

Local SEO Audit

Example report · Bay Pipe & Drain

This is a sample. Bay Pipe & Drain is a made-up Collingwood plumber, and every number in this report is illustrative. A real audit uses your own Map Pack positions, your own competitors, and your own Google Business Profile.

Prepared by **Lasse Pettersen** Georgian Bay SEO · georgianbayseo.ca

Executive summary

Hi Mike - thanks for letting me take a look at Bay Pipe & Drain over the last couple of days. This report is what I found, organized so the highest-impact items are at the top.

As of May 27, Bay Pipe & Drain ranks #7 in the Google Map Pack for "plumber Collingwood" - which is, in my experience, the term that drives the majority of inbound calls for a residential plumber in this region. The Map Pack only shows the top 3 to most searchers, so anything below position 3 is effectively invisible for that query.

Your top three competitors (Maple Plumbing, Georgian Bay Plumbing & Heating, Reliable Drainage) are ahead of you for one of three reasons - more Google reviews, a more complete Google Business Profile, or a stronger website signal. And while none of these are quick fixes in the sense of "ship in a day, rank tomorrow," they're all things that move within 30-90 days once corrected.

What stands out

Your competitors average 47 Google reviews. You have 12 (4.8 stars, which is great - the gap is purely volume). Reviews are the single biggest signal Google uses to rank local businesses, and the gap compounds: Google reads volume + recency + owner-response as "active, trusted business." If we can get you to around 35 reviews over 90 days (about 8 new reviews per month, which is achievable for a 3-truck operation closing 20-30 jobs/month), the realistic ranking lift is from #7 to somewhere in the #3-#4 range for "plumber Collingwood" alone.

What I'd be cautious about

Your business name on Google Business Profile currently reads "Bay Pipe and Drain Plumbing Services Collingwood Ontario." That's keyword stuffing - which Google actively penalizes, and which has been the cause of a number of GBP suspensions I've seen in the last 12 months locally. While it's not guaranteed to flag, the longer it stays in that format the higher the risk. I'd fix this in week one. Change to "Bay Pipe & Drain" only - which is also what's on your truck signage, your invoices, and your CRA registration (I checked).

What I'd do first

1. **Clean up the GBP business name immediately** - change to "Bay Pipe & Drain" only. Lower-risk for ranking, eliminates suspension risk. Takes about 5 minutes in the GBP Manager.

2. **Install a 1-tap review request system** - every customer gets a text after the job, taking them straight to your Google review page. Realistic target: 8 new reviews per month (potentially more in your peak summer months).
3. **Add 4 missing GBP categories and 7 missing services** - your profile is 47% complete by GBP's own benchmarks; competitors are sitting at 85-90%.

The 30-day action plan further down covers each of these in detail, plus a handful of smaller wins you can ship in parallel.

Health score

A quick read on where things stand across the six categories that, in my experience, move Map Pack ranking the most.

	Score	Notes
Google Business Profile	47 / 100	Incomplete profile + risky business name
On-page SEO	38 / 100	Title tags and H1s are generic; no schema markup
Local citations	52 / 100	Listed in 8 of top-15 directories; 3 have outdated phone
Reviews	28 / 100	12 reviews vs. competitors' 40-60
Backlinks	31 / 100	DR 4; only 7 referring domains
Technical SEO	61 / 100	Mobile-friendly, but page speed is poor (LCP 4.8s)

Overall: 43 / 100 - Significant gaps, though every category is fixable. And while 43 looks low, there's no structural blocker (no manual penalty, no Google suspension) - which means the gap closes faster than it would for a business that's been penalized.

Google Business Profile

The GBP is the single biggest factor in whether you show up in the Map Pack. Most of the gap between you and your competitors lives here.

Current state

Field	Status	Notes
Business name	×	Keyword-stuffed - change to "Bay Pipe & Drain" immediately
Primary category	✓	Plumber (correct)
Secondary categories	⚠	Only 1 of 9 useful secondaries set - missing Drain Service, Emergency Plumber, Water Heater Repair, and others
Hours	⚠	Set, but no holiday hours configured for Victoria Day or upcoming long weekends
Phone number	✓	Local 705 number
Website link	✓	Linked to baypipedrains.ca
Services	×	3 services listed; should be around 10 with descriptions + pricing ranges
Photos (count: 4)	×	Bare minimum. Profiles with 20+ photos get 42% more views (per Google's own GBP help docs). You'd want: storefront, truck, before/after, team
Business description (210 chars)	⚠	Under-used. You have 540 chars of unused space; worth including city + 3 services + differentiator
Q&A seeded	×	No customer Q&A on profile. Easy win - seed with 6-8 common questions
Posts cadence	×	Last post 7 months ago. Active profiles outrank dormant ones

Legend: ✓ good, ⚠ needs work, × missing.

