

— SEARCH VISIBILITY SNAPSHOT · NO. 180

COMMERCIALMECHANICALCA

— WHERE THE LOCAL LEADS ARE LEAKING

PREPARED FOR

Sean

Commercial
Mechanical

PROPERTY

commercialmechanical.ca

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

DATE

**June 30,
2026**



69/100

OVERALL · GRADE C

UNDERPERFORMING — REVENUE ON THE TABLE

COMMERCIAL MECHANICAL IS LEAVING \$40K–\$75K ANNUALLY ON THE TABLE DUE TO MISSING SCHEMA, BLOATED PAGES, AND TRUNCATED SEARCH TITLES.

Commercial Mechanical has a capable, established site — but fixable gaps keep it off page one for the searches that book work. High-intent local buyers searching for what you do are going to more-visible competitors, so an estimated **\$40K–\$75K of annual job value** is slipping away. The fixes are foundational, not a teardown — a realistic path to **+2–4 LEADS / MO** of new inbound.

— TODAY'S COST

\$40K–\$75K

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

— TIME TO RECOVERY

6–12 weeks

From the core technical & content fixes to first measurable ranking gains.

— 90-DAY UPSIDE

+2–4 LEADS / MO

Estimated new inbound inquiries per month from search and AI assistants, as rankings recover.

— HI SEAN,

Your site has a solid C-grade foundation, but there's a clear gap between what Google sees and what your business actually offers. You're missing critical schema markup that tells Google you're a local mechanical contractor, and your search listings (titles and descriptions) are either truncated, too vague, or missing altogether. As a result, an estimated **2–4 qualified service leads per month** are landing with competitors instead of you — roughly **\$40K–\$75K in annual revenue at risk**. The good news: the fixes are straightforward and low-cost. We're talking schema tags, title rewrites, heading cleanup, and page-weight optimization — all on-site, no major redesign needed. The implementation itself is fast; we can have the changes live within a week pending your backend access. Where the real patience comes in is the **results** — after we deploy these fixes, search engines need about **6–12 weeks** to re-crawl, re-index, and begin re-ranking your pages. From there, your lead flow climbs over the next 90 days as the ranking gains compound. Let's talk about priorities and get moving. Eunoia Consulting

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