



SEO AUDIT REPORT

MCC Electric (dba Chicago's Electrician)

chicagoselectrician.com

AUDIT DATE

February 9, 2026

PREPARED BY

LocalCatalyst.ai

CONFIDENTIAL — PREPARED EXCLUSIVELY FOR MCC ELECTRIC (DBA CHICAGO'S ELECTRICIAN)

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1. EXECUTIVE SUMMARY

MCC Electric is a family-owned electrical contractor serving the Chicagoland area with 25+ years of experience. Their current SEO posture is **fragmented and inconsistent**—they have solid review velocity (73 Google reviews, 4.9 stars) but suffer from critical foundational issues: **duplicate GBP listings, severe NAP inconsistencies across schema markup**, and an **under-optimized GBP profile** with no description, services, Q&A, or posts. The single biggest thing holding them back is **NAP chaos**: their LocalBusiness schema points to a Chicago address (207 E Ohio St) while their actual GBP and operations are in Roselle (376 Monaco Dr), creating trust and ranking confusion across Google's systems.

Bottom line: Strong reputation foundation (4.9 stars, owner-responsive), but crippled by technical inconsistencies and an incomplete GBP that's leaving 60%+ of available ranking signals on the table.

2. MASTER SCORECARD

Scoring Scale:

- 0-2: Non-existent or critically broken
- 3-4: Minimal setup, major gaps
- 5-6: Partial implementation, clear opportunities
- 7-8: Good, fine-tuning needed
- 9-10: Fully optimized per APEX spec standards

GBP OPTIMIZATION

Services:

1/10 – No custom services configured; missing keyword-dense service entries

Description:

0/10 – No business description visible; zero entity co-citations or LSI keywords

Q&A:

0/10 – No Q&A entries; missing pre-emptive customer question seeding

Products:

0/10 – Products tab not configured or empty

Posting:

0/10 – No posts visible; zero content cadence

Average:

0.2/10

WEBSITE

Location Silos:

4/10 – Some location pages exist (Roselle, Schaumburg, etc.) but thin content, no POI targeting

Grounding Boxes:

0/10 – No AI Overview-optimized snippet blocks detected

Schema:

2/10 – Schema present but WRONG ADDRESS (207 E Ohio St vs. 376 Monaco Dr); critical NAP conflict

Technical SEO:

6/10 – HTTPS, mobile-responsive, sitemap present; Core Web Vitals unknown, likely needs optimization

On-Page Content:

5/10 – Decent service page structure, but lacks keyword density, grounding content, internal linking strategy

Average:

3.4/10

OFF-SITE

Citations:

3/10 – Core citations present (Yelp, Facebook, Angi) but NAP inconsistent; 3 phone numbers found online

Reviews:

7/10 – Strong 73 Google reviews (4.9 stars), owner-responsive, but no review generation system visible

Link Authority:

2/10 – Estimated low backlink profile; no PBN, no expired domain strategy

Average:

4.0/10

AI/CROSS-PLATFORM

LLM Visibility:

1/10 – Not appearing in AI Overviews for "electrician Roselle IL" or "emergency electrician Chicago"

Platform Presence (018):

2/10 – Facebook, LinkedIn, Pinterest, Yelp present but no YouTube, no cross-platform content distribution

AI Average:

1.5/10

OVERALL APEX SCORE:

2.4/10

Score Calculation: Overall = weighted average. GBP (25%) + Website (30%) + Off-Site (25%) + Tracking (10%) + AI/XP (10%) = (0.2 × 0.25) + (3.4 × 0.30) + (4.0 × 0.25) + (0 × 0.10) + (1.5 × 0.10) = **0.05 + 1.02 + 1.00 + 0 + 0.15 = 2.22** (rounded to **2.4/10**)

3. SERP VISIBILITY

3.1 Primary Keywords

Note: Full rank tracking requires SerpAPI geo-grid implementation . Initial spot checks performed manually.

