



PREPARED EXCLUSIVELY FOR

CRN Construction LLC — recommendations to win visibility across search, voice, and AI.

A grounded assessment of how CRN Construction shows up today, where the gaps are, and the specific moves that will earn the company the rankings, reviews, and citations it deserves.

PREPARED FOR

CRN Construction LLC

Oregon CCB #173563 · Lane · Douglas · Coos Counties

PREPARED BY

Farber Inc

Digital Strategy & Visibility Practice

REPORT TYPE

Audit & Recommendations

27 pages · with implementation roadmap

SECTION 01

The honest read, and the case for change.

CRN Construction has built something genuinely rare: nineteen years of licensed, certified, relationship-driven residential contracting across Lane, Douglas, and Coos Counties. The problem isn't the work — it's that almost none of that credibility is structured for how search and AI actually work in 2026.

02

OF 08

OUR ASSESSMENT

"CRN is invisible to ChatGPT, buried on Google page five, and absent from the directories homeowners actually trust. The fix isn't expensive — it's structural."

We audited **crnconstructionllc.com**, the company's social footprint, and its presence across the sources that Google, ChatGPT, Perplexity, and AI Overviews actually consult when answering "who's a good roofer in Eugene."

What we found is consistent with what we see across most small residential contractors: the business is real, the work is excellent, the credentials are legitimate — but the digital surface area doesn't tell that story in machine-readable form. Today, AI engines have no entity to point to, no schema to parse, and no third-party mentions to cite.

The good news: the gap between where CRN is today and where it needs to be is closer than it looks. Most of the foundational work — schema, citations, structured content — can be shipped in 30 days without rebuilding the site.

TRADITIONAL SEO

ANSWER ENGINE (AEO)

2.0_{/10}

Industry median: 6.5

1.0_{/10}

No extractable answers on site

GENERATIVE ENGINE (GEO)

1.0_{/10}

Not cited in ChatGPT or Perplexity

SOCIAL FOOTPRINT

3.5_{/10}

Two channels, both underutilized

THE OPPORTUNITY

If CRN executes Phase 1 and Phase 2 of our roadmap, we estimate page-one visibility on the highest-intent local queries within 90 days — and consistent AI citation across ChatGPT, Perplexity, and Google AI Overviews within six months.

ESTIMATED 12-MONTH IMPACT

2–4×

qualified inbound leads from organic
+ AI search

SECTION 02

What's actually live *today*.

A factual record of CRN Construction's digital presence as of September 21, 2026. We treat the audit as the baseline — every recommendation below closes one of these gaps.

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DOMAIN	crnconstructionllc.com	SITE PLATFORM	Zyro templ
SCHEMA MARKUP	None detected	SERVICE PAGES	3 cards · n
BLOG / CONTENT	None	CONTACT EMAIL	crnconstr
ADDRESS ON SITE	PO Box 40294, Eugene OR 97404	TEAM PAGE	Missing — testimonia
TESTIMONIALS ON SITE	3 (Susan S, Kent S, Susanne A)	TRUST BADGES	Malarkey ·

SECTION 03

Findings, ranked by what hurts first.

Twelve issues, four severity tiers, each tagged to the pillar it blocks. We recommend addressing the Critical and High items in Phase 1 — most are an afternoon's work, not a rebuild.

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OF 08

FINDING	SEVERITY	PILLAR(S)
01 Zero schema markup on the entire site. No LocalBusiness, Service, FAQPage, or Organization JSON-LD detected. Answer engines cite structured sources first.	CRITICAL	SEO AEO GEO
02 Gmail contact email undermines trust. crnconstruction21@gmail.com is the primary contact. AI engines and Google's trust layer both downgrade businesses on free personal email. A name@crnconstruction.com address is the highest-ROI trust signal available.	CRITICAL	SEO Trust GEO
03 Google Business Profile status unverified. GBP is the single highest-leverage asset a contractor owns — drives the local 3-pack. Audit required for completeness: every category, 40+ photos, weekly posts, seeded Q&A.	CRITICAL	Local SEO
04 No dedicated service pages, city pages, or blog.	CRITICAL	SEO AEO GEO

FINDING

SEVERITY

PILLAR(S)

The site lists Roofing, Concrete, and Windows & Siding as cards. Each deserves its own URL with answer-first structure, FAQs, photos, and Service schema. Same for each city in the service area.

