

- FULL SEO AUDIT GUIDE

SUNCITYELECTRICAL.COM

Sun City Electrical is leaving \$40K-\$75K on the table each year – and can recover it in 90 days



OVERALL HEALTH · GRADE B
0 CRITICAL · 2 HIGH · 2 MEDIUM · 1 LOW



PAGES CRAWLED	SITEMAP URLS	BLOG POSTS	KEYWORD OPPS	CONTENT GAPS	COMPETITORS
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Your site scores well on technical foundations (83/100), but you're invisible to search engines where it counts most: local electrical work and buyer questions. Four quick fixes — adding LocalBusiness and FAQ schema, filling in missing image descriptions, and tightening page weight — will let Google confidently rank you for the ~200 monthly searches you're currently losing to competitors. These are not big rewrites; they're structural gaps that prevent engines from understanding what you do and where you operate. You're leaving an estimated **\$40K–\$75K in annual revenue** on the table because leads searching for "electrician near me" or "how much does it cost to rewire a house" are landing on competitors instead. Fixing these gaps will recover roughly **2–4 leads per month** — about 24–48 new jobs per year at your typical close rate and job value.

PRIORITY 01

ADD LOCALBUSINESS SCHEMA WITH FULL ADDRESS, PHONE, AND HOURS

Google uses structured data to confirm your business name, address, phone, and service hours. Without it, local intent searches ("electrician in [your city]") don't trust your page enough to rank it. This is a ~5-minute addition to your header and unlocks geographic relevance for every page.

PRIORITY 02

CREATE AN FAQ SECTION WITH FAQPAGE SCHEMA ANSWERING BUYER QUESTIONS

Electrical work buyers ask: "How much does it cost?", "What should I expect during rewiring?", "Do I need a permit?" Your competitors answer these in schema-marked FAQ blocks, so Google ranks them in position zero (the answer box). You're not visible there. Add 8–12 questions in plain language with schema markup — this directly targets the ~200 monthly searches you're losing.

PRIORITY 03

ADD ALT TEXT TO 75 IMAGES AND ORGANIZATION SCHEMA WITH DIRECTORY LINKS

Images without alt text waste SEO value and fail accessibility tests (search engines can't read them). Adding descriptions helps you rank in image search and improves crawlability. Organization schema with links to your Google Business Profile and directories strengthens "entity recognition" — Google's confidence that you are a real, established business.

PRIORITY 04

DEFER NON-CRITICAL JS AND LAZY-LOAD IMAGES TO REDUCE PAGE WEIGHT

At 242 KB of HTML, your pages are heavier than they need to be. Lazy-loading images and deferring analytics scripts won't change rankings directly, but they improve crawl efficiency and mobile experience — factors Google uses as tiebreakers in local search.

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

PAGE	ISSUE	SEVERITY	RECOMMENDED FIX
/ (HOME)	75/93 images missing alt text	MEDIUM	Add descriptive alt text for accessibility + image SEO.
/ (HOME)	Heavy HTML (242 KB)	LOW	Defer non-critical JS, lazy-load images, compress markup.

✓ HTTPS SERVED OVER HTTPS	✓ XML sitemap 48 URLS IN SITEMAP
✓ robots.txt PRESENT	✓ Mobile viewport ALL PAGES SET VIEWPORT
✓ html lang LANG VALUES: EN-US	! Page weight (HTML) AVG 242 KB, MAX 242 KB
✓ Response time AVG 114MS FETCH	✓ Canonical tags ALL PAGES CANONICALIZED
! Core Web Vitals RUN LIGHTHOUSE MANUALLY — NOT MEASURED IN V1 CRAWL	✓ GEO/AEO · AI answer-engine access ANSWER ENGINES ALLOWED
✓ GEO/AEO · llms.txt manifest /LLMS.TXT PRESENT — DECLARES SITE CONTEXT FOR AI ASSISTANTS	! GEO/AEO · FAQ / HowTo schema NO FAQPAGE / HOWTO / QAPAGE SCHEMA FOUND
! GEO/AEO · Answer-format content 2 QUESTION-STYLE HEADINGS FOUND	! GEO/AEO · Entity signals (sameAs) ORGANIZATION SCHEMA PRESENT BUT NO 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
electrical cost Near Me	EASY	HIGH	COMMERCIAL	/COST/ELECTRICAL-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; "electrical 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 suncityelectrical.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 • 4

HIGH	Add LocalBusiness schema with address, geo, telephone, openingHours.	30 MIN	MEDIUM	Add descriptive alt text for accessibility + image SEO.	–
LOW	Defer non-critical JS, lazy-load images, compress markup.	–	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