

The best-reviewed electrician in Flagstaff is **invisible** everywhere the next job is decided.

Northern Arizona Electrical Solutions — NAZ Electric — has what money can't buy: a **5.0★** Google rating across **128 reviews**, the strongest review profile of any electrician in Flagstaff, earned by Dominic Chance and his crews one panel swap at a time. And yet the website a full-service agency built and maintains for them ranks for **4 keywords**, attracts roughly **7 organic visits a month**, carries a Domain Rating of **1.0**, links to three 404 pages from its own homepage, and tells Google the shop is **closed** exactly when emergency customers are searching — while a competitor with 2,100 reviews runs Google's "Open 24 hours" Local Services Ads above them. This report shows the receipts, then hands most of the fix to AI agents — with a short, explicit list of the things only Dominic can do.

5.0★

× 128 GOOGLE REVIEWS — THE BEST REPUTATION OF ANY ELECTRICIAN IN FLAGSTAFF

7

ORGANIC VISITS PER MONTH TO NAZELECTRIC.COM — WORTH \$46/MO (AHREFS, 06/11/26)

DR 1.0

DOMAIN RATING AFTER 4 YEARS OF AGENCY-MANAGED "SEO"

\$0

SPENT ON LOCAL SERVICES ADS — THE AUCTION WHERE FLAGSTAFF'S EMERGENCY CALLS ARE ACTUALLY WON

Prepared for

Dominic Chance · Northern Arizona Electrical Solutions LLC · Flagstaff, AZ

by Dennis Yu · Local Service Spotlight · June 11, 2026 · referred by Ben Forstie, Durafoam Roofing

Data pulled live 06/11/26: Ahrefs API, Google SERP & Maps, Google Ads Transparency Center, Meta Ad Library, Google Knowledge Graph, AZ ROC, BuildZoom, Yelp, BBB, Angi, Birdeye, Nextdoor, nazelectric.com

One scoreboard, nine channels: world-class reputation, near-zero distribution

NAZ Electric's problem is not quality, and it is not effort — a website exists, a blog publishes monthly, a small Google Ads campaign is technically live. The problem is that **none of it is pointed at the three places a Flagstaff electrical job is actually decided**: the Local Services Ads above the map, the map pack itself, and the trust signals AI assistants and Google read. Letter grades below; evidence on the cited pages.

CHANNEL	GRADE	WHAT WE FOUND (VERIFIED 06/11/26)	EVIDENCE
Reviews & reputation	A	5.0★ × 128 on Google, owner responds, customers name technicians. Weakness: 96% concentrated on one platform; Yelp shows 4.2★ × 5.	pp. 10–11
Local pack presence	B	#1 in the “Businesses” pack for “electrician flagstaff az” in our test — but listed as “Closed · Opens 8AM” with the wrong primary category.	pp. 9–10
Organic search (SEO)	F	DR 1.0 · 4 ranked keywords · 7 visits/mo · \$46/mo traffic value · never above 20 visits/mo in 33 months of Ahrefs history.	pp. 5–6
Local Services Ads	F	Absent. Ace Electrical (4.8★ × 2,100) and Colter Electric own the “Google Guaranteed” slot above the map — both marked “Open 24 hours.”	pp. 9, 15
Google Ads (search/display)	D	4 creatives ever; advertiser verified; one ad last shown 06/11/26 — live but at a scale too small for Ahrefs to detect a single paid keyword.	p. 15
Meta (Facebook/Instagram)	F	Zero ads in Meta’s Ad Library — ever. ~90 followers, 2 page reviews. (The entire Flagstaff electrician market is also at zero — open white space.)	p. 16
Website & conversion	F	Homepage links to three 404 service pages ; 5 different phone numbers; click-to-call dials a different number than it displays; contact page counts “4 Projects · 4 Expert Electricians.”	pp. 12–13
Entity & Knowledge Graph	D	Two duplicate company entities; “NAZ Electric” collides with NAZ Solar Electric (a different Flagstaff company); Dominic Chance has no entity at all ; site schema omits address, hours, geo, sameAs.	p. 14
Citations & directories	C	Listed nearly everywhere, but with an old address (3900 E Rte 66), three phone variants, “Open 24 hours” on Yelp vs “M–F 8–5” on the site, and BBB filing them as a General Contractor , not an electrician.	pp. 10–11

The thesis of this report

Flagstaff’s electrician market is a digital ghost town — every local competitor’s website is DR 0–2 with single-digit traffic (p. 8). That means NAZ Electric is one disciplined 90-day push away from owning the whole stack: fix the listing data Google already has, enter the LSA auction its reputation was built for, repair the website’s broken plumbing, and translate 128 five-star reviews into the schema, entities, and ads machines can read. Roughly **80% of the tasks in this plan can be executed by an AI agent alone** (tagged **AGENT** throughout); the rest need Dominic or his office manager for minutes, not hours (tagged **DOMINIC**). The plan starts on p. 17. The bill for producing this audit — and what a human team would have charged — is itemized on p. 20.

~80%

OF PLAN TASKS AN AI AGENT EXECUTES SOLO — RESEARCH, WRITING, SCHEMA, LISTINGS, AD BUILDS

Local Service Spotlight × NAZ Electric

~4 hrs

TOTAL OWNER TIME REQUIRED ACROSS 90 DAYS — VERIFICATION, PHOTOS, APPROVALS

Digital Audit · June 2026

128

FIVE-STAR PROOFS READY TO BE TURNED INTO ADS, SCHEMA & REVIEW VELOCITY

DR 0–2

THE ENTIRE LOCAL COMPETITIVE SET — FIRST REAL MOVER TAKES THE MARKET

The proof ledger: every claim checked against a primary source before we vouch for it

Dominic is paying a full-service agency and was told SEO is being done. Before recommending anything, we verified what the public record actually shows — the same verify-before-vouch standard we apply to every audit we publish.

CLAIM	VERDICT	EVIDENCE (AS OF JUNE 11, 2026)
Licensed, legitimate electrical contractor	CONFIRMED	AZ ROC 326755 , classification CR-11 Electrical , status Active . Qualifying party & manager: Dominic A. Chance . BuildZoom score 94 — top 24% of 71,576 Arizona contractors.
“Good reputation”	CONFIRMED	5.0★ × 128 Google reviews; owner responds; reviews cite same-day response, single-day 200A panel swaps, “thousands cheaper” quotes, named technicians. Commercial/industrial proof too: Landscape Connection uses NAES exclusively for mining process equipment.
“15 trucks”	INVISIBLE ONLINE	Reported by the referrer; plausible given the industrial client base — but no public source states fleet size or team size . The website’s own counters say “4 Projects · 4 Expert Electricians” (p. 12). A 15-truck operation is presenting as a 4-person shop.
“Paying a lot for a full-service digital agency doing SEO”	DELIVERABLES EXIST	Site footer: “Designed by Mountain Mojo Group” (Flagstaff agency). Observable output: Divi WordPress site (2022), roughly monthly blog posts (latest May 27, 2026), 4 Google Ads creatives, Site Kit installed. Deliverables are real — the outcomes are on the next two pages.
“Ahrefs data clearly shows zeros”	CONFIRMED	DR 1.0 · 4 organic keywords · 7 visits/mo · \$46/mo value · 0 detectable paid keywords. Nuance: the live SERP is kinder than the index — #4 organic and #1 pack for one query — but rankings on a 30–50-search keyword with a broken funnel behind them produce... 7 visits.
Second-generation electrician; learned the trade from his dad	PRIVATE FACT	The About page says Dominic started working with his electrician dad at age 8 and “branched out of the family business.” A “Chance & Sons Electric” operates in Flagstaff (organic #7 for the money keyword). No public source connects the two — a story Google can’t read yet, and a disambiguation risk (two Chance electrical brands, one town).
24/7 emergency electrician	CONTRADICTED ONLINE	The site header, title tag, and ads all say 24/7 — but Google Business Profile says “ Closed · Opens 8 AM ”, the site footer says M–F 8–5, Yelp says “Open 24 hours,” and an old Birdeye snapshot says M–F 7–5 + Sat. Four conflicting stories about when you can call.
Serves Show Low / White Mountains	CONFIRMED	/locations/show-low/ page live (HTTP 200); Google ad copy references Show Low. A second-market beachhead already exists — unranked and unsupported.

