DEEP SEO AUDIT · 4 NOVEMBER 2026

Independent Energy Hawaii is ranking. Now it needs the right pages to win.

This is a full crawl of independentenergyhawaii.com, plus live Google results from Hawaii and DataForSEO ranking and backlink data. The technical fixes from July are done. What's left is which page ranks for each search, proof on the pages that sell, and conversion.

FULL CRAWL · 89 OF 89 URLS

LIVE GOOGLE · HAWAII

DATAFORSEO RANKINGS + BACKLINKS

SEO SCORE

87.2/100

Strong. 13 of 13 components measured

TOP 3 ON GOOGLE

7 of 16

keywords tracked since July

IN THE MAP PACK

8 of 16

usually #1

KEYWORDS RANKED

279

top 100, US (DataForSEO)

REFERRING DOMAINS

150

281 backlinks

ISSUES

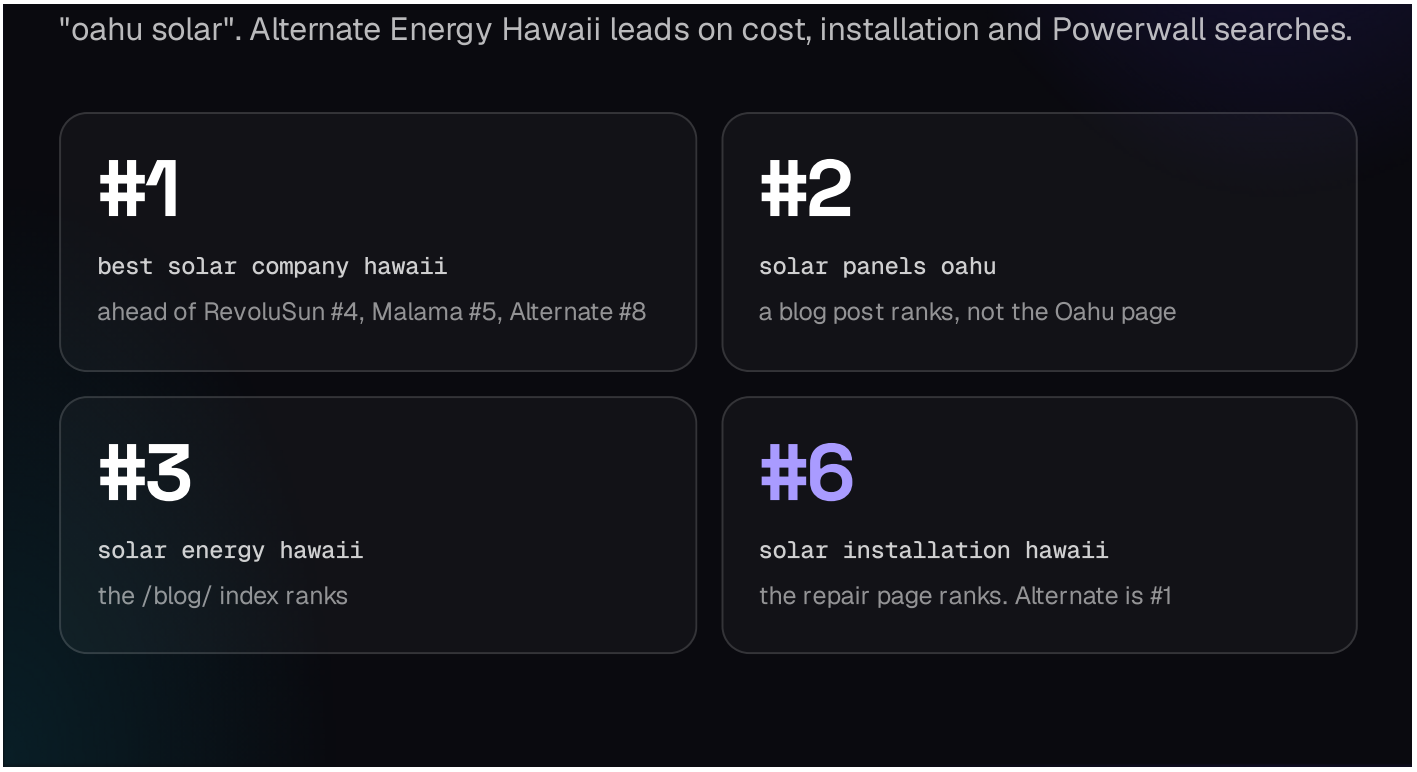
0 P0 · **3** P1

8 medium, 4 low

WHERE IEH RANKS TODAY

Top of Google for the big searches, but often with the wrong page.

Live results from Hawaii on 4 November. Google shows the blog index for four buying and cost searches, the repair page for "solar installation hawaii" and the videos page for



01

Executive Summary

The technical problems in the July audit are fixed. What is left is mostly about measurement and proof. In July a Cloudflare challenge blocked every crawler request, so the site could only be judged from Google's search results. On 4 November 2026 all 89 discovered URLs answered HTTP 200 to this crawl, 78 are indexable and the XML sitemap lists 79. No AI crawler is blocked. Every indexable page has a unique title, a meta description and one H1. No page is thin or duplicated. The median server response was 24 ms.

Most of the July plan has been built. The homepage title now reads "Solar Company Hawaii | Oahu & Maui Solar Installation". There are island pages for Oahu, Maui and the Big Island. A Hawaii cost guide, an online estimate, a repair page, an orphaned-system page and SolarServe membership plans are live. LocalBusiness markup is on 45 pages, and the Maui page is indexable again.

What remains is smaller. One page has stale FAQ markup. 42 markup nodes are missing a required property. The homepage and About page have no Organization or WebSite node. 44 long pages make claims without a number, a named source or a first-hand result. The site has no project case studies. Rankings are now strong, but Google often sends searchers to the wrong page. In live Google results from Hawaii on 4 November, IEH was #1 for "best solar company hawaii" and "solar tax credit hawaii", #2 for "solar panels oahu" and #3 for "solar energy hawaii". It is also in the map pack for 8 of the 16 terms we track. However, the blog index ranks for "solar panels hawaii" and the cost questions, the repair page ranks for "solar installation hawaii", and

the videos page ranks for "oahu solar". The pages built to win those searches (the Oahu page, the cost guide, /solar-batteries/) are not the ones Google shows. Alternate Energy Hawaii beats IEH on the cost, installation and Powerwall terms. These are single live snapshots with no July equivalent. The like-for-like July comparison, using the same data source both months, is on the "What changed" page.

Three automated flags were checked against the live HTML and corrected before scoring: 12 of 13 FAQ-markup mismatches, the "no CTA" flag on /service/ and the 11 "unowned topics". Each correction is explained in the issue log.

Current state

- **89 pages crawled** of 89 discovered. 78 are indexable (87.6% of live pages).
- **Overall score 87.2/100** — Strong. Strongest: On-Page SEO. Weakest: Backlinks & Authority.
- **0 critical and 3 high-priority issues** were found across 10 categories.

Biggest problems

1. **Google ranks the blog index, the repair page and the videos page for buying queries** — Live Google, Hawaii, 4 Nov 2026: /blog/ ranks for solar panels hawaii (#6), solar energy hawaii (#3), how much does solar cost in hawaii (#3) and is solar worth it in hawaii (#8). /service/ (repair) ranks #6 for solar installation hawaii. /solar-videos/ ranks #26 for oahu solar. /solar-batteries/ does not appear in the top 50 for tesla powerwall hawaii.
2. **FAQ schema on the 2027 tax-credit page describes questions the page no longer shows** — On https://independentenergyhawaii.com/hawaii-solar-tax-credit-2027/ 5 of the 8 FAQPage questions in the markup do not appear on the page (e.g. "Will I still get the full $5,000 Hawaii solar tax credit in 2027?", "What happened to the federal solar tax credit?"). The visible FAQ asks 3 different questions. The automated check flagged 13 pages; the other 12 were verified by fetching the live HTML and every schema question is visible on the page (in accordions), so they are not mismatches.
3. **Homepage pages carry no Organization/WebSite schema** — 1 of 1 crawled homepage pages (100.0%) emit none of Organization, WebSite. Example: https://independentenergyhawaii.com/

Biggest opportunities

1. **Make the money pages the ones Google shows.** IEH now ranks top 3 for 7 of the 16 keywords tracked since July, but Google shows the blog index, the repair page or the videos page for six buying searches. Re-pointing internal links and opening copy at the cost guide,

the Oahu page and /solar-batteries/ is the cheapest win in this report, and Search Console can confirm it.

