

— SEARCH VISIBILITY SNAPSHOT · NO. 859

SERWA.CA

— WHAT'S BEING LEFT ON THE TABLE

PREPARED FOR

JASON SERWA

Serwa Excavating

PROPERTY

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

DATE

June 25, 2026**71**_{/100}

OVERALL · GRADE C

UNDERPERFORMING — REVENUE ON THE TABLE

A CAPABLE CONTRACTOR THAT PROSPECTS CAN'T FULLY FIND WHEN THEY GO LOOKING.

Serwa Excavating 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 JASON,

we ran a full audit on serwa.ca. The short version: you're losing an estimated **\$40K-\$75K/yr** in winnable work to small, fixable issues — that's the annual value of roughly **2-4 inbound leads a month** going to more-visible competitors. The fixes themselves are fast — we implement them in about **a week**, and all we need from you is site access. SEO results aren't instant, though: once the fixes are live, search engines re-crawl and re-rank, so the first measurable ranking gains land in about **6-12 weeks**, with lead lift building toward 90 days. The biggest wins are a handful of quick fixes plus owning the high-intent searches competitors currently take. Happy to walk you through it on a short call. The good news: the most expensive issues are also the easiest to fix.