Identity, on the record

Business: Northern Arizona Electrical Solutions LLC (“NAES” / “NAZ Electric”)
Owner / qualifying party: Dominic A. Chance, Master Electrician; ex-mining electrician (North Dakota, then a global mining company in AZ)
Address of record: 6130 US-89 / N Highway 89, Flagstaff, AZ 86004 (ROC files 86003; old citations say 3900 E Rte 66 Ste 9)
Segments: residential · commercial · industrial & motor control (mines, cement plants) · Jobber for client booking

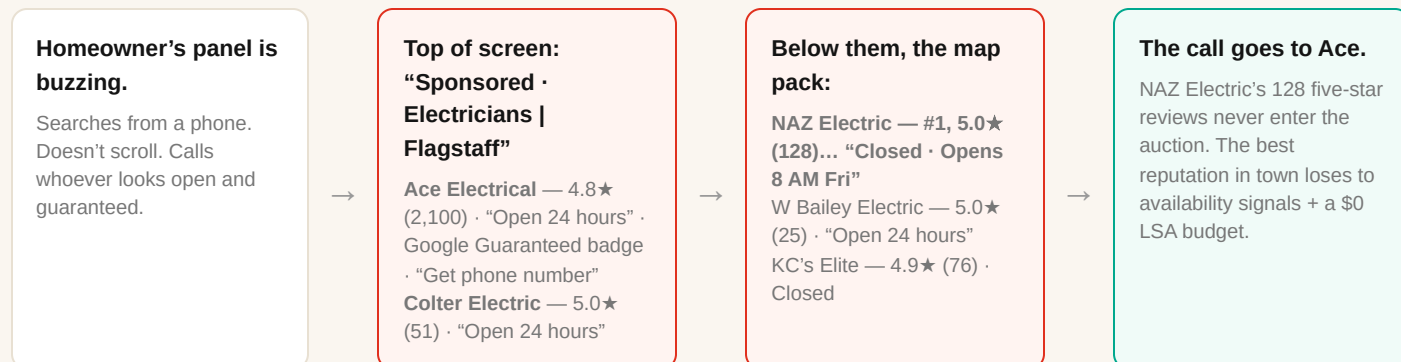
Why this page matters

Google and AI assistants reward **corroboration** — independent sources repeating identical facts. Today NAZ Electric’s basic facts (name, address, phone, hours, category, fleet size, the founder’s story) **disagree with each other** across its own website, its Google listing, Yelp, BBB, and the ROC record. Step one of the plan is simply making the truth consistent everywhere it already appears.

The 9 PM breaker-panel test: follow one emergency search to the competitor who takes the call

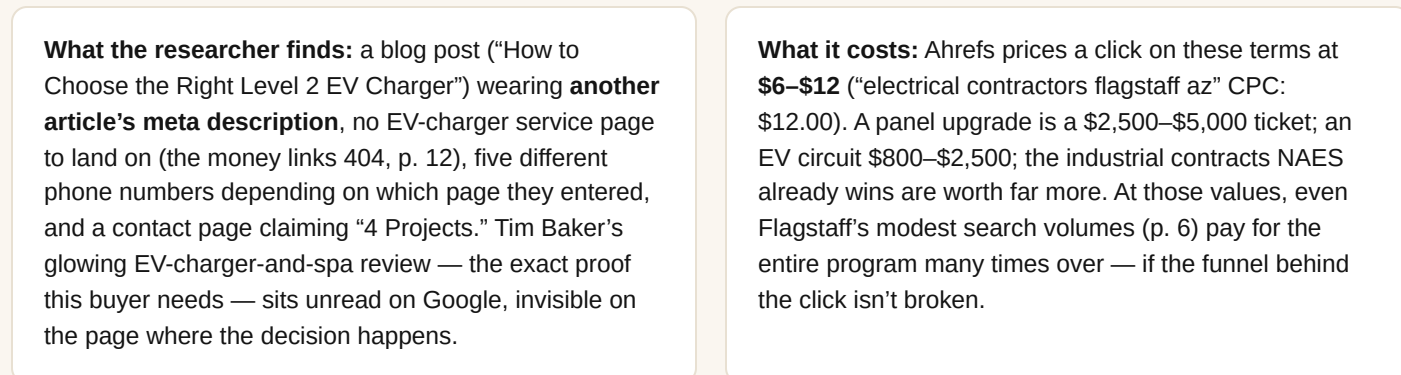
Electrical work is bought in two modes: **emergencies** (tonight, any price, first credible answer wins) and **projects** (panel upgrades, EV chargers, remodels — researched over days). Here is what each buyer sees in Flagstaff right now, verified on a live SERP June 11, 2026.

Mode 1 — Emergency, 9:00 PM: “electrician flagstaff”



NAZ Electric's own positioning — header banner, title tag, and ad copy — is “24/7 Emergency Service.” Google's data about NAZ Electric says the opposite. Whoever runs the GBP never set 24/7 hours (or “open 24 hours” attributes), and nobody entered the LSA program. The night-and-weekend emergency market — the highest-margin work an electrician does — is conceded by configuration error.

Mode 2 — Research, Saturday morning: “ev charger installation flagstaff” / “panel upgrade”

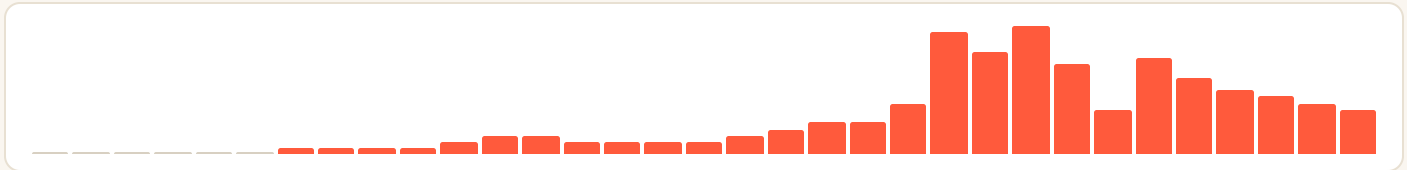


The one-sentence diagnosis

NAZ Electric earned the trust signals, then left every machine that distributes trust — the LSA auction, the Business Profile, the schema, the Knowledge Graph, the ad platforms — unconfigured, misconfigured, or unfunded; the fix is plumbing, not reinvention.

Thirty-three months of Ahrefs history: the line that never left the floor

This is the chart that prompted this audit. Monthly organic visits to nazelectric.com since records begin in late 2023 — through a site rebuild, ~20 blog posts, and four years of retainer. The all-time peak is **20 visits in October 2025**. It has declined every month since January 2026.



