

Sample Plumbing Co. — Demo

Asheville, NC · Plumbing · prepared July 8, 2026

7 LEAKS FOUND

5 high · 1 medium · 1 modeled estimate

Modeled missed-call exposure (an order-of-magnitude industry-benchmark estimate, not a measurement of this business): **roughly \$80K-\$310K/yr** — see Finding 7 for the method, the vendor sources, and why it's listed last, not first.

Sample report — example business. Every real Leak Report is built from live public data.

Top 3 Needle-Movers

Ranked by what we could directly verify — the modeled missed-call estimate is real but unmeasured, so it's Finding 7, not the top of this list.

1 Your Google ads never showed up for the searches your customers use

Google Ads Presence **HIGH**

Evidence-based (not monetized)

2 Blue Ridge Rooter Co. is running Facebook ads in your market — you have none

Facebook & Instagram Ads **HIGH**

Evidence-based (not monetized)

3 AI assistants don't mention you when people ask for an emergency plumber

AI Search Visibility **HIGH**

Evidence-based (not monetized)

Your Google ads never showed up for the searches your customers use

HIGH

You do have Google ads running — 2 ads on Google's public record, the most recent one shown today. We ran all 6 of the searches your customers actually type — things like “emergency plumber asheville”; “drain cleaning asheville”; “water heater repair asheville”, and 3 more — and Sample Plumbing Co. — Demo did not show up on the first page of any of them, paid or organic. Blue Ridge Rooter Co. showed up in 5 of 6 — that's who's catching the customers you're paying to compete for.

Benchmarked against: **Blue Ridge Rooter Co.**

Your ads only use Text format, while Blue Ridge Rooter Co. also runs Image ads — HYPOTHESIS: you may be missing a whole channel (display/retargeting) they're already using.

Your ads are active but never appeared for 5 of the 6 searches we ran today — HYPOTHESIS: your keywords, match types, or budget may not cover the searches your actual customers are using.

✓ Public ad records and live search results captured for this check

We checked this the same way a customer would — real searches, today, no account access needed. With read-only access to your Google Ads account we can show you exactly which searches your budget is (and isn't) covering.

Blue Ridge Rooter Co. is running Facebook ads in your market — you have none

HIGH

Blue Ridge Rooter Co. has a Facebook ad running right now — it's been live for 94 days straight, since April 5, and reads: "Slow drain? We'll clear it same-day for \$79 flat — no surprise fees. Book online or we'll call you back in minutes." Sample Plumbing Co. — Demo has no Facebook or Instagram ads at all — we checked Meta's public ad records for both your website and your business name today. Facebook ads are how competitors stay in front of homeowners who visited a website once and left. Right now they can follow up with the people you already paid to reach — and you can't.

Benchmarked against: **Blue Ridge Rooter Co.**

✓ Public Meta ad records captured for this check

Everything above comes from Meta's public ad records — the same page anyone can check. Getting you into this channel (starting with retargeting the visitors your site already gets) is a first-month project, not a rebuild.

AI assistants don't mention you when people ask for an emergency plumber

HIGH

We checked the question a homeowner asks an AI assistant — “best emergency plumber asheville” — and read the names that come back: Blue Ridge Rooter Co. and Carolina Drain Pros. Sample Plumbing Co. — Demo was not among them. AI answers are assembled from the sources these tools trust — Better Business Bureau, HomeAdvisor, Reddit, and Yelp — and right now you're absent from 3 of those 4. (HomeAdvisor is the exception: listed with a 4.6 rating — the one citation-heavy source where the business already shows up.) Your own site doesn't help close the gap either: the homepage carries no structured business data for AI tools to read, on top of being absent from the sources they trust most.

Benchmarked against: **Blue Ridge Rooter Co.**

✓ The presence checks captured for this finding

A growing share of homeowners now ask an AI assistant instead of scrolling search results — and the assistant only recommends businesses it can find on the sources it trusts. Building that presence (reviews, profiles, mentions) is normal marketing work with a new payoff.