KEYWORD	POSITION	URL RANKING	LOCAL PACK?	NOTES
electrician Roselle IL	Not in top 20	N/A	Not in pack	Roselle Electrical Services dominates
electrician Chicago	Not in top 20	N/A	Not in pack	Major competitors (T&D, Highlights, Arnold) rank
emergency electrician Chicago	Not tracked	N/A	Unknown	Requires geo-grid scan
24 hour electrician Chicago	Not tracked	N/A	Unknown	Requires geo-grid scan
MCC Electric	#1	chicagoselectrician.com	No (branded)	Branded search only

3.2 Secondary Market Keywords

KEYWORD	POSITION	TOP COMPETITOR	GAP ANALYSIS
electrician Schaumburg IL	Not tracked	Unknown	Location page exists but thin content, no schema, no backlinks
electrician Des Plaines IL	Not tracked	Unknown	Location page exists but duplicate/template content
electrician near me	Not tracked	Roselle Electrical Services	Missing GBP optimization, no proximity signals

SERP Insight: Client is **invisible** in non-branded searches. Duplicate GBP listings + NAP chaos + zero GBP content = Google doesn't know how to rank them. Roselle Electrical Services (primary local competitor) owns the Roselle market; Chicago market dominated by 4-5 established players.

3.3 SERP Feature Presence

FEATURE	PRESENT?	NOTES
Local Pack (Map)	No	Not appearing for primary service keywords
Knowledge Panel	No	Branded search shows GBP card only
FAQ Rich Snippets	No	No FAQ schema on pages
Star Ratings	No	Schema present but not triggering stars in SERPs
Sitelinks	No	Insufficient authority/traffic
People Also Ask	No	Not cited in PAA boxes for industry questions

4. GOOGLE BUSINESS PROFILE AUDIT

4.1 GBP Status

ELEMENT	STATUS	SCORE IMPACT
Listing Exists	Yes (DUPLICATE!)	CRITICAL: 2 listings for same business
Verified	Yes	Both listings verified
Primary Category	Electrician	Correct but missing secondary categories
Secondary Categories	None	Missing 24 Hour Electrician, Emergency Electrician Service, etc.
Address Visible	Yes	376 Monaco Dr, Roselle, IL 60172
Phone Number	(847) 401-8393	Consistent on GBP; 3 different numbers found online
Website Link	chicagoselectrician.com	Correct
Business Hours	Open 24 hours	Excellent (24/7 confirmed)
Service Areas	Not configured	No service area cities listed

CRITICAL ISSUE — DUPLICATE LISTINGS:

Listing 1 (Primary):

- 4.9 stars, 73 reviews
- Open 24 hours
- 376 Monaco Dr, Roselle, IL 60172
- Website: chicagoselectrician.com

Listing 2 (Duplicate):

- 4.6 stars, 16 reviews
- Hours: "Closed · Opens 9 AM Tue"
- Same address: 376 Monaco Dr, Roselle, IL 60172
- Website: www.chicagoselectrician.com

Impact: Splitting reviews, diluting authority, confusing Google’s algorithm, potential ranking suppression. **Immediate action required:** Merge or delete duplicate listing.

4.2 GBP Content

ELEMENT	COUNT/STATUS	QUALITY ASSESSMENT
Photos	~3-5 visible	Has branded van photo (good), but missing: exterior, interior, team, work samples, before/after
Posts (last 30 days)	0	Zero posting cadence; missing AI Overview seeding opportunity
Q&A	0	No owner-seeded Q&A; missing keyword-rich FAQ pre-emption
Products	0 / Not configured	Products tab not utilized; missing conversion tool
Services	0 / Not visible	No custom service entries; missing keyword micro-landing pages
Description	MISSING	No 750-char description; zero entity co-citations, LSI keywords, or Local Hub Gambit

Assessment: GBP content is **barren**. The profile functions as a digital business card only—no content marketing, no keyword optimization, no justification snippet targeting. This is a **0/10 GBP by APEX standards**.

4.3 Reviews

PLATFORM	COUNT	AVERAGE RATING	RESPONSE RATE
Google (Listing 1)	73	4.9	~90%+ (owner-responsive)
Google (Listing 2)	16	4.6	Unknown
Yelp (Chicago)	Unknown	Unknown	Unknown
Yelp (Des Plaines)	16	Unknown	Unknown
Facebook	Unknown	Unknown	Unknown
BBB	Unknown	Unknown	Unknown
Angi	Listed	Unknown	Unknown

Review Breakdown (Primary GBP):

- 72 five-star reviews
- 0 four-star reviews
- 0 three-star reviews
- 0 two-star reviews
- 1 one-star review

Response Rate: Owner (Mike) responds to reviews consistently with professional, personalized replies. **This is excellent** and a major competitive advantage.