Monthly organic visits, Oct 2023 – Jun 2026 (Ahrefs site-explorer metrics history, pulled 06/11/26). Scale: tallest bar = 20 visits. Gray = zero. The Dec'25–Feb'26 period also shows the only paid-search traffic ever recorded: 2–3 visits/month.

Everything nazelectric.com ranks for in the United States — the complete list, not a sample

KEYWORD	POSITION	US SEARCHES/MO	CPC	RANKING PAGE
electrician flagstaff	#3	50	\$6.30	Homepage
commercial electrical	#44	900	\$0.37	/commercial-services/
residential and commercial electrician	#49	450	\$0.90	Blog post
whole house surge protectors prescott valley	#10	0	—	Blog post

That is the entire keyword portfolio: one page-one ranking on a 50-search term, two page-five rankings, and a top-10 ranking on a zero-volume term. ~20 published blog posts produced two of these rows. For scale: the agency's own website ranks for 30 keywords and 195 monthly visits (p. 7).

4

TOTAL RANKED KEYWORDS (TOP 100, US)

1

KEYWORD IN THE TOP 3 — VOLUME: 50/MO

\$46

MONTHLY VALUE OF ALL ORGANIC TRAFFIC (AHREFS ORG. COST)

55.3M

AHREFS RANK — THE GLOBAL STRENGTH PERCENTILE THIS BUYS

Fair caveat — and why it doesn't change the verdict

Ahrefs undercounts hyper-local reality: it can't see map-pack taps, "near me" queries from inside Flagstaff, or branded calls. NAZ Electric does rank #4 organic and #1 in the pack on a live test. But that residual visibility is the floor a 5.0★×128 business gets **by default** — it is not evidence of an SEO program. The program's measurable additions — content rankings, authority, paid reach — round to zero, while the items that genuinely move local rankings (category, hours, citations, schema, reviews-to-page, LSA) sit broken on the following pages.

Flagstaff's search demand is small on paper, expensive per click, and almost entirely unclaimed

Northern Arizona is not Phoenix — nobody gets 10,000 searches a month here. But the clicks that do exist are **\$6–\$12 clicks** attached to \$400–\$5,000 tickets, the “near me” and map demand Ahrefs can't see sits on top of these numbers, and NAES already operates a second market (Show Low) with zero digital support.

KEYWORD (AHREFS, US, MONTHLY)	SEARCHES/MO	CPC	KD
electrician flagstaff	50	\$6.00	22
electrician flagstaff az	30	—	—
flagstaff electrician	10	\$1.90	—
electrical contractors flagstaff az	10	\$12.00	—
electrician sedona az	50	—	—
electrician prescott az	30	\$8.00	36
electrician show low az	10	\$4.00	—
electrician williams az	10	—	—
Visible service-intent basket	~200		

Keyword difficulty (KD) where Ahrefs has data: 22–36 = winnable with on-page basics + citations in a DR 0–2 market. Dashes = volume too small for Ahrefs to model — which is the point: **competitors aren't fighting here.**

The demand iceberg (what Ahrefs can't see)

- **Map & “near me” demand** — most local service searches never produce a tracked keyword: they happen in Google Maps or as “electrician near me,” resolved by proximity + category + hours. This is won in the Business Profile, not the website.
- **Night/weekend emergencies** — the highest-value slice, currently forfeited to “Open 24 hours” LSA advertisers (p. 4).
- **AI referrals** — ChatGPT/Gemini recommendations lean on reviews, entities, and structured data: NAES's strongest raw signals, weakest markup.
- **Branded checks** — 128 reviewers told friends; friends Google the name and meet five phone numbers and “Closed.”

What capturing it is worth — assumptions stated, math shown

ASSUMPTION	VALUE USED (STATED, CONSERVATIVE)	90-DAY-MATURE MONTHLY OUTCOME
Service-call ticket	\$400–\$800 (residential service)	LSA at ~\$300–\$600/mo budget ≈ 8–15 booked jobs; GBP fix (category + 24/7 + photos + posts) ≈ +20–40% on ~conversion actions; site repairs recover the clicks already being paid for.
Project ticket (panel, EV, generator)	\$1,200–\$5,000	Modeled incremental: 15–25 booked jobs/mo ≈ \$12,000–\$25,000/mo in residential/light-commercial revenue — before a single industrial bid, where one win exceeds the entire annual marketing budget.
LSA cost per lead, electricians	\$25–\$90 (industry-typical; varies by market & job type)	
Fleet context	15 trucks (reported) ≈ multi-million-dollar operation at typical \$250K–\$400K revenue/truck/yr	The gap this audit closes is not survival — it's utilization : keeping 15 trucks busy from inbound instead of word-of-mouth alone, and feeding the Show Low expansion.

These are planning estimates, not promises — every number above is either a primary-source fact (CPCs, volumes, review counts) or an explicitly labeled assumption you can adjust. The KPI scoreboard on p. 18 is how we'll know which is which within 30 days.

What the retainer visibly bought — and the one comparison that settles it

The site footer credits **Mountain Mojo Group**, a Flagstaff full-service agency. This is not a hit piece: real deliverables shipped, and some are fine. But a retainer buys outcomes, not artifacts — so here is the observable ledger, line by line, followed by the benchmark no agency wants printed.

DELIVERABLE (OBSERVED)	STATUS	OUTCOME ON THE RECORD
WordPress site (Divi, 2022)	DELIVERED	Looks professional; converts against itself: 3 homepage links to 404s, 5 phone numbers, mismatched click-to-call, “4 Projects · 4 Expert Electricians” counters, hero typo (“Solutions for in Northern Arizona”), core pages untouched since Oct 9, 2025 (pp. 12–13).
Blog / “SEO content,” ~monthly	DELIVERED	~20 posts; latest May 27, 2026. Two posts rank (#49 and #10-for-zero-volume). EV-charger post ships with the smart-home post’s meta description; a commercial-downtime post is categorized “Kitchen · Lighting · Residential”; the category list includes “ Roof Preparation & Protection ” — template residue from a roofing client.
Google Ads	TOKEN	Advertiser verified; 4 creatives ever; 1 live today — at a scale Ahrefs registers as zero paid keywords. Real but homeopathic.
Local Services Ads	NEVER STARTED	The single highest-leverage channel for a 5.0★×128 emergency electrician: absent. Competitors collect the calls (p. 4).
GBP management	MISCONFIGURED	Wrong primary category, no 24/7 hours, old address still in circulation, no UTM tagging visible. The listing thrives on reviews the business earned itself.
Schema / technical SEO	SKELETON	“Electrician” JSON-LD with name, logo, phone, price range — and no address, no geo, no hours, no sameAs, no aggregateRating. Site Kit installed = data exists; nobody is acting on it.
Authority / links / digital PR	NONE FOUND	DR 1.0. Only 36 dofollow referring domains, mostly directories; the rest of the “210 referring domains” is ambient link-farm spam (.shop “buy backlinks” sites) that helps nobody. No earned mention found in any Northern AZ publication.

The benchmark that settles it

The agency’s own website: **DR 36 · 30 ranked keywords · 11 in the top 3 · ~195 visits/mo · \$780/mo traffic value · 316 referring domains**. Their client’s: DR 1.0, 4 keywords, 7 visits. Mountain Mojo can clearly do SEO — **it does SEO for Mountain Mojo**. Whatever the retainer covers, measurable search outcomes for NAZ Electric have not been part of it for four years.

