from the website is missing.

KEY CHECKS

WEAK	TikTok points You 55 of 100, best competitor 0 of 100 How we fix it Link the account and post short videos every week.
GOOD	TikTok account found You Yes, 0 of 3 competitors have it
MISSING	TikTok linked from the website You No, 0 of 3 competitors have it How we fix it Add TikTok to the site footer.
MISSING	TikTok post in the 30 days before 6 Oct You No, newest 9 Jun 2023, 0 of 3 competitors have it How we fix it Post every week, the same videos as your YouTube Shorts.
GOOD	TikTok followers You 111, best competitor No account
GOOD	TikTok uses video You Yes, 0 of 3 competitors have it

6e

LinkedIn

Your company page and followers

21 of 100

This is where the easy wins are.

8 followers to 27 for Basement Builders, the page isn't linked from your site, and its description still

mentions detached garages.

YOU VS 3 COMPETITORS		LinkedIn points
Relmagine Builders (you)		21 of 100
Basement Builders		35 of 100
Affordable Basement		0 of 100
SBS Basement		0 of 100

OUR PLAN

- 1 Update the LinkedIn description and link the page from the site footer.

LinkedIn linked from the website is missing.

- 2 Share each finished project on the LinkedIn page.

LinkedIn followers is weak.

KEY CHECKS

WEAK	LinkedIn points You 21 of 100, best competitor 35 of 100 How we fix it Link the page, fix the description and share finished projects.
GOOD	LinkedIn account found You Yes, 2 of 3 competitors have it
MISSING	LinkedIn linked from the website You No, 0 of 3 competitors have it How we fix it Add LinkedIn to the site footer.
NOT MEASURED	LinkedIn post in the 30 days before 6 Oct You couldn't verify publicly, 0 of 2 competitors have it How we fix it To measure this, share the page's recent posts with us. LinkedIn hides them from logged-out visitors.
WEAK	LinkedIn followers You 8, best competitor 27 How we fix it Share finished projects on the page to grow followers.
NOT MEASURED	LinkedIn uses video You couldn't verify publicly, 0 of 2 competitors have it How we fix it To measure this, share the page's recent posts with us. LinkedIn hides them from logged-out visitors.

Core Message 54 of 100. Your reviews praise "professional, friendly crew" 58 times; your home page only says it below the first screen. Move it up.

How clearly you explain yourself

YOU VS 3 COMPETITORS

Core Message v2, out of 100

Relmagine Builders (you)		54 of 100
Basement Builders		34 of 100
Affordable Basement		14 of 100
SBS Basement		25 of 100

OUR PLAN

- 1 Your reviews praise "professional, friendly crew" 58 times; your home page only says it below the first screen. Move it up.

A customer wrote: "The entire team was professional, responsive, and easy to work with."

- 2 Your reviews praise "communication" 39 times; your home page never says it. Lead with it.

A customer wrote: "Josh was super responsive to any questions or concerns we had and so was Lei."

- 3 Your reviews praise "smooth, easy process" 28 times; your home page only says it below the first screen. Move it up.

A customer wrote: "Process of getting our basement developed was pretty easy from the first contact."

KEY CHECKS

NOT SCORED

Prices published

Yes, \$40k to \$60k, \$60k to \$85k, \$85k+, legal suite \$75k to \$125k

How we fix it Keep doing this.

NOT SCORED

Price mismatches

The service page says "most \$50,000 to \$65,000, from \$40,000"

How we fix it Update the service page, Houzz and Facebook to the same price range.

NOT SCORED

Warranty, BBB, financing

5-year warranty, A+ BBB, Financeit

How we fix it Keep doing this.

NOT SCORED

Licence, insurance, WCB

Not stated on the pages checked

How we fix it Add a line on the site stating your licence, insurance and WCB cover.

NOT SCORED

Years in business

The site says since 2011

How we fix it Pick one founding year and fix the listing that differs.

GOOD

Core Message v2, out of 100

You 54 of 100, best competitor 34 of 100

GOOD	Stands out from the other 3 You 3 of 4, best competitor 1 of 4
GOOD	Speaks the customer's language You 1 of 5, best competitor 1 of 5
WEAK	Proof behind the promise You 3 of 7, best competitor 2 of 4 How we fix it Keep doing this.
GOOD	The 5-second test You 4 of 4, best competitor 4 of 4
WEAK	Same message everywhere You 1 of 3, best competitor 1 of 2 How we fix it Keep doing this.

What we track once we are working together

These need your inbox, phone, quotes and ad accounts, so we measure them with you, not from outside. None of it changes your score.

P1 NOT SCORED

Speed to Lead

How fast a new enquiry hears back from you, by web form, phone call and evening enquiry.