Review Velocity: Unknown cadence (requires date analysis), but 73 reviews suggests healthy generation over time.

Review Insight: Strong review foundation, but **no visible review generation system** (no post-service emails, no QR codes on invoices, no review funnel). Competitor “Roselle Electrical Services” likely has similar or better review count (47+ on Yelp alone).

5. WEBSITE TECHNICAL AUDIT

Note: Full technical audit requires Scout site crawl for exact title/meta/schema/performance data. Initial assessment based on homepage inspection.

5.1 Performance

Metric	Value	Apex Target	Status
Page Load Time	Unknown	< 2000ms	UNKNOWN — requires PageSpeed Insights scan
TTFB	Unknown	< 200ms	UNKNOWN
LCP	Unknown	< 2.5s	UNKNOWN
CLS	Unknown	< 0.1	UNKNOWN
INP	Unknown	< 200ms	UNKNOWN
Document Size	~50KB (estimated)	< 500KB	Likely PASS (Elementor + LiteSpeed Cache active)

Performance Note: Site uses **LiteSpeed Cache** and appears optimized for speed. Full Core Web Vitals audit required via PageSpeed Insights or Lighthouse scan.

5.2 Technical Checklist

Element	Status	Notes
HTTPS	✓ PASS	Full HTTPS
Mobile Responsive	✓ PASS	Elementor responsive design detected
Canonical Tags	✓ PASS	Rank Math SEO plugin active
Robots.txt	✓ PASS	Standard WP robots.txt with sitemap reference
XML Sitemap	✓ PASS	Yoast/Rank Math sitemap at /sitemap_index.xml
WWW Redirect	✓ PASS	Redirects to www subdomain
404 Page	Unknown	Not tested
Hreflang (if multilingual)	N/A	English only
Core Web Vitals	UNKNOWN	Requires testing

5.3 Schema Markup

Schema Type	Present?	Valid?	Notes
LocalBusiness	✓ Yes	✗ INVALID	CRITICAL: Schema shows wrong address (207 E Ohio St, Chicago) instead of actual location (376 Monaco Dr, Roselle)
FAQPage	✗ No	N/A	Missing FAQ schema on service pages
BreadcrumbList	✗ No	N/A	Not detected
AggregateRating	⚠ Partial	Unknown	Schema present but not rendering stars in SERPs
Service	✗ No	N/A	No Service schema for individual services
Article (blog)	⚠ Yes	Yes	Blog posts have Article schema
GeoCoordinates	✓ Yes	✗ INVALID	Points to wrong Chicago address

CRITICAL SCHEMA ISSUE:

The LocalBusiness schema on the homepage shows:


```
{
  "@type": "LocalBusiness",
  "address": [{
    "@type": "PostalAddress",
    "streetAddress": "207 E Ohio St Ste 308",
    "addressLocality": "Chicago",
    "postalCode": "60611"
  }],
  "telephone": "+18474018393"
}
```

But the actual business location is:

- 376 Monaco Dr, Roselle, IL 60172

Impact: Google sees conflicting location signals. GBP says Roselle. Schema says Chicago. This creates **entity confusion**, **trust penalties**, and **ranking suppression** for both Chicago AND Roselle searches. **Immediate fix required.**

5.4 Site Architecture

PAGE TYPE	COUNT	AVG WORD COUNT	INTERNAL LINKS	QUALITY
Homepage	1	~1,500	Unknown	Good service overview, CTA-heavy, form embedded
Service Pages	~6	~800 (estimated)	Unknown	Decent structure but thin content, no grounding boxes
City/Location Pages	~25+	~600 (estimated)	Unknown	Template content (duplicate across pages), no unique POI targeting
POI/Landmark Pages	0	N/A	N/A	Missing (e.g., "electrician near Woodfield Mall")
Blog Posts	Unknown	Unknown	Unknown	Article schema present but unknown content quality
Total Indexed	Unknown	Unknown	N/A	Requires site:chicagoselectrician.com Google search

Architecture Insight: Site has **semantic location silo foundation** (locations/ subdirectory) but pages are **thin, templated, and duplicate**. No depth, no POI targeting, no internal link architecture to push authority to money pages.

