



CodeCompliant SEO

PREPARED FOR

Summit Electrical Services LLC

Vassalboro, Maine / (207) 485-0124

Complete Local Search Audit

What a homeowner in Kennebec County finds when they go looking for an electrician, and what they don't.

Google Listing

STRONG

Search Rankings

WEAK

Site Authority

WEAK

Service Coverage

MISSING

SCANNED 30 JUL 2026 / 38 DIRECTORIES / 25 MAP POINTS / 10 COMPETITORS



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WHAT IS IN HERE

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Eight findings, then one list of what to do about them in the order that matters.

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HOW TO READ THIS

Every number in here came off a live scan of your listings, your website and the nine electricians competing with you around Vassalboro. Nothing is estimated and nothing is a projection. Where a check could not be completed we have said so rather than guessed.



THE SHORT VERSION

Your Google listing is carrying the whole business. Nothing else is helping.

You are the sixth electrician showing in the map results around Vassalboro, with a 4.8 rating and 23 reviews behind you. That is real and it is earned. Everything else is where the problem is. Your reach ends about where your own town does, Google has not read a single page of your website, and your address is wrong on most of the internet.

THE ONE SENTENCE VERSION

You are winning on reputation and losing on visibility. The 23 people who left you reviews already knew your name. The ones who don't are not finding you at all.

01 You own a pocket and disappear in Augusta

Three of the 25 spots we checked return no listing for you whatsoever, and all three sit on the Augusta side. That is the most populated corner of the area you cover.

02 Your listing never says you do your best paying work

Generator installation and EV charger installation return nothing for you anywhere. Your Google listing does not claim that work, so Google does not consider you for it. Free to fix.

03 Google has read none of your website

Zero pages indexed. A page Google has not read cannot rank for anything, which is why you are absent from the regular results for every search we tested.

04 Your address is wrong on six of eight listings

Two addresses are live on the internet at the same time, and the wrong one sits in a wholesale database that other directories buy from.

05 Reviews are not what is holding you back

One business above you has three reviews. One below you has 76 and a perfect five stars. This is not a reputation problem, which is good news, because reputation is the slow one to fix.



FINDING 01

Where you rank for “electrician”

Google does not give one answer to “electrician near me.” It gives a different answer depending on where the person standing there is. Each circle is one spot, and the number is your position from that spot. The ring marks your shop.



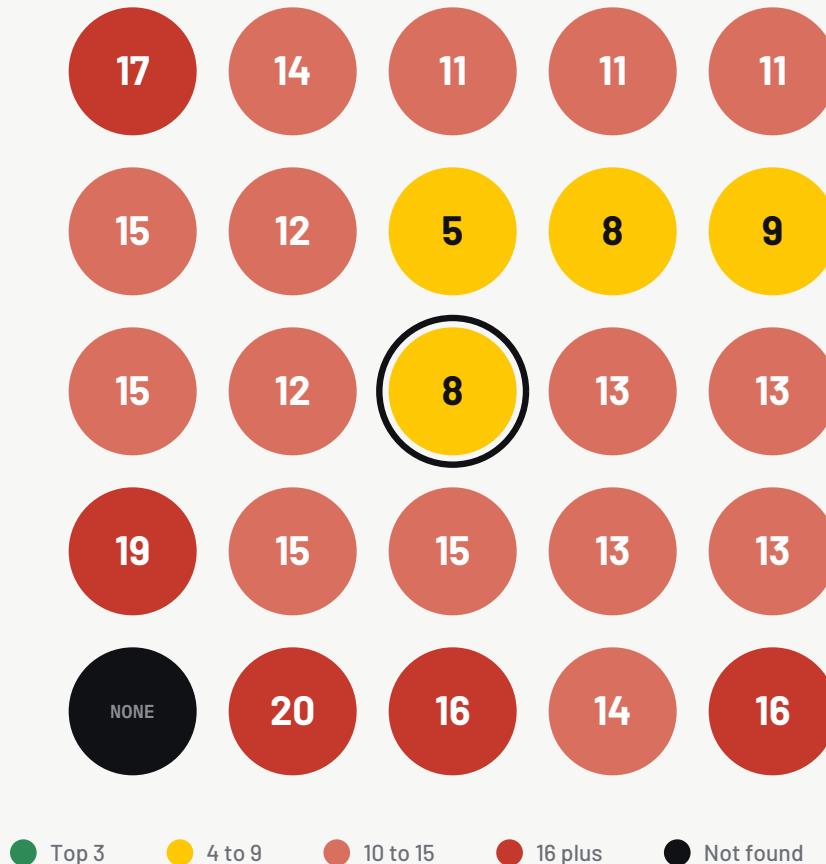
READ THE LEFT HAND COLUMN

Three spots on the Augusta side show no listing for you whatsoever. Those points sit over Augusta, Hallowell and Gardiner. Meanwhile your best result on the whole map, third place, is one spot northeast of your shop toward China and Palermo, where far fewer people live. You are strongest where the customers are thinnest.

