

Jeffrey Smith Marketing

**GBP SEO
WEBSITE SEO
AI SEO
& MORE!**



Personal Service and Customized Plans

Jeffrey Smith Marketing

<https://JeffreySmithMarketing.com>

- GBP Auditing
- GBP Optimization
- GBP Management
- GBP SEO
- Website SEO
- AI Search Optimization

Here's your Google Business Profile (GBP) audit report!

Table Of Contents:

1. Basic Audit Data
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Have questions about the audit or want help optimizing your GBP? Just reach out!

Contact Page: <https://jeffreysmithmarketing.com/contact/>

Free Consultation: <https://jeffreysmithmarketing.com/free-consultation/>

Tribeca Plumbing, Inc. - Basic Audit

🏠 Current Address [?]

6211 W Northwest Hwy c251,Dallas, TX 75225

🌐 Website [?]

<https://www.tribecaplumbinginc.com/>

☎ Phone [?]

+12144025454

✅ Business Status [?]

Claimed

📍 Latitude/Longitude [?]

32.8663771, -96.8000079

🕒 Business Hours [?]

Present day: Open 24 hours
Monday: Open 24 hours
Tuesday: Open 24 hours
Wednesday: Open 24 hours
Thursday: Open 24 hours
Friday: Open 24 hours
Saturday: Open 24 hours
Sunday: Open 24 hours

★ Total Number of Reviews [?]

406

📊 Review Rating [?]

4.8

🗄 Business Profile ID [?]

11858615460647904246

🌐 Place ID [?]

ChIJf4_oK0meToYRkHGDZTXCjq8

✍ Knowledge Panel ID (KG ID) [?]

/g/11c6w0jkjf

👤 CID Number [?]

12650261937922470288

📁 Categories [?]

- Plumber
- Air conditioning repair service
- Electrician

📅 Services [?]

- Plumber (category)**
- Faucet installation
 - Faucet repair
 - Outdoor plumbing system repair
 - Plumbing leak detection
 - Plumbing leak repair
 - Plumbing pipe repair
 - Sewer cleaning
 - Shower installation
 - Shower repair

📍 Attributes [?]

- Service options**
- Onsite services
- Offerings**
- Repair services
- Payments**
- Credit cards
 - Credit cards

📍 Google Maps Links

★ Review List Display Link [?]

https://search.google.com/local/reviews?placeid=ChIJf4_oK0meToYRkHGDZTXCjq8

👍 Review Request Link [?]

https://search.google.com/local/writereview?placeid=ChIJf4_oK0meToYRkHGDZTXCjq8

🔍 Knowledge Panel Page Link [?]

<https://www.google.com/search?kgmid=/g/11c6w0jkjf>

☰ GMB Post URL [?]

<https://www.google.com/search?kgmid=/g/11c6w0jkjf&uact=5#lpstate=pid:-1>

🗋 Questions and Answers URL [?]

<https://www.google.com/search?kgmid=/g/11c6w0jkjf&uact=5#lpa=d,2>

🛒 Products [?]

<https://www.google.com/search?kgmid=/g/11c6w0jkjf#lpc=lpc>

📅 Services Link [?]

<https://www.google.com/localservices/prolist?src=2&q=Tribeca%20Plumbing%2C%20Inc.%206211%20W%20Northwest%20Hwy%20c251%2CDallas%2C%20TX%2075225>

🗄 Other GMBs at Same Address [?]

<https://www.google.com/maps/place/6211%20W%20Northwest%20Hwy%20c251%2CDallas%2C%20TX%2075225>

📄 GMBs with Same Website Domain [?]

<https://www.google.com/search?q=%22tribecaplumbinginc.com%22&tbm=loc>

🌐 GMB Link with Place ID [?]

https://www.google.com/maps/place?q=place_id:ChIJf4_oK0meToYRkHGDZTXCjq8

🌐 GMB Link with CID [?]

<https://www.google.com/maps/place/?cid=12650261937922470288>

🌐 External Maps & Directories

🍏 Apple Maps Business Link [?]

[https://maps.apple.com/?q=Tribeca Plumbing, Inc.&near=32.8663771,-96.8000079](https://maps.apple.com/?q=Tribeca%20Plumbing,%20Inc.&near=32.8663771,-96.8000079)

🍏 Apple Maps Driving Directions [?]

