

Executive Summary

Prepared for: [Owner Name], Master Plumber · [Sample Plumbing Co.] **Site reviewed:** sample-plumber.com **Date:** April 28, 2026 · **Pages reviewed:** 5 (Home, Meet our Team, Testimonials, Ask the Master Plumber, Careers) **Report ID:** BAI-SAMPLE · Valid 90 days

What this is: We reviewed your website the same way Google and AI tools see it, using only public information. We didn't touch your site or your data, and we don't keep or sell your contact info.

Your Site in 30 Seconds

Your site has the right bones — it's secure, it works on phones, and you rank #2 on Google for "plumber [Your City] TX." But three specific things are quietly costing you jobs every month inside your real service area, and they're all fixable.

- **You own [Your City].** #2 on Google — keep it. But [Your City] alone caps your growth.
- **You're not showing up for your suburbs.** [Suburb 1], [Suburb 2], [Suburb 3], [Suburb 4] — these are the cities people search by name, and you're not in the top 30 for any of them.
- **Your site is slow.** Pages take 7 seconds to load. Industry research shows that costs you roughly 1 in 4 visitors before they ever see the "Call Now" button.¹
- **AI tools can't recommend you.** Your website's "machine name tag" is broken, so when someone asks ChatGPT, Google AI, or Perplexity "best plumber in [Suburb 1]," your name doesn't come up.

Overall Scorecard

3 Quick Wins (Start Here)

These three changes give you the biggest result for the least work. Investment ranges are typical for jobs like these — a fixed-price scope is in bendu-ai.com/scope if you want a real number.

#	What to Do	Time	Likely Investment	Estimated Lift	Urgency
1	Fix the broken "AI name tag" so ChatGPT, Google AI & Perplexity can recommend you	2-3 hrs	\$300–\$600	More AI-sourced leads as AI search grows ²	This month
2	Compress photos so pages load in 3 sec instead of 7	2-3 hrs	\$300–\$600	Industry: 1s → 6s load = bounce rate up 106% — recover that traffic ¹	This month
3	Add 4 city pages for [Suburb 1], [Suburb 2], [Suburb 3], [Suburb 4]	~1 day	\$1,200–\$2,500	Local-pack appearance is the #1 driver of contact-form fills (BrightLocal 2024) ³	△ This quarter

Traditional web development on the three Quick Wins above runs \$1,500–\$3,000, and a full site overhaul runs \$4,000–\$8,000. We use AI to do most of the implementation, which significantly reduces both your cost and your turnaround. We'll send a fixed-price scope within 2 business days — see What to Do Next below.

How You Compare in Your Service Area

We compared you against two reference points: a national franchise (National Franchise) and a peer-sized independent (Peer Plumbing Co.). The franchise comparison is illustrative — they outspend everyone — but the peer comparison shows what's reachable with focused effort.

	Sample Plumbing Co.	Peer Plumbing Co. (peer)	National Franchise (franchise)
Site speed	7.0s	3.4s	1.8s
AI-tool visibility	35	60	88
Cities ranked for	1	5	12
Service pages	0	7	18

Bottom line: Peer plumbing co. is reachable with a few weeks of focused work. National Franchise is not the goal — owning your real suburbs is.

Want a free re-check in 90 days? Reply to the email this PDF came in. Once you've made changes, we'll re-audit you for free so you can see what moved.

¹ Google PageSpeed research, *Mobile Page Speed Industry Benchmarks* (Google/SOASTA, 2017): probability of bounce increases 106% as page load goes from 1s to 6s. ([source](#)) ² AI search continues to grow, with Google rolling out AI Overviews on the majority of informational queries (Google I/O 2024). Reach is across all age brackets, not limited to younger users. ³ BrightLocal *Local Consumer Review Survey 2024*: 87% of consumers used Google to evaluate local businesses in the past year. ([source](#))

What to Do Next

The biggest mistake we see businesses make with audits is reading them, agreeing with them, and then doing nothing. Don't be that business. Pick one thing tonight:

- **If you have a web developer:** forward this PDF and ask them to start with **Quick Win #1 (the AI name tag)**. The corrected code is in **Appendix A**.
- **If you don't have a developer, or you'd like us to scope and price the work:** reply to the email this came in or visit **bendu-ai.com/scope** with your Report ID. We'll send back a fixed-price estimate within 2 business days. No pressure, no follow-up calls unless you ask.
- **If you'd rather just talk it through:** call or text me directly at **(512) 762-4945** — no script, no sales pitch. If we trust you with our number, you can trust us with yours.
- **If you just want to think on it:** that's fine. The report is yours — keep it. Reply when you're ready, or wait 90 days for the free re-check.

