

PREPARED FOR

Willow Creek Plumbing

willowcreekplumbing.com · Sample Report · 2026

WHAT THIS WEB PRESENCE SNAPSHOT IS

Not long ago, all you needed to do business online was a **website**. Then in **2014**, Google put its full weight behind Google My Business — now the **Google Business Profile** — and folded local results directly into search. Overnight, getting found meant more than just having a site.

Today the ground is shifting again. First Google showed **websites**. Then it added **local search**. Now **AI search** — ChatGPT, Perplexity, Google's AI — is quickly becoming how people find and choose local businesses. Here's the catch: your **website**, your **Google Business Profile**, and **AI search** each have different requirements and needs.

The purpose of this snapshot is simple: to quickly identify the **glaring things that are working and not working** across all three — and hand you **three things you can do today** to strengthen your overall web presence.

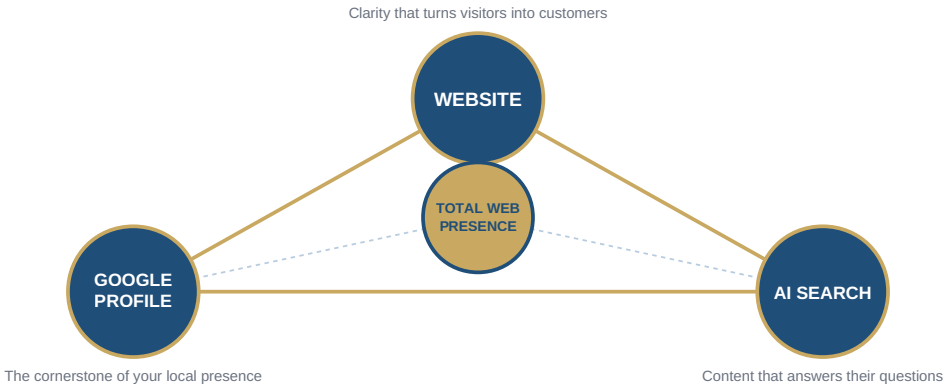


A quick note from Tim Yates, StoryWorks Marketing

As a **Certified StoryBrand Guide (2020)** and a **Fractional CMO**, for the past 20+ years I've helped business owners like you **get clear, get found, and grow**. Here's why I do it: too many great local businesses stay invisible online for no good reason — not because they aren't excellent, but because no one ever showed them where they stand or what to do next. That's all this snapshot is. Everything that follows is **your** web presence, seen the way Google, AI, and your ideal customer actually see it — so more of the people already looking can find you.

HOW IT ALL WORKS TOGETHER

Your **website**, your **Google Business Profile**, and **content that answers your customers' questions** (what AI search rewards) each do a different job — but they only reach their potential **together**. Strengthen all three and they reinforce each other into one healthy total online presence:



THE DIAGNOSIS — HOW YOUR TOTAL WEB PRESENCE LOOKS

THE DIAGNOSIS

Across all three fronts, here's the picture: you've built a genuinely solid plumbing business — a **4.7★ reputation with 128 reviews**, 18 years in Cedar Springs, and a website that already ranks for a handful of terms. But you're stuck in the middle of the pack. On the map you sit **around #6** — in the results, but below the top 3 that get most of the calls. Your website earns about **74 visits a month** to the #1's ~510, and in AI search you're named only **some of the time**. The through-line is **focus and consistency** — a clearer message, more reviews, and matching listings would move all three at once.

1

WHEN CEDAR SPRINGS SEARCHES FOR A PLUMBER

THE SEARCH

"Plumbers Cedar Springs"

The phrase a homeowner types the moment they have a leak — the core of your Cedar Springs market.

WHAT THE SEARCH REVEALS

Apex Plumbing Co.

4.9★ · 410 reviews — the top-ranked plumber on the Cedar Springs map, earning most of its calls for free.

