

Ortega Plumbing & Drain

Prepared for **Miguel** · delivered April 22, 2026 · audit MA-2A7K9F

C+

67 / 100

Category: **Plumber** · vs. San Antonio plumbers: **-8 points**

YOUR TOP 3 FIXES

01 Add a secondary category: "Drain cleaning service"

EFFORT · LOW

IMPACT · HIGH

Your primary category "Plumber" is correct, but four of your five closest competitors also carry "Drain cleaning service" as a secondary. This is the #1 miss — GBP ranks you for queries in every category you claim, and you're invisible to the ~2,400 monthly "drain cleaning San Antonio" searches.

Evidence: Competitors Mr. Rooter, Roto-Rooter, and Beyer Plumbing all list "Drain cleaning service" as secondary. Your profile lists only "Plumber" as a single category.

02 Respond to the 14 reviews you haven't replied to

EFFORT · MEDIUM

IMPACT · HIGH

Your response rate is 21%. Category average in San Antonio is 68%. Google's local ranking algorithm weights review responses heavily, and unanswered negatives (you have three 2-star reviews with no reply) actively hurt you. Reply within 48 hours going forward.

Evidence: 18 total reviews, 4 with owner response. Most recent unanswered review is from Oct 2025 — "took three days to call back" (2★).

03 Rewrite your profile description — it's under the word limit by 580 characters

EFFORT · LOW

IMPACT · MEDIUM

Your current description is 170 characters. Google gives you 750. You're leaving two-thirds of your most important SEO real estate blank. See Appendix A for two rewritten variants you can paste in — both weave in "same-day service" since that's your #1 review praise.

Evidence: Current description: "Licensed plumber serving San Antonio and surrounding areas. Residential and commercial. Call for free estimate." (170 chars / 750 limit)

Competitor benchmark

How you compare to the five closest plumbers in San Antonio. Your row is highlighted.

BUSINESS	CATS	REVIEWS	★	PHOTOS	POSTS 30D	RESP RATE
Ortega Plumbing & Drain <small>YOU</small>	1	18	4.4	7	0	21%
Mr. Rooter Plumbing of San Antonio	4	412	4.7	89	6	94%
Roto-Rooter Plumbing & Water Cleanup	3	287	4.5	54	4	88%
Beyer Plumbing Co.	3	198	4.8	41	3	72%
Will Fix It Plumbing, Heating, AC & Electric	5	156	4.6	33	2	65%
Chambliss Plumbing Company	2	94	4.9	22	1	47%

Citation consistency

We checked your Name / Address / Phone across **47** directories. Mismatches and missing listings hurt ranking and confuse buyers.

31

MATCH

Yelp, Yellow Pages, Angi, BBB, Thumbtack, Nextdoor, HomeAdvisor, Porch, Houzz, Facebook...

8

MISMATCH

Foursquare (old phone), Manta (suite #), MapQuest (old phone), Cylex (wrong zip), Superpages (typo in name: "Ortga")...

8

MISSING

Bing Places, Apple Maps, Waze, Citysearch, Merchant Circle, Local.com, Brownbook, Hotfrog.

What your customers say

Themed from your 18 reviews.

TOP COMPLAINT THEMES

- 01 Callbacks slower than promised (3 reviews cite waiting 1–3 days for a return call after initial contact).
- 02 Price quoted on the phone doesn't match the final invoice (2 reviews mention unexpected line items for parts).
- 03 Harder-to-schedule on weekends than competitors advertising 24/7 service.

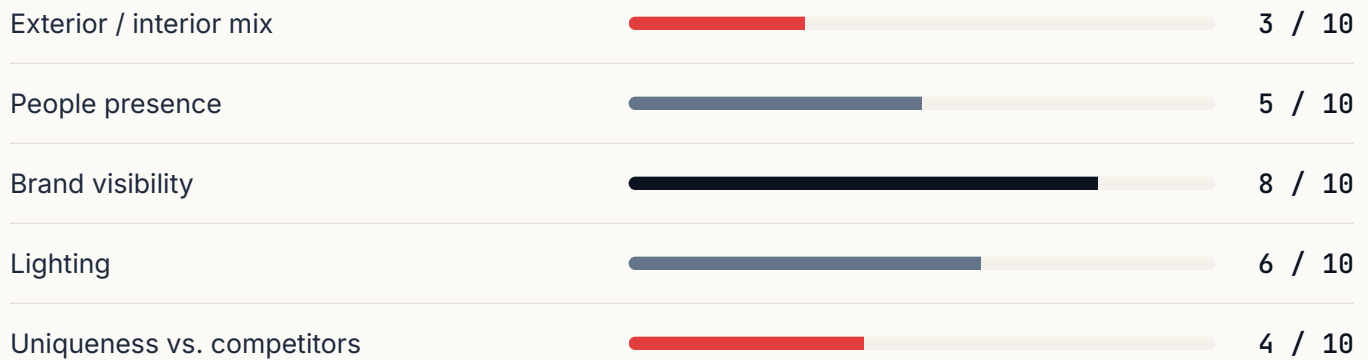
TOP PRAISE THEMES

- 01 Same-day service when available (mentioned in 7 of 12 five-star reviews — your strongest asset).
- 02 Honest diagnosis — customers specifically praise being talked out of expensive repairs that weren't needed.
- 03 Clean work (booties, tarps, clean-up) — unusual praise that signals a differentiator worth leaning into.

18 reviews · 4.4★ average · 21% owner response rate · most recent 11 days ago

Your primary photo

Scored against plumbers in San Antonio.



Competitor pattern: Top-ranking San Antonio plumbers lead with a branded truck in front of a real home (Mr. Rooter, Will Fix It) or a uniformed technician mid-job (Beyer). Your current lead photo is a stock-style logo graphic — it reads "online listing" not "real business on your street".