<https://maps.apple.com/?daddr=6211%20W%20Northwest%20Hwy%20c251%20Dallas%2C%20TX%2075225>

🍏 Apple Maps Competitors [?]

<https://maps.apple.com/?q=Plumber&near=32.8663771,-96.8000079>

📍 Bing Maps Business Link [?]

[https://www.bing.com/maps?q=Tribeca Plumbing, Inc.&cp=32.8663771~-96.8000079](https://www.bing.com/maps?q=Tribeca%20Plumbing,%20Inc.&cp=32.8663771~-96.8000079)

📍 Bing Maps Driving Directions [?]

<https://www.bing.com/maps/directions?rtp=~adr:6211%20W%20Northwest%20Hwy%20c251%20Dallas%2C%20TX%2075225>

📍 Bing Maps Competitors [?]

<https://www.bing.com/maps?q=Plumber&cp=32.8663771~-96.8000079>

🌐 WeGo / HERE Maps Link [?]

<https://wego.here.com/?map=32.8663771,-96.8000079,17,normal>

📘 Facebook Places Search [?]

<https://www.facebook.com/search/place?q=Tribeca%20Plumbing%2C%20Inc.>

🌟 Yelp Business Search [?]

https://www.yelp.com/search?find_desc=Tribeca%20Plumbing%2C%20Inc.

IMPORTANT: There are two different metrics shown for your visibility heatmaps:

What users see when using Google Maps to search and what users see when searching from the Google homepage.

- **Google Maps Search:** Tracks your **Navigation Rank**. It is location based and simulates a user searching inside the Google Maps app or maps.google.com. This algorithm heavily favors **Proximity** (how physically close the business is to the searcher).
- **Local Pack Search:** This is the search listing shown in regular Google searches. It tracks your **Discovery Rank**. It simulates a user searching on the main Google Search homepage (e.g., “plumber near me”). This algorithm favors **Prominence** (reviews, authority, and relevance), often allowing businesses to rank further away from their physical location.

Why Your Rankings Look Different

It is very common to rank #1 on Google Maps but #10 in the Local Pack for the exact same keyword. Or vice versa. This is not a glitch; it is a difference in **User Intent**.

- **The Navigation Intent (Maps):** When a user is in the Google Maps app, Google assumes they want to go somewhere now. The results are **strictly filtered by distance**.
- **The Discovery Intent (Local Pack):** When a user searches on Google.com, they are researching the “best” option. Google filters these results by Authority and Review Quality, often ranking physically closer businesses that have weaker profiles lower in the search results.

For example, if you’re sitting at home, 10 miles away from your business and you search for your business on your computer with **Google Search**, you might see your business in the #1 position.

But when you pull out your phone and search for your business using the **Google Maps App**, you may not even see yourself in the top 3.

Google Maps vs. Local Pack

When you compare the two heatmaps for each of each of your keywords, (assuming you're not physically at your place of business when you search), you will typically see one of two scenarios. Here is how to diagnose them:

Scenario A: Green on Maps / Red on Local Pack

What It Means: You have an Authority Deficit.

Your business is physically close enough to rank (Google Maps says yes), but Google does not trust your brand enough to put you in the top 3 "Best" results (Local Pack says no).

Action: Focus on getting more reviews, building local citations, and improving website authority.

Scenario B: Red on Maps / Green on Local Pack

What It Means: You are a Brand Powerhouse.

Your authority is so high that Google ranks you in the Local Pack even in areas where you are not physically the closest option.

Action: This is the ideal state. Defend your position by maintaining a steady stream of fresh content and reviews.

Below Are Audit Result Pages Of Both Your Local Pack Rankings And Google Maps Rankings For Each Of The Three Keywords With The Maps Search Location Set To Your Business Address.

Remember:

Local Pack = Search results from inside of **Google Search**.

Map = Search results from inside the **Google Maps app** with the search location set to your business address.