2. **Add proof to the money pages.** IEH already publishes prices. Adding named installs to the island and battery pages (island, system size, bill before and after, install date) is the evidence 44 long pages are missing, and no competitor crawled offers it.
3. **Clean up the structured data.** Fix the stale FAQ on the 2027 tax-credit page, add the missing WebPage.name and Offer.price values, and add Organization and WebSite markup to the homepage. This is low effort and protects rich results.
4. **Give repair leads their own form.** /service/ and /orphaned-solar-system-service/ serve a distinct, urgent buyer, but those leads land in the general estimate flow.

Immediate actions

1. Re-point internal links and opening copy so the cost guide, the island pages and /solar-batteries/ are the obvious answer to their queries, then confirm in Search Console which URL gets the impressions. (P1, Medium effort)
2. Regenerate the FAQPage markup on this page from the FAQ the page actually shows, and remove the stale questions. (P1, Medium effort)
3. Add Organization markup to the homepage template, populated from the same data the page already displays. (P1, Medium effort)

02

Website & Business Understanding

DIMENSION	FINDING
What It Sells	Residential solar panels, Tesla Powerwall and Enphase batteries, EV chargers, smart electric panels, solar cleaning, repair and takeover service for orphaned systems, SolarServe maintenance memberships and Solar Insure warranty cover. Some commercial solar.
Business Model	Local installer. Sells through a free online estimate, a quote form, phone and site visits. Publishes its system prices, which most Hawaii installers do not.
Target Customer	Homeowners on Oahu, Maui and the Big Island (Kona), plus owners of existing systems that need repair or whose installer is gone.
Geographic Markets	Oahu, Maui, Big Island (Kona)
Revenue Pages	/solar-panels-for-home/, /solar-panels-for-home/oahu/, /solar-panels-for-home/maui/, /solar-panels-for-home/big-island/, /solar-batteries/, /solar-cost-hawaii/, /service/, /orphaned-solar-system-service/, /solar-serve/
Conversion Actions	Online estimate (/estimate/), Quote form (/quote/), Phone (808) 460-6015, Appointment scheduler, SolarServe online booking, Referral programme
Primary Commercial Intents	solar company / installer on Oahu, Maui, Kona, solar panel cost in Hawaii, Tesla Powerwall installer Hawaii, solar repair and orphaned system service, solar panel cleaning Oahu
Secondary Informational Intents	Hawaii solar tax credit 2026 and 2027, net metering ended on Oahu, lease vs PPA vs buy, battery backup for outages and hurricanes, HECO BYOD+ programme
Search Intent Summary	IEH earns money when a homeowner on one of three islands asks for an estimate or a repair visit. The site now has a page for each of those jobs and each island. Most of its other pages answer the money and policy questions homeowners ask before they buy: cost, tax credits, net metering and batteries.

Business & Search Intent Summary

IEH earns money when a homeowner on one of three islands asks for an estimate or a repair visit. The site now has a page for each of those jobs and each island. Most of its other pages

answer the money and policy questions homeowners ask before they buy: cost, tax credits, net metering and batteries.

Observed site structure

PAGE TYPE	CRAWLED	INDEXABLE	MEDIAN WORDS	AVG. CLICK DEPTH
blog	53	43	1167	2.3
faq	25	25	942	1.5
other	3	2	489	1.5
legal	3	3	392	1.7
service	2	2	581	1.5
homepage	1	1	1972	0.0
about	1	1	1062	1.0
contact	1	1	707	1.0

Conversion surface observed in the crawl

- Pages with a form: 7 of 89
- Total forms: 7; largest required-field count on any single form: 5
- Pages exposing a phone link: 89; email link: 89; WhatsApp: 0

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SEO Score

87.2 / 100 — Strong

The score is the weighted mean of 13 measured components. All 13 components were measurable. The score is diagnostic, not predictive: it describes the state of the site against the checks below, and does not forecast rankings or traffic.

COMPONENT	SCORE	WEIGHT	APPLIED WEIGHT	CONTRIBUTION	STATUS
Technical SEO	95.8/100	15	15.0%	14.37	measured
Crawlability & Indexation	95.8/100	10	10.0%	9.58	measured
Site Architecture	98.0/100	10	10.0%	9.8	measured
On-Page SEO	100.0/100	10	10.0%	10.0	measured
Content Quality	88.1/100	10	10.0%	8.81	measured
Keyword Strategy	63.1/100	10	10.0%	6.31	measured
Internal Linking	88.9/100	7	7.0%	6.22	measured
Product / Category / Service SEO	100.0/100	7	7.0%	7.0	measured
E-E-A-T / Trust	95.0/100	5	5.0%	4.75	measured
Structured Data	45.0/100	3	3.0%	1.35	measured
Performance & Mobile	82.8/100	5	5.0%	4.14	measured
Backlinks & Authority	44.6/100	5	5.0%	2.23	measured
AI Search Readiness	86.7/100	3	3.0%	2.6	measured

▶ Full scoring arithmetic — every check, its score and the observation behind it

Data availability

DATA SOURCE	STATUS	REASON	IMPACT ON THIS AUDIT	ALTERNATIVE USED
Website HTML	AVAILABLE			
robots.txt	AVAILABLE			
XML sitemap	AVAILABLE			
HTTP response headers	AVAILABLE			
PageSpeed Insights / CrUX	UNAVAILABLE	No PSI_API_KEY in the environment.	No Core Web Vitals field data; LCP/INP/CLS as experienced by real users is unknown.	Local Chrome navigation-timing measurement (lab, single run, unthrottled).
Local Chrome measurement (CDP)	AVAILABLE			
Google Search Console	UNAVAILABLE	No GSC export supplied (--gsc) and no property access.	No real query, impression, click, CTR or position data. Keyword priorities are derived from on-site targeting and business relevance rather than measured demand.	On-site theme extraction from crawled titles, headings and body content.
Keyword volume / difficulty data	UNAVAILABLE	No keyword export supplied (--keywords) and no keyword API configured.	Search volume, keyword difficulty and CPC cannot be reported. Opportunity sizing is qualitative, and the keyword map carries no volume column.	Intent classification and coverage analysis derived from the crawl and the site's own commercial structure.

DATA SOURCE	STATUS	REASON	IMPACT ON THIS AUDIT	ALTERNATIVE USED
DataForSEO ranked keywords	AVAILABLE	279 ranked keywords returned		
Backlink data	AVAILABLE	DataForSEO backlinks/summary		
Competitor data	PARTIAL	Competitors crawled directly; no third-party visibility data source configured.	Competitive comparison covers structure, coverage and markup — not traffic, rankings or link profiles.	Structural benchmarking from a direct crawl of each competitor.

04

Biggest Opportunities

Each opportunity above links to a measured finding in the issue log. None of them comes with a traffic forecast: the rankings here are a single snapshot, not a baseline that a forecast could be built on.

Structural opportunities measured in the crawl

OPPORTUNITY	SCALE	BASIS	SECTION
Topics with no owning page	12	Recurring themes discussed across the site with no page targeting them	§30, §40
Page types missing their expected schema	4	homepage (1/1); service (1/2); blog (1/43); about (1/1)	§20
Pages already close to answer-ready	68	Question headings, depth, structure and attribution present	§32

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Biggest Problems

Google ranks the blog index, the repair page and the videos page for buying queries P1

FACT Live Google, Hawaii, 4 Nov 2026: /blog/ ranks for solar panels hawaii (#6), solar energy hawaii (#3), how much does solar cost in hawaii (#3) and is solar worth it in hawaii (#8). /service/ (repair) ranks #6 for solar installation hawaii. /solar-videos/ ranks #26 for oahu solar. /solar-batteries/ does not appear in the top 50 for tesla powerwall hawaii.

IMPACT Searchers land one click further from the estimate, and competitors with a direct answer page (Alternate Energy on cost, installation and Powerwall) take the click.

RECOMMENDATION Re-point internal links and opening copy so the cost guide, the island pages and /solar-batteries/ are the obvious answer to their queries, then confirm in Search Console which URL gets the impressions.