Ten questions for the next agency meeting

1. Which keywords were we targeting this quarter, and where’s the rank report?
2. Who chose “Electrical installation service” as our Google category?
3. Why does our GBP say Closed at night while our ads say 24/7?
4. Why aren’t we in Local Services Ads?
5. Who QAs posts before publishing (metas, categories)?
6. Why do three homepage links 404?
7. What is the Google Ads budget and its cost per booked job?
8. Which phone numbers are tracking numbers, and where do their reports go?
9. Do we own our GBP, GA4, Search Console, and Ads accounts — today, in writing?
10. What measurable outcome justifies next month’s invoice?

Every electrician website in the market, measured: a ghost town with one funny exception

We ran the full Flagstaff competitive set through Ahrefs in one batch (06/11/26). Read the table twice: once for how weak NAZ Electric’s site is, and once for how weak **everyone’s** is. Nobody in this market has done real SEO. The first business that does — with 128 reviews as fuel — takes it.

WEBSITE	DR	KEYWORDS	TOP-3	VISITS/MO	REF. DOMAINS	PAID KWS	NOTE
nazelectric.com	1.0	3-4	1	7	183	0	This report
goodmanelectric.net	0.6	1	1	13	214	0	Since 1955; 4.6★×35 GBP
darrenlanceelectric.com	0.3	2	1	6	173	0	#2 organic for the money term
kceliteelectric.com	0.0	0	0	0	157	0	4.9★×76 GBP — reviews, no site
coconinoelectric.com	0.0	1	0	1	214	0	5.0★×31 GBP
kirby-electric.net	18.0	0	0	0	154	0	Highest local DR — zero keywords
nitroelectric.net	1.5	4	0	6	92	0	#1 organic today on 156 words of copy
shaum-electric.com	0.3	2	1	5	203	0	In business since 1941
allpointselectricaz.com	0.0	0	0	0	201	0	Yelp-strong, web-absent
ampedelectric.net	0.0	1	0	8	184	0	Est. 2009
mrelectric.com/flagstaff	66*	0	0	0	4	0	*Franchise domain; local page inert
mountainmojogroup.com	36.0	30	11	195	316	0	The agency — for itself

Source: Ahrefs batch analysis, subdomains mode, US, 06/11/26. "Ref. domains" counts are inflated for every site by the same ambient directory/spam ecosystem — dofollow counts run 22–51 across the board. Nobody here has earned links at scale.

<h2>0</h2> <p>LOCAL ELECTRICIAN SITES RUNNING DETECTABLE PAID SEARCH — THE AUCTION IS EMPTY</p>	<h2>156</h2> <p>WORDS OF HOMEPAGE COPY ON TODAY’S #1 ORGANIC RESULT (NITRO). THE BAR IS ON THE FLOOR</p>	<h2>2</h2> <p>COMPANIES IN THE LSA PROGRAM (ACE, COLTER) — THE ONLY PAID PLAYERS, AND THEY WIN THE CALLS</p>	<h2>128</h2> <p>NAZ REVIEWS VS 76 FOR THE NEXT-BEST FLAGSTAFF-PROPER ELECTRICIAN (KC’S ELITE)</p>
---	--	--	---

Strategic read

This is the rare market where the honest advice is “go fast.” There is no entrenched DR-40 competitor to dethrone — the leaders are a 156-word homepage and a franchise page with 4 referring domains. Whoever first combines **real listings hygiene + LSA + 30 service-city pages + review schema** doesn’t edge ahead; they become the only complete answer Google has in Northern Arizona.

“electrician flagstaff az” on June 11, 2026: who owns each shelf of the results page

A modern local SERP is three stacked auctions — paid (LSA), map pack, and organic — each with its own rules. NAZ Electric competes in only one of the three, and that one has the least buying intent attached.

SHELF 1 Local Services Ads — “Sponsored · Electricians | Flagstaff” (top of page, pay-per-lead, Google Guaranteed)

ADVERTISER	RATING	TENURE SHOWN	SIGNALS SHOWN TO THE 9 PM CALLER
Ace Electrical	4.8★ (2,100)	32+ years	“Open 24 hours · 24/7 emergency services” + Get-phone-number button
Colter Electric LLC	5.0★ (51)	13+ years	“Open 24 hours · 24/7 emergency services”
NAZ Electric	Not enrolled — invisible in the only placement that exists specifically for emergency calls		

SHELF 2 Map pack / “Businesses” (proximity + category + hours + reviews)

BUSINESS	RATING	AVAILABILITY SHOWN	READ
1. NAZ Electric (NAES LLC)	5.0★ (128)	Closed · Opens 8 AM Fri	Best profile in town, self-sabotaged by hours + category
2. W Bailey Electric	5.0★ (25)	Open 24 hours	One-fifth the reviews, double the availability signal
3. KC’s Elite Electric	4.9★ (76)	Closed · Opens 7 AM	The realistic #2 on profile strength

SHELF 3 Organic (the research click)

#	RESULT	DR	NOTE
1	nitroelectric.net	2	156-word homepage; 92 ref. domains — beatable within weeks
2	darrenlanceelectric.com	0.3	Residential remodel specialist
3	Yelp category page	94	4.4★ (512 aggregated) — NAZ shows there at 4.2★×5 with “Open 24 hours”
4	nazelectric.com	1.0	The click lands on the funnel audited on pp. 12–13
5	colterelectricllc.com	3	Scottsdale-based, serves Flagstaff; also in LSA — full-stack competitor
6	shaum-electric.com	0.3	Legacy commercial player (1941)
7	chanceelectricaz.com	0.8	Chance & Sons — the other Chance brand in town (see p. 14)
8	BBB category page	93	NAES listed as “General Contractor,” not accredited

Method note: live desktop SERP, logged-in profile outside Flagstaff; positions vary by location and device, and Ahrefs’ last index crawl showed NAZ outside the top 100 on this term — volatility itself is a symptom of a thin signal. LSA composition verified in the same session.

The listing is carrying the whole company — and it's configured to lose at night

KG MID /g/11thpjr1c_ · “Northern Arizona Electrical Solutions LLC” · 5.0★ × 128. This profile is why the phone rings at all. Every line below is a free fix with a measurable effect on calls.

ELEMENT	CURRENT STATE (VERIFIED 06/11/26)	FIX & WHO DOES IT
Reviews & responses	● 5.0★ × 128; owner replies warmly; customers name techs (“Mark”) and jobs (200A panel, EV charger, office breakers)	Keep. Feed velocity via Jobber post-job asks AGENT drafts, office sends
Primary category	● “ Electrical installation service ” — not “ Electrician ”, the category the emergency query set maps to	Switch primary to Electrician; add installation + repair as secondary DOMINIC approves, 2 min
Hours	● “Closed · Opens 8 AM” — while the header, title tag, and ads promise 24/7 emergency service	Set 24/7 (or add “open 24 hours” service attribute + after-hours line) DOMINIC decides policy, 2 min
Phone	● (928) 563-6237 on GBP; ROC/Yelp carry 814-2552; three more variants elsewhere (p. 12)	One canonical line everywhere; tracking via UTM/forwarding, not five faces AGENT maps, office confirms
Address trail	● Current: 6130 US-89. Old 3900 E Rte 66 Ste 9 persists in Birdeye/aggregator copies; ROC files 86003 vs GBP 86004	Citation cleanup sweep across ~30 directories AGENT solo
Booking	● “Book online” live (Jobber client hub) — genuinely ahead of every local competitor	Promote the same booking link on the site (today it hides behind “Login”) AGENT
Services menu	● Generic category services; no itemized EV charger / generator / panel / surge offerings with descriptions	Write the full services menu w/ prices-from AGENT drafts, Dominic approves
Photos	● Owner photos exist (signage, trucks); no systematic job-photo stream; competitors’ LSA cards show crews	10 photos/mo pipeline from techs’ phones CREW HABIT , agent captions/uploads
Posts / offers	● No active post visible on the panel; the site’s “\$250 off panel upgrade” offer never reached the profile	Weekly post from review/job content AGENT solo after access
Q&A	● Unseeded — Google fills silence with guesses	Seed 12 real questions (permits? Show Low? EV rebates?) w/ owner answers AGENT drafts
Website link tagging	● Plain nazelectric.com — GBP traffic indistinguishable in analytics; nobody can prove what the listing produces	UTM-tagged URLs for site, booking, menu links AGENT solo

