

Website + Google Business Profile Checkup

Business: Sample Plumbing Co. (*real business, name anonymized*)

Type: Family-owned plumber, service-area business, mid-sized US metro

Prepared by: LocalFixList

Data collected: Monday, Sept 28, 2026, 1:26–1:31 PM ET

Package: Checkup Plus (sample)

About this sample. This is a real checkup of a real local business. We changed the name, city, phone number, and owner details so we can share it. Every finding below was checked against the live website, the public Google Maps listing, and a public BBB profile on the date above. Anything we couldn't verify is marked **Not verified**.

1. The 60-second summary

Sample Plumbing Co. has a strong reputation (**4.9★ on Google**) and a clear **"Call or Text"** button on mobile. But the website is hiding a lot of that from Google and from new customers. Several parts of the page were never filled in after the site was built, and **the hours don't match** between the website and Google.

Overall grade: C+. None of these problems is expensive to fix. Most of the top 10 fixes take **under an hour** for whoever manages the website.

Area	Grade	Headline
Google Business Profile & NAP consistency	B–	4.9★ rating, but hours conflict with the website and the address isn't in the site text
On-page SEO basics	D	Placeholder meta description ("..."), empty H1 , placeholder image alt text
Mobile experience & speed	C	Mobile Lighthouse Performance 69/100 . The main image shows up at about 9.8 s in the lab test
Calls to action & conversion	B	Tap-to-call button is visible without scrolling on mobile. No text-message link, no form, no emergency info
Trust signals	C	4.9★ Google rating and a BBB A+ are barely shown on the site. No written testimonials
Technical hygiene	C–	No schema markup, no sitemap, www and non-www both serve the site, copyright says 2022

2. Top 5 fixes (do these first)

#	Fix	Why it matters	Effort	Impact
1	Replace the placeholder meta description ("...") and fill in the empty H1 headline	Google often builds your search snippet from the meta description. Right now it's literally three dots. The H1 is the page's main headline for search engines, and it's blank	15 min	High
2	Make hours match everywhere (website says Mon–Fri 7:00–4:30. Google shows Monday 7 AM–5 PM)	If the hours conflict, a customer calling at 4:45 PM may get no answer. Google asks businesses to keep hours accurate	10 min	High
3	Add LocalBusiness/Plumber schema markup (we provide copy-paste code, §8)	Gives Google your name, phone, address, hours, service area, and rating page in a format it can read directly. Right now the site has none	30 min	Medium–High
4	Show the 4.9★ rating and 2–3 real reviews on the homepage, with a "Leave us a review" link	Right now the only rating on the page is a small image with no alt text that links to a Google search. Reviews are your strongest sales asset	30–60 min	High
5	Fix the mobile hero image loading (stop lazy-loading the top background image and compress/resize the images)	The first big image waits about 8 seconds before it even starts downloading (81% of the delay in the lab test). The images could be about 1 MB lighter	1–2 hrs (web person)	Medium

3. What's already working (keep these)

- ✓ **The phone number is easy to find on mobile.** The logo area shows it, and a green "CALL or TEXT" button sits just below the first image, visible without scrolling on a 412-px phone screen (screenshot checked).
- ✓ **Tap-to-call links work** (`tel:` link present on every call button).
- ✓ **Strong Google rating: 4.9★**, category "Plumber," website and phone listed on the Maps profile.
- ✓ **Good title tag:** "[Business] - Plumbing Services in [City], [State]" (51 characters, includes service + city).
- ✓ **Mobile viewport is set correctly.** No layout shift (CLS 0.001) and fast server response (130–180 ms).
- ✓ **HTTPS works**, and `http://` redirects to `https://`.
- ✓ **Clear service list** (repairs, water heaters, softeners, drain camera, sewer/water mains, gas piping) and a named service-area town list.
- ✓ **Owner story** (licensed master plumber with decades of experience) builds trust.

4. Google Business Profile & NAP (Name, Address, Phone) consistency

We read the public Google Maps listing (logged-out, limited view), the website, and the public BBB profile.

Item	Google Maps listing	Website	BBB profile	Status
Business name	"[Name] LLC"	"[Name] LLC"	"[Name] LLC"	✔ Consistent
Phone	(XXX) XXX-XXXX	XXX.XXX.XXXX	(XXX) XXX-XXXX	✔ Consistent
Street address	12xx E [Street] St	Not in page text. It only appears inside a map pop-up that loads with JavaScript	12xx E [Street] St	⚠ Missing from the site
Hours (Monday)	7 AM–5 PM	7:00 AM–4:30 PM	Not listed	✗ Conflict
Hours (Tue–Sun)	Not verified (limited view)	Mon–Fri 7–4:30, Sat–Sun closed	Not listed	Not verified
Website link	Links to the site	—	Links to Facebook	✔
Category	Plumber	—	Plumber	✔
Rating	4.9★	Image only, no number	A+ (not accredited)	⚠ Under-used
Review count	Not verified (not visible in the logged-out view)	—	—	—
Photos	At least one photo present	—	—	Count not verified