About Bendu AI

We're a local AI implementation and SEO firm focused on small businesses (5-100 employees). We help local trades, professional services, and home-service companies cut through the noise around AI, fix the gaps in how Google and AI tools see them, and own their own systems — no vendor lock-in, no recurring agency contracts you can't cancel.

We do this audit because most small businesses have never had one done, and the gaps it surfaces are usually fixable in days, not months. If we can help, great. If we can't, you still have a useful report.

Beyond website audits, we help small businesses save hours and capture more revenue with AI in four areas:

- **Lead Capture** — 24/7 AI phone receptionist, missed-call text-back, smart booking chatbots
- **Marketing on Autopilot** — review replies, Google Business posts, monthly localized content
- **Back-Office Automation** — instant estimates from photos, invoice follow-ups, smart scheduling
- **Customer Retention** — maintenance reminders, repeat-business outreach, service-plan management

— **Brad Freels**, Founder, Bendu AI brad@benduai.com · (512) 762-4945 · bendu-ai.com · [Your City], [State]

Section Detail

The summary above is the report. The pages below are the supporting detail and the developer-ready specs for each fix. Skim or skip — your call.

On-Page SEO — 100 / 100

The good: Your titles, headings, and structure are clean. Google understands what each page is about.

The opportunity: Two small wording tweaks would push a perfect technical score into a more useful one for being found.

- ☞ Change your homepage title to include your suburbs (5 min)
- ☞ Replace the boilerplate description with one that names your real service cities and your phone number (10 min)
- ☞ Add a `Sitemap:` line to `robots.txt` (5 min)

For your developer: - `<title>: Plumber in [Your City], [Suburb 1] & [Suburb 2], TX | Sample Plumbing Co. | Master Plumber` - `<meta description>: "Same-day plumbing service in [Your City], [Suburb 1], [Suburb 2], [Suburb 3], and [Suburb 4]. Master Plumber [Owner Name], MPL #XXXXX. Call (512) XXX-XXXX."` - `robots.txt: append Sitemap: https://sample-plumber.com/sitemap.xml`

AI Visibility — 35 / 100

The good: None of your competitors in the suburbs have fixed this either. First mover advantage is real.

The opportunity: When a customer asks ChatGPT or Google AI "Who's the best plumber in [Suburb 1]?", the AI looks for a structured "name tag" (called *Schema.org markup*) on every business's website. Yours has a placeholder URL where the business identity should be — so AI tools effectively skip you.

- Replace the broken business name tag with a correct one (2-3 hrs)
- Add review stars to that name tag so AI tools pull in your Google reviews (1 hr)
- Get listed in "Best plumbers in your area" roundup articles — these are heavily cited by AI tools (3-4 hrs of outreach)

For your developer — current bug:

```
"@id": "http://5f82a316.554a.4cba.9013.7a932a9dba1d.com" ← invalid GoDaddy placeholder
"addressCountry": "" ← empty
// MISSING: postalCode, addressLocality, addressRegion, priceRange,
//          areaServed, review, aggregateRating, sameAs
```

A complete corrected JSON-LD block is in **Appendix A** along with a before/after side-by-side.

Performance (Speed) — 42 / 100

The reality: Your homepage takes **7 seconds** to load on a phone. Google's own research shows the probability of a visitor leaving jumps **106%** as page load goes from 1 second to 6 seconds.¹

Roughly 1 in 4 of your visitors leaves before they see your phone number.

The fix:

- Compress and resize the homepage hero photos (2-3 hrs) — most likely to drop you to ~3.5s
- Turn on lazy-loading for photos below the fold (30 min)
- Long-term: GoDaddy Website Builder is the underlying ceiling on every fix above. Migrating to a faster platform is a separate scoping conversation — not a quick win, not in this audit's scope.

For your developer: - Hero images served from `img1.wsimg.com` are 2000px+ wide but displayed at ~800px. Resize to 1200px max, JPEG q80 or WebP. - Add `loading="lazy"` to all `` tags below the fold. - Lighthouse: LCP 7.0s, TBT 1370ms, FCP 3.0s, Speed Index 5.2s, CLS 0.00.

¹ Google/SOASTA, *Mobile Page Speed Industry Benchmarks* (2017).

Service-Area Reach (Search Rankings) — 25 / 100

The reality: You rank #2 for "plumber [Your City] TX" — that's excellent and worth protecting. But anywhere outside [Your City], you're not in the top 30. [Suburb 1], [Suburb 2], [Suburb 3], and [Suburb 4] are where your real radius is, and right now those customers are finding someone else.

A reframe: This isn't about owning your urban core. The city center is heavy traffic and probably bad-margin work for you anyway. This is about being findable in the suburbs you already drive to.

