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Moss Electric — Fast Site Check: The Speedometer

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https://www.mosselectrichendersonville.com/

Mobile Desktop

Discover what your real users are experiencing

Diagnose performance issues

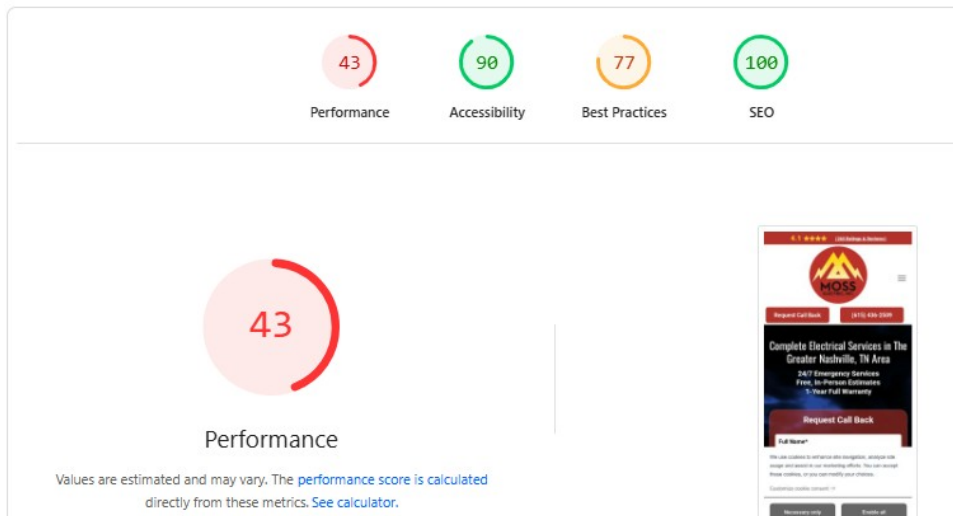


Figure 1: From Google Insights

Moss Electric — Fast Site Check: The Quick Under-The-Hood

(What's slowing your website down, confusing Google, and leaving money on the table — and how we fix it fast.)

Colby, here's the straight shot: your website isn't broken... it's just under-performing. Think of it like a panel that's technically wired, but half the breakers aren't labeled and

the neutrals are a little wobbly. Nothing catches fire today, but it's holding the whole system back.

The Traction loss you probably know about:

Every missed call (or click) isn't a \$400 service ticket you missed.

It's a lifetime relationship walking out the proverbial door.

My projected math:

One residential customer = 1–3 calls/year × 5–10 years

Conservative: \$1,500 lifetime value to Moss Electric

Commercial business brings even higher value...but your website isn't costing you one job at a time. It's spinning its wheels on its way to the hospital and missing the birth of entire customer lifetimes—every week.

↓↓↓ *If you have the time and desire, what follows are details of this 1st Look follow. Or skip the reading —call me, and I'll fix the bottlenecks costing you calls, customers, and time. Most of these fixes can be done inside a single sprint. You'll feel the lift this month.*

What follows is “Under-the-Hood” details if you'd like to get dirty...shows exactly where the friction lives — and what FusionTriage can clean up so your website becomes an active sales tool, not a digital business card that gets ignored.

1) Search Engines Are Confused About Key Pages and Offering Your Competitors up to Clients Searching for your services

2 pages have the exact same title tag.

To Google, that's like having two trucks both labeled “Service Call #12.”

The crawler can't tell which page matters — so neither gets prioritized.

This costs visibility and weakens ranking on your core services.

Fix: unique titles that tell Google, “This is the page to rank for electrical services in Hendersonville.”

Impact: Immediate bump in clarity → rankings → leads.

2) Your Site Is Heavier Than It Needs to Be Creating Friction at your sites first opening (the Speedometer above)

Across the site, there are:

- 35 unminified JS/CSS files

- 19 uncompressed files
- 19 uncached files

Translated:

Your website is dragging around extra weight like a service van full of last year's job scraps.

This slows load times and silently tells Google, *"We're not trying very hard."*

Fix: Minify, compress, and cache.

Your load time drops, rankings rise, and customer patience no longer gets tested.

3) **Competitors Are Winning Because They Say More**

Thin Content = Thin Trust

Google flagged:

- 19 pages with very low text-to-code ratio
- 2 pages with barely any written content
- 1 page needing content cleanup/optimization

For a local trades business, content = credibility.

If Google can't tell what you do... it won't show you to people trying to hire an electrician.

Right now, most of your pages say "We're an electrical contractor" but don't prove it. The more certainty you give Google, the more customers it sends your way.

Fix: build out real service descriptions, safety notes, specialties, locations served, and trust signals.

No fluff — just clarity that sells.

4) **19 Blind Links That Push Customers — and Google — Away**

This is basically having wires hooked up with no labels — the system works, but nobody (including Google) knows where anything goes.

These “naked links” weaken your internal SEO structure and reduce how well pages reinforce each other.

Fix: add descriptive anchors like “Commercial Electrical Services” or “Request a Quote.”

Small tweak → Large gain.

5) Hidden & Isolated Pages That Quietly Kill Your Visibility

Google found:

- 1 page blocked from crawling
- 1 orphaned page stuck in the sitemap, not linked anywhere

One page is hidden from Google altogether.

Another is floating alone without internal links — meaning it will never rank or be found.

This is the equivalent of having a breaker feeding... nothing. It’s wasted crawl budget and makes the site look unfinished.

Fix: un-block what matters, link what matters, delete what doesn’t.

The Good News (Seriously)

You have zero broken links, zero security issues, zero indexing disasters, zero missing alt tags, zero duplicate content issues.

The frame is clean.

This isn’t a rebuild.

This is a tune-up that delivers real ROI fast.

Colby, What All This Means for Moss Electric

Right now, your site is:

- Missing out on leads you should already be winning

- Sending weak signals to Google
- Slower than it needs to be
- Not telling your real story of reliability, safety, and capability
- Operating below its earning potential

These fixes aren't complicated — they're operational cleanup, the same thing you'd do walking into a sloppy job site: tighten what's loose, label what's unlabeled, and give everything a clean, intentional layout so it works the way it should.

Outcome If You Fix With FusionTriage

After this focused sprint, you drive off with:

- A fast, search-friendly site
- Clear content that attracts the right customers
- Pages that rank for real service terms buyers are actually Googling
- A tuned system that converts visitors into booked jobs
- A digital presence that matches your real-world professionalism

The Traction:

Your website starts paying you back instead of merely coasting. Further mods: larger pipes, K&N filters, etc. (the web versions of course) will amplify these results.

My Recommendation

Let's knock this out in a sprint.

One pass, full cleanup, content upgrades, proper metadata, load-time optimization, and a simple plan for ongoing improvements.

If you want it done right — and fast — I can take the whole thing off your plate.

You plug into our power.

I'll build the system that sells Moss Electric.



