



SAMPLE AUDIT · UNPAID & UNSOLICITED

# Independent Website Audit Preview

## Cupertino Electric

Site reviewed: [cei.com](http://cei.com) · Prepared by ZenMasterWorks · June 2026

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## METHODOLOGY & SCOPE

This is a preview-level audit built entirely from publicly available information — the site's content as returned to a standard, non-JavaScript-executing fetch, the kind search engine crawlers use. No production or staging access was requested or used, and no full browser-based device testing was performed for this unpaid preview.

## FINDINGS

### What stood out

#### HIGH

#### No meta description anywhere across the site

Three different page types — the homepage, the contact page, and the about page — were checked directly, and none declare a meta description. For a company with \$500M+ in annual revenue and 5,300+ employees, Google is left to auto-generate search snippets instead of CEI controlling its own message.

[cei.com/](#) — no meta description

[cei.com/contact](#) — no meta description

[cei.com/about-cei](#) — no meta description

#### MEDIUM

#### A social feed widget doesn't degrade gracefully

The homepage embeds a social media feed widget that, fetched the way a search crawler would, leaves behind empty placeholder content instead of real text — a sign the embed relies entirely on client-side rendering with no fallback.

#### LOW

#### No structured data observed on the pages reviewed

No Schema.org markup was visible on the homepage, contact, or about page. Structured data would help search engines and AI assistants surface CEI accurately for data center, energy, and infrastructure work.

## FOR BALANCE

### What's genuinely working

- ✓ A real, substantive project portfolio featuring actual public infrastructure and healthcare work (the Rinconada Water Treatment Plant, Sutter Health's Innovation Center) — concrete proof, not vague claims.
- ✓ Complete, well-organized multi-state contact information with maps and driving directions for every regional office.
- ✓ Transparent licensing detail — exact California contractor license number and every specific classification listed plainly in the footer.
- ✓ A responsive, mobile-aware layout with proper viewport configuration present on every page checked.

**This is the preview. The full audit goes further.**

A complete engagement would map exactly which page templates lack meta descriptions sitewide, test the social widget across real devices, and check for Schema.org coverage across the full site.

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