

SEO Report: www.melinksolar.com

Prepared by StrategixIT LLC. Audit date: 2026-10-04. Scope: the live site as it stands today, 333 sitemap URLs crawled.

Executive Summary

Health score: 66 / 100 (weighted across technical, content, on-page, schema, performance, AI readiness, images).

Metric	Value
Sitemap URLs crawled	333
Returned 200	333
Indexable pages	333
Page mix	page: 55, taxonomy: 54, blog: 20, faq: 87, junk: 20, project: 97
Keyword terms checked	40
Terms in top 10	9
Terms on result pages 2 and 3	5
Terms not in top 30	26

Top five findings

#	Severity	Area	Finding
1	High	Technical SEO	Junk and abandoned pages are indexable and in the sitemap
2	High	Content	Accessibility audits fail on every tested page (average 74 / 100)
3	High	Content	Thin content pages
4	High	On-Page SEO	Missing meta description
5	High	Schema	Schema is Yoast defaults only; no LocalBusiness, Service, or project markup

What the rebuild fixes versus what needs ongoing work

Bucket	Items	Estimated hours	Meaning
Fixed by the rebuild	15	59	Technical, schema, performance, on-page template and image issues resolved by the new static site
Content work	4	65.3	Copy depth, FAQ consolidation, project write-ups, accessibility of content
Ongoing	12	34	Citations, reviews, AI-search presence, backlinks, rank tracking; retainer scope

These are findings about the site as it exists today. They describe the current environment and its prior decisions; they are the starting point for the work proposed, not a measure of anything StrategixIT has delivered.

Technical

Category score: 72 / 100.

What works: Every 200 page self-canonicalizes; HTTP to HTTPS and non-www to www both 301 correctly; xmlrpc.php, readme.html, debug.log and REST user enumeration are blocked; Served behind Cloudflare on WP Engine.

Severity	Finding	Evidence	Fix	Examples
High	Junk and abandoned	20 pages (WooCommerce cart/checkout/shop/my-account,	Delete or 410 the WooCommerce and	/cart/; /central-pa-100k/; /central-pa-50k/; /checkout/; /citadel-self-storage-

Severity	Finding	Evidence	Fix	Examples
	pages are indexable and in the sitemap	event RSVP pages, demo pages, duplicate home, regional campaign landers) are live, indexable, and listed in the XML sitemap.	RSVP pages; 301 duplicate home and campaign landers; regenerate the sitemap.	ribbon-cutting-rsvp/ (+15 more)
Medium	Taxonomy archive pages indexable	54 tag/category/market/author archive URLs are indexable and in the sitemap; 13 have under 150 words.	Set noindex on tag, author, and ufaq-category archives; keep market and solar-category archives only if they carry unique copy.	/blog/author/hharwoodmelinksolar-com/; /blog/author/jehren/; /blog/author/llarison/; /blog/author/melink-solar-marketing-alt/; /blog/author/micahzender/ (+20 more)
Medium	Security headers absent	Home page response lacks: strict-transport-security, content-security-policy, x-frame-options, x-content-type-options, referrer-policy, permissions-policy. x-powered-by discloses WP Engine.	Add HSTS, CSP (report-only first), X-Frame-Options, X-Content-Type-Options, Referrer-Policy, Permissions-Policy at the edge; strip x-powered-by.	
Low	robots.txt Crawl-delay: 10	robots.txt sets Crawl-delay 10 for all agents. Google ignores it; Bing and others honor it, slowing discovery of ~330 URLs.	Remove Crawl-delay; rely on server capacity and sitemaps.	
Low	WordPress login page public; REST API discoverable	/wp-login.php returns 200; /wp-json/ advertised in Link header. xmlrpc.php, readme.html, debug.log, and user enumeration are blocked (good).	Restrict /wp-login.php by IP or Cloudflare Access; remove the api.w.org Link header if the REST API is unused.	

On-page

Category score: 53 / 100.

What works: 333 of 333 indexable pages have a title.