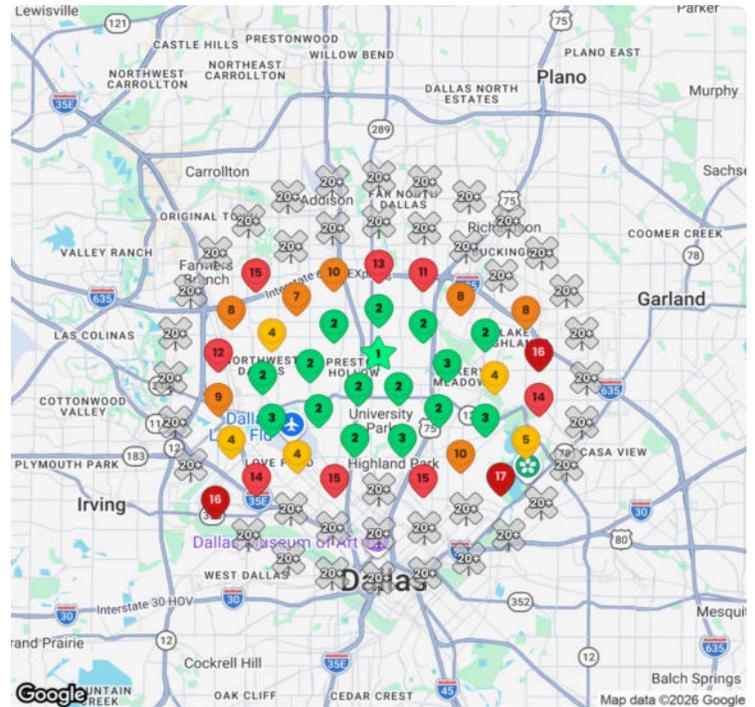
Scan Analysis Report map

Primary keyword **plumber** Avg. Rank **14**

Local Visibility Summary

Tribeca Plumbing, Inc. faces a mix of strong and weak map rankings. The heat map shows many red pins in the 15-20 range and some beyond visible positions, signaling missed local traffic in several zones. Estimated potential traffic and revenue lost due to current rankings likely fall in the 40-60% range across map points. Key factors driving underperformance include high competitor density in core zones, rivals with higher review counts and faster responses, and uneven GBP optimization across map-visible spots. Immediate ROI moves include GBP hardening for red-pin zones, geo-content that targets specific areas, and a robust review drive. In 60 days, aim to shift the worst zones (rank 15-20) into the 4-14 range, add two geo-focused location pages and two map posts per zone, and implement a disciplined review and reply cadence.

Prioritized actions: tighten GBP consistency, increase high-quality zone-specific content, and accelerate review collection in critical zones. Track progress weekly and adjust tactics by zone. Target measurable moves: move the top red-pin areas from 15-20 toward 4-14 within 60 days, and uphold 4.7+ average rating in those zones. OKR-style targets should be set for visibility gains and incremental traffic lift.



78 Pins | 10 with 1.5 mi spacing

Top Competitors

Business Name	Avg. Rank	
Public Service Plumbers 4.9 ★★★★★ (1765)	9.71	Dominates top spots with very high reviews; strong signals in central zones.
Milestone Electric, A/C, & Plumbing 4.9 ★★★★★ (18888)	15.09	Very high review volume and rating drive top positions in multiple zones.
Dallas Plumbing & Air Conditioning 4.6 ★★★★★ (1152)	14.92	Strong presence and consistent rankings in several zones; rating lower than the leaders.

Competition Overview

Public Service Plumbers has about 1,765 reviews with a 4.9 average, and Milestone Electric carries roughly 18,888 reviews at 4.9, giving them clear velocity and signals over Tribeca’s 406 reviews at 4.8. Dallas Plumbing & Air Conditioning shows competitive presence with 4.6 from 1,152 reviews but fewer top-3 wins. Tribeca’s minimal top-3 footprint in many zones is a weakness; a strength is its centralized, recognizable address. To compete, copy rivals’ photo rotation, fast review responses, and consistent local posts, then differentiate with zone-focused content and stronger proximity signals. top_competitor_action_items: [

To Reach Top Competitors

- Increase high-quality photos and timely review responses in map-visible zones.
- Publish weekly geo-targeted GBP posts and area-focused content.
- Implement a zone-specific review drive and rapid response cadence.
- Standardize NAP, categories, and citations across all map-visible locations.