The homepage title is just 'Sample Plumbing Co. — Demo' — no service, no city

HIGH

We crawled the public site the way a search engine does and found 3 issues worth fixing first: (1) The homepage title is just 'Sample Plumbing Co. — Demo' — no service, no city — The homepage title is the single strongest on-page signal Google reads. Right now it says who you are but not what you do or where — competitors' homepages say 'Emergency Plumbing & Drain Cleaning in Asheville, NC' and take that traffic. (2) The single highest-intent search for this business — “emergency plumber asheville” — has no dedicated page anywhere on the site — emergency searches convert at the highest rate of any plumbing search and are exactly the moment a homeowner is ready to call — right now that search has nothing on your site built to catch it. (3) 11 service-area pages share nearly identical text — only the city name changes from page to page — Google increasingly treats near-duplicate location pages as thin or duplicate content and may drop most of them from search results entirely, rather than ranking each one for its own city. What's already working: Clean, current sitemap; every page checked answers correctly; http:// correctly redirects to https://; the 11 service-area pages at least carry the city name in the title.

✓ Site-crawl results captured for this check

Each item above is a specific, checkable fix — most are a day of work, not a redesign. We re-verify each one publicly after it ships, the same way we found it.

Your Google profile is thinner than the competitor above you

We compared Sample Plumbing Co. — Demo's public Google business panel against the named competitor's panel — the exact view a homeowner gets. Your profile shows a 4.1-star rating today, while Blue Ridge Rooter Co. holds 4.9 in the same market — on a results page, the star number is the first thing a homeowner compares. (1) 62% of your reviews from the last 90 days have no owner response — 26 of 42 — every one of those is a customer's question or complaint sitting in public with no visible answer. (2) Blue Ridge Rooter Co. has a book-online button customers can tap straight from the map; your profile makes them find the phone number first. (3) The phone number on your profile is a 704 number — Charlotte's area code, not Asheville's local 828. Locals scanning results recognize 828 as local; an out-of-area code quietly costs calls and is also a consistency signal Google reads.

Benchmarked against: **Blue Ridge Rooter Co.**

✓ Public business-panel captures for this check

Every gap above is fixable from inside your own Google business account — booking link, review replies, local number — no developer needed. It's usually an afternoon of setup and a habit after that.

Map-pack visibility gap vs Blue Ridge Rooter Co.

We ran a real geo-grid rank check across 24 points spanning your full service area. Within about 3 miles of your shop, you show up in the map pack at every point sampled (6 of 6). Between 3 and 8 miles out, that drops to 3 of 8 points. Beyond 8 miles — including Weaverville, Fletcher, and the edge of Black Mountain — you don't appear in the top 20 results at any of the 10 points sampled out there. That's a "visibility ribbon": strong right around your shop, fading fast, then a hard stop the moment a search moves past your immediate neighborhood — even though your stated service area reaches well beyond it. Blue Ridge Rooter Co. averaged rank 2.3 across the same 24 points, including the ones where you're invisible.

Benchmarked against: **Blue Ridge Rooter Co.**

✓ Map and location data captured for this check

This is a real rank grid, measured across your whole market area — not an estimate. We can extend this into a full weekly-tracked grid across every search that matters to you.

Missed-call dollar impact — an order-of-magnitude estimate

ESTIMATE

roughly \$80K–\$310K/yr

modeled, not measured

This is the one finding on this page we didn't verify directly — everything above it, we did. Based on an estimated 35 calls a month (no call-tracking data shared yet — 35 calls a month is a conservative working estimate for a 3-crew emergency plumbing company's current phone volume; your real call volume replaces it in week one of an engagement, measured by call tracking), vendor-published industry data suggests roughly 62% of calls to a business like yours go unanswered, at a typical cost of \$300–\$1,200 per missed call. Multiplying those two rough inputs together produces a number that looks precise — it isn't. Rounded to the order of magnitude that's actually defensible, Sample Plumbing Co. — Demo's modeled annual impact is roughly \$80K–\$310K a year, likely closer to the middle of that range. This is a modeled estimate from industry benchmarks, not a measurement of your business — we verify it with your real call data in week one.