Map Pack ranking

Keyword	You	Maple Plumbing	Georgian Bay P&H	Reliable Drainage
plumber Collingwood	#7	#1	#3	#5
drain cleaning Collingwood	#9	#2	#4	#1
emergency plumber Collingwood	not ranked	#1	not ranked	#3
water heater repair Collingwood	not ranked	#4	#2	not ranked
plumber Blue Mountain	#11	#1	#6	#4

Rankings pulled May 26 from an incognito search with location set to downtown Collingwood.

What to fix first

Two GBP fixes alone could realistically lift you 3-4 ranking spots: rename to remove keyword stuffing, and complete your services list with all 10 services. Both can ship the same day. Expected impact (based on similar fixes I've made for other local trades): visible Map Pack movement for "plumber Collingwood" within 4-8 weeks.

On-page SEO

Your website is what Google reads when it decides if you're relevant to a search. While most of the Map Pack ranking lives in the GBP, the website is the tiebreaker - and it's where you'd want to be strong if you ever want to rank in the organic (blue link) results below the map.

Top pages

Homepage - baypipedrain.ca

Element	Current	Recommended
Title tag (24 chars)	"Bay Pipe and Drain"	"Plumber in Collingwood, ON Bay Pipe & Drain"
Meta description (0 chars)	(none set)	"24/7 emergency plumbing, drain cleaning, and water heater repair in Collingwood and Blue Mountain. Locally owned. Call for a free quote."
H1	"Welcome to Bay Pipe and Drain"	"Collingwood's Trusted Plumbing Service"
Schema markup	None	LocalBusiness + Service + Place

Drain Cleaning page - baypipedrain.ca/drain-cleaning

Title tag and meta description are missing entirely. Page has no H1 (the visible heading is styled as H2, which Google parses differently). And there's no internal link from the homepage to this page - which means anyone landing on the homepage can't find it. I'd add a structured FAQ block at the bottom too (three FAQs on drain cleaning frequency, warning signs, and pricing).

Emergency Plumbing page - baypipedrain.ca/emergency-plumbing

Title is generic ("Services"). Page covers emergency plumbing but doesn't mention Collingwood, Blue Mountain, or any service-area town anywhere in the visible content. Worth adding: city callouts, 24/7 availability badge, click-to-call CTA above the fold.

Technical signals

- Mobile friendly: ✓ Responsive, passes mobile-usability test
- Page speed (Lighthouse mobile): 47 / 100 - LCP 4.8s (poor), CLS 0.31 (poor), images uncompressed
- Core Web Vitals: Failing on LCP and CLS on mobile; desktop passes
- HTTPS: ✓ Valid certificate
- Schema markup: None on any page

Local citations and NAP consistency

Citations are mentions of your business name, address, and phone (NAP) across the web. And while a single inconsistency won't tank you, the cumulative effect of mismatched listings does erode the trust signal Google reads from third parties.

Directory	Listed?	NAP matches?	Notes
Google Business Profile	✓	-	(source of truth)
Apple Maps	✓	×	Phone is your old 416 number - update via Apple Business Connect
Yelp	✓	✓	Complete
Facebook	✓	✓	Complete
Bing Places	×	-	Not listed - 30-minute fix
BBB	×	-	Not listed - trust signal worth adding
Yellow Pages	✓	×	Address missing unit number
HomeStars	⚠	✓	Listed but no reviews - claim and seed with 3-5 customer testimonials
Collingwood Chamber	×	-	Not a member (\$400/yr, but the chamber backlink is worth it on its own, plus the referral traffic)

Overall NAP consistency: 64% - Two of your existing listings have wrong info, and three high-value directories are missing entirely.

Reviews

Reviews are, in my experience, the single biggest differentiator in local search for trades. Star rating matters less than people think (anything 4.5+ is essentially equivalent in Google's eyes) - what matters is volume and recency.

	You	Maple Plumbing	Georgian Bay P&H	Reliable Drainage
Star rating	4.8	4.7	4.6	4.9
Total reviews	12	64	51	38
Reviews in last 90 days	1	9	6	5
Owner response rate	8%	100%	87%	71%

What this tells me

Your 4.8 rating is excellent - customers genuinely love the work. The problem is volume, not quality. You're currently getting roughly 1 review every 90 days; your top competitor is getting one every 10 days. And that gap compounds, because Google reads recency as "this business is active and trusted right now."

You also don't reply to your reviews (8% response rate vs. Maple Plumbing at 100%). Owner responses are a free engagement signal - Google literally counts them as profile activity. Replying to all 12 existing reviews this week alone would be a meaningful Google-side improvement (potentially 1-2 ranking spots over a few weeks).

Backlinks and authority

	You	Maple Plumbing	Georgian Bay P&H	Reliable Drainage
Domain Rating (Ahrefs)	4	18	12	9
Referring domains	7	47	31	19
Local  backlinks	2	14	9	6

And while domain rating is not a perfect measure or indicator of ability to rank specific keywords, there's a high correlation between DR and overall ranking ability - especially in competitive local markets like Collingwood, where 3 of your competitors are sitting in the 9-18 DR range and ranking accordingly.