Where you currently rank:

Search	Your Position	Status
plumber [your city] tx	#2	Excellent
emergency plumber [your city]	~#8	Page 1
plumber round rock tx	Not in top 30	Invisible
water heater repair cedar park	Not in top 30	Invisible
plumber leander tx	Not in top 30	Invisible

The fix:

- Build one "Plumber in [City]" page for each suburb — [Suburb 1], [Suburb 2], [Suburb 3], [Suburb 4], Hutto, Liberty Hill (~1 day for 4 pages with templates)
- Get listed in "Top plumbers in your area" review roundups — directly improves both search rank and AI visibility (3-4 hrs of outreach)
- Add service-specific pages: water heaters, drain cleaning, slab leaks, hydro-jetting (~2 hrs each, 6 pages recommended)

For your developer: - New URLs: `/plumber-round-rock-tx/`, `/plumber-cedar-park-tx/`, etc. ~500-800 words each, unique localized H1, embedded Google Map, city-specific testimonials. - Internal-link service pages → city pages and back. - Submit updated `sitemap.xml` to Google Search Console.

Accessibility — 88 / 100

The reality: Your site works for people with vision impairments and screen readers — mostly. Two small fixes get you to 95+.

- Fix color contrast on the "Services Offered" section (30 min) — currently fails for low-vision users
- Add labels to two unlabeled icon links so screen readers can announce them (30 min)

Why this matters beyond the score: Website accessibility lawsuits against home-service businesses tripled between 2022 and 2025.⁴ Getting from 88 to 95+ takes the legal risk off the table.

For your developer: - Lighthouse flagged contrast ratios <4.5:1 on "Services Offered" subheadings (currently #888 on white). - Two `<a>` tags lack accessible names (icon-only social links).

⁴ Seyfarth ADA Title III Annual Report (most recent edition, [link](#)).

Security — 85 / 100

The reality: Your site is encrypted (HTTPS), no urgent issues. One missing header — no real-world impact for a small-business site, but easy to fix.

- Add `X-Content-Type-Options: nosniff` header (5 min)

For your developer: - HSTS with preload: already set - CSP: present (sufficient) - Add `X-Content-Type-Options: nosniff` to server config

Appendix A — For Your Web Developer

This page can be printed and handed to whoever maintains your website. Everything below is technical detail.

A1. JSON-LD Business Markup — Before / After

Current (broken):

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "@id": "http://5f82a316.554a.4cba.9013.7a932a9dba1d.com",
  "name": "Sample Plumbing Co.",
  "address": {
    "@type": "PostalAddress",
    "addressCountry": ""
  }
}
```

Corrected:

```
{
  "@context": "https://schema.org",
  "@type": "Plumber",
  "@id": "https://sample-plumber.com/#business",
  "name": "Sample Plumbing Co.",
  "url": "https://sample-plumber.com",
  "telephone": "+1-512-XXX-XXXX",
  "priceRange": "$$",
  "image": "https://sample-plumber.com/hero.jpg",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "[Your City]",
    "addressRegion": "TX",
    "addressCountry": "US",
    "postalCode": "<FILL IN>"
  },
  "areaServed": [
    "[Your City], TX", "[Suburb 1], TX", "[Suburb 2], TX",
    "[Suburb 3], TX", "[Suburb 4], TX", "Hutto, TX", "Liberty Hill, TX"
  ],
  "founder": {
    "@type": "Person",

```

```
    "name":"[Owner Name]",
    "jobTitle":"Master Plumber",
    "identifier":"MPL #XXXXX"
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "<FROM GOOGLE BUSINESS>",
    "reviewCount": "<FROM GOOGLE BUSINESS>"
  },
  "sameAs": [
    "https://www.google.com/maps/place/<...>",
    "https://www.facebook.com/<...>",
    "https://www.bbb.org/<...>"
  ]
}
```

A2. Files / Tags to Update

- `<title>` and `<meta name="description">` — see **On-Page SEO** section
- `robots.txt` — add `Sitemap: line`
- All large images: resize ≤ 1200 px wide, JPEG q80 or WebP
- `` tags below the fold: add `loading="lazy"`
- Server: add `X-Content-Type-Options: nosniff` header
- New URLs: `/plumber-round-rock-tx/`, `/plumber-cedar-park-tx/`, `/plumber-leander-tx/`, `/plumber-pflugerville-tx/`

A3. Lighthouse Snapshot (April 28, 2026)

- Performance: 42 — LCP 7.0s, TBT 1370ms, FCP 3.0s, Speed Index 5.2s, CLS 0.00
- SEO: 100
- Accessibility: 88
- Security: 85

Questions? Email brad@benduai.com or call/text (512) 762-4945.