FINDING 02

Now the same map for a job that pays

"Electrical panel upgrade" is a several thousand dollar ticket. Same 25 spots, same day, different search.



Not one green circle anywhere on this map.

On this search you are outside the top ten businesses in the area entirely. Even standing in your own driveway you come up eighth. There is no page on your website about panel upgrades and no category on your Google listing for it, so Google has nothing to work with.



FINDING 03

The free fix nobody told you about

Google lets a business pick categories on its listing. They are how Google decides which searches you are even eligible for. Here is yours next to the electrician sitting at number two.

Your listing

2 CATEGORIES

- Electrician
- Service establishment
means nothing to Google

The number two spot

7 CATEGORIES

- Electrician
- Electrical installation service
- Electric generator shop
- EV charging station contractor
- Lighting contractor
- Electrical equipment supplier
- Solar energy system service

THIS IS WHY GENERATORS RETURN NOTHING FOR YOU

You run generators. Your Facebook page leads with them and 2,778 people follow it. But your Google listing never says you do that work, so when somebody searches for it Google does not consider you. The business at number two claims generator shop and EV charging outright. Adding the right categories costs nothing and takes about ten minutes. It is the single best return on time anywhere in this report.



FINDING 04

The map results, you against nine others

Every verified electrician Google shows around Vassalboro, in the order it shows them. Your row is highlighted.

#	BUSINESS	PHOTOS	REVIEWS	RATING
1	Amp Electric LLC	2	11	4.9
2	Wire It Up Electric	37	196	4.9
3	Nicholas Electrical Company	49	50	4.9
4	Lambert Electric LLC	10	51	4.9
5	Klein Electric LLC	7	6	5.0
6	Summit Electrical Services LLC	1	23	4.8
7	Conductive Electric	24	11	4.6
8	Wire Guys Electric	6	15	4.7
9	Ideal Electric	17	34	4.3
10	Plourdes Electrical Services	3	48	4.1

Read the number one spot again. Eleven reviews and two photos.

You have twice the reviews of the business ranking above everybody, and roughly four times the reviews of the one at number five. So reviews are not the gap. The single number where you are last on this entire page is photos. You have one. The four businesses above you that outrank you on photos have 37, 49, 10 and 7.



FINDING 05

Two columns. One of them is empty.

Where you rank for five searches a homeowner in your area actually types. The left column is the regular Google results, the blue links. The right column is the map listings above them.

WHAT THEY SEARCH	GOOGLE RESULTS	MAP RESULTS
electrician	NOT RANKING	#7
electrical contractor	NOT RANKING	#9
electrical panel upgrade	NOT RANKING	#11
generator installation	NOT RANKING	NOT RANKING
ev charger installation	NOT RANKING	NOT RANKING

WHY THE LEFT COLUMN IS BLANK

Google will not rank a page it has not read. Right now it has read none of yours, so there is nothing of yours eligible to appear in the regular results for any search at all. That is also why the 27 links pointing at your website from directories and other sites are doing nothing for you. They point somewhere Google is not looking.



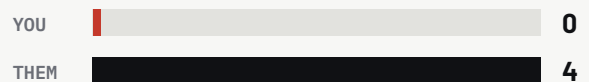
FINDING 06

The numbers Google uses to judge you against the men beating you

These are trust signals. None of them are visible to a customer, all of them are visible to Google, and each one is you against the average of the electricians ranking above you.

Pages Google has indexed

Google has read none of your website.



Websites linking to you

Each one is a vote. You have under half.



Total links in

Pointing at pages Google is not reading.



Domain authority

The overall trust score for your domain.



ONE THING WORTH CHECKING ON YOUR END

When we pulled your site over the plain http address, the server returned an error instead of the page. Over https it loads fine. Worth confirming that nothing still points at the http version, your Google listing especially, because anyone arriving that way lands on an error instead of your business.