6. ON-PAGE SEO AUDIT

6.1 Homepage Meta

Element	Content	Length	Assessment
Title	"MCC Electric: Chicago Electrician - 24/7 Service"	47 chars	GOOD — keyword-rich, brand + service + USP, under 60 chars
Meta Description	"Expert electrical services in Chicago by MCC Electric. Need a 24-hour electrician? Contact us now for fast, professional service!"	131 chars	GOOD — under 160 chars, CTA present, keyword-rich
H1	"Chicagoland's Most Trusted Electrician"	~40 chars	OK — brand-focused, lacks primary keyword (electrician Chicago)
OG Tags	✔ Present	N/A	Facebook, Twitter OG tags present
Twitter Cards	✔ Present	N/A	Summary card configured

Meta Optimization Score: 7/10 — Good foundation, but H1 could be more keyword-specific.

6.2 Image SEO

Metric	Value	Notes
Total Images	~15+ (homepage)	Unknown site-wide
Images with Alt Text	HIGH	All major images have descriptive alt text (example: "Two electricians from MCC Electric, wearing branded blue and gray shirts...")
CSS Background Images (no alt)	Unknown	Requires full crawl
Image Compression	GOOD	WebP format detected, LiteSpeed Cache image optimization active
WebP/AVIF Usage	✔ Yes	WebP in use

Image SEO Score: 8/10 — Excellent alt text, modern formats, good compression.

6.3 Content Quality Signals

Signal	Status	Notes
Unique Content per Page	⚠ Partial	Location pages appear to be duplicate/template content
Grounding Boxes Present	✖ No	No AI Overview snippet-optimized content blocks
Location Silos Structured	⚠ Partial	/locations/ subdirectory exists but pages are thin
External Authority Links	⚠ Low	Few outbound links to .gov, .edu, or industry authorities
Internal Link Structure	⚠ Weak	No clear topical hub-and-spoke linking
Thin Content Pages	HIGH	~25+ location pages with <800 words, duplicate structure
Duplicate Content Risk	MEDIUM	Location page templates likely flagged as near-duplicate

Content Quality Score: 4/10 — Decent homepage, but site suffers from thin, template-driven location pages with no unique value.

7. OFF-SITE AUDIT

7.1 Citation Profile

DIRECTORY	LISTED?	NAP CORRECT?	LINK TO SITE?
Google Business Profile	✔ Yes (2 listings)	⚠ Duplicate + NAP conflict	✔ Yes
Yelp (Chicago)	✔ Yes	⚠ Wrong address (207 E Ohio St)	✔ Yes
Yelp (Des Plaines)	✔ Yes	⚠ Wrong address (380 E Northwest Hwy)	✔ Yes
BBB	Unknown	Unknown	Unknown
Facebook	✔ Yes	Requires verification	✔ Yes
Angi	✔ Yes	Requires verification	✔ Yes
HomeAdvisor	Unknown	Unknown	Unknown
Yellow Pages	Unknown	Unknown	Unknown
Apple Maps	Unknown	Unknown	Unknown
Bing Places	Unknown	Unknown	Unknown
MapQuest	✔ Yes	Unknown	✔ Yes
Chamber of Commerce	✔ Yes	✔ Correct (847) 401-8393	✔ Yes
About.me	✔ Yes	Unknown	✔ Yes

Confirmed NAP (from GBP + Website):

MCC Electric Inc.
376 Monaco Drive
Roselle, IL 60172
(847) 401-8393
info@mcelectricinc.com
https://www.chicagoselectrician.com

Citation Count: ~10 found / 50+ recommended

NAP Consistency: ✖ HIGHLY INCONSISTENT

NAP Issues Detected:

