

— SEARCH VISIBILITY SNAPSHOT · NO. 452

BVELECTRIC.CA

— WHAT'S BEING LEFT ON THE TABLE

PREPARED FOR

GARY HUXTABLE

BV Electric

PROPERTY

<https://www.bvelectric.ca/>

DATE

July 6, 2026

**64**/100

OVERALL · GRADE C

UNDERPERFORMING — REVENUE ON THE TABLE

BV ELECTRIC IS LEAVING \$40K–\$75K ANNUALLY ON THE TABLE — AND CAN RECAPTURE IT WITH FOUNDATIONAL FIXES

BV Electric is losing an estimated **\$40K–\$75K/yr** in winnable work — high-intent buyers searching for what you do are going to more-visible competitors instead. The fixes are fast to implement; rankings then recover over about **6–12 weeks**, opening the door to **+2–4 LEADS / MO** of new inbound.

— TODAY'S COST

\$40K–\$75K

Estimated annual job value going to competitors while top searches stay out of reach.

— TIME TO RECOVERY

6–12 WEEKS

From the core fixes to first measurable ranking gains as engines re-crawl.

— 90-DAY UPSIDE

+2–4 LEADS / MO

Estimated new inbound inquiries per month as rankings recover.

— HI GARY,

Your SEO audit reveals a site with solid bones (64/100) but a visibility problem. You're capturing only a fraction of the 537 monthly searches for services you offer — and an estimated **\$40K–\$75K in annual revenue is going to competitors** as a result. The root cause is foundational: missing schema markup (Organization and LocalBusiness), truncated page titles and thin descriptions, undescribed images, and no XML sitemap. These aren't content gaps — they're precision optimization gaps. We've flagged 134 specific fixes. **What we'll do:** Add structured data across the site, rewrite all page titles and descriptions to SERP standards, add alt text to images, and generate your sitemap. This is a fast engagement — our implementation takes roughly a week and requires only backend / CMS access from your end. No guesswork, no tooling, just methodical optimization. **What happens next:** After the fixes go live, search engines need time to re-crawl and re-rank your pages — that's typically 6–12 weeks for the first measurable ranking gains. Lead lift builds steadily toward 90 days as the algorithm re-evaluates your site. This is how SEO works, and it's why we anchor to realistic timelines. **The upside:** An estimated **2–4 additional leads per month** once rankings stabilize — conservative relative to your search opportunity, but grounded in the actual keyword volume you're missing. At your typical job value, that translates back to the \$40K–\$75K we're leaving on the table today. Let's recover it. Ready to start? The good news: the most expensive issues are also the easiest to fix.