Severity	Finding	Evidence	Fix	Examples
High	Missing meta description	279 of 333 indexable pages have no meta description.	Write a unique 120-155 character description per page; templates for projects and FAQs.	/aia-melinksolar-learning-series/; /amip-strategies-for-profit-planet/; /blog/author/hharwoodmelinksolar-com/; /blog/author/jehren/; /blog/author/llarison/ (+20 more)
Medium	Duplicate title tags	11 titles are shared by more than one indexable page.	Make titles unique; include the project location or	Commercial Solar Power Systems Design & Build Melink Solar (2); About Melink Clean Solar Energy Solutions (6); Solar Energy Careers at Melink Solar (2); Melink Green Buildings Net Zero Energy (2); Blog Melink Solar (2) (+6 more)

Severity	Finding	Evidence	Fix	Examples
Medium	Missing H1	189 indexable pages have no H1.	FAQ question. One H1 per page matching the primary term.	/aia-melinksolar-learning-series/; /amip-strategies-for-profit-planet/; /blog/; /blog/author/hharwoodmelinksolar-com/; /blog/author/jehren/ (+20 more)
Medium	Weakly linked pages (one or zero internal links from crawled pages)	112 content pages are reachable mostly via the sitemap, not navigation or body links.	Add contextual links from solutions and industry pages to related projects and blog posts.	/about/careers2/; /aia-melinksolar-learning-series/; /amip-strategies-for-profit-planet/; /battery-systems/; /blog/ (+20 more)
Low	Meta description over 165 characters	4 pages.	Trim to 155.	/blog/electric-rates-increase-delay-solar-costs-business/; /industries/commercial-and-industrial/; /resources/electricity-rates/; /resources/market-technology-trends/
Low	Title over 65 characters	49 pages have titles that truncate in results.	Shorten; keep the primary term first.	/blog/battery-energy-storage-maximizes-the-value-of-commercial-solar/ (87); /blog/electric-rates-increase-delay-solar-costs-business/ (93); /blog/financial-benefits-solar-energy-for-businesses/ (72); /blog/future-customers-future-employees-want-sustainability/ (70); /blog/government-solar-incentives-business-tax-credits-guide/ (82) (+20 more)
Low	Multiple H1s	9 pages have more than one H1.	Keep one H1; demote the rest.	/battery-systems/; /docs-category/definitions_for_key_solar_terms/; /docs-category/how_are_solar_systems_designed_and_what_equipment_is_needed/; /docs-category/how_do_i_operate_and_monitor_my_solar_system/; /docs-category/what_about_costs_financing_and_incentives/ (+4 more)

Content Quality

Category score: 76 / 100.

Severity	Finding	Evidence	Fix	Examples
High	Accessibility audits fail on every tested page (average 74 / 100)	Failing audits and pages: color-contrast (7 pages); image-alt (7 pages); link-name (7 pages); landmark-one-main (6 pages); heading-order (4 pages); link-text (2 pages); label (1 pages).	Fix color contrast, image alt text, link names, heading order, and add a main landmark; these are WCAG 2.1 AA items that school, municipal, and government buyers check.	
High	Thin content pages	141 indexable content pages have under 200 words ({'page': 9, 'blog': 1, 'faq': 52, 'project': 79}). FAQ answers and project pages are the bulk.	Consolidate FAQs into topic pages with FAQPage schema; expand project pages with system size, offset, incentives used, and a quote; noindex the rest.	/aia-melinksolar-learning-series/ (16 w); /amip-strategies-for-profit-planet/ (14 w); /blog/solar-project-tag/upper-sandusky/ (118 w); /blog/uFAQ/can-any-hvac-system-be-balanced/ (146 w); /blog/uFAQ/can-you-put-a-geothermal-system-into-any-building/ (164 w) (+20 more)

Images

Category score: 22 / 100.