P1 · **EFFORT** Medium

Affected URLs (4 total, first 5 shown):

- `https://independentenergyhawaii.com/blog/`
- `https://independentenergyhawaii.com/service/`
- `https://independentenergyhawaii.com/solar-videos/`

FAQ schema on the 2027 tax-credit page describes questions the page no longer shows P1

FACT On https://independentenergyhawaii.com/hawaii-solar-tax-credit-2027/ 5 of the 8 FAQPage questions in the markup do not appear on the page (e.g. "Will I still get the full $5,000 Hawaii solar tax credit in 2027?", "What happened to the federal solar tax credit?"). The visible FAQ asks 3 different questions. The automated check flagged 13 pages; the other 12 were verified by fetching the live HTML and every schema question is visible on the page (in accordions), so they are not mismatches.

IMPACT Markup that describes content a user cannot see breaks Google's structured data rules, and on a tax-credit page the stale questions also contradict the page's current advice.

RECOMMENDATION Regenerate the FAQPage markup on this page from the FAQ the page actually shows, and remove the stale questions.

P1 · **EFFORT** Medium

Affected URLs (1 total, first 5 shown):

- `https://independentenergyhawaii.com/hawaii-solar-tax-credit-2027/`

Homepage pages carry no Organization/WebSite schema P1

FACT 1 of 1 crawled homepage pages (100.0%) emit none of Organization, WebSite. Example: https://independentenergyhawaii.com/

IMPACT Clearer machine-readable identity for this page type.

RECOMMENDATION Add Organization markup to the homepage template, populated from the same data the page already displays.

P1 · **EFFORT** Medium

Affected URLs (1 total, first 5 shown):

- `https://independentenergyhawaii.com/`

06

Technical SEO

CHECK	OBSERVED	VERDICT
HTTP → HTTPS	`https://independentenergyhawaii.com/`	PASS
Canonical hostname	`https://independentenergyhawaii.com/`	PASS
HSTS header	absent	FAIL
Soft 404 probe	HTTP 404 at `https://independentenergyhawaii.com/deep-seo-audit-nonexistent-check-…`	PASS
Trailing-slash handling	consistent	PASS

HTTP status distribution across crawled URLs

STATUS	URLS
200	89

Redirects

METRIC	COUNT
URLs that redirected	0
Chains of 2+ hops	0
Temporary (302/307) redirects	0
4xx responses	0
5xx responses	0
Unreachable	0

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Crawlability

CHECK	OBSERVED
robots.txt	HTTP 200 at `https://independentenergyhawaii.com/robots.txt`
Site-wide Disallow	no
Declared sitemaps	`https://independentenergyhawaii.com/sitemap.xml`
Crawl-delay	not set
User-agent groups	1

AI and retrieval crawler access (from robots.txt)

CRAWLER	STATUS
Applebot-Extended	allowed
Bytespider	allowed
CCBot	allowed
ChatGPT-User	allowed
Claude-Web	allowed
ClaudeBot	allowed
GPTBot	allowed
Google-Extended	allowed
OAI-SearchBot	allowed
PerplexityBot	allowed
anthropic-ai	allowed
meta-externalagent	allowed

URL space

METRIC	VALUE
URLs discovered	89
URLs crawled	89
Parameterised URLs discovered	4
Distinct URL templates among crawled pages	41
Pages at click depth ≥4	22

Query parameters observed across discovered URLs

PARAMETER	URLS
plan	4

Most common URL templates crawled

TEMPLATE	PAGES CRAWLED
/{slug}	34
/blog/{slug}	9
/solar-serve?plan	4
/blog/page/{n}	3
/blog/author/desta-rudolph/page	3
/	1
/solar-serve	1
/solar-batteries	1
/{slug}/big-island	1
/{slug}/oahu	1
/reviews	1
/solar-panel-cleaning	1
/referral	1
/smart-electric-panels	1
/solar-insure	1

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Indexation

METRIC	VALUE
Crawled	89
Indexable	78 (87.6%)
Non-indexable	11

Why pages are non-indexable

REASON	PAGES
Indexable	78
Canonicalised to another URL	10
noindex directive	1

Pages carrying a noindex directive (first 15)

- `https://independentenergyhawaii.com/thank-you-scheduler/`

> Google Search Console's *Discovered — currently not indexed* and *Crawled — currently not indexed* reports cannot be reproduced from an external crawl. They were not available for this audit.

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Sitemap

METRIC	VALUE
Sitemap files found	1
Sitemap index files	0
URLs listed	79
Sitemap URLs also crawled	79
…of which non-indexable	1
…of which redirecting	0
…of which 4xx/5xx	0
…canonicalised elsewhere	0
lastmod coverage	100.0%
Indexable crawled pages missing from the sitemap	0

Sitemap files

SITEMAP	TYPE	STATUS	URLS	CHILDREN	LASTMOD ENTRIES
`https://independentenergyhawaii.com/sitemap.xml`	urlset	200	79	0	79

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Canonicals

METRIC	VALUE
Self-referencing canonicals	79
Pages with no canonical	0
Canonicals pointing elsewhere	10
Cross-domain canonicals	0
Canonicals to non-indexable URLs	0
Canonical chains	0
Canonicals to broken/redirecting URLs	0

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Site Architecture

The site is shallow. The deepest page found by following links sits four clicks from the homepage, and the 6 pages at that depth are older blog posts. Island pages and battery pages sit one click from the homepage. The panel-brand pages (Hyundai, JA Solar, Panasonic, Qcells, REC, Tesla) are linked from /solar-panels-for-home/ and from each other. /tesla-solar-roof/ is the only commercial-looking page with no internal link pointing to it. Link it from /solar-batteries/ and the Tesla panel page, or retire it.

METRIC	VALUE
Crawled nodes in the link graph	89
Internal links recorded	5,002
Average outbound internal links per page	29.2
Average inbound internal links per page	29.2
Maximum click depth	4
Pages at depth ≥4	6
Orphan pages	2
Orphaned commercial pages	0
Pages unreachable from the homepage	2

Click-depth distribution

CLICK DEPTH	PAGES
0	1
1	29
2	34
3	17
4	6

Average click depth by page type

PAGE TYPE	AVERAGE DEPTH
about	1.0
blog	2.3
contact	1.0
faq	1.5
homepage	0.0
legal	1.7
other	1.5
service	1.5

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URL Architecture

METRIC	VALUE
Discovery — from sitemap	79
Discovery — from internal links	81
Sitemap-only URLs (not linked from any crawled page)	8
Link-only URLs (not in any sitemap)	10

Crawl scope statement

Full crawl — every discovered URL was fetched.

Programmatic / templated page sets

URL TEMPLATE	PAGES CRAWLED	TYPE	MEDIAN WORDS	SIMILARITY	CLASSIFICATION	REASON
/{slug}	34	blog	1215	0%	KEEP	0% similarit at a median of 1215 words.
/blog/{slug}	9	blog	952	1%	KEEP	1% similarit at a median of 952 words.

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On-Page SEO

ELEMENT	METRIC	VALUE
Title	Missing	0
Title	Duplicated across pages	0
Title	Duplicate groups	0
Title	Over 65 characters	0
Title	Under 25 characters	0
Title	Average length	49.4
Meta description	Missing	0
Meta description	Duplicated	0
Meta description	Over 165 characters	0
Meta description	Without a call to action	75
H1	Missing	0
H1	More than one per page	0
H1	Identical to the title	5
Headings	Hierarchy violations	0
Headings	Average H2 per page	9.7

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Content Quality

No page is thin, duplicated or boilerplate-dominated. The median page has 1,067 words of main content. The weakness is evidence. 44 pages over 400 words open without a statistic, a named

source, a dated study or a first-hand result. That is a lot for a business that does its own installs and publishes its own prices. The 2027 tax-credit page also carries FAQ markup from an older version of the page, and those questions contradict the advice the page now shows.

METRIC	VALUE
Average main-content words (indexable pages)	1159
Median main-content words	1067
Thin pages (<250 words)	0
Pages where boilerplate exceeds main content	0
Byte-identical content groups	0
Pages in those groups	0
Near-duplicate page pairs (≥80% shingle overlap)	0
Long pages with no evidence marker	44
Pages with 3+ stock filler phrases	0
Pages with an author signal	53

Median content depth by page type

PAGE TYPE	AVERAGE WORDS
homepage	1972
service	1396
faq	1248
blog	1146
about	1062
legal	786
contact	707
other	510

This audit does not label content as AI-generated. The signals above are objective quality measures — depth, duplication, boilerplate ratio, evidence density and template sameness.