WHERE WILLOW CREEK LANDS

Around #6

You're in the local results with a strong 4.7★ — but below the top 3 pinned spots most searchers ever see.

74

YOUR VISITS / MO

VS

510

THE #1'S VISITS / MO

YES — AND THERE'S REAL ROOM TO CLOSE IT

The #1 earns ~510 organic visits a month; you earn 74 from a similar service area — roughly ~430 potential customers a month finding a competitor first. The good news: most of it is organic, so it's earnable with focus and content, not just ad budget. The rest of this report is how you'd close it.

2

YOUR WEBSITE

WHAT A HEALTHY WEBSITE SHOULD DO

Your customer has a problem, and they've landed on your website looking for a solution. In the **first 3 seconds** on your homepage, they need to understand three things: **1) who you are**, **2) the problem you solve** — what you offer and how it makes their life better — and **3) how they can get it**. Clarity is crucial. If they have to dig in even a little to understand what you do, you've lost them — they'll simply click out and move on. It's **clarity — not clever design** — that turns visitors into customers.

YOUR HERO SECTION — DOES YOUR WEBSITE PASS THE 3-SECOND TEST?

The top of your homepage should answer three questions almost instantly. Here's how yours reads today:

Do we know what you do?	Yes — "Cedar Springs Plumbing, Done Right" names the trade and the city clearly.	✓
How you'll make life better?	Partly — "quality you can count on" hints at reliability, but doesn't name the homeowner's real problem (a leak, a clog, no hot water).	~
How to take the next step?	Yes — a clear "Schedule Service" button and phone number up top.	✓

Your hero is solid — it names plumbing and Cedar Springs and has a clear call to action. The opportunity is to lead with the **customer's problem** (a leak, a clog, no hot water) and the relief you bring, then back it with your **4.7★ proof**. Speak to the moment they're in, and more visitors will feel you're the obvious call.



A note from Tim — why I look at your site through StoryBrand

As a **Certified StoryBrand Guide**, I look at every website through the eyes of **your customer** — starting with one question: is it simple to understand? At StoryWorks we get there with the **StoryBrand Marketing Framework**. Why StoryBrand? Because it works. It clarifies your message by making the **customer the hero** and positioning your business as the **guide** who helps them win. When a site follows it, visitors instantly "get it." When it doesn't, they have to work to understand you — and confused visitors leave.

2 YOUR WEBSITE, CONTINUED

**A note from Tim — the words you choose make a difference**

More than design, it's the **words you use** that make your ideal client stay or click away. Studies show the average person reads online at about a **7th-grade level** — which is exactly why it matters: no matter how complex your work is, it has to be stated simply enough that anyone understands it **instantly**. The moment a visitor has to think hard to follow you, you lose them.

Many companies fall for a false belief — that because what they do is complicated, they need to *sound* complicated. But no matter how complex your solution is, you should be able to state it clearly at a **7th–9th grade reading level**. One tool we use at StoryWorks is the **Flesch reading scale** — a great measure of how simple and clear the words on your site really are.

YOUR WEBSITE READING SCORE**46.0**

FLESCH

0 · DIFFICULT

60–70 STANDARD

100 · EASY

You're at **46.0** — **fairly difficult**. Aim for 60–70 (≈7th-grade) so anyone can skim it.**"If you confuse, you lose."**— Donald Miller, *Building a StoryBrand***IS YOUR SITE BUILT TO BE FOUND? (SEO HEALTH)**

A healthy site is also built for search — the signals Google uses to trust and rank you:

- ✓ Title & H1 name plumbing and Cedar Springs clearly
- ✓ Clear service pages — repairs, water heaters, drains
- Ranking for ~190 keywords — a base to build on
- ✗ Little answer-style content to earn ongoing traffic

YOUR WEBSITE — WHAT'S WORKING & WHAT'S NOT**WHAT'S WORKING**

- ✓ A clear, **local** hero that names plumbing and Cedar Springs.
- ✓ **Real credibility**: licensed & insured, 18 years serving the area.
- ✓ A strong **4.7★ reputation** with 128 reviews behind you.
- ✓ Clear **calls to action** — "Schedule Service" and a phone number.