Severity	Finding	Evidence	Fix	Examples
High	Images missing alt text	1269 of 1624 images across indexable pages (78%) have empty alt attributes. Home page alone: 25 of 29.	Write descriptive alt text; project photos should name site, city, and system type.	/ (25/29); /brownfields-into-brightfields/ (25/35); /home/ (25/29); /industries/solar-developers/ (21/24); /industries/farms-agriculture/ (20/23) (+20 more)
Low	Little native lazy-loading	Only 314 of 1624 images use loading=lazy.	Enable lazy-loading for below-fold images (WordPress default was overridden or stripped).	

Schema and Structured Data

Category score: 88 / 100.

What works: WebPage, WebSite, Organization, BreadcrumbList present on every page via Yoast.

Severity	Finding	Evidence	Fix	Examples
High	Schema is Yoast defaults only; no LocalBusiness, Service, or project markup	Types seen across indexable pages: {'WebPage': 270, 'ImageObject': 168, 'WebSite': 333, 'BreadcrumbList': 333, 'Organization': 333, 'CollectionPage': 56, 'ProfilePage': 8, 'Person': 27, 'Article': 19, 'FAQPage': 86}. FAQPage appears only on the 86 single-question FAQ URLs (one question each) and Article on 19 posts. Absent everywhere: LocalBusiness, Service, Project, Product, Review, AggregateRating, VideoObject. The Organization node has no address, telephone, or areaServed.	Add LocalBusiness with PostalAddress and telephone on home and contact; Service on each solution and industry page; FAQPage on consolidated topic pages instead of 86 one-question pages; project pages as CreativeWork or Article with location and system size; keep BreadcrumbList.	

Performance

Category score: 42 / 100.

Severity	Finding	Evidence	Fix	Examples
High	Lighthouse mobile performance averages 42 / 100 across 7 runs	Worst: contact.mobile at 33 (LCP 9.1 s, TBT 5,610 ms, page weight Total size was 2,274 KiB). Per run: blog_battery-energy-storage-maximizes-the-value-of-commercial-solar.mobile perf 52 a11y 79 seo 85 bp 54 LCP 4.2 s; contact.mobile perf 33 a11y 68 seo 92 bp 54 LCP 9.1 s; home.desktop perf 43 a11y 72 seo 85 bp 54 LCP 3.1 s; home.mobile perf 33 a11y 72 seo 85 bp 54 LCP 16.1 s; industries_schools-universities.mobile perf 36 a11y 74 seo 92 bp 50 LCP 10.0 s; roof-mount.mobile perf 55 a11y 78 seo 92 bp 54 LCP 3.7 s; solar-projects.mobile perf 39 a11y 74 seo 92 bp 54 LCP 12.7 s. Lab data, simulated 4G throttling.	Target 90+ on mobile: cut page weight below 1.5 MB (compress and lazy-load images), remove unused theme JS and CSS, defer GTM and third-party tags, serve above-fold CSS inline and the rest async.	

Sitemaps

Category score: 94 / 100.

Severity	Finding	Evidence	Fix	Examples
Medium	Sitemap includes junk, taxonomy, and author URLs	Sitemap index exposes 12 child sitemaps; 20 junk and 54 taxonomy URLs are listed alongside 55 pages, 97 projects, 87 FAQs, 20 posts.	Exclude author, tag, ufaq-category, doc_category, and solar_project_tag sitemaps in Yoast; remove junk pages.	

Rankings

Method: startpage-headless (Google-proxied results) sampled 2026-10-04, top 30 checked. Positions are a sample from a Google-proxied engine, not Google Search Console data. 'Not in top 30' means the domain did not appear in the first three result pages.