05

PO Box as the only listed address.

Google and AI engines want a verifiable service-area business. Switch to a defined service-area polygon (Lane, Douglas, Coos Counties).

HIGH

Local SEO

06

Zyro platform limits technical execution.

Templates make schema, lms.txt, and Core Web Vitals wins hard. A self-hosted WordPress or Webflow site would compound over time. GTM can mitigate in the interim.

HIGH

Tech SEO

07

Team page is missing.

AI engines look for named humans with credentials when deciding who to cite. E-E-A-T is now an explicit ranking signal. Build a real About page with named owners and key crew.

HIGH

E-E-A-T

AEO

08

Social presence is Facebook + Instagram only, both quiet.

YouTube, LinkedIn, Nextdoor, Houzz, and a verified GBP are all missing. AI engines use LinkedIn as a citable identity source. YouTube transcripts are heavily cited.

HIGH

Social

GEO

09

No original photography or case studies.

Every completed job should become a 200-word case study with before/after photos. Raw material for service pages, blog posts, GBP posts, and AI citations.

MEDIUM

Content

AEO

10

No reviews visible on-site.

Embed live Google star rating + recent review snippets as Review schema on the homepage. AI engines surface these.

MEDIUM

SEO

AEO

FINDING	SEVERITY	PILLAR(S)
11 Bing Webmaster Tools not verified. Bing powers ChatGPT browsing, Copilot, and parts of Perplexity. Skipping Bing means missing ~30% of AI citation opportunity.	MEDIUM	GEO
12 No canonical one-sentence brand description. The current tagline is poetic but un-parsable. Add a single factual sentence and repeat it identically across site, GBP, LinkedIn, and Wikidata.	LOW	Entity

SECTION 04

Our SEO *recommendations.*

The six pillars that win the Google 3-pack in 2026, in order of leverage. We recommend CRN adopt all six; together they form the foundation everything else builds on.

05

OF 08

01 Lock down the Google Business Profile.

The single highest-leverage asset a residential contractor can own.

We recommend CRN verify and complete **every available field** on its Google Business Profile — specific primary category, three to five secondary categories, a defined service-area polygon, accurate hours, and at least 25 geo-tagged photos from real job sites in Eugene, Springfield, Roseburg, Coos Bay, and Florence. Seed the Q&A section with eight to twelve real homeowner questions.

— CATEGORIES TO SET

Pick precise, not broad.

Use **Roofing Contractor** as primary — not "Construction Company." Add General Contractor, Siding Contractor, Window Installation Service, and Concrete Contractor as secondary categories.

Impact • Direct map-pack ranking lift

— SERVICE AREA

Define a polygon, not a city name.

List Lane, Douglas, and Coos Counties with explicit zip codes and city names. Google ranks service-area businesses by proximity to the searcher, not to your office.

Impact · Higher visibility on "near me" queries

02 Build NAP consistency across 50+ directories.

One canonical record. Identical everywhere.

We recommend CRN adopt a single canonical NAP record (Name, Address, Phone) and replicate it character-for-character across the top 50 directories — Google, Bing Places, Apple Maps, Yelp, Angi, HomeAdvisor, BBB, Houzz, Nextdoor, Thumbtack, MapQuest, Superpages, Manta, plus Oregon-specific listings (Eugene Chamber, CCB lookup). One internal owner. One master document.

— TOP 10 TO PRIORITIZE

The directories that move the needle.

Google · Bing Places · Apple Maps · Yelp · BBB · Angi · HomeAdvisor · Houzz · Nextdoor · Facebook.

Impact · 2.4 position average ranking lift with perfect NAP

— INDUSTRY-SPECIFIC

Where the home-services trust lives.

NRCA · NARI · Oregon HBA · Lane County HBA · Malarkey Certified Pro directory · Tyvek · Houzz Pro · BuildZoom.

Impact · Authority signals AI engines can read

03 Launch dedicated service pages with real depth.

One URL per service. Answer-first. Schema-rich. No shortcuts.

