

— FULL SEO AUDIT GUIDE

COMMERCIALREVENGE.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