FINDING 07

Two different addresses, live right now

Every listing the scan located, and the address each one is showing the public today.

DIRECTORY	ADDRESS SHOWN	STATUS
Facebook	29 Lombard Dam Rd	MATCH
BBB	29 Lombard Dam Rd	MATCH
Yelp	No street address	INCOMPLETE
MapQuest	16 Nelson Rd	WRONG
YellowPages	16 Nelson Rd	WRONG
SuperPages	16 Nelson Rd	WRONG
DexKnows	16 Nelson Rd	WRONG
Data Axle	16 Nelson Rd	WRONG

WHY THIS ONE MATTERS MOST

Data Axle is not a directory people visit. It is a database that hundreds of directories, GPS units and apps buy their business data from. The wrong address sitting in there is the source. Correcting it on YellowPages alone does nothing, because the next data refresh overwrites your fix with the old record. It has to be corrected at the source and then pushed down.

FINDING 08

Where you are missing entirely

Apple Maps

NO LISTING FOUND

Every iPhone in Kennebec County runs Apple Maps. When somebody asks Siri for an electrician near them, this is the list she reads from. You are not on it.

Bing

NO LISTING FOUND

Bing is behind Alexa, Windows search and DuckDuckGo. Smaller than Google, still a real slice of people looking, and it costs nothing to claim.

And 30 more your competitors hold

The highest authority directories the electricians ranking above you are listed on, where the scan found nothing for you. Authority is a 0 to 100 rating of how much weight a link from that site carries.

Apple Maps		99/100
Bing Places		93/100
Manta		81/100
MerchantCircle		79/100
Cortera		77/100
YellowBook		71/100
Brownbook		66/100
Chamber of Commerce		60/100
YellowBot		59/100
Hotfrog		58/100

Plus 20 more. Full list available on request.



THE FIX, IN ORDER

Ten things, cheapest and fastest first

The first three are free and you can do them this week. Nothing below them should start before the one above it, because the wholesalers overwrite anything you correct downstream of them.

FREE, THIS WEEK

- 1 Fix your Google categories**
Drop Service establishment. Add electric generator shop, EV charging station contractor, electrical installation service, lighting contractor. Ten minutes.
- 2 Add photos to your Google listing**
You have one. The men beating you have between 7 and 49. They are already on your Facebook page.
- 3 Claim Apple Maps and Bing**
Both free, both under an hour, both currently held by every competitor above you.

THE ROOT PROBLEMS

- 4 Get your website read by Google**
Zero indexed pages is why the regular results are empty and why 27 links are going to waste. Nothing else on the site side matters until this is done.
- 5 Correct the address at the source**
Data Axle and Localeze first. Everything downstream inherits from them.
- 6 Then clean the six wrong listings**
MapQuest, YellowPages, SuperPages, DexKnows. Street address added to Yelp. Identical everywhere, down to the abbreviation.

THE ACTUAL WORK

- 7 Build a page for each service**
Panel upgrades, generator installation, EV chargers. Google will not rank you for work no page of yours claims, which is why the panel upgrade map has no green on it at all.
- 8 Build pages for the towns you want**
Augusta, Waterville, Gardiner. This is how you show up where the population is instead of only where you park the truck.
- 9 Build out the missing directories**
Submitted with matching data in a controlled order, so nothing conflicts.
- 10 Earn links around Kennebec County**
Eleven sites link to you. Twenty five link to the average competitor. Suppliers, the chamber, trade associations.



WHERE THIS CAME FROM

Built by a licensed electrician, not an agency.

I held an electrical license and ran my own contracting business before I did this for anybody else. I ranked that business myself, on Google, in a market with more competition than yours. So I know what a homeowner types in when the power is out, and I know what a slow stretch feels like when the phone is not ringing.

Every number in this report came off a live scan of your listings, your website and the nine electricians competing with you around Vassalboro. Nothing is estimated. Where a check could not be completed, it says so rather than guessing.

THE SHORT ANSWER IF YOU ONLY READ ONE THING

Your reputation is already good enough to compete. Twenty three reviews at 4.8 beats the business sitting at number one. What is missing is that Google does not know what work you do, does not know where you are, and has never read your website. Those are fixable, and the first three cost nothing.

Happy to walk you through any of it.

No charge for the conversation and no obligation after it.

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