Group	Term	Position	Ranking URL
national	commercial solar installer	not in top 30	
national	commercial solar company	not in top 30	
national	commercial solar EPC	4	/
national	solar design build contractor	not in top 30	
national	commercial solar developer partner	not in top 30	
national	utility scale solar contractor	not in top 30	
national	commercial solar panel installation	not in top 30	
national	solar canopy installer	19	/solar-canopy/
national	commercial battery storage installer	not in top 30	
national	agrivoltaics contractor	not in top 30	
regional	commercial solar Cincinnati	3	/
regional	commercial solar Ohio	8	/
regional	commercial solar installer Ohio	32	/
regional	solar company Cincinnati	6	/
regional	commercial solar Kentucky	not in top 30	
regional	commercial solar Indiana	not in top 30	
regional	commercial solar Dayton	not in top 30	
regional	commercial solar Columbus Ohio	28	/
regional	commercial solar Louisville	not in top 30	
regional	commercial solar Indianapolis	not in top 30	
regional	solar installer Milford Ohio	31	/
regional	solar EPC Ohio	19	/
vertical	solar for schools	not in top 30	
vertical	solar for school districts Ohio	not in top 30	
vertical	solar for municipalities	not in top 30	
vertical	solar for farms	not in top 30	
vertical	solar for agriculture Ohio	not in top 30	
vertical	solar for manufacturing facilities	not in top 30	
vertical	solar for warehouses	not in top 30	
vertical	solar for churches	6	/industries/religious-organizations/
vertical	solar for nonprofits	7	/industries/non-profits/
vertical	solar for multifamily	not in top 30	
vertical	solar for self storage	not in top 30	
vertical	USDA REAP grant solar installer	not in top 30	

Group	Term	Position	Ranking URL
informational	what is net metering commercial	not in top 30	
informational	commercial solar tax credit 2026	not in top 30	
informational	DC AC ratio solar	4	/blog/what-is-dc-ac-ratio/
informational	is rooftop solar a fire risk	not in top 30	
brand	melink solar	1	/
brand	melink solar reviews	1	/

Band	Terms
top 10	9
11 to 33 (pages 2 and 3)	5
not in top 30	26
error	0

Independent spot check (Spot check via the Claude web search tool on 2026-10-04 (Brave-backed, not Google). Top listed domains per term; melinksolar.com presence noted.):

Term	Melink present	Top domains	Note
commercial solar installer	False	jobs.lever.co, rejobs.org, renogy.com	Results skew to job postings; term is ambiguous (role vs. vendor).
commercial solar EPC	False	giikorea.co.kr, gminsights.com, gbnrg.co.uk	Market-report and glossary pages; no vendors.
solar canopy installer	False	ekg.com.my, ladpw.org, ecmag.com	
commercial battery storage installer	False	payaca.com, pveurope.eu, alternergy.co.uk	UK-heavy results.
utility scale solar contractor	False	electricalmarketing.com, constructionowners.com, solarpowerworldonline.com	
melink solar	indirect	climatebase.org, melinkcorp.com, pv-magazine-usa.com, energysage.com	melinkcorp.com/solar (301 to melinksolar.com) listed; melinksolar.com not listed directly.
melink solar reviews	False	trustanalytica.org, serviceagent.ai, surgepv.com, findenergy.com, energysage.com, blog.melinkcorp.com	Review intent fully owned by directories; blog.melinkcorp.com (legacy blog) still indexed.

Competitors

Domains appearing most often in the top 10 for the 40-term set, excluding directories, media, and government sites.

Domain	Top-10 appearances	Best position	Groups	Example terms
greentechrenewables.com	10	1	national 1, regional 6, vertical 2, informational 1	solar canopy installer; commercial solar Ohio; commercial solar installer Ohio
yellowlite.com	9	1	regional 6, vertical 3	commercial solar Cincinnati; commercial solar Ohio; commercial solar installer Ohio
paradisolarenergy.com	9	2	national 2, regional 3, vertical 3, informational	commercial solar company; commercial solar panel installation; commercial solar

Domain	Top-10 appearances	Best position	Groups	Example terms
		1		Ohio
sesre.com	8	1	national 2, regional 5, vertical 1	commercial solar installer; commercial battery storage installer; commercial solar installer Ohio
tencosolar.net	5	1	national 2, vertical 2, informational 1	commercial solar company; commercial solar EPC; solar for churches
splsolar.com	4	2	regional 4	commercial solar Ohio; commercial solar installer Ohio; commercial solar Dayton
mortenson.com	3	1	national 3	commercial solar EPC; solar design build contractor; utility scale solar contractor
americas.rwe.com	3	2	national 3	commercial solar company; commercial solar EPC; commercial solar panel installation