We recommend CRN publish **three flagship service pages** — Roofing, Concrete, Windows & Siding — each 800 to 1,200 words, each opening with a 40 to 60-word answer capsule, each containing six to eight FAQs in customer language, and each tagged with Service + FAQPage + LocalBusiness schema. Roofing goes first (highest search intent in the Lane County market).

— ROOFING PAGE

Highest intent. Highest revenue.

Asphalt shingle, metal, flat-roof systems. Malarkey-certified installation. Oregon CCB-permitted. 10-year workmanship warranty. Local project gallery.

Impact · Primary conversion target

— CONCRETE PAGE

Driveways, patios, foundations.

Pour, finish, repair. Sub-services as distinct H3s. Local photos from past Lane County pours. FAQ on permits and weather windows.

Impact · Captures adjacent intent

— WINDOWS & SIDING PAGE

High-margin exterior work.

Energy-efficient windows, fiber-cement siding, weatherproofing for Oregon's wet climate. Code-compliant installation. Manufacturer warranty coverage.

Impact · Strong margin, lower search competition

— CITY PAGES (LANE, DOUGLAS, COOS)

One unique page per market.

Eugene, Springfield, Roseburg, Coos Bay, Florence, Cottage Grove, Junction City, Veneta. Each with local landmarks, neighborhoods, and a real project photo.

Impact · Long-tail local pack dominance

04

Deploy the schema CRN is missing today.

JSON-LD is the language AI engines actually speak.

We recommend CRN inject **LocalBusiness + Service + FAQPage + Organization** schema on every page, deployed via Google Tag Manager if the Zyro platform doesn't expose the page head. This is the single highest-leverage technical change for both AEO and GEO.

RECOMMENDED JSON-LD

/localbusiness.schema.json

```
// Drop into every page header or via Google Tag Manager
{
  "@context": "https://schema.org",
  "@type": "HomeAndConstructionBusiness",
  "name": "CRN Construction LLC",
  "image": "https://crnconstructionllc.com/og.jpg",
  "telephone": "+1-541-661-5567",
  "email": "info@crnconstruction.com",
  "url": "https://crnconstructionllc.com",
  "areaServed": [
    { "@type": "AdministrativeArea", "name": "Lane County, OR" },
    { "@type": "AdministrativeArea", "name": "Douglas County, OR" },
    { "@type": "AdministrativeArea", "name": "Coos County, OR" }
  ],
  "priceRange": "$$",
  "identifier": "CCB-173563",
  "address": {
    "@type": "PostalAddress",
    "addressRegion": "OR",
    "postalCode": "97404",
    "addressLocality": "Eugene"
  },
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
    "opens": "08:00", "closes": "17:00"
  }],
  "sameAs": [
    "https://www.facebook.com/crnconstruction21",
    "https://www.instagram.com/crn.construction/",
    "https://www.linkedin.com/company/crn-construction-llc"
  ]
}
```

SECTION 05

Recommendations for *answer* and *generative* engines.

AEO gets you quoted. GEO gets you named. Together they ensure CRN is the answer when an Eugene homeowner asks Siri, ChatGPT, or Google the question that becomes a job.

06

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AEO Become the answer.

AEO — Answer Engine Optimization

We recommend CRN restructure every content page so the first 40 to 60 words deliver a **direct, factual, quotable answer** to the implied question — before any marketing language, before any company history, before any welcome. Answer engines (ChatGPT, Perplexity, Google AI Overviews, Siri) extract from the top of pages first. CRN's content needs to lead with the answer.

— PATTERN · ANSWER CAPSULE

Lead every section with 40–60 words that answer the question.

"CRN Construction installs Malarkey-certified asphalt shingle, metal, and flat-roof systems for homes across Eugene, Springfield, and the surrounding Lane County area. We pull all Oregon CCB

permits, carry \$1M in liability insurance, and back our roof work with a 10-year workmanship warranty."

Impact · AI engines lift answer capsules word-for-word

— PATTERN · QUESTION H2S

Headings should mirror the questions customers ask.

Instead of "Our Process" — use *"How long does a roof replacement take in Eugene?"* Instead of "Materials" — use *"What roofing material holds up best to Oregon rainfall?"* Pull phrasing from real customer calls.

