

See where customers can't find you.

PREPARED FOR

Barton Creek Plumbing

Plumber · 1801 S Lamar Blvd, Austin, TX



● PRESENT

Findable, but not the one customers choose.

■ WEBSITE	STRONG
■ GOOGLE AND MAPS	LOSING CUSTOMERS
■ REVIEWS	COULD BE BETTER
■ ADS	STRONG
■ AI ANSWERS	COULD BE BETTER

Where you stand, in one page

When people in Austin search for a plumber, Google shows 3 competitors and not Barton Creek Plumbing.



01	Website	Fast: 2.6s on a phone	■ STRONG
02	Google and Maps	Not in the top 3 for any search	■ LOSING CUSTOMERS
03	Reviews	38 reviews vs 61 for the leader	■ COULD BE BETTER
04	Ads	No competitors advertise	■ STRONG
05	AI answers	Named by 2 of 4 AI assistants	■ COULD BE BETTER

Present. Findable, but not the one customers choose.

The three things costing you the most

01

Google doesn't show you for your main searches

The three businesses on the map get most of the calls. Below them, few people scroll.

02

Competitors have more reviews

People compare stars and counts before they call, and a steady flow of recent reviews also lifts you on the map.

03

Only some AI assistants recommend you

More people ask ChatGPT or Google's AI who to call. They name a few businesses, and those get the call.

WHO'S GETTING THE CALLS YOU SHOULD BE

Oak Hill Plumbing

★ 4.9 · 61 reviews · in the map's top 3 · AI: 2 of 4

Barton Creek Plumbing (you)

★ 4.6 · 38 reviews · not in the map's top 3 · AI: 2 of 4

239

CHECKS RUN

23

PAGES SCANNED

6

SEARCHES TRACKED

3

COMPETITORS COMPARED

4

AI ASSISTANTS ASKED

Loads in 2.6s on a phone

● STRONG

MOBILE SPEED
SCOREDESKTOP SPEED
SCORE

SHOWS ON A PHONE IN

2.6s

Google's bar: under 2.5s

RESPONDS TO TAPS IN

164ms

Under 200ms

LAYOUT SHIFT

0.01

Under 0.10

PAGE WEIGHT

2.2 MB

Under 1.6 MB

FILES LOADED

60

Under 50

PAGES CRAWLED

23

bartoncreekplumbing.com

6 findings 1 WARNINGS 5 INFO

01 ■ WARNING

bartoncreekplumbing.com (site-wide)

The page jumps while it loads

People tap the wrong thing when the layout moves under their finger.

FOUND Cumulative Layout Shift above 0.1 on mobile.

FIX Give images and embeds fixed dimensions; reserve space for banners.

02 ■ INFO

bartoncreekplumbing.com/services

Images have no descriptions

Screen readers and Google image search can't understand them.

FOUND Images missing alt text.

FIX Add short, descriptive alt text to every meaningful image.

03 ■ INFO

bartoncreekplumbing.com/services/repair

Images have no descriptions

Screen readers and Google image search can't understand them.

FOUND Images missing alt text.

FIX Add short, descriptive alt text to every meaningful image.

04 ■ INFO

bartoncreekplumbing.com (site-wide)

No sitemap for Google to follow

Google finds new pages slower without one.

FOUND sitemap.xml missing or not referenced in robots.txt.

FIX Generate a sitemap and submit it in Search Console.

Pages aren't cached by the browser

Returning visitors download everything again.

FOUND No Cache-Control header on HTML and assets.

FIX Set long cache headers on static assets and short ones on HTML.

No answers to common questions

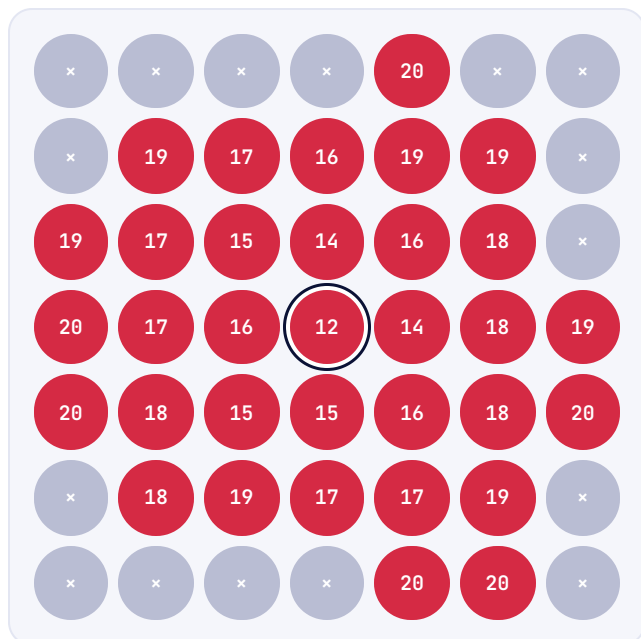
AI assistants quote pages that answer questions directly.

