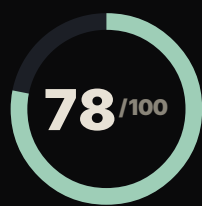


- FULL SEO AUDIT GUIDE

COMMERCIALREVENGINE.COM

A capable contractor that prospects can't fully find when they go looking.



OVERALL HEALTH · GRADE B
0 CRITICAL · 4 HIGH · 4 MEDIUM · 3 LOW

PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
01	—	0	2	5	00

Commercial Rev Engine has a **workable SEO foundation that's leaking value through fixable defects**. Our crawl scored the site **78/100 (grade B)** and surfaced **0 critical issues** plus a stack of quick wins. The pattern is consistent: the business is more capable than its search footprint suggests. Fixing the critical bugs first, then owning the high-intent "cost" and location queries competitors currently take, is the fastest path to more inbound leads.

PRIORITY 01

**NO ORGANIZATION SCHEMA
DETECTED**

Add Organization schema (name, url, logo, sameAs) site-wide.

PRIORITY 02

**NO LOCALBUSINESS SCHEMA
DETECTED**

Add LocalBusiness schema with address, geo, telephone, openingHours.

PRIORITY 03

**BLOCKING AI ANSWER ENGINES IN
ROBOTS.TXT**

Remove the Disallow rules for the answer-engine user-agents (keep any training-bot rules you intend) so AI search can crawl and cite you.

No critical bugs detected in this crawl. Focus shifts to the on-page and content opportunities that follow.

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/ (HOME)	Title too long (61 chars)	MEDIUM	Trim to ≤ 60 chars so it doesn't truncate in SERPs.
/ (HOME)	No canonical tag	LOW	Add a self-referencing canonical to consolidate signals.
/ (HOME)	No Open Graph tags	LOW	Add og:title/description/image for clean social/link previews.

✓ HTTPS SERVED OVER HTTPS	! XML sitemap NO SITEMAP.XML FOUND
✓ robots.txt PRESENT	✓ Mobile viewport ALL PAGES SET VIEWPORT
✓ html lang LANG VALUES: EN	✓ Page weight (HTML) AVG 18 KB, MAX 18 KB
✓ Response time AVG 82MS FETCH	✗ Canonical tags 1/1 MISSING CANONICAL
! Core Web Vitals RUN LIGHTHOUSE MANUALLY – NOT MEASURED IN V1 CRAWL	✗ GEO/AEO · AI answer-engine access ROBOTS.TXT BLOCKS GOOGLE-EXTENDED – INVISIBLE TO THOSE AI ANSWERS
! GEO/AEO · llms.txt manifest NO /LLMS.TXT FOUND	! GEO/AEO · FAQ / HowTo schema NO FAQPAGE / HOWTO / QAPAGE SCHEMA FOUND
! GEO/AEO · Answer-format content 1 QUESTION-STYLE HEADING FOUND	! GEO/AEO · Entity signals (sameAs) NO ORGANIZATION ENTITY / SAMEAS LINKS

ESTIMATED - NOT LIVE RANKING DATA
Rankings, search volumes and difficulty are estimated from on-page signals. Connect DataForSEO / Ahrefs for measured Google figures.

KEYWORD	DIFFICULTY	OPPORTUNITY	INTENT	RECOMMENDED PAGE
roofing cost Near Me	EASY	HIGH	COMMERCIAL	/COST/ROOFING-NEAR-ME/
roof cost Near Me	MODERATE	MEDIUM	TRANSACTIONAL	/COST/ROOF-NEAR-ME/

ESTIMATED • NOT LIVE RANKING DATA
Gaps are inferred from the site's services and geography, not from live competitor ranking data.

HIGH

MODERATE

COST PAGES FOR CORE SERVICES

Searchers compare price first; "roofing cost" queries are unowned. A /cost/ pattern captures high-intent traffic.

FORMAT • PILLAR PAGES

HIGH

QUICK WIN

EMERGENCY / URGENT-INTENT LANDING PAGES

Urgent intent converts highest. Dedicated emergency pages capture searchers ready to buy now.

FORMAT • SERVICE PAGE

HIGH

SUBSTANTIAL

COMPARISON CONTENT

Consideration-stage searchers compare materials/options. Long-form comparison posts capture them.

FORMAT • LONG-FORM BLOG WITH TABLES

MEDIUM

QUICK WIN

FAQ SCHEMA ON SERVICE PAGES

Triggers People-Also-Ask appearances and expands SERP real estate.

FORMAT • FAQPAGE SCHEMA

MEDIUM

QUICK WIN

REVIEW / AGGREGATERATING SCHEMA

Star ratings in SERPs lift click-through on commercial queries.

FORMAT • SCHEMA MARKUP

COMPETITOR BENCHMARK

No live competitor data is connected, so there's no head-to-head to show. Scoring commercialrevenue.com against alike competitors means crawling and grading their sites and pulling live rankings — connect a keyword data source (DataForSEO) to benchmark on keyword overlap, traffic and average position. We leave this blank rather than show fabricated numbers.

QUICK WINS · 10

HIGH Add Organization schema (name, url, logo, sameAs) site-wide. 30 MIN	HIGH Add LocalBusiness schema with address, geo, telephone, openingHours. 30 MIN
MEDIUM Publish a consistent phone number in schema, header/footer, and contact page. 15 MIN	MEDIUM Generate an XML sitemap and submit it in Search Console. 30 MIN
MEDIUM Trim to ≤ 60 chars so it doesn't truncate in SERPs. —	LOW Add a self-referencing canonical to consolidate signals. —
LOW Add og:title/description/image for clean social/link previews. —	HIGH Remove the Disallow rules for the answer-engine user-agents (keep any training-bot rules you intend) so AI search can crawl and cite you. 5 MIN
LOW Publish /llms.txt listing your key pages (services, about, contact) with one-line descriptions. 30 MIN	MEDIUM Add Organization schema with a sameAs array pointing to your Google Business Profile, LinkedIn, and key directory listings. 30 MIN

STRATEGIC · 6

HIGH Add an FAQ section with FAQPage schema (and HowTo for process pages) answering the top buyer questions in plain language. 1–2 HRS	HIGH Cost pages for core services MODERATE
HIGH Emergency / urgent-intent landing pages QUICK WIN	HIGH Comparison content SUBSTANTIAL
MEDIUM FAQ schema on service pages QUICK WIN	MEDIUM Review / AggregateRating schema QUICK WIN