Recommendations

1. **Pick one set of hours** and update both Google and the website the same day. If you stop answering the phone at 4:30, set Google to 4:30.
2. **Put the full address (or the service area, if you work from home) as plain text** in the footer and contact section. Use exactly the same format as Google. *Note:* if the business runs from a home address, Google's guidelines say service-area businesses should **hide** the address on the profile and list a service area instead. Decide which applies, then be consistent everywhere.
3. **Replace the "Google reviews" image link.** Right now it goes to a Google *search* results page. Link it to your review page instead: in Google Business Profile, open **"Ask for reviews"** to get the short link.
4. **Post to the Google profile monthly** (a finished-job photo plus one sentence). We couldn't see post history in the public view, so this is **not verified**, but it's low effort either way.
5. **Add "Services" and a 750-character business description** on the profile if they're missing (**not verified**: we can't see the owner dashboard).

5. On-page SEO basics

Check	What we found	Status
Title tag	"[Name] - Plumbing Services in [City], [ST]" (51 chars)	✔ Good
Meta description	content="..." , a placeholder that was never filled in	✗ Fix now

Check	What we found	Status
H1 headline	Present but empty. The hero headline and slogan tags contain no text	✗ Fix now
H2/H3 structure	Present. One H2 misspells the owner's first name. Lighthouse flags heading order as skipping levels	⚠
Image alt text	8 images. 4 use the placeholder <code>alt="..."</code> , 1 (the reviews badge) has none. Lighthouse SEO audit flags it	✗
Text in images	Slogan ("Old School Quality, New School Technology") and phone number are baked into the logo image, so search engines can't read them	⚠
Canonical tag	None	⚠
Open Graph (social sharing) tags	None, so shared links show no preview image or description	⚠
Structured data (schema)	None (0 JSON-LD blocks)	✗
<code><html lang></code>	Missing	⚠
Word count (homepage)	~330 words	⚠ Thin for a page covering 10+ services
Separate service pages	None. It's a one-page site (/services and /contact return 404)	⚠ Opportunity
Mentions of "emergency," "estimate," "reviews," "warranty"	0 each	⚠ Missed search terms

Suggested copy (ready to paste):

- **H1:** Licensed Master Plumber in [City], [ST]: Family-Owned Since [Year]
- **Meta description (≈150 chars):** Family-owned, licensed & insured plumber serving [City], [Town], [Town] & nearby. Repairs, water heaters, drains & sewer lines. Call or text [phone].
- **Alt text examples:** "[Name] service van in [City]", "Master plumber [First name] with work truck", "Google reviews: 4.9 stars"

6. Mobile experience & speed

Method: We ran Google Lighthouse 12.8.2 from our server on Sept 28, 2026 at 1:28 PM ET. It uses simulated mid-range phone and throttled 4G settings. These are *lab* numbers: real visitors on fast connections will see better, and people on weak cell signals may see worse. We tried Google's PageSpeed Insights API, but its shared public quota was exhausted at the time, so we used the same Lighthouse engine directly. Real-user (CrUX) field data: **Not verified**.

Metric	Mobile	Desktop	Target
Performance score	69	88	90+

Metric	Mobile	Desktop	Target
Accessibility score	79	78	90+
Best Practices score	96	100	90+
SEO score	92	92	100
First Contentful Paint	2.2 s	0.8 s	< 1.8 s
Largest Contentful Paint	9.8 s	1.9 s	< 2.5 s
Total Blocking Time	60 ms	0 ms	< 200 ms
Cumulative Layout Shift	0.001	0	< 0.1
Speed Index	4.8 s	1.7 s	< 3.4 s
Total page weight	1,797 KiB	1,803 KiB	< 1,000 KiB

Why mobile is slow: the biggest thing on the first screen is the hero background image, and it's **lazy-loaded by JavaScript**. That's the "load delay" part of the 9.8 s, about 8.0 s of it (81%). Lighthouse also estimates:

- ~**1,028 KiB** savings from better image delivery (modern formats like WebP plus correctly sized images)
- ~**920 ms** of render-blocking CSS/JS
- ~93 KiB unused CSS and ~82 KiB unused JavaScript
- 20+ static files served without long cache lifetimes

Fixes (for the web person): load the hero image normally (not lazy) and preload it. Convert JPG/PNG to WebP at the size they're actually displayed. Defer non-critical JS. Set cache headers for images/CSS/JS.

7. Calls to action, trust & accessibility

Calls to action -  "CALL or TEXT" button appears 4 times, and one is visible on the first mobile screen. -  The button says "or TEXT," but there's **no text-message link** (sms:). Add a second button: **"Text us"** → sms:+1XXXXXXXXXX . -  **No contact form or quote request.** Customers who prefer not to call (or find the site after hours) have only an email link. A simple 3-field form ("Name / Phone / What's going on?") catches after-hours leads. -  **No emergency or after-hours info.** If you don't do emergencies, say so and give the next-available promise. If you do, say it up top. -  The phone format in links is tel:1-XXX-XXX-XXXX style. It works on most phones, but the international format tel:+1XXXXXXXXXX is the most reliable.