What we will measure

- First reply time to a web form
- Phone calls answered, and how fast missed calls get a call back
- Replies to evening enquiries
- Whether the first reply offers a clear next step

What we need from you. A go-ahead to send test enquiries, and a look at how leads reach you today.

P2 NOT SCORED

Quote Presentation

How your quotes look and read when they land, how fast they go out, and how many turn into signed jobs.

What we will measure

- Days from site visit to quote sent
- How the quote looks and reads on a phone
- How many quotes turn into signed jobs
- Follow-up after a quote goes out

What we need from you. Five or so recent quotes, and how you track which ones were signed.

P3 NOT SCORED

Google Ads Analytics

With access to your Google Ads account, we see what you spend, what each lead costs, and where money leaks.

What we will measure

- Spend, leads and cost per lead
- Conversion tracking health
- Search terms that waste money
- Impressions lost to budget or ad rank
- Quality Score and landing page by ad group

What we need from you. Read access to your Google Ads account. We never change anything without your sign off.

P4 NOT SCORED

Meta Ads Analytics

With access to your Meta ads account, we see what Facebook and Instagram ads cost per lead and which ones work.

What we will measure

- Spend, leads and cost per lead
- Lead form completion and lead quality
- Frequency and creative fatigue
- Best and worst creative
- Audience and placement
- Pixel and Conversions API health

What we need from you. Read access to your Meta Business account. We never change anything without your sign off.

NOT IN YOUR SCORE YET

- Local Listings is coming soon. They need a paid search data tool we are setting up.
- Referring Sites has no data yet.

-
- Your Keywords has no data yet.
-
- Meta Ads is never scored, because running no ads is a choice.
-
- Speed to Lead, Quote Presentation, Google Ads Analytics and Meta Ads Analytics are Phase 2, tracked once we work together, and never part of this score.

Four corners. Pick one, or all four.

Everything we offer for home-service companies and renovators. Done for you or done with you, at your pace.

01

Marketing

More of the right leads.

Be the company people find first, on Google, on Maps, in reviews and in AI search answers.

Website SEO AI Search Social Media
Paid Advertising (Google and Meta)

02

Consulting

A clear plan, and a team to call.

Where AI helps your business, where it doesn't, and what to do first. Then someone keeping watch as things change.

Business Strategy Pain Points and Bottlenecks
AI for Your Business Business Messaging
Staff AI Training

03

Automation

The repeat work runs itself.

The things your office does over and over, done every time, any hour. Your people keep the conversations that matter.

AI Receptionists Automated Follow-up
Workflow Automation Quotes and Proposals
Review Requests

04

Custom AI Solutions

Built around how you work.

Bigger work, built for your company instead of off the shelf. Scoped on a call and priced before we start.

Custom AI Agents Company Dashboards
Internal Software Custom Apps
AI Content and Video

EVERY SERVICE, TWO WAYS. YOU CHOOSE.

Done for you. We own and run the workflow. You get the results and a weekly report.

Done with you. We build it into your business and train your team to run it.

● PRICING

In your corner. Priced in plain numbers.

START HERE

Corner Score Audit and a 20-minute call

- Your website, Google, reviews, search and ads, next to three competitors
- A 20-minute call to walk through it
- No commitment

\$0

A setup fee once, then one monthly price. 12-month plans include a new website and waive the setup on Packages 1 and 2.

PACKAGE 1

Peace of Mind

We keep you found and up to date, with your Corner Score always in view.

\$799 a month
plus \$1,000 setup

- Your score next to 3 local competitors and your progress over time
- Re-run your audit up to once a week
- Your website rebuilt on our platform, as a fresh build or a faithful copy of the site you have now, then hosted, tested and updated
- Google Business page managed, with a weekly post and page health kept above 95
- AI search tracking that checks if ChatGPT, Gemini or Perplexity names you
- Monthly report and 30-minute strategy call
- "What changed in AI" every month
- Your own AI assistant that knows your accounts

PACKAGE 2, OUR RECOMMENDATION

In Your Corner

Everything in Peace of Mind, plus every call answered and every lead followed up in under a minute.

\$1,499 a month
plus \$2,500 setup

- AI receptionist answers every call, day and night. It always says it's AI.
- Follow-up agent replies to every lead in under 60 seconds and follows up until they book
- Our guarantee. Every lead gets a reply in under 60 seconds, or that month is free.
- Monthly lead leak review. We test your phone and forms like a customer and report what slipped.
- Your own private server, where your agents live. Your data and your agents stay yours.
- Your whole team set up on Discord, working side by side with your agents
- Review engine asks for a Google review after every finished job, then sends a reminder
- SEO with page health, 2 blog posts a month and 3 local links a month
- AI answer push to get you named in local "best of" lists and AI answers
- Google Ads managed
- Meta Ads managed, on Facebook and Instagram
- Google Local Services Ads set up and managed, for eligible trades
- Weekly report on leads, reply time, reviews, visits and wins

PACKAGE 3

Full Corner Team

Everything in In Your Corner, plus your own dashboard and a full team of agents running it all for you.

