

— SEARCH VISIBILITY SNAPSHOT · NO. 777

SUNCITYELECTRICAL.COM

— WHERE THE LOCAL LEADS ARE LEAKING

PREPARED FOR

Danny
Sun City Electrical

PROPERTY

suncityelectrical.com
<https://www.suncityelectrical.com/>

DATE

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83/100

OVERALL · GRADE B

STRONG BASE — LEADS STILL LEAKING

SUN CITY ELECTRICAL IS LEAVING \$40K-\$75K ON THE TABLE EACH YEAR — AND CAN RECOVER IT IN 90 DAYS

Sun City Electrical 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 DANNY,

Your site has a solid technical foundation — an 83 score means the basics are in place. But you're missing four structural pieces that tell Google what you do, where you operate, and how to answer your customers' questions. As a result, you're leaving an estimated **\$40K-\$75K in annual revenue** on the table because local electrical searches are landing on competitors instead. Here's what's happening: A homeowner searches "electrician in [your city]" or "how much does rewiring cost." Google doesn't see your LocalBusiness schema, your FAQ answers, or full entity signals, so it ranks you lower — or not at all. That search goes to a competitor. Over a year, across ~200 monthly searches you could own, you lose roughly **2-4 leads per month** (about 24-48 jobs annually at your typical conversion and job value). **The fix is fast.** We handle the implementation — schema markup, FAQ content, image alt text, and code cleanup — in about a week. We only need backend access to your site; no heavy lifting on your end. **Results take time.** After we go live, Google needs 6-12 weeks to re-crawl your site and re-rank your pages as engines digest the new signals. Lead lift builds toward 90 days as the engine updates roll through. This is how SEO works — not a drawback, just reality. By week 12, you'll see measurable ranking gains on local queries and FAQ position-zero opportunities. By month 4, you'll be capturing those 2-4 monthly leads your competitors are taking today. Let's recover that revenue. When works for a brief call?