Quick-win link opportunities I noticed

- **Collingwood Chamber of Commerce** - \$400/yr, includes a DR 32 backlink to your homepage. All three of your top competitors are members.
- **Collingwood Today** (local press) - pitch a "5 plumbing tips for cottage owners closing up for winter" piece in October. Their content team is responsive in my experience.
- **HomeStars business listing** - claim the profile, optimize, and request reviews from past customers.

- **Collingwood Soccer Club sponsorship** - \$250 sponsorship gets a logo + link. DR 18, hyper-local, and visible to families in your target neighbourhoods.
- **Reciprocal partnership with a local plumbing supply store or property manager** - informal trade for mutual recommendations and backlinks. Lower-friction than a cold press pitch.

30-day action plan

What would I actually do if you hired me tomorrow? Prioritized by impact-per-hour, marked **P0** (this week), **P1** (this month), **P2** (next 30-60 days).

P0 - this week

1. **Rename GBP to "Bay Pipe & Drain"** - removes suspension risk and the keyword penalty.
2. **Add 4 GBP secondary categories** - Drain Service, Emergency Plumber, Water Heater Repair, Hot Water System Supplier.
3. **Update Apple Maps phone number** - fix the 416 → 705 mismatch via Apple Business Connect.
4. **Reply to all 12 existing Google reviews** - even the old ones. Resets the "responsive owner" signal in a few days.

P1 - this month

5. **Upload 16 GBP photos** - storefront (3), team (3), truck (2), before/after repairs (8).
6. **Rewrite GBP business description** - fill the 540 unused chars with city + 3 services + differentiator.
7. **Seed 6 GBP Q&A** - common customer questions answered publicly.
8. **Set up a 1-tap review request via SMS** - every customer gets a text after the job. Target: 8 new reviews/month.
9. **Add LocalBusiness schema markup** to the homepage.
10. **Rewrite homepage title tag and meta description.**

P2 - next 30-60 days

11. **Build 3 service pages** - Drain Cleaning Collingwood, Emergency Plumbing Collingwood, Water Heater Repair Collingwood.
12. **Claim and complete Bing Places, BBB, HomeStars listings.**
13. **Join Collingwood Chamber of Commerce** - \$400 for the backlink and community signal.
14. **Compress all website images** and ship to WebP. Fixes the page-speed issue.
15. **Pitch one local-press story** - Collingwood Today is the highest-leverage target.

90-day strategy

If you act on the plan above, here's what's reasonable to expect over the next 90 days. Realistic, not aspirational.

What we'd do together

- Month 1.** GBP cleanup, photos, and the reviews-automation setup. Your profile goes from 47% to around 85% complete. Reviews start flowing - I'd expect 6-8 in the first month once the SMS is wired up.
- Month 2.** Service pages, on-page SEO, and schema markup all ship. Citations cleaned up (Apple, Yellow Pages corrected; Bing, BBB, HomeStars claimed). Chamber membership active.
- Month 3.** Sponsorship and local-press pitches go out. First competitor teardown to identify anything still working for them that we haven't matched.

What "winning" looks like

Metric	Today	90-day target	180-day target
Map Pack rank (plumber Collingwood)	#7	#3-#4	#2-#3
Total Google reviews	12	+20 (to 32)	+45 (to 57)
Monthly GBP profile views	340	+60% (to ~545)	+110% (to ~715)
Calls from Google	6 / mo	11 / mo	16 / mo

These targets are based on what I've seen in similar businesses in the Georgian Bay corridor over the last 2-3 years. While I can't guarantee specific positions (no legitimate SEO consultant can - rankings are decided by Google, not by me), the trajectory is realistic for a business at your starting point with no penalty or structural blocker.

Working together

I'm Lasse - I built FixyFlow (a SaaS for service businesses) in Collingwood, and Georgian Bay SEO is the local consulting arm. I work exclusively with trades and service businesses across Collingwood, Blue Mountain, Wasaga Beach, Thornbury, and Meaford.

What I do

- Monthly Google Business Profile management
- Local citations and NAP consistency
- On-page SEO and schema markup
- Per-town location pages (for multi-town operators)
- Review-velocity automation via FixyFlow
- Monthly rankings and leads reports
- Local link-building (sponsorships, partnerships, local press)

Engagement options

Standalone audit - \$499 (this report) One-off deliverable with the 30-day action plan included. No retainer required. And if you decide to retain me within 60 days, the \$499 applies as credit against the first month.

Foundation retainer - \$750/mo For a single-town service business that needs to show up in Google Maps.

Shoreline retainer - \$1,500/mo For multi-town operators across the Collingwood / Blue Mountain corridor. Month-to-month with 30 days' notice. No annual contracts.

Next step

Would you have time next week for a 20-minute walkthrough call? I'd walk through this report together, answer any questions, and we can decide if a retainer makes sense from there.

Kind Regards,

Lasse / Georgian Bay SEO

hello@georgianbayseo.ca · georgianbayseo.ca