Smart Geo Analysis

Strong zones cluster near the central map area, where competitors hold top spots and Tribeca trails for top-3 occurrences. Weak zones appear around edges where 4-20 rankings are common. ROI-driven actions should target the worst red-pin zones first, then build scale in mid zones with geo-content and GBP optimization.

Action Plan

Target Weak Zones

- Visual position to location: top area near central hub — fix GBP, update hours and photos; implement a weekly review drive in this zone.
- visual area: bottom-right zone — create geo-targeted pages and post updates; run a focused review campaign in 60 days.

Geo-Relevant Content

- Create geo-dedicated pages for top visible zones; include local landmarks and area-specific services.
- Publish geo-targeted blog posts and case studies in the top and mid zones to boost relevance.

Review Campaigns

- Launch a zone-focused review drive for red-pin zones; aim for 20-40 new reviews within 60 days.
- Set a 24-hour review response target for top zones to improve engagement.

GBP Optimization

- Audit GBP for map-visible zones; fix inconsistencies in hours, categories, and service areas.
- Add updated photos and posts for all map-visible locations to boost signals.

Local Partnerships

- Form partnerships with two local businesses in red-pin zones for cross-promotions.
- Sponsor or co-market with neighborhood service providers to increase proximity signals.

Competitor Strategy

- Study Public Service Plumbers and Milestone posting cadence and photo quality; adopt best practices.
- Emulate high-rating maintenance strategies and fast response patterns in top zones.
- Enhance proximity signals by updating 2-3 near-by business citations in map-visible zones.
- Add localized micro-pages and interlink with main site to boost near-me visibility in top clusters.
- Create location-specific SEO pages for visible zones with schema LocalBusiness markup.
- Embed maps and collect zone reviews to boost relevance for nearby searchers.

The geography of growth invites you to reframe the map as a field of opportunity where each red pin is a doorway to new customers.

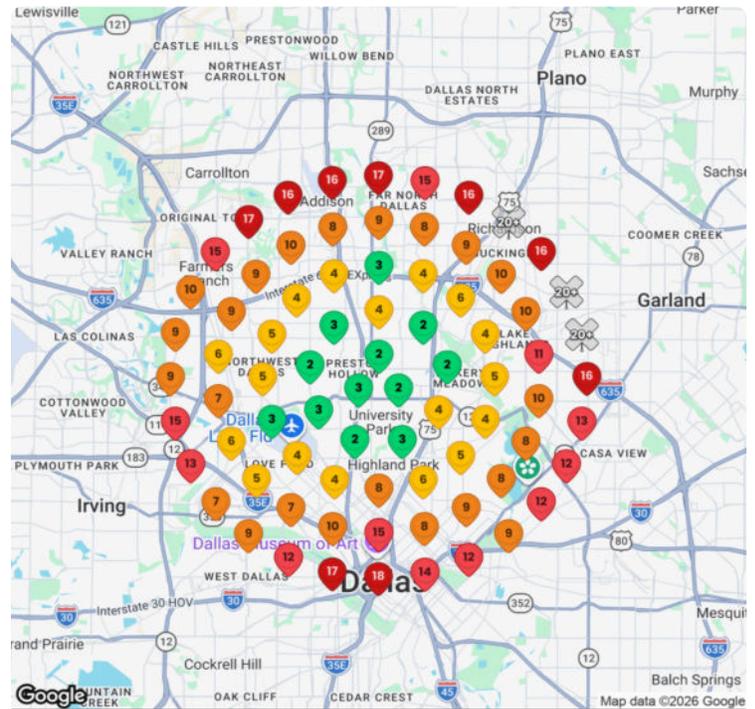
Scan Analysis Report local pack

Primary keyword **plumber** Avg. Rank **8.9**

Local Visibility Summary

Tribeca Plumbing shows wide variability in map rankings. The center cluster yields some strong placements, but many outer zones fall into poor visibility. Overall, the business may be missing roughly 25-35% of potential local traffic due to weaker rankings across multiple visible zones. The most critical factors appear to be aggressive local competition density in core zones, inconsistent high-value signals (reviews, photos, and GBP optimization), and distance-based ranking signals that push Tribeca toward the back in several locations. To recover quickly, focus in the next 30 days on high ROI actions in the worst zones, and push stronger signals in the central cluster where top-3 positions can be defended or improved. The plan emphasizes rapid GBP updates, geo-specific content, and a disciplined review approach to elevate rankings where it matters most.