Why this page is worth more than the website

For “near me” and map searches — the majority of local service demand — **the Business Profile is the website**. Every fix above is free, reversible, and most are one-time. The combination (right category + 24/7 signal + weekly posts + photo stream + seeded Q&A + UTM proof) is what separates a listing that ranks from a listing that converts. Expected effort: ~3 agent-hours, ~20 Dominic-minutes, total cost \$0.

A 128-review fortress on Google, a ghost everywhere else — and four sites telling different stories

Review concentration is a quiet risk: one platform owns 96% of the proof. It's also an arbitrage: the trust already earned on Google can be syndicated — into other platforms, onto the website with schema, and into ads — without asking customers for anything new.

PLATFORM	RATING	REVIEWS	STATE OF THE LISTING (06/11/26)
Google	5.0★	128	The fortress. Owner responds; recent velocity healthy (~6 in last 3 months).
Yelp	4.2★	5	Lists ZIP 86001, phone 814-2552, "Open 24 hours," 2 photos — three contradictions with the GBP in one listing. Unworked, not unworkable.
Facebook	5.0★	2	~90 followers; posts push blog links; an older page ID in ad archives shows "unpublished/deleted" — a past page migration left history behind.
Angi	5.0★	2	Correct address; thin. (Angi/HomeAdvisor are also the DR-90 links the site already has — the only real ones.)
BBB	—	0	Filed as "General Contractor," not accredited. For a licensed CR-11 shop with zero complaints, accreditation + correct category is cheap trust the next commercial buyer checks.
Nextdoor	—	1 fave	Claimed, dormant. Neighborhood emergencies start here surprisingly often.
Birdeye/aggregators	5.0★	122*	*Stale mirror of Google count; unclaimed profile still broadcasting the old 3900 E Rte 66 address into the citation ecosystem.
The website itself	—	5 quoted	Five hardcoded testimonials with generic avatar icons, no platform links, no review schema — invisible to machines, unconvincing to humans.

The syndication plan (agent-executable)

1. Fix NAP + hours on Yelp, BBB, Angi, Nextdoor, Birdeye — one canonical fact sheet, ~30 directories **AGENT**
2. Review-rotation asks: Jobber follow-up alternates Google → Facebook → Nextdoor by job type **AGENT** drafts, office enables
3. Reviews page on site: 20 best Google reviews, named & dated, with platform links **AGENT**
4. Case studies from the three richest reviews (200A historic-home panel; EV charger + spa trench; mining-yard equipment) — before/after photos from the crew **PHOTOS: CREW**
5. BBB accreditation application + category correction

DOMINIC SIGNS

Why bother, if Google's already won?

Three reasons. **AI assistants read everywhere** — ChatGPT and Gemini cross-check Yelp, BBB, and Reddit, and right now those sources say "4.2 stars," "General Contractor," and "open 24 hours" at random. **Insurance against platform risk** — one policy change or a competitor's review attack on a 5-review Yelp page can swing the visible average overnight. **Commercial buyers diligence differently** — facilities managers check BBB and references, not just the map pack. The mining and municipal work NAES wants lives there.

Seven defects between the click and the call — all verified live, all fixable in a day

These aren't style complaints. Each row below either breaks a buyer's path to calling, or feeds Google contradictory data about the business. Together they explain how even won clicks produce 7 visits' worth of value a month.

DEFECT	SEVERITY	EVIDENCE (LIVE, 06/11/26)
Money pages 404	CRITICAL	Homepage and About body copy link to /services/residential/, /services/commercial/, /services/industrial/ — all three return 404 . The nav uses different URLs that work; the in-content links (the SEO-relevant ones) are dead.
Five phone numbers	CRITICAL	563-6237 (header/GBP/schema) · 814-2552 (footer emergency icon, ROC, Yelp, BuildZoom) · 285-6981 (homepage hero) · 569-4248 (directory listings) · 916-5540 (About page "24/7 emergency" link). If these are call-tracking lines, the tracking was never reconciled; Google sees five identities.
Click-to-call mismatch	CRITICAL	Contact page "Call us on" displays 928-563-6237 but dials tel:928-814-2552. Whatever number a customer thinks they called, reporting says otherwise.
"4 Projects · 4 Expert Electricians"	HIGH	Contact-page animated counters finish at 4 and 4 (placeholder values shipped to production). A reported 15-truck operation introduces itself to every quote-requester as a 4-person shop.
Hero typo + hero mis-link	HIGH	H1-adjacent hero reads "We Provide Electrical Solutions for in Northern Arizona"; the hero's "Our Services" button is a tel: link to the mystery 285-6981 number instead of the services section.
Broken "Account Login"	MED	The Account Login menu item links to a malformed CloudFront script URL (escaped quotes pasted into href) — a dead end on every page. The real Jobber hub link works elsewhere.
Zoom disabled on mobile	MED	<code>maximum-scale=1.0, user-scalable=0</code> — blocks pinch-zoom for older eyes (the demographic that owns the houses), and an accessibility-overlay toolbar instead of fixes.

3

404S LINKED FROM THE HOMEPAGE BODY

5

DISTINCT PHONE NUMBERS IN THE WILD

4

"EXPERT ELECTRICIANS," PER THEIR OWN CONTACT PAGE

1 day

AGENT TIME TO FIX EVERY ROW ON THIS PAGE (WITH WP ACCESS)

The repair order AGENT executes with WordPress access

301 the three /services/* URLs to their live equivalents and correct the in-content links · standardize on one display number sitewide with proper tracking behind it · fix the click-to-call href · set the counters to real numbers (trucks, years, jobs completed, reviews) · fix the hero copy and point "Our Services" at #services · repair the login link · remove the zoom lock. Owner involvement: confirm the real fleet/team/jobs numbers — one text message DOMINIC, 5 MIN.

A blog without a destination: content shipped monthly into a structure that can't rank it

The deeper problem isn't the writing — some posts are decent. It's that the site has **no pages for the things people actually buy**, no city pages for the towns it serves, machine-readable data stripped to a skeleton, and a content pipeline that ships with the safety off.