Trust -  The 4.9★ rating isn't shown as text. Add "★ 4.9 on Google" beside the phone number. -  No written testimonials on the page. -  Footer copyright says © 2022. Small, but it makes the site look unmaintained. -  "Licensed, insured, bonded" is claimed but there's no license number. Showing your state/city license number (if applicable) is a cheap trust boost.

Accessibility (Lighthouse flags, both mobile and desktop) -  **The "CALL or TEXT" buttons don't have enough color contrast** (white text on light green). That's your most important button. -  Missing lang

attribute, a link with no readable name (the reviews image link), images without alt text, and headings out of order.

8. Copy-paste fixes

A. LocalBusiness/Plumber schema (JSON-LD). Paste this into the page `<head>` and replace the bracketed values:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Plumber",
  "name": "[Business Name] LLC",
  "url": "https://www.[domain].com/",
  "telephone": "+1-XXX-XXX-XXXX",
  "email": "[owner]@[domain].com",
  "image": "https://www.[domain].com/images/[truck-photo].jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[Street]",
    "addressLocality": "[City]",
    "addressRegion": "[ST]",
    "postalCode": "[ZIP]",
    "addressCountry": "US"
  },
  "areaServed": ["[City]", "[Town 1]", "[Town 2]", "[Town 3]"],
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
    "opens": "07:00", "closes": "16:30"
  }],
  "sameAs": ["https://www.facebook.com/[page]/"]
}
</script>
```

(Leave out `address` if you're a home-based service-area business that hides its address on Google.)

B. Review-request text message (send after each finished job; Google's policies prohibit offering discounts or rewards for reviews, so don't):

Hi [Name], thanks for choosing [Business]! If we did a good job today, would you mind leaving a quick Google review? It really helps a small family business. [short review link] – [Owner first name]

C. Google Business Profile description starter (≤750 chars, no links or promos, per Google's rules):

[Business] is a family-owned, licensed master plumbing company serving [City] and nearby towns including [Town], [Town] and [Town]. Owner [First name] brings [XX]+ years of plumbing experience

to residential and commercial repairs, water heater and water softener installation, drain cleaning and camera inspection, sewer and water main repair, gas piping, remodels and new construction. We're licensed, insured and bonded, and we answer calls and texts Monday–Friday.

9. Full prioritized fix list

Priority	Fix	Who	Effort
1	Write the meta description, fill in the H1/slogan	Web person or DIY in site editor	15 min
2	Match hours on Google and the website	Owner (Google) + web person	10 min
3	Add review link and show "4.9★ on Google" plus 2–3 testimonials	Owner + web person	45 min
4	Add Plumber JSON-LD schema (§8A)	Web person	30 min
5	Add a "Text us" <code>sms:</code> button. Switch <code>tel:</code> links to +1 format	Web person	10 min
6	Put address/service area as plain text in the footer (match Google)	Web person	10 min
7	Fix button color contrast (darker green or dark text)	Web person	15 min
8	Stop lazy-loading the hero image, preload it, convert images to WebP	Web person	1–2 hrs
9	Replace all <code>alt="..."</code> placeholders. Fix the misspelled name in the heading	Web person	15 min
10	Add a 3-field quote/contact form	Web person	30–60 min
11	Redirect non-www → www (or the reverse) and add a canonical tag	Web person / host	15 min
12	Create sitemap.xml and fix the robots.txt Sitemap line (it points to the homepage)	Web person	15 min
13	Add Open Graph tags and <code><html lang="en"></code> . Update the © year	Web person	10 min
14	Add emergency/after-hours policy, license number, "free estimates" (if true)	Owner + web person	20 min
15	Build separate pages for top services (water heaters, drain/sewer, repiping) and top towns	Web person / copywriter	1–2 days
16	Post a job photo to the Google profile monthly. Reply to every review	Owner	10 min/month

10. What we could not verify

- Google review **count**, full weekly hours (Tue–Sun), photo count, posts, Q&A, services list, and description on the Google profile. The logged-out public view shows only part of the profile.

- Real-user speed data (Chrome UX Report). PageSpeed Insights API quota was exhausted, so we used lab data only.
- Google Search Console, analytics, call tracking, and actual rankings. These need owner access and weren't part of this checkup.
- Yelp, Angi, Nextdoor, and other directory listings (not checked in this sample).
- Whether the listed street address is a customer-facing shop or a home base (this changes the Google address recommendation in §4).

11. Method & sources

- Website HTML fetched directly (desktop user agent) and parsed for title, meta tags, headings, links, images, and structured data. URL variants (http/https, www/non-www, /robots.txt, /sitemap.xml) tested with HTTP requests.
- Google Lighthouse 12.8.2 (mobile and desktop presets) run locally in headless Chrome.
- Mobile rendering checked with a 412-px-wide headless Chrome screenshot.
- Google Maps public listing read in headless Chrome (logged-out "limited view").
- BBB public business profile (structured data on the page).
- References: Google Business Profile guidelines: <https://support.google.com/business/answer/3038177> · Google Maps user-content policy (no incentivized reviews): <https://support.google.com/contributionpolicy/answer/7400114> · Schema.org Plumber type: <https://schema.org/Plumber>

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