WHAT'S HOLDING YOU BACK

- ✗ The hero leads with **features** ("quality you can count on") instead of the homeowner's problem.
- ✗ Your **4.7★ rating isn't shown** on the page as proof.
- ✗ Copy reads at a **fairly difficult level** (Flesch 46) — a little dense to skim.
- ✗ A long list of services up front **dilutes the focus** of the page.

**The one website fix: Lead with the customer's problem**

Rewrite the hero to name the moment your customer is in (a leak, a clog, no hot water) and the fast relief you bring, show your **4.7★ up top** as proof, and keep the message tight. One clear promise beats a long list of services.

3 YOUR GOOGLE BUSINESS PROFILE

**A note from Tim — why this matters more than most owners think**

Many owners think, "I have one — that's enough." In truth, your Google Business Profile is the **cornerstone of the information that gets distributed about your business across the entire internet**. Google, Maps, AI, and dozens of directories all pull from it. If it isn't healthy, fully optimized, current, and reflective of everything you do, everything downstream suffers.

THE LOCAL STACK — DID YOU MAKE IT?

WHAT IS THE LOCAL STACK?

When someone searches for a local service, Google pins a **"local stack"** (the map pack) at the very top of the page — just **three** businesses, the 1st, 2nd, and 3rd spots, shown above every website link. Those top-3 spots are the most valuable real estate in local search: the vast majority of clicks and calls go to them, and everyone else is hidden under a "More places" click most searchers never make. Getting into the top 3 takes four things — a **fully optimized profile**, a **citation-building campaign** (consistent listings everywhere), **~50+ local directories**, and a steady flow of **reviews** (the one lever you control most).

DID YOU LAND IN THE LOCAL STACK? (TOP 3)**No — not the top 3**

For "plumbers Cedar Springs," the top-3 pack goes to Apex and two others — you sit just outside it, so most searchers don't see you on the first screen.

WHERE YOU RANK TODAY**Around #6**

You rank around #6 in the local results — a strong base to climb from, with 4.7★ and 128 reviews. The leaders carry 300–500 reviews.

THE SNAPSHOT — WHAT'S WORKING & WHAT'S NOT

THE SNAPSHOT

You have a claimed, active profile at **4.7★ with 128 reviews** — a real foundation most plumbers never build. The gap to the top 3 is **volume and consistency**: the plumbers ranking above you carry 300–500 reviews, and your business name and address show small variations across the web that split your citations.

WHAT'S WORKING

- ✓ Claimed & verified, with a strong **4.7★ rating**.
- ✓ **128 real reviews** plus photos of completed jobs.
- ✓ Correct category, address, hours & phone.
- ✓ An established local address — a trust signal.

WHAT'S HOLDING YOU BACK

- ✗ **Review volume** trails the leaders (300–500).
- ✗ Minor **NAP inconsistencies** — small name/address variations across the web.
- ✗ No sign of a **citation-building campaign** to lock listings.
- ✗ Few recent **Google Posts** to keep the profile active.

**Your one big move: Reviews + citations, on a system**

Two moves: start a steady **ask-for-a-review** habit at every job close (reviews are the fastest lever you control), and run a **citation-building campaign** so your exact name, address & phone match across 50+ directories. More reviews plus consistent listings is what moves you from #6 toward the top 3.

4

YOUR AI SEARCH SNAPSHOT



A note from Tim — how people find you is changing again

For years, getting found meant Google. Now your customers increasingly ask **ChatGPT, Perplexity, and Google's AI**, "who's the best plumber near me?" — and trust the answer. Here's what I want you to know: AI doesn't guess. It looks for **unity across your whole presence** — your website and Google profile saying the same thing, and clear answers to the **real questions your customers ask**. When that content lives on your site and profile, AI names **you** as the authority. When it doesn't, it names a competitor.