FOUND No FAQ content or FAQPage structured data.

FIX Add a short FAQ with the questions customers ask before calling.

Not in the top 3 for any search

● LOSING CUSTOMERS



Top 3 at 0 of 49 points across Austin for "plumber near me". The ringed dot is your business; each dot is a place a customer could be searching from.

SEARCH	YOUR POSITION
plumber near me	#13
best plumber in Austin	#7
plumber Austin	#10
plumber open now	#3
emergency plumber Austin	#9
plumber prices Austin	#8

YOUR GOOGLE LISTING

- Primary category set
- Hours, incl. holidays
- Services listed
- Weekly posts
- Secondary categories
- Business description
- Photos posted this month
- Website linked

8 findings 8 WARNINGS

01 ■ WARNING

You're #13 for "plumber near me", below the map's top 3

The three businesses on the map get most of the calls. Below them, few people scroll.

FOUND Local pack position from Austin centre: #13. Top 3: Oak Hill Plumbing, Eastside Plumbing, Riverside Plumbing.

FIX Strengthen relevance for this search: matching category and services, a service page on the site, and reviews that mention it.

02 ■ WARNING

You're #7 for "best plumber in Austin", below the map's top 3

The three businesses on the map get most of the calls. Below them, few people scroll.

FOUND Local pack position from Austin centre: #7. Top 3: Oak Hill Plumbing, Eastside Plumbing, Riverside Plumbing.

FIX Strengthen relevance for this search: matching category and services, a service page on the site, and reviews that mention it.

03 ■ WARNING

You're #10 for "plumber Austin", below the map's top 3

The three businesses on the map get most of the calls. Below them, few people scroll.

- FOUND** Local pack position from Austin centre: #10. Top 3: Oak Hill Plumbing, Eastside Plumbing, Riverside Plumbing.
- FIX** Strengthen relevance for this search: matching category and services, a service page on the site, and reviews that mention it.

04 ■ WARNING

You're #9 for "emergency plumber Austin", below the map's top 3

The three businesses on the map get most of the calls. Below them, few people scroll.

- FOUND** Local pack position from Austin centre: #9. Top 3: Oak Hill Plumbing, Eastside Plumbing, Riverside Plumbing.
- FIX** Strengthen relevance for this search: matching category and services, a service page on the site, and reviews that mention it.

05 ■ WARNING

You're #8 for "plumber prices Austin", below the map's top 3

The three businesses on the map get most of the calls. Below them, few people scroll.

- FOUND** Local pack position from Austin centre: #8. Top 3: Oak Hill Plumbing, Eastside Plumbing, Riverside Plumbing.
- FIX** Strengthen relevance for this search: matching category and services, a service page on the site, and reviews that mention it.

06 ■ WARNING

Your Google listing is missing: hours, incl. holidays

Complete, active listings rank higher and get more calls.

- FOUND** Google Business Profile completeness check.
- FIX** Add it in your Google Business Profile (Hours, incl. holidays).

07 ■ WARNING

Your Google listing is missing: services listed

Complete, active listings rank higher and get more calls.

- FOUND** Google Business Profile completeness check.
- FIX** Add it in your Google Business Profile (Services listed).

08 ■ WARNING

Your Google listing is missing: weekly posts

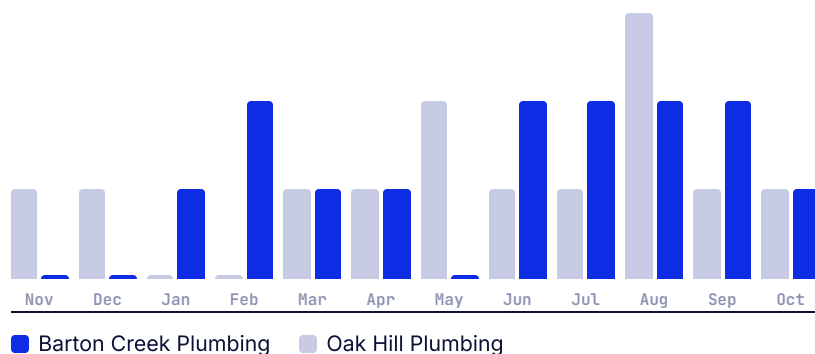
Complete, active listings rank higher and get more calls.

FOUND Google Business Profile completeness check.

FIX Add it in your Google Business Profile (Weekly posts).

38 reviews vs 61 for the leader

● COULD BE BETTER



New reviews per month, last 12 months

NEW REVIEWS, 12 MONTHS

14 vs 13

REVIEWS YOU REPLIED TO

69%

NEWEST REVIEW

46 days ago

3 findings 1 WARNINGS 2 INFO

01 ■ WARNING

Your newest review is 46 days old

Customers trust recent reviews more than old ones.

