




EXECUTIVE SUMMARY

Overall: Strong service + credibility → under-optimized for local dominance + urgent conversions

- You *should* be dominating “leak detection near me” in multiple counties
- You *are not fully capturing high-intent calls*
- Biggest gap: **positioning + trust + local SEO structure—not service quality**


 This business is likely **leaving 30–50%+ of potential calls on the table**

WEBSITE AUDIT

1. What’s hurting LOCAL VISIBILITY

Weak location SEO structure

- Only generic mentions of counties (not optimized pages)
- No dedicated pages like:
 - “Leak Detection Whatcom County”
 - “Slab Leak Detection Snohomish County”
- No internal linking or geo relevance depth

 Google sees you as **one service in one location**, not a regional authority

Missing keyword targeting

Site is optimized for:

- “underground leak detection”

But NOT for:

- “water leak detection near me”
- “slab leak detection cost”
- “emergency leak detection”
- “plumber leak detection near me”

👉 Missing **high-intent search demand**

✘ **No strong topical authority**

- No blog content targeting problems (billing spikes, wet yard, etc.)
 - No FAQ schema or structured content
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2. What’s hurting CONVERSIONS

✘ **Headline is weak + generic**

“Fast, Non-Invasive Leak Detection”

This is **feature-based**, not outcome-based.

✘ **No clear pricing expectation**

- No “starting at”
- No “typical range”
- No “free estimate”

👉 Increases friction vs competitors

✘ **Too many CTAs, not focused**

- “Call now”
- “Find my leak”
- “Contact us”

- “Learn more”

👉 Decision friction reduces calls

✗ No urgency funnel

- No “same-day spots available”
 - No real-time urgency framing
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3. What’s hurting TRUST

✗ Missing key trust signals

- License number (important in WA)
 - Insurance mention (explicit)
 - “Years in business” above fold
 - Certifications / equipment brands
 - Visual proof (before/after, job evidence)
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✗ No strong brand positioning

Currently positioned as:

“a leak detection service”

Should be positioned as:

“the specialist plumbers rely on when leaks can’t be found”

4. What’s hurting URGENT-INTENT LEADS

✗ Phone number not dominant enough

- Should be sticky + repeated
- Should include urgency cues:
 - “Same-day service”

- “Fast response”
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✗ No emergency conversion path

- No “I have a leak now” CTA
 - No guided urgency flow
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✗ No clear “cost of waiting”

- Messaging exists but is not prominent or visual

📍 CORRECTED GBP CATEGORY STRATEGY

✅ Primary Category (Most Important)

Plumber

👉 This is non-negotiable.

It has:

- the highest search volume
- the strongest “near me” intent
- the most map pack visibility

Even if you *specialize*, Google still ranks you through this lens.

✅ Secondary Categories (Where you refine intent)

Use the closest available matches:

- **Water Damage Restoration Service**
- **Drainage Service**
- **Utility Contractor** (*optional, depending on positioning*)

⚠️ Note:

- These don’t perfectly match leak detection
- But they expand keyword relevance and surface area

⚠️ What this means strategically

Because there is **no exact-match category**, you must compensate with:

1. Services (CRITICAL)

Add keyword-rich services like:

- Slab leak detection
- Underground leak detection
- Water leak detection
- Emergency leak detection

👉 This is where you “tell Google what you actually do”

2. GBP Description (Do the heavy lifting)

Explicitly repeat:

- “leak detection”
 - “hidden water leaks”
 - “underground leaks”
 - “slab leaks”
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3. Reviews (Big ranking lever)

Customers should naturally mention:

- “found my leak”
- “leak detection”
- “underground leak”

👉 This replaces the missing category signal

4. Photos + Posts

Reinforce:


- detection equipment
 - pinpointing leaks
 - non-invasive work
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CORRECTED TAKEAWAY



- You **cannot win with categories alone**
 - You win by:
 - Primary category = **Plumber**
 - Everything else = **reinforcing “leak detection” everywhere**
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Updated Recommendation (Replacing Previous)

Instead of:

 Leak Detection Service (invalid)

Use:

-  Primary: Plumber
-  Secondary:
 - Water Damage Restoration Service
 - Drainage Service