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Product / Category / Service SEO

METRIC	VALUE
Commercial pages crawled	3
Average words	1588
With neither a CTA phrase nor a form	0
With no structured data at all	0

By page type

PAGE TYPE	PAGES CRAWLED
service	2
homepage	1

Schema coverage gaps by page type

PAGE TYPE	EXPECTED	PAGES	MISSING	% MISSING	EXAMPLE
homepage	Organization / WebSite	1	1	100.0%	`https://independentenergyhawaii.com/`
service	Service	2	1	50.0%	`https://independentenergyhawaii.com/quote/`
blog	Article / BlogPosting / NewsArticle	43	1	2.3%	`https://independentenergyhawaii.com/news/`
about	Organization	1	1	100.0%	`https://independentenergyhawaii.com/about/`

Full per-page detail: `seo-audit-data/commercial-pages.csv`

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Keyword Research

Measured rankings

DataForSEO Labs (Google, United States, English) shows **279 keywords** with IEH ranking in the top 100. That count comes from DataForSEO's database, not from Search Console.

POSITION	KEYWORDS
Top 3	4
4–10	46
11–20	47
21–50	117
51–100	62

WHAT THIS SAYS

IEH ranks on page one for 50 keywords nationally. Brand searches ("independent energy hawaii", "independent energy hawaii reviews") sit at #1–3, and the Hyundai panel review ranks #5–7 for several panel-model searches.

Highest-volume keywords where IEH is in the top 20

KEYWORD	US MONTHLY VOLUME	POSITION	RANKING PAGE
hyundai solar panels	880	7	/hyundai-solar-panels-our-complete-review-in-2025/
solar energy system service near me	590	9	/
independent energy hawaii	480	1	/
solar panels service	480	8	/service/
independent solar	480	8	/
alternate energy hawaii	480	19	/
hi power solar	390	18	/
solar energy hawaii	320	13	/
solar repair company	320	16	/service/
hawaii solar energy	320	20	/
hawaii solar companies	260	11	/
hyundai 440w solar panel	260	11	/hyundai-solar-panels-our-complete-review-in-2025/
servicing solar	210	9	/service/
oahu solar companies	210	10	/
solar companies oahu	210	11	/

Volumes are DataForSEO estimates for the whole US, not Hawaii-only demand.

Themes from the site's own content

Themes are 2–4 word phrases extracted from crawled titles, H1s, H2s and opening body copy, weighted by position. Phrases appearing on more than 30% of indexable pages are discarded

as template boilerplate rather than topics. They describe what the site targets, not what the market searches for. Volume, difficulty and position columns stay '*not measured*' unless a Search Console export, a keyword export or a keyword API supplied them.

Themes extracted from the site's own content

METRIC	VALUE
Themes extracted	400
Themes with no page targeting them	12

Intent distribution

INTENT	THEMES	FUNNEL STAGE
informational	344	TOFU
commercial	37	MOFU
transactional	16	BOFU
navigational	3	Brand

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Keyword Mapping

This table maps the 16 keywords tracked since July to the page Google shows and the page built to win each one.

KEYWORD	IEH	PAGE GOOGLE SHOWS	PAGE BUILT FOR IT	ALTERNATE ENI
solar tax credit hawaii	1	/solar-tax-credit-2026-vs-2027/	/solar-panel-tax-credit/	5
best solar company hawaii	1	/	/	8
solar companies in hawaii	2	/solar-panels-for-home/	/	–
solar panels oahu	2	blog: Going Solar on Oahu, Maui & Big Island	/solar-panels-for-home/oahu/	10
hawaii solar panels cost	2	blog: Why IEH Publishes Its Prices	/solar-cost-hawaii/	1
solar energy hawaii	3	/blog/	/solar-panels-for-home/	5
how much does solar cost in hawaii	3	/blog/	/solar-cost-hawaii/	1
solar panels hawaii	6	/blog/	/solar-panels-for-home/	7
solar installation hawaii	6	/service/ (repair page)	/solar-panels-for-home/	1
is solar worth it in hawaii	8	/blog/	/is-solar-worth-it-hawaii/	5
solar battery storage hawaii	11	/	/solar-batteries/	6
hawaii solar company	20	/quote/	/	–
oahu solar	26	/solar-videos/	/solar-panels-for-home/oahu/	4
tesla powerwall hawaii	29	/solar-panels-for-home/tesla/	/solar-batteries/	2
solar panel cleaning oahu	–	–	/solar-panel-cleaning/	–

KEYWORD	IEH	PAGE GOOGLE SHOWS	PAGE BUILT FOR IT	ALTERNATE ENI
ev charger installation hawaii	–	–	/home-ev-charging-station/	–

SOURCE

Live Google results from DataForSEO: location Hawaii, desktop, top 50, collected 4 Nov 2026. Each position is one live result from one location, not a Search Console average. July positions come from the July audit. A highlighted page means Google shows a different page from the one built for that search.

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Keyword Cannibalization

No cannibalisation signals were detected in the crawled sample.

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Internal Linking

No internal link points at a broken URL or a redirect. Only 0.7% of anchors are generic. No commercial page is orphaned. A small share of links point at non-indexable URLs: the /solar-serve/?plan= variants, which canonicalise to /solar-serve/, and the noindexed /thank-you-scheduler/. Pointing plan links at an anchor on /solar-serve/ would remove them.

METRIC	VALUE
Internal links recorded	5,002
Commercial pages with no in-content inbound link	0
Links pointing at 4xx/5xx URLs	0
Links pointing at redirects	0
Links pointing at non-indexable URLs	42
Nofollowed internal links	0
Generic anchor text	35 (0.7%)

Pages receiving the most internal authority (computed over the crawled graph only — this is not Google's PageRank)

URL	TYPE	INBOUND LINKS	AUTHORITY SHARE
https://independentenergyhawaii.com/blog/	blog	88	100.0%
https://independentenergyhawaii.com/solar-panels-for-h…	faq	88	99.8%
https://independentenergyhawaii.com/	homepage	88	99.3%
https://independentenergyhawaii.com/commercial-solar-p…	faq	88	99.3%
https://independentenergyhawaii.com/hawaii-solar-incen…	blog	88	99.3%
https://independentenergyhawaii.com/home-ev-charging-s…	faq	88	99.3%
https://independentenergyhawaii.com/smart-electric-pan…	faq	88	99.3%
https://independentenergyhawaii.com/solar-batteries/	faq	88	99.3%
https://independentenergyhawaii.com/solar-panels-for-h…	blog	88	99.3%
https://independentenergyhawaii.com/hawaii-hurricane-s…	blog	88	99.2%
https://independentenergyhawaii.com/orphaned-solar-sys…	faq	88	99.1%
https://independentenergyhawaii.com/privacy-policy/	legal	88	99.1%
https://independentenergyhawaii.com/service/	service	88	99.1%
https://independentenergyhawaii.com/solar-cost-hawaii/	faq	88	99.1%

URL	TYPE	INBOUND LINKS	AUTHORITY SHARE
https://independentenergyhawaii.com/solar-panel-cleani…	blog	88	99.1%

Largest link hubs

URL	TYPE	OUTBOUND INTERNAL LINKS
https://independentenergyhawaii.com/blog/author/desta-…	blog	39
https://independentenergyhawaii.com/blog/page/3/	blog	39
https://independentenergyhawaii.com/blog/	blog	38
https://independentenergyhawaii.com/blog/author/desta-…	blog	38
https://independentenergyhawaii.com/blog/author/desta-…	blog	38
https://independentenergyhawaii.com/blog/page/2/	blog	38
https://independentenergyhawaii.com/solar-panels-for-h…	faq	35
https://independentenergyhawaii.com/solar-panels-for-h…	faq	33
https://independentenergyhawaii.com/solar-panels-for-h…	faq	32
https://independentenergyhawaii.com/solar-panels-for-h…	faq	32

Specific internal linking opportunities (8 generated, first 25 shown)