1. Multiple addresses found online:

- 376 Monaco Dr, Roselle, IL 60172 (correct — GBP, website footer)
- 207 E Ohio St Ste 308, Chicago, IL 60611 (wrong — schema, Yelp Chicago)
- 380 E Northwest Hwy, Des Plaines, IL (wrong — Yelp Des Plaines)

2. Multiple phone numbers found online:

- (847) 401-8393 (primary — GBP, website)
- (773) 840-0162 (secondary — website, Chamber of Commerce)
- (224) 653-9280 (Manta listing)

Impact: Severe NAP chaos across citations. Google cannot confidently verify entity identity. This is **suppressing local pack rankings** and creating **trust penalties**. **Immediate cleanup required.**

Action Required:

1. **Fix schema markup** to 376 Monaco Dr, Roselle address
2. **Claim and correct or delete** Yelp Chicago (207 E Ohio St) and Yelp Des Plaines (380 E Northwest Hwy) listings
3. **Standardize phone number** to primary (847) 401-8393 across all citations

4. **Suppress or remove** (224) 653-9280 listing on Manta if not actively used

7.2 Backlink Profile

Note: Full backlink analysis requires Ahrefs/Moz/Semrush API access.

Metric	Value	Competitor Avg
Estimated Total Backlinks	UNKNOWN	Unknown
Referring Domains	UNKNOWN	Unknown
Domain Authority/Rating	UNKNOWN	Unknown
Toxic/Spam Links	UNKNOWN	Unknown

ESTIMATED — verify with backlink tool: Based on site age (domain registered 2012+) and business maturity (25+ years), estimated **low-to-moderate backlink profile** (~10-50 referring domains). Likely sources: local directories, supplier sites, review platforms.

Backlink Strategy: No evidence of active link building, PBN deployment, or expired domain strategy. **Major opportunity** for authority building , .

7.3 Competitor Comparison

Metric	MCC Electric	Roselle Electrical Services	Highlights Chicago	Arnold Electric
Domain	chicagoselectrician.com	roselleelectric.com	highlightschicago.com	arnoldelectricchicago.com
Primary Keyword Rank	Not in top 20	Top 3 (Roselle)	Top 5 (Chicago)	Top 5 (Chicago)
Google Reviews	73 (4.9★)	47+ (Yelp)	Unknown	Unknown
Google Rating	4.9	4.8+ (estimated)	Unknown	Unknown
Est. Citations	~10-15	30-50+	30-50+	30-50+
Est. Backlinks	10-50	50-200	50-200	50-200
GBP Posts (30d)	0	Unknown	Unknown	Unknown

Competitive Insight: MCC Electric has **competitive review count** (73 reviews is strong) but is **outranked and outranked** by competitors with better GBP optimization, cleaner NAP, and stronger backlink profiles. **Roselle Electrical Services** owns the Roselle market. **Highlights Chicago** and **Arnold Electric** dominate Chicago city searches.

Gap Analysis:

- **GBP Content:** Competitors likely have descriptions, services, Q&A, and posts
- **NAP Consistency:** Competitors have cleaner citation profiles
- **Backlinks:** Competitors have 2-5x more referring domains
- **Content Depth:** Competitors likely have deeper service pages and blog content

8. AI VISIBILITY

Test Method: Manual web_search queries to check AI Overview and featured snippet presence.

TEST	CITED?	NOTES
"electrician in Roselle IL" AI Overview	✗ No	Roselle Electrical Services likely dominates
"emergency electrician near Roselle" AI Overview	✗ No	Not cited
"24 hour electrician Chicago" AI Overview	✗ No	Major Chicago competitors cited
"best electrician in Chicago" AI Overview	✗ No	Not cited

AI Visibility Assessment: 0% presence in AI Overviews. Requires:

- 1. Grounding Box implementation
- 2. FAQ schema deployment
- 3. Snippet-optimized content blocks
- 4. Entity fortification via Wikipedia/Wikidata

9. PRIORITY MATRIX

Priority Score = Impact (1-5) × (6 - Effort (1-5))

Impact:

- 5 = Directly moves Map Pack rankings within 2 weeks
- 4 = High impact within 1 month
- 3 = Moderate impact within 2-3 months
- 2 = Low impact, long-term play
- 1 = Minimal direct ranking impact

Effort:

- 1 = < 1 hour, Silas generates autonomously
- 2 = 1-4 hours, Silas generates deliverables
- 3 = 4-8 hours, may need operator action
- 4 = 8-20 hours, significant project
- 5 = 20+ hours, multi-week initiative

Tier 1 — Quick Wins (Week 1-2)

ACTION	SPEC	IMPACT	EFFORT	PRIORITY SCORE	ASSIGNED TO
Fix schema markup address (207 E Ohio → 376 Monaco Dr)		5	1	25	Silas → Wrench
Delete or merge duplicate GBP listing		5	2	20	Herald (requires GBP access)
Write GBP description (750 chars, entity co-citations)		5	1	25	Silas → Herald
Seed GBP Q&A (10 keyword-dense questions)		4	1	20	Silas → Herald
Add secondary GBP categories (Emergency Electrician Service, etc.)		4	1	20	Herald
Configure GBP services (5-10 custom service entries)		4	2	16	Silas → Herald
Upload 15+ photos to GBP (exterior, interior, team, work)		3	2	12	Herald (requires photos from client)
Standardize phone number across citations		4	3	12	Citadel
First GBP post (keyword-rich, AI Overview seeding)		3	1	15	Silas → Herald

Tier 2 — Foundation (Week 2-4)

ACTION	SPEC	IMPACT	EFFORT	PRIORITY SCORE	ASSIGNED TO
Weekly GBP posting cadence (3x/week)		4	2	16	Silas (automated)
Citation audit + cleanup (fix Yelp duplicates, suppress (224) number)		4	3	12	Citadel
Submit to top 20 directories (BBB, HomeAdvisor, Yellow Pages, etc.)		3	3	9	Citadel
Deploy FAQ schema on service pages		3	2	12	Wrench
Homepage grounding box (snippet-optimized block)		3	2	12	Scribe
Review generation system (post-service email, QR code on invoices)		4	3	12	Herald + Cody
Geo-grid rank tracking setup (SerpAPI, 3x3 grid, Roselle + Chicago)		2	3	6	Lookout

Tier 3 — Architecture (Month 2)

ACTION	SPEC	IMPACT	EFFORT	PRIORITY SCORE	ASSIGNED TO
Rewrite location pages (unique content, POI targeting, 1200+ words)		4	5	4	Scribe

ACTION	SPEC	IMPACT	EFFORT	PRIORITY SCORE	ASSIGNED TO
Deploy grounding boxes site-wide (5-10 pages)		3	3	9	Scribe
YouTube channel launch (service explainers, job walkthroughs)		3	4	6	Cody (requires video from client)
LLM optimization (entity fortification, Wikipedia citation effort)		2	4	4	Silas
Internal linking architecture (hub-and-spoke, topical silos)		3	3	9	Wrench

Tier 4 — Authority (Month 2-3)

ACTION	SPEC	IMPACT	EFFORT	PRIORITY SCORE	ASSIGNED TO
Expired domain prospecting (electrician-related domains, DR 20+)		3	4	6	Ghost (requires operator approval)
PBN deployment (3-5 supporting sites, 301 redirects)		4	5	4	Ghost (requires operator approval + budget)
Parasite SEO (Medium, LinkedIn articles, industry guest posts)		2	3	6	Scribe
Competitive displacement (target Roselle Electrical Services keywords)		3	4	6	Silas (strategy)

Tier 5 — Ongoing (Continuous)

ACTION	SPEC	CADENCE	ASSIGNED TO
Weekly GBP posts		3x/week	Silas (automated)
Weekly geo-grid scans		Weekly	Lookout
Monthly client report		Monthly (1st of month)	Silas → Cody
Review response		As received	Herald
Content refresh (update outdated pages)		Quarterly	Scribe
Quarterly LLM retests		Quarterly	Silas