FOUND Most recent review: 46 days ago.**FIX** Keep a steady flow: a review request in every invoice or follow-up text.

02 ■ INFO

Oak Hill Plumbing gets more new reviews every month

Google favours businesses with a steady flow of recent reviews.

FOUND Last 3 months: you 5, Oak Hill Plumbing 5.**FIX** Ask every happy customer for a review the same day, with a direct link.

03 ■ INFO

You reply to 69% of reviews

Replies show customers you care, and Google notices them.

FOUND Owner response rate 69% over the last 12 months.**FIX** Reply to every review within a week, good or bad.

No competitors advertise

● STRONG

None of the businesses beating you on the map are running ads right now.

Nothing to fix here. This part of your presence is working.

Named by 2 of 4 AI assistants

● COULD BE BETTER

WE ASKED "Who is the best plumber in Austin?"

ChatGPT

DOESN'T NAME YOU

For a plumber in Austin, Oak Hill Plumbing come up often, with strong reviews and clear service pages.

Gemini

NAMES YOU

For a plumber in Austin, Oak Hill Plumbing, Eastside Plumbing and Barton Creek Plumbing come up often, with strong reviews and clear service pages.

Perplexity

DOESN'T NAME YOU

For a plumber in Austin, Riverside Plumbing come up often, with strong reviews and clear service pages.

AI Overviews

NAMES YOU

For a plumber in Austin, Riverside Plumbing and Barton Creek Plumbing come up often, with strong reviews and clear service pages.

Asked on October 9, 2026 of ChatGPT, Gemini, Perplexity, AI Overviews. AI answers change from week to week and by how a question is phrased; this is a snapshot.

2 findings 2 CRITICAL

01 ■ CRITICAL

ChatGPT doesn't recommend you, it names Oak Hill Plumbing

More customers ask AI assistants who to call. The ones it names get the call.

FOUND Asked "Who is the best plumber in Austin?". Cited sources favour pages with structured data and consistent listings.

FIX Clear service pages, LocalBusiness and FAQ structured data, and listings that agree everywhere.

02 ■ CRITICAL

Perplexity doesn't recommend you, it names Riverside Plumbing

More customers ask AI assistants who to call. The ones it names get the call.

FOUND Asked "Who is the best plumber in Austin?". Cited sources favour pages with structured data and consistent listings.

FIX Clear service pages, LocalBusiness and FAQ structured data, and listings that agree everywhere.

You against Oak Hill Plumbing and the rest of the map's top 3

BUSINESS	ON THE MAP	RATING	REVIEWS	ADVERTISES	AI RECOMMENDS
Oak Hill Plumbing	Top 3	★ 4.9	61	None	2 of 4
Eastside Plumbing	Top 3	★ 4.8	34	None	1 of 4
Riverside Plumbing	Top 3	★ 4.5	38	None	2 of 4
Barton Creek Plumbing (you)	0 of 3 searches	★ 4.6	38	None	2 of 4

What to do, in order

-
- | | | |
|-----------|---|---------------------------------|
| 01 | Ask your last 20 happy customers for a review, with a direct link that opens the review box. | DO IT THIS WEEK |
| <hr/> | | |
| 02 | Fill every field of your Google Business Profile and add 10 recent photos of your work. | DO IT THIS WEEK |
| <hr/> | | |
| 03 | Make your name, address and phone match exactly on every listing you have. | DO IT THIS WEEK |
| <hr/> | | |
| 04 | Reply to every review within a week, good or bad. | DO IT THIS WEEK |
| <hr/> | | |
| 05 | Add structured data so Google and AI assistants can read your services, area and hours. | NEEDS A PRO |
| <hr/> | | |
| 06 | Build a page for each service and area you cover, so you show up for every search that matters. | NEEDS A PRO |
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Want this fixed for you, start to finish?

Seen and Found is a studio of senior designers, developers and search specialists. We build websites and run the search work that gets local businesses like Barton Creek Plumbing found and chosen. A 20 minute call with a specialist: we go through this report with you and tell you what we'd do first. Free, no pitch.

BOOK A FREE CALL · [SEENANDFOUND.COM/CONTACT](https://seenandfound.com/contact)

01

We read your report with you

Twenty minutes on the findings that cost Barton Creek Plumbing the most customers, in plain words.

02

We show you what we'd fix first

The order that brings calls back fastest, and what you can do yourself this week.

03

You get a fixed price, if you want one

No retainer surprises and no obligation. Many owners just take the plan and run with it.

How we checked: page speed from Google PageSpeed Insights (mobile and desktop); a crawl of up to 23 pages of your site; map positions from 49 points across Austin; reviews and listings from Google; ads from Google's Ads Transparency Center and the Meta Ad Library; AI answers from ChatGPT, Gemini, Perplexity, AI Overviews. Prepared October 9, 2026. Only public information was used.