PRIORITY	SOURCE PAGE	TARGET PAGE	SUGGESTED ANCHOR	SHARED TERMS
P2	https://independentenergyhawaii.com/blo…	https://independentenergyhawaii.com/ser…	"Solar Repair Oahu & Maui"	actually, choose, does, energy, hawaii, ieh…
P2	https://independentenergyhawaii.com/blo…	https://independentenergyhawaii.com/ser…	"Solar Repair Oahu & Maui"	actually, choose, does, energy, hawaii, ieh…
P2	https://independentenergyhawaii.com/sol…	https://independentenergyhawaii.com/ser…	"Solar Repair Oahu & Maui"	actually, already, customers, energy, equipment…
P2	https://independentenergyhawaii.com/sol…	https://independentenergyhawaii.com/ser…	"Solar Repair Oahu & Maui"	choose, customers, energy, hawaii, independent…
P2	https://independentenergyhawaii.com/sol…	https://independentenergyhawaii.com/quo…	"Hawaii's #1 Rated Solar Company"	before, comparing, estimate, free, get, hawaii…
P2	https://independentenergyhawaii.com/blo…	https://independentenergyhawaii.com/quo…	"Hawaii's #1 Rated Solar Company"	before, company, hawaii, home, offers, solar
P2	https://independentenergyhawaii.com/haw…	https://independentenergyhawaii.com/quo…	"Hawaii's #1 Rated Solar Company"	before, get, hawaii, hawaii's, home, solar…
P2	https://independentenergyhawaii.com/sol…	https://independentenergyhawaii.com/quo…	"Hawaii's #1 Rated Solar Company"	before, estimate, free, get, hawaii, home, makes…

Full list: `seo-audit-data/internal-link-opportunities.csv`

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Structured Data

METRIC	VALUE
Pages checked	89
Pages with any JSON-LD	89
Indexable pages with no schema	0 (0.0%)
Pages with malformed JSON-LD	0
Nodes missing a required property	42
Schema/visible-content mismatches	1

Schema types found

TYPE	PAGES
PostalAddress	81
ListItem	79
BreadcrumbList	79
Answer	71
Question	71
FAQPage	71
Organization	53
BlogPosting	49
WebPage	47
LocalBusiness	45
Person	43
OpeningHoursSpecification	42
Service	29
Place	28
ImageObject	24
State	16
Offer	12
Article	12
WebSite	8
City	6
CollectionPage	6

TYPE	PAGES
Blog	4
ProfilePage	4
OfferCatalog	2
AboutPage	1

Expected but absent, by page type

PAGE TYPE	EXPECTED ANY OF	PAGES	MISSING	% MISSING
homepage	Organization / WebSite	1	1	100.0%
service	Service	2	1	50.0%
blog	Article / BlogPosting / NewsArticle	43	1	2.3%
about	Organization	1	1	100.0%

Markup that does not match visible content

URL	PROBLEM
`https://independentenergyhawaii.com/hawaii-solar-tax-c…`	5 of 8 FAQPage questions in the markup are not shown on the page (verified against live HTML, 4 Nov 2026). 12 other automated flags were checked and are false positives: the questions are visible in accordions.

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Image SEO

METRIC	VALUE
Images on crawled pages	534
Missing alt attribute	0 (0.0%)
Explicitly empty alt (decorative)	68
WebP / AVIF	494 (92.5%)
Lazy-loaded	504
With width and height	466 (87.3%)

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Performance

NOT MEASURED · CORE WEB VITALS

Core Web Vitals field data (LCP, INP, CLS as experienced by real users) requires the PageSpeed Insights / CrUX API or Search Console. Neither was available to this audit, so **no Core Web Vitals figures are reported**. The measurements below are lab and server-side observations taken from the audit machine and are not a substitute for field data.

Server response time (measured during the crawl, from the audit machine)

METRIC	VALUE
Pages measured	89
Median	24 ms
90th percentile	44 ms
Slowest	157 ms

Slowest pages

URL	RESPONSE TIME
https://independentenergyhawaii.com/	157 ms
https://independentenergyhawaii.com/solar-serve/	45 ms
https://independentenergyhawaii.com/solar-serve/?plan=lite	45 ms
https://independentenergyhawaii.com/solar-serve/?plan=check…	45 ms
https://independentenergyhawaii.com/solar-serve/?plan=stand…	44 ms
https://independentenergyhawaii.com/quote/	44 ms
https://independentenergyhawaii.com/hawaii-power-outages/	44 ms
https://independentenergyhawaii.com/solar-serve/?plan=premi…	44 ms
https://independentenergyhawaii.com/home-ev-charging-statio…	44 ms
https://independentenergyhawaii.com/service/	44 ms

Local browser measurements (headless Chrome, unthrottled — lab data)

URL	DEVICE	REQUESTS	TRANSFERRED	TTFB	FCP	LCP	CLS	3RD PARTIES
https://independentenergyhawaii.com/	mobile	12	3 KB	86 ms	204 ms	0 ms	0	1
https://independentenergyhawaii.com/sol…	mobile	15	100 KB	46 ms	196 ms	0 ms	0	2
https://independentenergyhawaii.com/sol…	mobile	11	50 KB	51 ms	196 ms	0 ms	0	1
https://independentenergyhawaii.com/	desktop	12	3 KB	90 ms	236 ms	0 ms	0	1
https://independentenergyhawaii.com/sol…	desktop	15	87 KB	47 ms	208 ms	0 ms	0	2

JavaScript rendering dependency

URL	RAW HTML WORDS	RENDERED WORDS	RAW LINKS	RENDERED LINKS	JS-DEPENDENT
https://independentenergyhawaii.com/	2138	1469	83	88	no
https://independentenergyhawaii.com/solar-se…	2161	2068	62	69	no
https://independentenergyhawaii.com/solar-ba…	1621	1242	68	73	no

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Mobile SEO

CHECK	VALUE
Pages declaring a viewport	100.0%
Pages without a viewport	0

Measured at 412×823 (mobile emulation)

URL	HORIZONTAL OVERFLOW	TAP TARGETS UNDER 24PX	IMAGES	OVERSIZED IMAGES
https://independentenergyhawaii.com/	no	37	15	0
https://independentenergyhawaii.com/solar-se…	no	38	6	0
https://independentenergyhawaii.com/solar-ba…	no	39	7	0

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E-E-A-T / Trust

E-E-A-T is not a ranking score. It is the quality and trust framework Google's raters use, and the signals below are the observable proxies for it.

SIGNAL	OBSERVED
Organization / LocalBusiness schema	present
Declared organisation name	Independent Energy Hawaii
Logo in markup	no
sameAs profiles	2
Postal address in markup	yes
Contact page	1
About page	1
Policy / legal pages	3
Pages with a phone link	89
Pages with an author signal	63 (70.8%)
Person schema pages	20

Proof language observed on the site

TERM	PAGES
certified	89
review	58
guarantee	39
warranty	38
clients	3
award	1
trusted by	1
accredited	1

Off-site reputation — reviews, mentions, industry recognition and publication history — could not be assessed: see §27.

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International SEO

Not applicable. No hreflang annotations and a single declared language were found, so this site shows no evidence of an international or multilingual footprint. This section was skipped rather than filled with generic advice.

SIGNAL	VALUE
Pages with hreflang	0
html lang values	en (89)

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Local SEO

METRIC	VALUE
Location pages crawled	0
Pages with LocalBusiness markup	20
Postal address in markup	yes
Pages with a phone link	89

N/A — Google Business Profile, NAP consistency and review data require access to the business's GBP and a citation data source.

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Backlink Analysis

METRIC	VALUE
Source	DataForSEO backlinks/summary
Referring Domains	150
Backlinks	281
Referring Main Domains	136
Rank	147
Broken Backlinks	3
Dofollow	56

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Competitor Analysis

Direct crawl of each competitor homepage, sitemap and robots.txt. Traffic, ranking and backlink comparisons are not included — those require a third-party visibility data source.

DOMAIN	HOMEPAGE WORDS	SITEMAP URLS	SCHEMA TYPES
revolusun.com	1502	13	BreadcrumbList;City;EntryPoint;Image
malamasolar.com	653	10	BreadcrumbList;EntryPoint;ImageObje
alternateenergyhawaii.com	4073	269	Answer;ContactPoint;FAQPage;GeoCo

This site, for comparison

DOMAIN	HOMEPAGE WORDS	SITEMAP URLS	SCHEMA TYPES
independentenergyhawaii.com	2138	79	Answer;City;FAQPage;LocalBusine

Only the homepages and sitemaps of the three competitors from the July audit were crawled. RevoluSun's homepage carries Organization, WebSite and LocalBusiness markup, the full identity set that IEH's homepage still lacks (IEH has LocalBusiness only). Malama Solar has Organization and WebSite but no LocalBusiness. Competitor positions on the tracked keywords are in §29. Competitor traffic and backlinks were not measured.