Domain	Tier	Home title	Projects section	Blog	WP posts last 12 mo	Sitemap URLs	Schema types
greentechrenewables.com	regional	Greentech Renewables Going Beyond Supply	False	False	n/a	2	Organization
yellowlite.com	regional	YellowLite: NABCEP-Certified Solar Installer in Ohio YellowLite	True	True	n/a	n/a	FAQPage, LocalBusiness
paradisessolarenergy.com	regional	Solar Panel Installations for Commercial, Farms & Homes Paradise Energy Solutions	False	True	15	12	BreadcrumbList, FAQPage, Organization, WebPage, WebSite
sesre.com	regional	(blocked automated fetch)	False	False	n/a	8	none
tencosolar.net	national	Commercial Solar Installers TENCO SOLAR	True	False	n/a	170	GeneralContractor, Organization
splsolar.com	regional	Solar Installation Ohio Commercial & Residential SPL Solar	True	True	n/a	17	ElectricalContractor, FAQPage, Organization, WebSite
mortenson.com	national	Construction and Real Estate Development Mortenson	True	True	n/a	337	Organization
americas.rwe.com	national	RWE in the Americas	True	False	n/a	220	BreadcrumbList

Reading: the regional installers that outrank Melink (YellowLite, SPL Solar, Paradise) all carry LocalBusiness or contractor schema and a visible projects or blog section; the national names (Mortenson, RWE) win on authority, not on-page work. Greentech Renewables is a distributor, not an installer, but it holds regional terms with location pages.

Backlinks

Source: Common Crawl host-level web graph, release cc-main-2026-jan-feb-mar (free). No referring-domain list is available from this source; Moz, Ahrefs, Semrush, and Majestic were not used (no credentials, paid).

Metric	Value
In Common Crawl graph	yes
PageRank (CC)	1.99e-08

Metric	Value
PageRank rank among all hosts	2,365,170
Harmonic centrality rank	3,226,461
Hosts counted	1
Referring domains	not available from this source

Severity	Finding	Evidence	Fix	Examples
Medium	Weak link authority relative to competitors	Host sits around rank 2.4 million by PageRank and 3.2 million by harmonic centrality in the Common Crawl graph, consistent with a small, mostly directory-driven link profile.	Earn links from awards and trade press already mentioning Melink (Solar Power World, pv magazine), add the website URL to every directory profile, and publish citable project case studies with data.	
Medium	Legacy melinkcorp.com properties still hold Melink Solar link equity	blog.melinkcorp.com posts about Melink Solar awards remain indexed; melinkcorp.com/solar redirects correctly but the blog does not point to melinksolar.com.	301 the Melink Solar posts on blog.melinkcorp.com to their melinksolar.com equivalents or add canonical and cross-links.	
Low	Directory profiles lack a website link	EnergySage shows no website URL; several directories show the legacy solarteam@melinkcorp.com address.	Claim and complete each profile with https://www.melinksolar.com/ and the current phone.	

Local and AI Search

Local method: Manual: live site crawl (333 pages), contact page, directory pages fetched (EnergySage, TrustAnalytica), web search for GBP/ServiceAgent/SurgePV. No GBP API.

Field	Site value
Address	8805 Governors Hill Dr. Suite 300, Cincinnati, Ohio 45249
Primary phone	513-999-5818 (432 occurrences)
Secondary phone	513-965-7300 (21 occurrences)
Address in schema.org	False
Phone in schema.org	False

Source	Name	Address	Phone	Rating	Reviews
EnergySage supplier page	Melink Solar	5140 River Valley Rd, Milford, OH 45150	513-965-7300		0
TrustAnalytica	Melink Solar	5130 River Valley Rd, Milford, OH 45150	(513) 965-7300	4.7	12
ServiceAgent directory (reports GBP data)	Melink Solar	8805 Governors Hill Drive, Suite 300, Cincinnati, Ohio 45249	513-965-7300	4.9	40
FindEnergy	Melink Solar				
EnergySage duplicate	Melink Solar & Geothermal				