Rewritten business description

Two variants. Pick one, paste into Google Business Profile → Edit profile → Description. Each is within Google's 750-character limit.

VARIANT A — PROFESSIONAL

Licensed plumber and drain cleaning service in San Antonio, TX. Ortega Plumbing & Drain handles residential and commercial plumbing — water heaters, leak detection, slab leaks, drain cleaning, repipes, gas lines, and emergency repairs. Same-day service available across Bexar County when you call before noon. We quote honestly, talk you out of repairs you don't need, and clean up before we leave. Free on-site estimates for jobs over \$250. Locally owned and operated. Call (210) 555-0134 or book online for a same-day slot.

698 chars · weaves the "same-day service" theme

VARIANT B — WARM

We're Ortega Plumbing & Drain, a family-run plumber serving San Antonio and the surrounding Bexar County area. If your water heater quits, a drain backs up, or you just need a second opinion before an expensive repair, we'd rather show up same-day and talk you through it than sell you something you don't need. Residential and commercial. Drain cleaning, leak detection, slab leaks, repipes, gas lines, water heaters. Free estimates on jobs over \$250. Call (210) 555-0134 — if we're already in your neighborhood, we can be there in an hour.

734 chars · weaves the "honest diagnosis" theme

30-day Google Posts plan

Publish one every 6 days. Replace bracketed placeholders before posting.

POST 01 DAY 1 **WHAT'S NEW**

Drain cleaning is now our second listed service on Google. If you've been trying to track us down for a clogged main, backed-up sink, or a slow shower in San Antonio, we've got camera inspection, hydro-jetting, and honest pricing. Same-day slots open before noon.

CTA button: Call

POST 02 DAY 7 UPDATE

Slab leaks are sneaky in San Antonio's soil. Warm spots on the floor, a spike in your CPS Energy bill, or the sound of running water when everything's off — all signals. We do same-day leak detection with electronic equipment and will show you the finding before we quote the repair.

CTA button: [Learn more](#)

POST 03 DAY 13 OFFER

[Owner fills in: \$49 off drain cleaning through <date>]. Bring the coupon or mention this post when you call. Residential only. Cannot combine with other offers. San Antonio service area.

CTA button: [Call](#) · Customize before posting: [promo amount](#), [expiration date](#)

POST 04 DAY 20 UPDATE

Hot-water heater age check: if yours is older than 10 years and you're in San Antonio's hard-water zone, it's worth a 10-minute look before it fails on a Saturday. Free inspection with any service call this month.

CTA button: [Book](#)

POST 05 DAY 27 WHAT'S NEW

Something we hear a lot: "The last plumber wanted to replace the whole line — you fixed it for a tenth of the price." Honest diagnosis is the whole job. If you've gotten a quote that feels too big, get a second opinion. Call us — even if we don't do the work.

CTA button: [Call](#)

Q&A seed questions

Post these yourself (from a separate Google account) and answer as the business. Seeds the questions that drive intent.

- 01 Do you offer same-day service for emergency plumbing in San Antonio?
- 02 How much does a typical drain cleaning cost?
- 03 Do you charge for estimates?
- 04 What neighborhoods of San Antonio do you serve?

Photo shot list

Prioritized. Phone camera unless noted.

SHOT 1 PRIORITY 1 EFFORT · PHONE

Your truck parked at a real San Antonio house, wide shot with the logo visible and a uniformed tech stepping out of the driver's door. Shoot during golden hour for warmth.

Why: Replaces the stock-style logo graphic as your primary photo. Every top-ranking competitor leads with a real-truck-at-real-house shot — it signals "actual local business" to Google and to buyers.

SHOT 2 PRIORITY 1 EFFORT · PHONE WITH HELP

Tech mid-job under a kitchen sink, clean floor, booties visible, tools arranged. Shoot from above-shoulder angle.

Why: Proves the "clean work" praise theme from your reviews. Uncommon in the category — strong differentiator.

SHOT 3 PRIORITY 2 EFFORT · PHONE

Your service van, side door open, organized parts and tools visible. Shoot in your shop or driveway.

Why: Signals preparedness. Helps conversion on the "will they have the part?" worry.







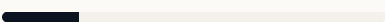
SHOT 4 PRIORITY 3 EFFORT · PHONE

Before / after of a drain cleaning job. Gross but real — Google Business Profile image search rewards specificity.

Why: Category-specific SEO signal. Most plumbers don't post these.

How we scored you

Maps Audit grades Google Business Profiles on 40+ ranking factors across 7 weighted categories. Scores are probabilistic indicators, not ranking guarantees.

CATEGORY	WEIGHT	WHAT WE MEASURE
Profile completeness	25% 	Description, hours, services, products, attributes, Q&A presence
Categories	15% 	Primary + secondary category coverage vs. category norms
Reviews	15% 	Count, recency, response rate, response quality, average stars
Photos	15% 	Count, composition, freshness, diversity of subject matter
Citations	15% 	NAP consistency across ~50 directories
Posts	10% 	Posting cadence over trailing 30 days
Engagement	5% 	Q&A activity, photo uploads, attribute updates

About this audit. Maps Audit is produced by AI analysis and reviewed by a human before delivery. We are not affiliated with, endorsed by, or certified by Google. Google's ranking algorithm is proprietary and changes without notice. This audit is a snapshot of public profile data at the time of delivery.

Guarantee. If we surface fewer than three actionable findings you can act on within 72 hours, reply to the delivery email and we'll refund you in full.

Data sources: Google Places API (public profile data), 47 public directory indexes, primary-photo visual analysis. We do not retain your profile data after delivery.