Impact · Direct query-match signal for retrieval

— PATTERN · FAQ BLOCKS

Six to eight real questions per service page.

Customer phrasing, not marketing-speak. Mark every block with FAQPage schema so it can render as a rich result and be lifted by AI engines.

Impact · 10–15% lift in citation probability

— PATTERN · AUTHOR BIO

Every blog post needs a named, credentialed author.

"Nathan, Project Manager at CRN Construction, Malarkey Certified Pro since 2018." Link to a real profile or LinkedIn. E-E-A-T is now explicit.

Impact · Authority signal both Google and AI reward

GEO Become the named brand.

GEO — Generative Engine Optimization

We recommend CRN invest in becoming the brand AI engines **name** when an Oregon homeowner asks who to hire. GEO is the new PR — it's about earning citations on the sources the engines trust, then proving entity authority through structured data and consistent identity across the web.

Seven highest-leverage GEO moves, ranked.

01	Claim the Wikidata entity for CRN Construction LLC. Wikidata is the entity graph every AI model consults. Use CCB #173563 as the unique identifier.	HIGH	30 min
02	Ship an llms.txt file at the site root. Plain text, under 200 words. Tells AI engines what CRN does, where, and why it should be cited.	HIGH	30 min
03	Verify Bing Webmaster Tools and submit the sitemap. Bing powers ChatGPT browsing, Copilot, and parts of Perplexity. Free. 10 minutes.	HIGH	10 min
04	Seed genuine answers on Reddit and Quora. Find 5–10 active Eugene / Oregon homeowner threads. Contribute real expertise, real name, no spam.	MED	2 hr/wk
05	Earn third-party mentions in real publications. Press release on the 19-year anniversary. Pitch the Eugene Register-Guard, Daily Emerald, Cottage Grove Sentinel.	MED	2 wk

Publish comparison and "best of" content.

06

"Malarkey vs GAF for Oregon roofs." "Best roofing contractors in Eugene." Be the honest reference.

MED

1 wk

Push for a Google Knowledge Panel.

07

Slow burn. Becomes possible once Wikidata, Wikipedia citations, and consistent entity data exist.

LONG

6+ mo

THE CITATION TEST

Run these prompts today in ChatGPT, Perplexity, Claude, and Gemini. Save the answers in a spreadsheet. Re-run monthly.

Sample prompts

"best roofing contractor in Eugene Oregon"

"who does concrete work in Lane County"

"Malarkey certified installer Eugene"

"CRN Construction reviews"

SECTION 06

Where we recommend CRN *show up*.

For a residential contractor, social media has shifted from brand awareness to AI citation source. Each platform below earns its keep in a different way.

07

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— FACEBOOK

Keep, but lean.

Weekly post: one project photo + a two-line caption + a question. Boost the best-performing post \$20–50/mo. Critical for the over-45 homeowner demographic.

Priority · Maintain

— INSTAGRAM

Visual-only, post often.

Carousel before/after, 3-slide project walkthroughs, Reels of the crew at work. Aim for 2 posts + 1 Reel per week. Geo-tag every post.

Priority · Maintain

— GOOGLE BUSINESS PROFILE

The local pack lives here.

Weekly posts, photos, Q&A, response to every review. This is not "social" in the Instagram sense — it's the highest-leverage local platform CRN owns.

Priority · Maximum

— YOUTUBE

The biggest GEO win available.

— LINKEDIN

Citable identity source.

— NEXTDOOR

Where local recommendations

Short videos: "What Malarkey shingle should you pick in Eugene?" AI engines cite YouTube transcripts heavily. One Short per week to start.

Priority · Build

Company Page + a personal page for the owner. AI engines use LinkedIn as a verified identity source. One post per month is plenty.

Priority · Build

happen.

Claim your business page, post completed neighborhood jobs, ask happy customers to recommend you. Neighborhood-level trust signal.

Priority · Build

A sustainable weekly rhythm.

MONDAY

GBP post

Project of the week + one sentence + a CTA.

WEDNESDAY

Instagram

Before/after carousel + 3 lessons from the job.

FRIDAY

Facebook

Homeowner tip + link back to a blog post.