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Competitor Keyword Gap

Live positions on the tracked keywords

Alternate Energy Hawaii is the competitor that beats IEH: #1 for both cost searches and for "solar installation hawaii", #2 for "tesla powerwall hawaii", and #4 for "oahu solar". RevoluSun ranks only for battery storage (#3) and "best solar company hawaii" (#4). Malama Solar appears in the top 10 once.

KEYWORD	IEH	PAGE GOOGLE SHOWS	PAGE BUILT FOR IT	ALTERNATE ENI
solar tax credit hawaii	1	/solar-tax-credit-2026-vs-2027/	/solar-panel-tax-credit/	5
best solar company hawaii	1	/	/	8
solar companies in hawaii	2	/solar-panels-for-home/	/	–
solar panels oahu	2	blog: Going Solar on Oahu, Maui & Big Island	/solar-panels-for-home/oahu/	10
hawaii solar panels cost	2	blog: Why IEH Publishes Its Prices	/solar-cost-hawaii/	1
solar energy hawaii	3	/blog/	/solar-panels-for-home/	5
how much does solar cost in hawaii	3	/blog/	/solar-cost-hawaii/	1
solar panels hawaii	6	/blog/	/solar-panels-for-home/	7
solar installation hawaii	6	/service/ (repair page)	/solar-panels-for-home/	1
is solar worth it in hawaii	8	/blog/	/is-solar-worth-it-hawaii/	5
solar battery storage hawaii	11	/	/solar-batteries/	6
hawaii solar company	20	/quote/	/	–
oahu solar	26	/solar-videos/	/solar-panels-for-home/oahu/	4
tesla powerwall hawaii	29	/solar-panels-for-home/tesla/	/solar-batteries/	2
solar panel cleaning oahu	–	–	/solar-panel-cleaning/	–

KEYWORD	IEH	PAGE GOOGLE SHOWS	PAGE BUILT FOR IT	ALTERNATE ENI
ev charger installation hawaii	–	–	/home-ev-charging-station/	–

SOURCE

Live Google results from DataForSEO: location Hawaii, desktop, top 50, collected 4 Nov 2026. Each position is one live result from one location, not a Search Console average. July positions come from the July audit. A highlighted page means Google shows a different page from the one built for that search.

Structural gap observable from the crawl — navigation topics each competitor exposes on its homepage:

DOMAIN	NAVIGATION TOPICS
revolusun.com	(808) 748-8888; +1 (808) 201-4723; 12/12 HVAC Warranty; 808- 748-8888; AC Service; About; About Us; Air Conditioning; BLUETTI; BLUETTI Backup Power; Battery Incentives; Battery…
malamasolar.com	00 875 665 874 99; 808.425.9566; About; About Mālama Solar; About Us; August 20, 2026; Blog; Calculate Savings; Careers; Contact; Contact Us; Customer Reviews; Equipment; Get a…
alternateenergyhawaii.com	(808) 380-6845; (808) 380-6845 - PV Tech Support; (808) 842-5853; (808) 842-5853 - Main Line; About; Act 97, 2015; Battery storage and backup; Battery storage →; Blog; Bruce…

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Content Gap

The real gap is case studies. No crawled page is a project write-up showing a real Hawaii install with system size, battery, island and outcome. The automated topic check also listed 11 repeated phrases with no owning page. On review they are template labels, not topics, and should not become pages.

Topics discussed across the site with no page that targets them

TOPIC	INTENT	FUNNEL	PAGE TYPE	EVIDENCE	PRIORITY
five star google reviews	commercial	MOFU	comparison or buyer-guide page	Discussed on 7 crawled pages but no page targets it in its title or H1.	P1
solar panels hawaii faqs	informational	TOFU	article	Discussed on 6 crawled pages but no page targets it in its title or H1.	P2
choose independent energy hawaii	informational	TOFU	article	Discussed on 5 crawled pages but no page targets it in its title or H1.	P2
plan your next step	informational	TOFU	article	Discussed on 5 crawled pages but no page targets it in its title or H1.	P2
worry about your solar	navigational	Brand	article	Discussed on 4 crawled pages but no page targets it in its title or H1.	P2
vog dust and salt	informational	TOFU	article	Discussed on 4 crawled pages but no page targets it in its title or H1.	P2
incentives and utility programs	informational	TOFU	article	Discussed on 3 crawled pages but no page targets it in its title or H1.	P2
system size solar only	informational	TOFU	article	Discussed on 3 crawled pages but no page targets it in its title or H1.	P2

TOPIC	INTENT	FUNNEL	PAGE TYPE	EVIDENCE	PRIORITY
homeowners choose independent energy	informational	TOFU	article	Discussed on 3 crawled pages but no page targets it in its title or H1.	P2
independent energy hawaii offers	informational	TOFU	article	Discussed on 3 crawled pages but no page targets it in its title or H1.	P2
hawaii solar incentives check	informational	TOFU	article	Discussed on 3 crawled pages but no page targets it in its title or H1.	P2
incentives check current eligibility	informational	TOFU	article	Discussed on 3 crawled pages but no page targets it in its title or H1.	P2
faq	informational	TOFU	FAQ hub	No page whose title or URL identifies it as an FAQ page was found across 78…	P2
case study	commercial	MOFU	Case study	No page whose title or URL identifies it as a case study was found across 78…	P2

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Topical Authority

IEH covers its pillars well: cost and pricing, incentives and tax credits, batteries and outages, net metering, financing (lease, PPA, buy), and service and repair. The incentive cluster has five overlapping pages (2026 incentives, the tax-credit guide, 2026 vs 2027, 2027 changes, and the

federal credit ending in 2025). Merge or cross-link them so one page clearly owns each question, and retire the 2025 federal deadline post if it is out of date.

Observed topic distribution across crawled pages

PAGE TYPE	PAGES	MEDIAN WORDS	AVG. INBOUND LINKS	AVG. IN-CONTENT INBOUND
blog	53	1167	15.2	3.3
faq	25	942	51.7	2.1
other	3	489	13.3	13.3
legal	3	392	32.3	3.0
service	2	581	47.5	5.0
homepage	1	1972	88.0	0.0
about	1	1062	88.0	0.0
contact	1	707	88.0	0.0

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AI Search / AEO / GEO

There is no separate AI-search ranking algorithm to optimise for. Being retrievable and citable by AI answer surfaces is an extension of the same fundamentals: crawlability, indexability, content in the HTML response, clear entities, structured answers, and evidence worth quoting. The checks below are those fundamentals, measured.

READINESS FACTOR	OBSERVED	VERDICT
AI crawler access	GPTBot: allowed, OAI-SearchBot: allowed, ChatGPT-User: allowed, ClaudeBot: allowed, Claude-Web: allowed, anthropic-ai: allowed, PerplexityBot: allowed	PASS
Entity identity in markup	Organization schema present	PASS
sameAs corroboration	2	WEAK
Content in the HTML response	0 of 3 measured pages need JS	PASS
Question-form structure	63 pages	—
FAQ markup	71 pages	—
Answer-ready pages	68 of 78 indexable	—
Evidence density	44 long pages carry no evidence marker	WEAK

Pages best positioned to become answer sources

URL	TYPE	WORDS	READINESS SCORE
https://independentenergyhawaii.com/solar-serve/	blog	1996	6/6
https://independentenergyhawaii.com/solar-batteries/	faq	1457	6/6
https://independentenergyhawaii.com/solar-panels-for-h…	faq	1603	6/6
https://independentenergyhawaii.com/solar-panels-for-h…	faq	1548	6/6
https://independentenergyhawaii.com/solar-panel-cleani…	blog	2068	6/6
https://independentenergyhawaii.com/smart-electric-pan…	faq	1979	6/6
https://independentenergyhawaii.com/lease-vs-ppa-vs-bu…	faq	986	6/6
https://independentenergyhawaii.com/orphaned-solar-sys…	faq	827	6/6
https://independentenergyhawaii.com/solar-insure/	faq	943	6/6
https://independentenergyhawaii.com/solar-cost-hawaii/	faq	2179	6/6
https://independentenergyhawaii.com/privacy-policy/	legal	899	6/6
https://independentenergyhawaii.com/solar-panels-for-h…	blog	2271	6/6
https://independentenergyhawaii.com/solar-panel-tax-cr…	blog	1241	6/6
https://independentenergyhawaii.com/blog/how-does-the-…	blog	683	6/6
https://independentenergyhawaii.com/blog/questions-to-…	blog	952	6/6

N/A — measuring actual AI Overview / assistant citations requires an AI-answer data source (e.g. DataForSEO AI Optimization) or manual prompt testing. No citation or AI-visibility figures are claimed in this report.