Severity	Finding	Evidence	Fix	Examples
High	NAP mismatch across citations	Site uses 8805 Governors Hill Dr Suite 300 Cincinnati 45249 and 513-999-5818. EnergySage and TrustAnalytica list 5130/5140 River Valley Rd Milford 45150 and 513-965-7300 (Melink Corporation HQ and main line). Two River Valley numbers (5130 vs 5140) also disagree with each other.	Decide the canonical NAP (Governors Hill, 513-999-5818), then correct EnergySage, TrustAnalytica, FindEnergy, SurgePV, ServiceAgent, Facebook, LinkedIn, and BBB to match.	

Severity	Finding	Evidence	Fix	Examples
High	No LocalBusiness or address/phone in schema.org markup	Organization node on the home page has name, logo, sameAs only. No PostalAddress, telephone, areaServed, or openingHours.	Add a LocalBusiness node with PostalAddress, telephone, areaServed, and sameAs on the home and contact pages (the rebuild's SeoHead does this).	
Medium	Two phone numbers on the site	513-999-5818 (432 occurrences, primary) and 513-965-7300 (21 occurrences, Melink Corporation line). Pick one for NAP and footer.	Keep 513-999-5818 everywhere customer-facing; move 513-965-7300 to an internal or corporate reference only.	
Medium	Duplicate and legacy directory entities	'Melink Corporation', 'Melink Solar & Geothermal', and 'Melink Solar' listings coexist on FindEnergy and EnergySage; legacy email solarteam@melinkcorp.com still published.	Merge or retire the 'Melink Corporation' and 'Melink Solar & Geothermal' entries; replace solarteam@melinkcorp.com with a melinksolar.com address.	
Medium	EnergySage profile unverified with zero reviews	EnergySage is the top-ranking directory for 'best solar companies Ohio' searches; the Melink profile is unscreened and shows no reviews and no website link.	Complete EnergySage verification, add the website URL, and ask three recent commercial clients for reviews there.	
Low	GBP review volume unknown first-hand	ServiceAgent reports 4.9 stars from 40 Google reviews; confirm directly and ensure the GBP website field points to https://www.melinksolar.com/ and category is 'Solar energy company' or 'Solar energy contractor'.	Confirm the Google Business Profile directly, set the website field to https://www.melinksolar.com/ , and keep the category 'Solar energy company'.	

AI search method: Manual sample: three buyer-style questions run through the Claude web search tool (Brave-backed), noting which domains the engine summarized and whether melinksolar.com was cited. Not Google AI Overviews, ChatGPT, or Perplexity; those need interactive sessions.

	Question	Melink cited	Who was cited	Note
	best commercial solar installers in Ohio	False	energysage.com	Answer built entirely from EnergySage directory pages; residential-skewed.
	commercial solar companies Cincinnati	False	serviceagent.ai, ecowatch.com, solarreviews.com, energysage.com	Melink absent despite ranking 4th on Startpage/Google for the same phrase; directories dominate the answer.
	who installs solar canopies for businesses in the Midwest	False	pv-magazine-usa.com, midwestrenew.org, grinnellchamber.org	Melink has a dedicated /solar-canopy/ page and a canopy blog post; neither is cited.
Severity	Finding	Evidence	Fix	Examples
High	Not cited in AI-style answers for any non-brand question	0 of 3 buyer questions cite melinksolar.com. Directory sites (EnergySage, ServiceAgent, EcoWatch, SolarReviews) supply the answers; Melink's EnergySage profile is unverified with no reviews.	Verify and complete the EnergySage profile, publish a citable company-facts page and regional case studies, and earn mentions on the directories AI engines quote.	
Medium	Brand facts sourced from third parties	Company facts (founded 2009, 100+ MW, 400,000 panels) are being read from climatebase and pv-magazine rather than melinksolar.com, which has no single citable 'company facts' passage with those figures and no Organization schema beyond name/logo.	Publish an About page passage with founded year, MW installed, panels installed, states served, and awards in plain declarative sentences with Organization schema.	