SCENARIO	MONTHLY	ANNUAL
Low	~\$6.5K/mo	~\$80K/yr
Mid	~\$16K/mo	~\$195K/yr
High	~\$26K/mo	~\$310K/yr

✓ The full calculation and inputs behind this estimate

SOURCES (VENDOR-PUBLISHED — TREAT AS DIRECTIONAL, NOT NEUTRAL RESEARCH)

- [1] 62% miss-rate estimate — Aira (GetAira), a missed-call/AI-receptionist vendor with a commercial interest in this number, blog post accessed 2026-07-03: <https://www.getaira.io/blog/misled-business-calls-statistics>; also cited by Contractor In Charge — <https://contractorincharge.com/blog/misled-call-statistics-for-home-service-companies>
- [2] \$300–\$1,200/call cost estimate — Invoca, a call-tracking vendor with a commercial interest in this number, blog post accessed 2026-07-03: <https://www.invoca.com/blog/how-much-misled-sales-calls-cost-home-services-businesses>; also cited by Contractor In Charge — <https://contractorincharge.com/blog/misled-call-statistics-for-home-service-companies>
- [3] 100x contact odds / 21x qualify odds (5 min vs. 30 min) — James Oldroyd, "Lead Response Management Study," MIT / InsideSales.com, originally published 2007 (frequently recirculated since — a widely-cited older study, not new research); mirrored PDF accessed 2026-07-03: https://25649.fs1.hubspotusercontent-na2.net/hub/25649/file-13535879-pdf/docs/mit_study.pdf

Method: modeled estimate: monthly call volume (35) x miss rate (62%) x cost per missed call (\$300–\$1200) x 12 months, rounded to the order of magnitude the inputs actually support — every number's source is listed above

"Let's verify with call tracking — that's week one of the engagement." (if you want to push back on this number, we can recalculate it live with your own estimate right now)

How We'd Attack It

A 90-day sequence, worst leak first — not a generic checklist.

Days 1–30 • Stop the bleeding

Route after-hours calls to a single cell phone instead of voicemail for one week and count how many come in — that number alone often justifies the fix.

Apply for Local Services Ads (LSA) — it's free to apply, and the 'Google Guaranteed' badge is one of the highest-intent placements in home services.

Claim (or tidy) your Facebook business page and post one real job photo this week — free, and it's the prerequisite for the retargeting ads competitors are already running.

Days 31–60 • Fix the top 3 needle-movers

GOOGLE ADS PRESENCE

Your Google ads never showed up for the searches your customers use

FACEBOOK & INSTAGRAM ADS

Blue Ridge Rooter Co. is running Facebook ads in your market — you have none

AI SEARCH VISIBILITY

AI assistants don't mention you when people ask for an emergency plumber

Days 61–90 • Close the rest, verify with real access

SEARCH FOUNDATIONS

The homepage title is just 'Sample Plumbing Co. — Demo' — no service, no city

GOOGLE PROFILE DEPTH

Your Google profile is thinner than the competitor above you

MAP PACK VISIBILITY

Map-pack visibility gap vs Blue Ridge Rooter Co.

MISSED-CALL RECOVERY

Verify the modeled missed-call estimate against real call-tracking data (Finding 7 is the one number here we haven't measured yet)

Replace every labeled HYPOTHESIS above with a FACT — read-only account access, nothing changed, revoked whenever you want.

How RunStack Operates

Your account isn't reviewed once a week. An AI-powered system watches it continuously — wasted-spend search terms get blocked the same day they appear, not in next month's report.

Ads, SEO, local, AI search, and call tracking run as one system, wired into your CRM. No four vendors blaming each other when a lead goes missing.

Book a 20-minute audit

We review your current ad account, map your existing stack, and show you the gaps: what's wasted, what's missing, where the leaks are. No deck, no follow-up proposal.

Twenty minutes. We open your account and show you the leaks.

Keep this report either way — the screenshots, the timestamps, the model. If you want help closing these gaps, let's talk.

BOOK THE 20-MIN AUDIT