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CRO / Revenue SEO

Every commercial page has a conversion path. The homepage, island pages and /service/ carry an estimate CTA and a click-to-call number, and SolarServe can be booked online. Two gaps: repair requests have no form of their own, and 37 tap targets on the homepage are under 24 px at phone width.

SIGNAL	VALUE
Commercial pages crawled	3
…with neither a CTA phrase nor a form	0
Pages with a form	7
Largest required-field count on a single form	5
Pages with a phone link	89
Pages with a WhatsApp link	0
Pages with proof language	8

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Top 20 SEO Issues

#	ISSUE	URL / SCOPE	EVIDENCE	IMPACT
1	Google ranks the blog index, the repair page and the videos page for buying queries	https://independentenergyhawaii.co…	Live Google, Hawaii, 4 Nov 2026: /blog/ ranks for solar panels hawaii (#6), solar energy hawaii (#3), how much does solar cost in hawaii (#3) and is solar…	High
2	FAQ schema on the 2027 tax-credit page describes questions the page no longer shows	https://independentenergyhawaii.co…	On https://independentenergyhawaii.com/hawaii-solar-tax-credit-2027/ 5 of the 8 FAQPage questions in the markup do not appear on the page (e.g. "Will I still…	Mediu
3	Homepage pages carry no Organization/WebSite schema	https://independentenergyhawaii.co…	1 of 1 crawled homepage pages (100.0%) emit none of Organization, WebSite. Example: https://independentenergyhawaii.com/	Mediu
4	Long-form pages carry no verifiable evidence	https://independentenergyhawaii.co…	44 pages of 400+ words contain no measurable evidence marker (statistic, named source, dated study, first-hand result or worked example) in their opening…	Mediu
5	Structured data is missing required properties	https://independentenergyhawaii.co…	42 schema nodes lack a required property. Most common: WebPage.name (34 nodes); Offer.price, priceCurrency (6 nodes); Offer.price (2 nodes)	Mediu
6	Pages buried four or more clicks from the homepage	https://independentenergyhawaii.co…	6 of 89 crawled pages sit at click depth ≥4 (deepest: 4).	Mediu
7	Orphan pages with no internal inbound links	https://independentenergyhawaii.co…	2 crawled pages have no internal inbound links (they were reached only via the XML sitemap).	Mediu

#	ISSUE	URL / SCOPE	EVIDENCE	IMPACT
8	The repair page has no repair-specific request form	https://independentenergyhawaii.co…	https://independentenergyhawaii.com/service/ ("Solar Repair Oahu & Maui") does have calls to action: "Get Free Estimate", "Call Now (808) 460-6015" and "Book…	Mediu
9	About pages carry no Organization schema	https://independentenergyhawaii.co…	1 of 1 crawled about pages (100.0%) emit none of Organization. Example: https://independentenergyhawaii.com/about/	Mediu
10	XML sitemap contains non-indexable URLs	https://independentenergyhawaii.co…	1 of 79 crawled sitemap URLs are non-indexable (noindex, redirected, canonicalised elsewhere or 4xx): https://independentenergyhawaii.com/thank-you-scheduler/…	Mediu
11	Organization schema is incomplete	site-wide	Organization node is missing or has empty: logo, contactPoint.	Mediu
12	Repeated phrases with no owning page are template boilerplate, not missed topics	12 pages	The automated check found 11 phrases repeated on 3+ pages with no page targeting them. On review they are section labels and template copy ("five star google…	Low
13	Service pages carry no Service schema	https://independentenergyhawaii.co…	https://independentenergyhawaii.com/quote/ (a quote request form) emits no Service markup. Service markup is already present on 29 crawled pages, including the…	Low
14	Undersized tap targets at mobile width	https://independentenergyhawaii.co…	37 interactive elements render under 24px in either dimension on https://independentenergyhawaii.com/ at 412px width.	Low

#	ISSUE	URL / SCOPE	EVIDENCE	IMPACT
15	No HSTS header on the homepage	site-wide	No `strict-transport-security` response header was returned for https://independentenergyhawaii.com/.	Low

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Quick Wins

1–3 days

Nothing in this bracket.

1 week

PRIORITY	TASK	SCOPE	EXPECTED OUTCOME
P2	Populate the required properties, or remove the markup rather than emit it incomplete.	42 pages	Rich-result eligibility rather than silently ignored markup.
P2	Add a short repair request form on /service/ (address, installer, inverter brand, what is wrong, optional…	1 pages	Organic sessions on these pages can convert.
P2	A sitemap should list only canonical, indexable, HTTP 200 URLs.	1 pages	Crawl budget is spent on pages that can rank.
P2	Populate every identity property, especially `sameAs` profiles and a postal address.	site-wide	A stronger, corroborated entity.
P3	Give interactive elements a minimum 24×24px hit area with adequate spacing.	site-wide	Fewer mis-taps.
P3	Send `Strict-Transport-Security: max-age=31536000; includeSubDomains`.	site-wide	Removes the initial insecure round trip.

2 weeks

PRIORITY	TASK	SCOPE	EXPECTED OUTCOME
P1	Re-point internal links and opening copy so the cost guide, the island pages and /solar-batteries/ are the…	4 pages	Search Console shows the money pages taking impressions for their queries.
P1	Regenerate the FAQPage markup on this page from the FAQ the page actually shows, and remove the stale…	1 pages	Compliant markup that stays eligible.
P1	Add Organization markup to the homepage template, populated from the same data the page already displays.	1 pages	Eligibility for the corresponding rich result and a clearer entity signal.

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30-Day Plan

Objective — technical foundation. Remove everything that prevents pages being crawled, indexed or served correctly. Nothing downstream compounds until this is done.

No P0 or low-effort P1 items.

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60-Day Plan

Objective — content and commercial SEO. With the foundation stable, make the pages that generate revenue capable of ranking and converting.

PRIORITY	TASK	SCOPE	EFFORT	IMPACT	EXPECTED OUTCOME	OWNER
P1	Re-point internal links and opening copy so the cost guide, the island pages and /solar-batteries/ are the obvious…	4 pages	Medium	High	Search Console shows the money pages taking impressions for their queries.	Content
P1	Regenerate the FAQPage markup on this page from the FAQ the page actually shows, and remove the stale questions.	1 pages	Medium	Medium	Compliant markup that stays eligible.	SEO
P1	Add Organization markup to the homepage template, populated from the same data the page already displays.	1 pages	Medium	Medium	Eligibility for the corresponding rich result and a clearer entity signal.	SEO
P2	Populate the required properties, or remove the markup rather than emit it incomplete.	42 pages	Low	Medium	Rich-result eligibility rather than silently ignored markup.	SEO
P2	Add a short repair request form on /service/ (address, installer, inverter brand, what is wrong, optional photo) next…	1 pages	Low	Medium	Organic sessions on these pages can convert.	SEO

PRIORITY	TASK	SCOPE	EFFORT	IMPACT	EXPECTED OUTCOME	OWNER
P2	A sitemap should list only canonical, indexable, HTTP 200 URLs.	1 pages	Low	Medium	Crawl budget is spent on pages that can rank.	SEO
P2	Populate every identity property, especially `sameAs` profiles and a postal address.	site-wide	Low	Medium	A stronger, corroborated entity.	SEO

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90-Day Plan

Objective — authority and scale. Consolidate topical coverage, build internal authority into the money pages, and extend into the gaps identified in §30 and §41.

PRIORITY	TASK	SCOPE	EFFORT	IMPAC
P2	Add information gain: original numbers, first-hand results, named sources, worked examples.	44 pages	High	Medi
P2	Flatten the architecture so every page worth ranking is within three clicks.	6 pages	Medium	Medi
P2	Link them from a relevant hub, or remove them if they serve no purpose.	2 pages	Medium	Medi
P2	Add Organization markup to the about template, populated from the same data the page already displays.	1 pages	Medium	Medi
P3	No new pages needed for these phrases. The real content gap is project case studies (see content gap), which this check…	12 pages	High	Low
P3	Optional: the quote form does not need Service markup. Leave it as WebPage, or add a ContactPage/ReserveAction if the…	1 pages	Medium	Low
P3	Give interactive elements a minimum 24×24px hit area with adequate spacing.	https://independentenergyhawaii.com/	Low	Low
P3	Send `Strict-Transport-Security: max-`	site-wide	Low	Low

PRIORITY	TASK	SCOPE	EFFORT	IMPAC
	`age=31536000;` `includeSubDomains`.			