FINDING		DETAIL & CONSEQUENCE
Schema is a skeleton	●	The "Electrician" JSON-LD declares only name, logo, URL, phone, priceRange. Missing: address, geo, openingHoursSpecification, areaServed, sameAs, aggregateRating. Google is told "an electrician named NAES exists, price: \$" — nothing that wins a map ranking or an AI citation. 128 five-star reviews, zero of them machine-readable on the site.
No service money pages	●	Three broad section pages (residential/commercial/industrial) carry everything. No dedicated pages for EV charger installation, panel upgrades, generators, surge protection, lighting, hot tub/spa circuits, troubleshooting — the queries with CPCs. Blogs exist on these topics; the pages they should link to don't.
No city pages	●	One Show Low page (live, unranked). Nothing for Sedona (50/mo), Williams, Winslow, Page, Munds Park, Bellemont, Doney Park — the "Northern Arizona" in the company name has no geographic footprint on the site.
Content QA failures	●	EV-charger post published with the smart-home post's meta description; commercial-renovation post categorized "Kitchen · Lighting · Residential"; "Roof Preparation & Protection" category from another client's template still registered; author byline resolves to /author/rick/ displaying "NAES."
Staleness signals	●	Every core page last modified Oct 9, 2025; footer ©2025; only blog posts update. Google reads update cadence as a liveness signal for local businesses.
Internal linking	●	Posts rarely link to service pages (some can't — the targets 404 or don't exist); no related-posts, no breadcrumbs schema, anchor text generic.
Title patterns	●	Homepage title is good ("Flagstaff 24/7 Electrician"). Inner pages waste the pattern: "Flagstaff Residential Electrician" exists, but no titles target panel/EV/generator/city modifiers where the volume sits.

The 30-page build an agent ships in week 2–4 AGENT

7 service pages (EV charging, panel upgrades, generators, surge, lighting, remodel wiring, 24/7 emergency) × real Flagstaff detail (permits, APS/utility specifics, altitude/snow-load realities, pricing-from) · **8 city pages** with genuinely local content, not find–replace · **full LocalBusiness/Electrician schema** with aggregateRating, geo, hours, sameAs on every page · **review schema** on the testimonials page · meta/category cleanup of all ~20 existing posts · internal-link mesh. Dominic's part: a 20-minute voice memo answering "what do people in Sedona/Williams call you for?" — the raw truth that makes pages unfakeable DOMINIC, 20 MIN.

Two NAES entities, a name collision with a solar company, and an owner who doesn't exist

Pulled live from Google's entity index on June 11, 2026. This layer decides what AI assistants say when someone asks "who's the best electrician in Flagstaff?" — and increasingly, that is how the next generation of customers asks.

KG MID	ENTITY	STATUS
/g/11thpjr1c_	Northern Arizona Electrical Solutions LLC — "Electrical installation service in Flagstaff, Arizona"	✓ Canonical — tied to the GBP and its 128 reviews. The keeper (note it inherits the wrong category).
/g/11z3wt61dd	"Northern Arizona Electrical Solutions" — bare Topic	✗ Duplicate, no description — created by inconsistent citations (LLC vs no-LLC, old address). Signal splits two ways.
/g/1td25xvy	NAZ Solar Electric (Northern Arizona Wind & Sun) — "Solar energy equipment supplier in Flagstaff"	✗ The collision. Search "NAZ Electric" and Google's first entity guess is a different, older Flagstaff company (plus a Cape Town electrician and a nasal inhaler). The short brand name is contested.
—	Dominic Chance — owner, Master Electrician, qualifying party	✗ No entity at all. The face of 128 reviews ("Dominic showed up...", "Dominic responded immediately...") is invisible to the Knowledge Graph.
/g/11cmfhv2qw	Mountain Mojo Group — "Marketing agency in Flagstaff"	For contrast: the agency's entity is clean and described.

The Chance & Sons wrinkle

Dominic learned the trade from his electrician dad and "branched out of the family business." **Chance & Sons Electric** operates in Flagstaff today and ranks #7 organic for the money keyword. Two Chance electrical brands in one small town, with zero public text connecting or distinguishing them: Google can't tell the story, AI assistants will guess, and customers already do. Told properly — "second-generation Flagstaff electrician, trained from age 8" — this is the best brand asset NAES owns. Untold, it's ambiguity that bleeds branded searches.

What the AI assistants see today

Ask an assistant for a Flagstaff electrician and it reconciles: a 5.0★ Google profile (category: installation service, closed nights) · a 4.2★ Yelp page (open 24 hours) · a BBB "General Contractor" (not accredited) · a site whose schema omits address and hours · two company entities · and a brand name that resolves to a solar supplier. **Contradiction reads as risk; risk gets omitted from answers.** The fix isn't persuasion — it's consistency.

Entity repair sequence **AGENT** (with site access) · 60–120 days to consolidation

(1) Full schema rebuild: Electrician + founder Person("Dominic Chance") + sameAs to GBP, Facebook, Instagram, Yelp, BBB, Nextdoor, ROC record. **(2)** Citation sweep so name/address/phone/hours match everywhere (kills the duplicate Topic over Google's next reconciliation passes). **(3)** An honest About/Founder page telling the second-generation story — the disambiguation text both Google and customers need. **(4)** Two or three earned local mentions (Flagstaff Business News, chamber, trade features, the mining-industry angle) repeating the same facts. **(5)** Brand decision **DOMINIC**: lean into "NAZ Electric" and outrank the collision, or standardize on "NAES" / full name — either works, but pick one and say it identically everywhere.

Four ads in four years vs. the auction built for exactly this business

Google’s Ads Transparency Center shows the complete advertising history for nazelectric.com: **four creatives, ever**, under a verified “Northern Arizona Electrical Solutions LLC” advertiser account. One search ad was last shown today (06/11/26) — the campaign is technically alive, at a scale Ahrefs measures as zero.

What’s running (the entire archive)

- Text ad: “**Northern Arizona Electrical — 24/7 Flagstaff Electrician**” / “Electrical emergencies don’t follow a schedule. We’re available 24/7!” (2 variations; last shown Jun 11, 2026)
- Text ad: “Serving Northern Arizona — Electrical Repairs, Done Right” w/ sitelinks (Residential Electrician, Home Electrician Near Me...) — copy references **Show Low**
- 2 display creatives: “Serving Flagstaff” banners (NAES logo)

The irony repeats: the ads promise 24/7 while the Business Profile says Closed and the LSA slot — where “24/7” actually converts — is empty.

Local Services Ads: the missing program

LSA is pay-per-lead (not per click), capped by a weekly budget, with a **Google Guaranteed** badge after license, insurance, and background verification — checks NAZ Electric passes trivially (ROC 326755 active, bonded, insured). Leads for electricians typically run **\$25–\$90**; you dispute junk leads for credit. Ranking inside LSA weighs **review count & rating, responsiveness, and hours** — NAES’s 5.0★×128 instantly outranks Colter’s 51 reviews and pressures Ace’s 4.8. There is no scenario in which this business should not be in this program.

The 90-day paid plan — small budgets, receipts required

PROGRAM	BUDGET	SETUP & SUCCESS METRIC
LSA (week 1–2)	\$300–\$600/mo	Enroll, verify, set 24/7 lead window with after-hours routing; office answers fast (response time is a ranking factor). Metric: cost per booked job ≤ \$120. AGENT PREPS EVERYTHING DOMINIC VERIFIES IDENTITY/LICENSE
Google Search (week 3+)	\$500–\$900/mo	Three campaigns: Emergency (24/7 terms → call-only, after-hours bid boost), Projects (EV/panel/generator → new money pages), Show Low/Sedona expansion. Call tracking reconciled first (p. 12). Metric: cost per call ≤ \$35. AGENT BUILDS, MONITORS, REPORTS WEEKLY
Retargeting (week 4+)	\$100/mo	Display/YouTube to site visitors: review-wall creative (“128 five-star reviews”). Metric: assisted calls in GA4. AGENT

Why paid first, content second

SEO compounds but takes a season; the LSA + call-tracking + GBP stack produces **attributable booked jobs inside 30 days** and generates the review velocity and conversion data that make the SEO work compound faster. Spend follows proof: every dollar above is gated by a weekly cost-per-booked-job report the agent generates automatically.