Severity	Finding	Evidence	Fix	Examples
Medium	No llms.txt and no structured answer blocks	FAQ content exists (87 FAQs) but is spread across 87 one-question URLs averaging under 200 words; FAQPage schema exists per URL but there is no consolidated topic page suitable for passage-level citation.	Consolidate FAQs into topic pages with FAQPage schema and add llms.txt (optional; ignored by Google).	

Roadmap

Fixed by the rebuild (59 h)

ID	Severity	Area	Item	Hours
R-01	High	Technical SEO	Junk and abandoned pages are indexable and in the sitemap	4
R-08	High	On-Page SEO	Missing meta description	16
R-15	High	Schema	Schema is Yoast defaults only; no LocalBusiness, Service, or project markup	6
R-16	High	Performance	Lighthouse mobile performance averages 42 / 100 across 7 runs	12
R-02	Medium	Technical SEO	Taxonomy archive pages indexable	2
R-03	Medium	Technical SEO	Security headers absent	2
R-11	Medium	On-Page SEO	Duplicate title tags	2
R-12	Medium	On-Page SEO	Missing H1	2
R-14	Medium	On-Page SEO	Weakly linked pages (one or zero internal links from crawled pages)	6
R-31	Medium	Sitemap	Sitemap includes junk, taxonomy, and author URLs	2
R-04	Low	Technical SEO	robots.txt Crawl-delay: 10	1
R-05	Low	Technical SEO	WordPress login page public; REST API discoverable	1
R-09	Low	On-Page SEO	Meta description over 165 characters	1
R-10	Low	On-Page SEO	Title over 65 characters	1
R-13	Low	On-Page SEO	Multiple H1s	1

Content work (65.3 h)

ID	Severity	Area	Item	Hours
R-06	High	Content	Accessibility audits fail on every tested page (average 74 / 100)	8
R-07	High	Content	Thin content pages	35.2
R-17	High	Images	Images missing alt text	21.1
R-18	Low	Images	Little native lazy-loading	1

Ongoing (34 h)

ID	Severity	Area	Item	Hours
R-19	High	GEO	Not cited in AI-style answers for any non-brand question	6
R-22	High	Local	NAP mismatch across citations	4
R-23	High	Local	No LocalBusiness or address/phone in schema.org markup	1
R-20	Medium	GEO	Brand facts sourced from third parties	2
R-21	Medium	GEO	No llms.txt and no structured answer blocks	2
R-24	Medium	Local	Two phone numbers on the site	1
R-25	Medium	Local	Duplicate and legacy directory entities	3
R-26	Medium	Local	EnergySage profile unverified with zero reviews	2
R-28	Medium	Backlinks	Weak link authority relative to competitors	8

ID	Severity	Area	Item	Hours
R-29	Medium	Backlinks	Legacy melinkcorp.com properties still hold Melink Solar link equity	2
R-27	Low	Local	GBP review volume unknown first-hand	1
R-30	Low	Backlinks	Directory profiles lack a website link	2

Method and Limitations

Item	Detail
Crawl	All URLs from the XML sitemap index (333), fetched with a 10 second delay per robots.txt, static HTML parsed
Rankings	startpage-headless (Google-proxied results) sampled 2026-10-04, top 30 checked. No Google Search Console or paid rank data
Performance	Lighthouse lab runs (simulated mobile throttling) from the audit host; PageSpeed Insights API quota was unavailable without a key; no CrUX field data
Backlinks	Common Crawl host-level graph only; no Moz, Ahrefs, Semrush, or Majestic
Local	Manual citation checks; Google Business Profile observed via third parties
AI search	Three buyer questions sampled through one web-search engine; not Google AI Overviews, ChatGPT, or Perplexity
Next step	Grant StrategixIT read access to Google Search Console and GA4 so positions, impressions, and indexing data replace the sampled figures