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6–12 Month Strategy

Months 1–2: connect Search Console and set a ranking baseline. Fix the structured data (stale FAQ, required properties, homepage Organization/WebSite). Add a repair request form. Link or retire /tesla-solar-roof/. **Months 2–4:** publish case studies, one per island to start, and add their numbers to the island and battery pages. Consolidate the incentive cluster. **Months 4–12:** use Search Console data to decide which commercial pages to expand, and start link and citation work once backlinks have been measured. Decide each step from measured data, not from this crawl alone.

No traffic, ranking or revenue projections appear in this section. Projecting them without baseline Search Console data and measured search volume would be fabrication.

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Content Opportunities

14 opportunities were derived from observed coverage gaps.

Volume, difficulty and traffic estimates are ***not measured*** on every row. These opportunities are ranked by observed on-site evidence and commercial intent, not by measured demand. Supply keyword data and this table gains a demand column.

TOPIC	KEYWORD	INTENT	FUNNEL	SUGGESTED URL	TITLE	CTA
five star google reviews	five star google reviews	commercial	MOFU	/five-star-google-reviews/	Five Star Google Reviews	Compar downloa or…
solar panels hawaii faqs	solar panels hawaii faqs	informational	TOFU	/solar-panels-hawaii-faqs/	Solar Panels Hawaii Faqs	Newslet or relate service…
choose independent energy hawaii	choose independent energy hawaii	informational	TOFU	/choose-independent-energy-hawaii/	Choose Independent Energy Hawaii	Newslet or relate service…
plan your next step	plan your next step	informational	TOFU	/plan-your-next-step/	Plan Your Next Step	Newslet or relate service…
worry about your solar	worry about your solar	navigational	Brand	/worry-about-your-solar/	Worry About Your Solar	Newslet or relate service…
vog dust and salt	vog dust and salt	informational	TOFU	/vog-dust-and-salt/	Vog Dust And Salt	Newslet or relate service…
incentives and utility programs	incentives and utility programs	informational	TOFU	/incentives-and-utility-programs/	Incentives And Utility Programs	Newslet or relate service…
system size solar only	system size solar only	informational	TOFU	/system-size-solar-only/	System Size Solar Only	Newslet or relate service…
homeowners choose independent energy	homeowners choose independent energy	informational	TOFU	/homeowners-choose-independent-ene…	Homeowners Choose Independent Energy	Newslet or relate service…
independent energy hawaii offers	independent energy hawaii offers	informational	TOFU	/independent-energy-	Independent Energy	Newslet or relate service…

TOPIC	KEYWORD	INTENT	FUNNEL	SUGGESTED URL	TITLE	CTA
				`hawaii-offers/`	Hawaii Offers	
hawaii solar incentives check	hawaii solar incentives check	informational	TOFU	`/hawaii-solar-incentives-check/`	Hawaii Solar Incentives Check	Newslet or relate service..
incentives check current eligibility	incentives check current eligibility	informational	TOFU	`/incentives-check-current-eligibil…`	Incentives Check Current Eligibility	Newslet or relate service..
faq	*not measured*	informational	TOFU	`/faq/`	Faq	Consulta
case study	*not measured*	commercial	MOFU	`/case-study/`	Case Study	Consulta

Full list with evidence and internal-link sources: `seo-audit-data/content-opportunities.csv`

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Commercial Landing Page Opportunities

PAGE TO BUILD	INTENT	FUNNEL	SUGGESTED URL	CTA	EVIDENCE	PRIORITY
five star google reviews	commercial	MOFU	`/five-star-google-reviews/`	Comparison download or…	Discussed on 7 crawled pages but no page targets it in its title or H1.	P1
case study	commercial	MOFU	`/case-study/`	Consultation	No page whose title or URL identifies it as a case study was found across 78 crawled…	P2

Only pages supported by evidence in the crawl are listed. No page is recommended purely because a keyword pattern exists.

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Final Prioritized Action Plan

PRIORITY	TASK	URL / AREA	EVIDENCE	A
P1	Google ranks the blog index, the repair page and the videos…	https://independentenergyhawa…	Live Google, Hawaii, 4 Nov 2026: /blog/ ranks for solar panels hawaii (#6), solar energy hawaii (#3), how much does…	
P1	FAQ schema on the 2027 tax-credit page describes questions…	https://independentenergyhawa…	On https://independentenergyhawaii.com/hawaii-solar-tax-credit-2027/ 5 of the 8 FAQPage questions in the markup do not…	
P1	Homepage pages carry no Organization/WebSite schema	https://independentenergyhawa…	1 of 1 crawled homepage pages (100.0%) emit none of Organization, WebSite. Example: https://independentenergyhawaii.com/	
P2	Long-form pages carry no verifiable evidence	https://independentenergyhawa…	44 pages of 400+ words contain no measurable evidence marker (statistic, named source, dated study, first-hand result…	
P2	Structured data is missing required properties	https://independentenergyhawa…	42 schema nodes lack a required property. Most common: WebPage.name (34 nodes); Offer.price, priceCurrency (6 nodes)…	
P2	Pages buried four or more clicks from the homepage	https://independentenergyhawa…	6 of 89 crawled pages sit at click depth ≥4 (deepest: 4).	
P2	Orphan pages with no internal inbound links	https://independentenergyhawa…	2 crawled pages have no internal inbound links (they were reached only via the XML sitemap).	

PRIORITY	TASK	URL / AREA	EVIDENCE	A
P2	The repair page has no repair-specific request form	https://independentenergyhawa…	https://independentenergyhawaii.com/service/ ("Solar Repair Oahu & Maui") does have calls to action: "Get Free…	
P2	About pages carry no Organization schema	https://independentenergyhawa…	1 of 1 crawled about pages (100.0%) emit none of Organization. Example: https://independentenergyhawaii.com/about/	
P2	XML sitemap contains non-indexable URLs	https://independentenergyhawa…	1 of 79 crawled sitemap URLs are non-indexable (noindex, redirected, canonicalised elsewhere or 4xx)…	
P2	Organization schema is incomplete	site-wide	Organization node is missing or has empty: logo, contactPoint.	
P3	Repeated phrases with no owning page are template…	12 pages	The automated check found 11 phrases repeated on 3+ pages with no page targeting them. On review they are section…	
P3	Service pages carry no Service schema	https://independentenergyhawa…	https://independentenergyhawaii.com/quote/ (a quote request form) emits no Service markup. Service markup is already…	
P3	Undersized tap targets at mobile width	https://independentenergyhawa…	37 interactive elements render under 24px in either dimension on https://independentenergyhawaii.com/ at 412px width.	

PRIORITY	TASK	URL / AREA	EVIDENCE	A
P3	No HSTS header on the homepage	site-wide	No `strict-transport-security` response header was returned for https://independentenergyhawaii.com/.	S

APPENDIX

Method and Supporting Data

Crawl

PARAMETER	VALUE
Start URL	`https://independentenergyhawaii.com/`
URLs discovered	89
URLs crawled	89
Crawl mode	full
URL templates in discovery	41
URL templates sampled	41
Max depth setting	5
robots.txt respected	True
Subdomains seen but excluded from scope	none

Full crawl — every discovered URL was fetched.

Supporting datasets (`seo-audit-data/`)

FILE	ROWS
commercial-pages.csv	3
competitors.csv	3
content-opportunities.csv	14
crawl.csv	89
internal-link-opportunities.csv	8
internal-links.csv	5002
issues.csv	15
keywords.csv	400
orphan-pages.csv	2
page-authority.csv	89
pages.csv	78
performance.csv	5
programmatic-templates.csv	2
schema-problems.csv	42
schema.csv	89

Labelling convention

- `FACT` directly observed in the crawl, HTTP headers, markup or a live browser render.
- `RECOMMENDATION` a proposed change.
- `ASSUMPTION` an inference, always stated as one.
- ***not measured*** — a metric this audit could not obtain. Never estimated.

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Prepared for Independent Energy Hawaii · 4 November 2026 · Full crawl of 89 URLs, robots.txt respected. Anything we could not measure is labelled as not measured.