54/100

AI VISIBILITY

Where you land on the AI visibility scale — **Findable**:



HOW WE CALCULATE THIS SCORE

We run the searches your customers actually would — on **ChatGPT and Perplexity** — asking both "**the best plumber near me**" and a **direct question about your business**. From the answers we grade **four things**, each worth up to **25 points** (100 total). Your total places you in one of four tiers: **Invisible** (0–39), **Findable** (40–59), **Citable** (60–79), or **Authoritative** (80–100). Here's how you scored on each of the four:

Named when customers ask for "the best"	PARTIAL
Described accurately when asked about you	ACCURATE
Your own site cited (not just directories)	YES
Consistent info across the web	INCONSISTENT

WHAT'S WORKING & WHAT'S NOT

WHAT'S WORKING

- ✓ Asked about you **directly**, AI gets the facts right — 18 years, licensed, your services.
- ✓ It **cites your own website** and local directories — your entity is established.
- ✓ You **appear on ChatGPT's list** for Cedar Springs plumbers.

WHAT'S HOLDING YOU BACK

- ✗ Asked for the **best plumber in Cedar Springs**, Perplexity doesn't name you.
- ✗ Your **rating shows inconsistently** across the web — a lower number in places.
- ✗ No **answer-style content** for AI to quote — it leans on directories.



It all comes together here: Publish the answers your customers ask

This is where your website, profile, reviews and citations pay off at once. Keep your **rating and name/address consistent everywhere**, and publish clear **answer-style content** ("why is my water pressure low," "signs you need a new water heater"). When your site, profile and reviews all say the same thing, AI names **you** as the authority.

THE BIG PICTURE — YOUR WEB PRESENCE AT A GLANCE

IN SUMMARY

Here's the whole picture in one breath: you've built a solid, trusted plumbing business — 18 years, licensed, and a 4.7★ reputation with 128 reviews. You're not starting from behind; you're stuck in the middle. Your message leads with features instead of the customer's problem, your reviews and listings could be more consistent, and there's little answer-style content for AI — so you sit around #6 locally, earn 74 website visits a month, and get named by AI only sometimes. Every fix below points the same way: **focus and consistency**. Tighten these three fronts and they compound — a clearer site feeds Google, consistent reviews feed the map, and together they make AI name you.

THREE FIXES YOU CAN DO RIGHT NOW

- 1 Website — Lead with the customer's problem**
 Rewrite the hero around the moment your customer is in (a leak, a clog, no hot water), show your 4.7★ up top, and tighten the copy so anyone can skim it.
- 2 Google Profile — Reviews + citations for the top 3**
 Ask for a review at every job, and build consistent listings across 50+ directories so your real rating shows everywhere and you climb the map.
- 3 AI Search — Publish answer-style content**
 Write the clear answers your customers ask so your site, profile and reviews all align — and AI names you as the authority.

YOUR GUIDE



Tim Yates — Founder, StoryWorks Marketing

I help service businesses **get clear, get found, and grow** — turning a strong website into one search engines and AI actually recommend. As a Fractional CMO, I build the local SEO authority, consistent identity, and AI-search visibility that put you in front of the customers already looking for you.

CERTIFIED STORYBRAND GUIDE (SINCE 2020) · DUCT TAPE MARKETING CERTIFIED FRACTIONAL CMO

FROM YOUR WEBSITE TO GOOGLE TO AI — WE'VE DONE THIS BEFORE

19.2X ROI

Advantage Roofing

"He flipped my marketing on its head — and it works."

— Tim Mallory, CEO, Advantage Roofing

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0 → 12,000+ visitors

Tiny Homes of Iowa

"Tim guided me through the StoryBrand process and crafted an exceptional website that generates leads. Now I'm confident my site is telling the right story."

— Mike Stuart, Owner, Tiny Homes of Iowa

[Read the case study →](#)

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