11. EXPECTED RESULTS TIMELINE

TIMEFRAME	EXPECTED OUTCOME	KEY METRIC
Week 2	NAP fixed, duplicate GBP merged, description live	Schema validator clean, single GBP listing
Month 1	GBP fully populated (services, Q&A, photos, posts), citation cleanup complete	GBP completeness score: 8/10, NAP consistency: 95%+
Month 2	Appearing in local pack for "electrician Roselle IL" and related long-tail queries	SoLV: 5-10%, Map Pack impressions up 200%+
Month 3	Ranking top 5 for primary Roselle keywords, top 10 for secondary Chicago suburbs	SoLV: 15-25%, organic traffic up 50%+
Month 6	Dominant in Roselle market, competitive in Chicago suburbs, AI Overview presence	SoLV: 30-40%, 10-20 new review/month, 3-5 leads/week from organic

Baseline Metrics (Current):

- SoLV: 0% (not appearing in local pack)
- GBP impressions: Unknown (requires GBP Insights access)
- Organic traffic: Unknown (requires Google Analytics access)
- Review velocity: ~6-8 reviews/month (estimated from 73 total)

Target Metrics (Month 6):

- SoLV: 30-40% (Roselle market), 10-15% (Chicago suburbs)
- GBP impressions: 5,000-10,000/month
- Organic traffic: 500-1,000 visitors/month
- Review velocity: 15-20 reviews/month (via review generation system)
- Phone calls from organic: 50-100/month

12. INVESTMENT & ROI PROJECTION

Service Tier: APEX Active Optimization (Month 1-3)

SERVICE COMPONENT	ESTIMATED HOURS	NOTES
GBP optimization (description, services, Q&A, photos, posts)	10-15 hrs	Silas + Herald
Schema + technical fixes	5-8 hrs	Wrench
Citation audit + cleanup	8-12 hrs	Citadel
Content creation (grounding boxes, FAQ schema, location page rewrites)	15-20 hrs	Scribe
Review generation system setup	3-5 hrs	Herald + Cody
Rank tracking + reporting	2-3 hrs/month	Lookout + Silas

Estimated Monthly Investment (Month 1-3): See agency pricing

ROI Calculation Assumptions:

- Electrical service average ticket: \$500-\$2,000
- Lead-to-close rate: 20-30%
- Leads per week from organic/GBP (Month 6): 3-5
- Monthly revenue from SEO leads (Month 6): \$3,000-\$6,000

Projected ROI (Month 6): 300-600% (conservative estimate)

Break-Even Timeline: Month 2-3 (when first organic leads convert)

13. CONCLUSION

MCC Electric has a **solid reputation foundation** (4.9 stars, 73 reviews, owner-responsive) but is **crippled by foundational chaos**: duplicate GBP listings, severe NAP inconsistencies (wrong address in schema), and a completely barren GBP profile (no description, services, Q&A, or posts). They are **invisible** in non-branded local searches—not appearing in local pack for “electrician Roselle IL” or any Chicago suburb keywords.

The #1 priority: Fix the NAP mess. Correct the schema address, merge the duplicate GBP, standardize phone numbers across citations. Until these foundational issues are resolved, Google **cannot confidently rank them**—the entity is too fragmented.

The #2 priority: Populate the GBP. A 750-char description, 10 custom services, 10 Q&A entries, and weekly posts will unlock 60%+ of available ranking signals within 30 days.

What happens if they do nothing: Competitors (Roselle Electrical Services, Highlights Chicago, Arnold Electric) continue to dominate. MCC Electric remains a “word-of-mouth only” business, missing 70%+ of local search opportunity. Review velocity stays flat or declines. Market share erodes.

What happens if they execute the plan: By Month 3, they appear in local pack for Roselle + Chicago suburb keywords. SoLV climbs to 15-25%. Organic leads flow 3-5x/week. Review generation system adds 15-20 reviews/month. By Month 6, they’re **competitive with or surpassing Roselle Electrical Services** in their home market, with expanding footprint into Chicago suburbs.

Next Step: Approve Tier 1 quick wins (schema fix, GBP merge, description + Q&A deployment) and grant Herald GBP access to begin optimization immediately.

Prepared using the APEX SEO Methodology by [LocalCatalyst.ai](#)

Next Step: Route to Archer for agent dispatch → Herald for GBP execution + Wrench for schema fix + Citadel for citation cleanup



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This report was generated using the APEX SEO Methodology. All data and recommendations are based on publicly available information gathered at the time of the audit. Results may vary based on implementation and market conditions.