\$2,999 a month
plus \$5,000 setup

- Your custom dashboard, built during setup. Leads, quotes, jobs, schedule and reviews in one place.
- 5 dedicated agents for follow-up, review asks, quote chasing, scheduling and office help
- A larger private server, sized for your 5 agents and your custom dashboard
- Social posts made from your job photos, posted for you
- A blog post every week, instead of 2 a month
- 1 short video a month from your job photos and footage
- Monthly deep-dive report and planning in person every quarter
- Staff AI training session every quarter

Ad spend is paid by you, straight to Google or Meta, never marked up. Call minutes and tools are included.

Or pick only what you need. À la carte, monthly. Each one on its own. The packages bundle them for less. Each single service has a one-time setup fee equal to one month of that service, and a 3-month minimum.

Website hosting, testing and updates	\$400
SEO with a page health score, report and blog posts	\$300
Local link building, 3 new links a month	\$300
Google Ads management and Google Business page (plus ad spend)	\$300
Social ads management (plus ad spend)	\$200

Custom AI solutions. Bigger work, scoped on a call and priced before we start. Every custom job is quoted before we start.

Custom work	From \$125 an hour
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Social content you provide, optimized and posted by us	\$200
AI Receptionist (says it's AI on every call)	\$500
Each dedicated AI agent, named by its job	\$250

● PROCESS

Four rounds. You start free.

No pitch deck, no long contract up front. You see what we see, then decide.

ROUND 1 YOU ARE HERE

Free Corner Score Audit

Your business scored next to three top competitors in your area, from public information only. You get one private page with your score, your biggest gaps and your top three fixes.

ROUND 2 NEXT

Free 20-minute review call

A person, not a bot, walks through your score and asks about what no audit can see, like sales, jobs and the office. You get straight answers and your options laid out.

ROUND 3

Finalize services

Done for you or done with you. We suggest starting with one package. You get a clear list of what we'll do and what it costs.

ROUND 4

We build

We build it and train your team to run it. You get the work running in your business, and a team to call.

WHERE WE WOULD START FOR REIMAGINE BUILDERS

Speed to lead

The fastest way to **win more of the leads you already get**: answer first, follow up every time, and see every lead in one place.

Instant reply

Every new enquiry gets a helpful, human-sounding reply right away, day or night.

Quote page

A clean web page for every quote. You already have one; we would connect it to everything above.

Automatic follow-up

Leads who go quiet get a friendly nudge on a schedule you choose, so nobody slips through.

Lead dashboard

Every lead, where it came from and where it stands, on one screen.

NEXT STEP

Book your free 20-minute call

We walk through your score together and answer what no audit can see, like sales, jobs and the office. No commitment.

cornerteam.ai/contact/

Or email hello@cornerteam.ai



Scan to book

TRY IT ON THE WEB PAGE

What it's costing you

The web version of this report has a calculator. It takes the Google clicks the top company in your audit gets and you don't, then multiplies them by the share of clicks that call you or fill in a form, the share of those you quote, the share of quotes you win and your average job. The answer is a monthly range in dollars. It is an estimate and not part of your score.

DONE FOR YOU

Your first hour, done

The web version of this report has drafts written from your own website, reviews and Google listing, ready to check and post. 3 home page headlines in your customers' own words, 3 texts asking for an honest Google review, 5 Google Business posts and a sample blog post.

BENCHMARK

How you rank

Google reviews, 171 reviews. Top 5% for review count of the 43 Calgary basement companies we checked. The most any of them has is 301, and the middle one has 25.

Google rating, 4.9 stars. 23 of the 40 we could rate show a higher star rating than yours, and 23 of those have fewer reviews than you. 9 more match your 4.9.

Google Maps top 3, zero of seven searches. Only 5 of the 43 Calgary basement companies we checked show in the Google Maps top 3 for at least one of your seven searches. You are not one of them yet.

43 Calgary basement companies from public Google data. Not part of your score.

AFTER THE REPORT

It's yours.

Use this report however you like. Act on it yourself, hand it to the team you already work with, or bring it to us. No strings attached.

Tell us what landed and what missed at hello@cornerteam.ai. We read every note.

P.S. Even if we never work together, an honest Google review means a lot.



You fight. We've got your corner.

A team in your corner. We use AI to help your people do more, never to replace them.