

— SEARCH VISIBILITY SNAPSHOT · NO. 859

SERWA.CA

— WHERE THE LOCAL LEADS ARE LEAKING

PREPARED FOR

Jason

Serwa Excavating

PROPERTY

serwa.ca

<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 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 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.

ADAM DEO · FIVE TALENTS MARKETING

MARKETING LEADERSHIP · AUTOMATED LEAD GEN

SCHEDULE A CALL →