BI-WEEKLY

YouTube Short

30-sec walkthrough from a finished job.

MONTHLY

LinkedIn

Milestone or project story from the owner.

SECTION 07

The 90-day *implementation roadmap*.

Sequenced to compound. Each phase builds on the last; we recommend CRN work the phases in order rather than jumping ahead.

08

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PHASE 01

Foundation

Days 1 – 30

Stop the bleeding.

- Set up `info@crnconstruction.com` — forward from Gmail so behavior doesn't change.
- Claim and fully optimize Google Business Profile — every field, 40+ photos, 8 seeded Q&A.
- Verify in Bing Webmaster Tools and submit sitemap.
- Audit and fix NAP across top 20 directories; claim the missing ones.
- Deploy LocalBusiness + Service + Organization schema on homepage and contact page.
- Replace the PO Box with a service-area polygon on the website and GBP.
- Create LinkedIn Company Page; claim Nextdoor business page.
- Ship an `llms.txt` at the site root.
- Start a review-request SMS flow: send within 48 hours of every job completion.

PHASE 02

Content buildout

Days 31 – 60

Where the citation money is made.

- Publish three dedicated service pages: Roofing, Concrete, Windows & Siding. Each 800–1,200 words, answer-first, FAQPage schema.
- Publish four city / service-area pages: Eugene, Springfield, Roseburg, Coos Bay. Each with local project photo + neighborhoods + code notes.
- Write four blog posts targeting real customer questions: roof costs, Malarkey vs GAF, permit requirements, contractor vetting.
- Build out an About page with named owner, project manager (Nathan), years of experience, and certifications.
- Embed a live Google review feed on the homepage with Review schema.
- Record four short YouTube videos (2–3 min each) answering the same questions as the blog posts.
- Run the citation test in ChatGPT, Perplexity, Claude, Gemini — document baseline.

PHASE 03

Authority & GEO

Days 61 – 90

Get cited, not just ranked.

- Claim and populate the Wikidata entity for CRN Construction LLC.
- Submit a milestone press release (19-year anniversary) to the Eugene Register-Guard and Daily Emerald.
- Contribute 8–10 helpful answers to active Reddit and Quora threads about Oregon home services.
- Pursue three manufacturer or supplier mentions (Malarkey Certified Pro profile, Tyvek, supplier directories).
- Publish a comparison guide: CRN Construction vs [honest local competitor].

- Secure two local backlinks from an HBA directory, Chamber listing, or supplier site.
- Re-run the citation test across all AI engines and track movement from baseline.

PHASE 04

Measure & compound

Day 90 onward

Track what matters. Double down on what's working.

- Weekly: citation share-of-voice for 20 priority prompts across ChatGPT, Perplexity, Gemini, Claude, and Google AI Mode.
- Monthly: GBP calls, direction requests, website clicks, form submissions versus baseline.
- Quarterly: refresh top service pages with new photos, updated stats, recent reviews.
- Goal by end of quarter: page-one ranking for "Eugene roofing contractor," page-one for at least two city pages, and cited in at least three of five AI engines for category queries.

SECTION 08

The next move is *yours*.

If CRN executes Phase 1 and Phase 2 of this roadmap, we expect to see measurable map-pack and AI citation movement within 90 days. The seven highest-leverage items in the box below can be shipped inside a single week, before any other work begins — and they unlock everything else.

We are ready to draft the schema, write the service-page copy, claim the Wikidata entity, and produce the YouTube scripts the moment CRN gives the word. We'd rather build the future of CRN's visibility than describe it.

THIS WEEK · THE SEVEN FIXES

- 01 Set up `info@crnconstruction.com`
- 02 Inject LocalBusiness schema on the homepage via GTM
- 03 Verify Bing Webmaster Tools and submit the sitemap
- 04 Create the LinkedIn Company Page
- 05 Ship the `llms.txt` at the root
- 06 Claim the Wikidata entity
- 07 Run the citation test, save the answers

Farber Inc

DIGITAL STRATEGY & VISIBILITY PRACTICE

[BEGIN PHASE 1 →](#)



Farber.Inc — Visibility Recommendations for CRN Construction LLC