Zero electrician ads in all of Flagstaff: the cheapest attention in the county is unclaimed

We searched Meta’s Ad Library for NAZ Electric, every named competitor, their agency, and the phrase “electrician Flagstaff.” Result: **not one active ad — and for the keyword, not one ad ever recorded.** In a county where every homeowner scrolls Facebook and Instagram, no electrician has ever paid to be remembered. That is a standing arbitrage.

<h2>0</h2> <p>ADS EVER, META AD LIBRARY: “ELECTRICIAN FLAGSTAFF” (ANY ADVERTISER)</p>	<h2>0</h2> <p>ADS FROM NAZ ELECTRIC’S PAGE — OR ANY LOCAL COMPETITOR’S</p>	<h2>~90</h2> <p>NAZ FACEBOOK FOLLOWERS TODAY — ORGANIC POSTS REACH A ROUNDING ERROR</p>	<h2>\$1/day</h2> <p>ENTRY PRICE OF THE TESTING SYSTEM BELOW</p>
---	--	---	---

The Dollar-a-Day system, loaded with assets NAES already owns

Boost proven content \$1/day for 7 days → kill the bottom 90% → put \$30/30-days behind winners → graduate the best to evergreen. Nine ready-made tests, zero production budget:

CREATIVE (ALREADY EXISTS)	AUDIENCE	WHY IT SHOULD WIN
Kyle Clemmer’s review: 200A panel in a historic home, one day	Homeowners 35+, Flagstaff +15mi	Specific, verifiable, names the crew — proof beats promises
Tim Baker’s review: EV charger + spa trench under the driveway	EV intender interests	The exact objection (“trenching is a nightmare”) answered by a customer
“Thousands cheaper” review (Chris Lopez)	Quote-shoppers, remodel groups	Price anxiety is the #1 unasked question
\$250 panel-upgrade offer (already on the homepage)	Homeowners in 1970s–90s housing stock	Only real offer in the market; currently invisible
Dominic’s story: learning the trade at 8, mining electrician → own shop	Broad Flagstaff	Faces outperform logos; nobody knows the owner yet
Crew/truck walkaround clip (phone video)	Broad Flagstaff	Fleet = scale = trust; also fixes the “4 electricians” impression
Landscape Connection testimonial (mining equipment)	B2B: facilities, property managers	Commercial proof for commercial buyers — LinkedIn-grade content on FB
“Space heater safety in Flagstaff winters” blog → video tips	Seasonal, Oct–Feb	Their best content topic, finally distributed
Hiring: “apprentice to master, we train” (Careers page exists)	Trades-interested 18–30	Recruiting is marketing; every applicant is a future advocate’s family

Mechanics: \$1/day × 7 days × 9 tests = **\$63 for a complete creative tournament**. Winners get \$30/30-day boosts (~\$90–120/mo steady state). Lighthouse rule: feature real customers and real crew; boosting other people’s wins builds the relationships that feed referrals. **AGENT** writes copy, builds audiences, schedules, reads results weekly. **DOMINIC** shoots 2–3 phone clips and approves anything with a customer’s name (get the okay in the same thank-you text the office already sends).

Month one: stop the bleeding, enter the auction, make the truth consistent

Three swimlanes throughout: **AGENT** = an AI agent executes solo once granted access · **DOMINIC** = only the owner (or office manager) can do it · **EITHER** = agent drafts, human approves in minutes. Owner total this month: ≈ 2 hours.

Week 1 — Access & emergency fixes

DOMINIC · ~45 MIN TOTAL

Grant access: WordPress admin, GBP manager, Google Ads, Meta Business, Jobber, GA4/Search Console (or have the agent inventory what the agency holds — then request transfers in writing, question #9 on p. 7) · Approve GBP category switch to “Electrician” + 24/7 hours decision · Text the real numbers: trucks, team size, jobs/year, founding year.

AGENT · SOLO

Fix all seven conversion killers (p. 12): 301 the 404s, one canonical phone display, click-to-call href, counters to real numbers, hero copy + button, login link, zoom lock · Rebuild schema sitewide with full LocalBusiness/Electrician + aggregateRating + sameAs · Stand up call-tracking reconciliation map (which number rings where) · Baseline dashboard: GBP insights, GA4, rank tracking for 25 terms, review counts — the “before” photo.

Week 2 — The auction & the listing

DOMINIC · ~40 MIN

LSA enrollment: identity + license verification, insurance docs upload, background-check consent (Google’s process requires the owner) · Decide after-hours call routing (who answers at 9 PM?).

AGENT · SOLO

Prepare entire LSA application pack (ROC numbers, insurance certificates list, service categories, photos, budget plan) · GBP overhaul per p. 10: services menu, 12 seeded Q&As, first weekly post, UTM-tagged links, photo upload pipeline · Citation sweep wave 1: Yelp, BBB, Angi, Nextdoor, Birdeye, Apple Maps, Bing Places — one canonical NAP + hours everywhere, old 3900 E Rte 66 address purged.

Week 3 — Money pages & measurement

DOMINIC · ~30 MIN

One voice memo: “walk me through your most common calls in Flagstaff, Sedona, Show Low — what do people get wrong, what does it cost, what do you wish they knew?” (becomes 15 pages of unfakeable content) · Crew starts the 10-photos/month habit.

AGENT · SOLO

Ship 7 service money pages + reviews page (named reviews + review schema) + founder/About rewrite telling the second-generation story (p. 14 disambiguation) · Fix all ~20 blog posts: metas, categories, internal links to the new money pages, kill the roofing category · GA4 conversion events: calls, booking clicks, form fills.

Week 4 — Paid live & review engine

DOMINIC · ~15 MIN

Approve ad copy batch + budgets (\$300–600 LSA, \$500 search) · Okay the Jobber review-ask automation wording.

AGENT · SOLO

Launch LSA (once verified) + Google Search campaigns w/ call tracking · Switch on Jobber post-job review rotation (Google → Facebook → Nextdoor) · First weekly scoreboard email: spend, calls, booked jobs, ranks, reviews — the report the old retainer never sent.

Months two and three: compound what works, expand the map, keep score in booked jobs

Days 31-60 — expand & syndicate

AGENT · SOLO

8 city pages (Sedona, Williams, Winslow, Page, Munds Park, Bellemont, Doney Park, Show Low refresh) · 3 case studies from the richest reviews, with crew photos · Dollar-a-Day tournament: all 9 tests live (p. 16), weekly kill/scale decisions · Citation wave 2 (~20 more directories + data aggregators) · BBB accreditation paperwork prepared · Outreach drafts to Flagstaff Business News / chamber / mining-trade angles for 2-3 earned mentions · Monthly content: 2 posts mapped to money pages, QA'd properly.

DOMINIC · ~45 MIN

Shoot 2-3 phone clips (truck walkaround, "meet Dominic", one job story) · Sign the BBB application · Say yes/no to the press pitches; take one 20-minute interview if a reporter bites.

EITHER

Review responses (agent drafts in Dominic's voice, office one-click approves) · LSA lead disputes · weekly photo selection.

Days 61-90 — optimize & decide

AGENT · SOLO

Reallocate budgets to winners (LSA vs search vs Meta by cost-per-booked-job) · Build the Show Low/White Mountains push if LSA data supports a second service area · Schema/entity check: confirm the duplicate Topic entity is collapsing; file panel/listing feedback if not · Quarter-end report: every metric below, before/after, with the agency-ledger comparison rerun.

DOMINIC · ~20 MIN

The agency decision, made with receipts: keep Mountain Mojo with the p. 7 questions answered and outcomes in the contract, renegotiate scope, or conclude the retainer — this report's data makes any of the three defensible.

The scoreboard — what "working" means in numbers

METRIC (TRACKED WEEKLY, AUTOMATED)	TODAY (06/11/26)	DAY 30	DAY 90
Booked jobs attributable to digital (LSA + tracked calls + booking clicks)	unknown — untracked	8-12	15-25/mo
LSA: live & cost per booked job	not enrolled	live, ≤\$150	≤\$120
GBP: calls + direction requests + booking clicks (monthly)	baseline wk 1	+20%	+50%
"Open 24 hours" shown on profile & LSA card	No	Yes	Yes
Organic keywords ranked (top 100, US)	4	25+	80-150
Top-3 local rankings (25-term tracker incl. Sedona/Show Low)	1	4-6	10-15
Review count / platforms with ≥10 reviews	128 / 1	140 / 1	165+ / 3
Website: 404s from homepage / phone variants / schema completeness	3 / 5 / skeleton	0 / 1 / full	0 / 1 / full
Entity state: duplicate company Topics / owner entity exists	2 / No	2 / groundwork	1 / forming

Day-30 and day-90 columns are targets, not guarantees — but every one is measured automatically and reported weekly, which is itself the biggest upgrade over the status quo: **nothing on this scoreboard is currently measured at all.**

What agents do alone, what only Dominic can do — the complete split

This is the page to pin above the desk. Of the 34 tasks in the 90-day plan, **27 are agent-solo**, **7 require the owner** — and the owner’s seven total about four hours across three months. The expensive ingredient isn’t labor anymore; it’s the handful of things only the human with the license, the face, and the truck keys can provide.

AI agents, solo (27 tasks)

Audit & data pulls (this document) · 301s, link fixes, counters, hero, phone canonicalization · full schema rebuild + review markup · GBP services menu, Q&A seeding, weekly posts, UTM tagging · citation sweep across ~50 directories, old-address purge · LSA application prep & campaign management · Google Ads build, negative keywords, weekly optimization · call-tracking reconciliation · GA4 events + dashboards + weekly scoreboard email · 7 service pages, 8 city pages, reviews page, founder story · blog cleanup (metas, categories, internal links) · case-study drafting · Dollar-a-Day copy, audiences, scheduling, kill/scale calls · review-response drafts · press-pitch drafts · rank tracking · entity monitoring & KG feedback filings · quarter-end reporting.

Only Dominic / the office (7 tasks, ~4 hrs total)

- 1. Access & ownership** — grant logins; demand written transfer of GBP/Ads/GA4 if the agency holds them (45 min)
- 2. LSA identity verification** — license, insurance, background consent; Google requires the human (40 min)
- 3. Policy decisions** — 24/7 hours & night routing; brand name (“NAZ Electric” vs “NAES”); budgets (15 min)
- 4. The truth** — real fleet/team/jobs numbers + one 20-min voice memo about the work (30 min)
- 5. Faces & photos** — 2–3 phone clips; crew photo habit (45 min + habit)
- 6. Signatures** — BBB accreditation; customer-name approvals for ads (10 min)
- 7. The agency conversation** — ask the ten questions on p. 7 with this report on the table (30 min)

The operating rhythm after day 90

Steady state: the agent runs listings, posts, ads, tracking, and content on a weekly loop (~\$25–40/mo of model cost at current pricing) and emails a scoreboard every Monday; the office spends ~20 minutes a week approving drafts and forwarding photos; Dominic shows up once a month for a video, a decision, or an interview. Marketing becomes a **utility with a meter** — which is all it ever needed to be.

27 : 7

AGENT-SOLO TASKS VS OWNER-REQUIRED TASKS IN THE PLAN

~4 hrs

TOTAL OWNER TIME, DAYS 1–90

\$0

COST OF EVERY FIX ON PP. 10–14 EXCEPT LABOR

Weekly

SCOREBOARD CADENCE — RECEIPTS, EVERY MONDAY

The receipt: one AI agent, one afternoon, every number sourced

Dennis asked the agent to show its own bill — the same transparency this report demands of vendors. Produced June 11, 2026 by a single Claude (Fable 5) agent session orchestrating Ahrefs’ API, live Chrome browsing, Google’s Ads Transparency Center, Meta’s Ad Library, the Knowledge Graph, AZ ROC records, and ~25 fetched pages — then writing, typesetting, and QA-ing this 20-page document and publishing its companion article.

PHASE (SEQUENTIAL UNLESS NOTED)	TOOL CALLS
Site crawl & tech audit (pages, schema, 404s, counters)	~14
Ahrefs API: metrics, history, keywords, backlinks, SERP, 12-domain batch	12
Live browser: SERP, Maps/GBP, LSA, Ads Transparency, Ad Library, ROC, KG	~30
Web search & fetches: reviews, license, competitors, directories	~14
Report: 20 pages written, typeset (HTML/CSS), rendered, visually QA'd	~15
Meta article: written & published to blitzmetrics.com	~10
Total	~95

SAME WORK, HUMAN MARKETER @ \$60/HR	HOURS
Competitive & SEO research (Ahrefs, 12 domains, SERPs)	5
Reputation & citation audit across 10+ platforms	4
Ads forensics (Transparency Center, Ad Library, LSA)	2
License/entity verification (ROC, Knowledge Graph)	2
Full website & schema audit with live testing	3
Strategy, 90-day plan, division-of-labor design	3
Designing & laying out a 20-page report	5
Case-study article, written & published	2
Total — 26 hrs ≈ \$1,560 (at agency \$150/hr: \$3,900)	26

THE BILL	
Tokens processed (input + output, est.)	~2.0 million
List price (Fable 5: \$10/M in, \$50/M out)	≈ \$26
Realistic price w/ prompt caching	≈ \$11–14
Wall-clock time	≈ 2 hours

~120x

COST ADVANTAGE VS. A \$1,560 HUMAN BUILD AT CACHED PRICING — AND ROUGHLY 13x FASTER. THE POINT ISN'T THAT HUMANS ARE OBSOLETE; IT'S THAT AUDITS, PLUMBING, AND REPORTING ARE NOW NEARLY FREE — SO JUDGMENT, TRUST, AND THE WORK ITSELF ARE WHAT YOU PAY FOR.

Methodology & sources

All data pulled live June 11, 2026 (MST). Sources: Ahrefs API v3 (site-explorer metrics/history/keywords/backlinks, SERP overview, keywords explorer, 12-target batch analysis); Google Search & Maps live sessions (desktop, logged-in profile outside Flagstaff — positions vary by location); Google Local Services Ads unit observed in-SERP; Google Ads Transparency Center (advertiser AR17026527341020446721); Meta Ad Library (US, all ads); Google Knowledge Graph via Trends autocomplete resolution; Arizona ROC contractor search (license 326755); BuildZoom; Yelp; BBB; Angi; Birdeye; Nextdoor; HomeAdvisor; nazelectric.com (rendered DOM, JSON-LD, HTTP status checks); mountainmojogroup.com. Estimates are labeled as such wherever they appear; everything else is a primary-source observation. Prepared by Dennis Yu, Local Service Spotlight — referred by Ben Forstie, Durafoam Roofing. Companion build-log article: blitzmetrics.com.

Next step: one hour with Dominic to grant access and make the three policy calls on p. 19 — the agents take it from there, and the first scoreboard lands the following Monday.