Key underperformance drivers include the concentration of top 3 rivals in central zones, high total reviews for competitors (often in the thousands) and consistently higher engagement signals from those rivals. Audit and align listing data (NAP, categories), and accelerate local content for areas with rank 15-21 to reduce the performance gap. The immediate ROI actions are targeted at red-pin zones (rank 15-20) and center zones where rank 1-3 are visible but not dominant. Aim to improve position from 4-6 to 2-3 in the central and nearby zones within 60 days, while pushing 1-2 ranks up in the highest-traffic peripheral zones within 90 days.



78 Pins | 10 with 1.5 mi spacing

Top Competitors

Business Name	Avg. Rank	Notes
Public Service Plumbers 4.9 ★★★★★ (1800)	3.24	Very strong top-3 presence with many 1st-place appearances and a very high review count.
Bacon Plumbing Heating Air Electric 4.9 ★★★★★ (1900)	20+	Frequent 1st-place finishes and high ratings, but more limited reach than Public Service across locations.
Milestone Electric, A/C, & Plumbing 4.9 ★★★★★ (19000)	12.72	Consistently strong in multiple zones; solid reviews and high volume support visibility.

Competition Overview

Public Service Plumbers clearly outperforms in sheer top-3 presence and volume, while Bacon shows robust visibility and reviews. Milestone shines with high-volume reviews and frequent top positions; Tribeca needs to lift top-3 appearances and reviews in weak zones. Strengths to leverage include Tribeca's strong rating in some zones and its stable core presence; opportunities lie in aggressive

geo-content, timely responses, and targeted GBP updates to nearby weak zones to narrow the gap. Prioritize adopting top competitor posting cadence, photo quality, and review management first to close gaps.

To Reach Top Competitors

- Match Public Service's posting cadence and local updates in central zones
- Increase photo quality and consistency across top-3 ranking areas and improve review response rates

Smart Geo Analysis

Rank variability is driven by location density and proximity to strong competitors. High-value zones align with central clusters where top rivals concentrate; low-signal zones around red pins need geo-targeted content and GBP signals. Prioritizing the red-pin zones yields the biggest ROI since these areas are where rankings suffer most and drive direct traffic loss. Central areas show potential where Tribeca can model successful competitor signals for faster gains. The strongest ROI actions are GBP optimization and geo-content tailored to specific zones.

Action Plan

Target Weak Zones

- visual position to location: bottom-right area near 32.84465098827389, -96.64481001964327
- visual position to location: bottom-right area near 32.84465098827389, -96.85174052678558

Geo-Relevant Content

- visual position to location: center-north area near 32.80119876482166, -96.87760684017836
- visual position to location: bottom-left area near 32.84465098827389, -96.85174052678558

Review Campaigns

- visual position to location: bottom-right area near 32.84465098827389, -96.64481001964327
- visual position to location: bottom-left area near 32.84465, -96.85174

GBP Optimization

- visual position to location: central cluster near 32.80119876482166, -96.92933946696392
- visual position to location: top area near 32.80119876482166, -96.92933946696392

Local Partnerships

- visual position to location: top-right area near 32.82292487654778, -96.82587421339278
- visual position to location: top-left area near 32.77947265309555, -96.92933946696392

Competitor Strategy

- visual position to location: top area near 32.80119876482166, -96.92933946696392
- visual position to location: central cluster near 32.82292487654778, -96.90347315357114
- visual position to location: bottom-right area near 32.84465098827389, -96.64481001964327
- visual position to location: bottom-left area near 32.84465098827389, -96.85174052678558
- visual position to location: top area near 32.80119876482166, -96.92933946696392
- visual position to location: top-right area near 32.82292487654778, -96.82587421339278

Geography is a map of opportunity waiting to be read; each weakness is a doorway and every bold signal a beacon. Growth lies where signals converge and risk dissolves.

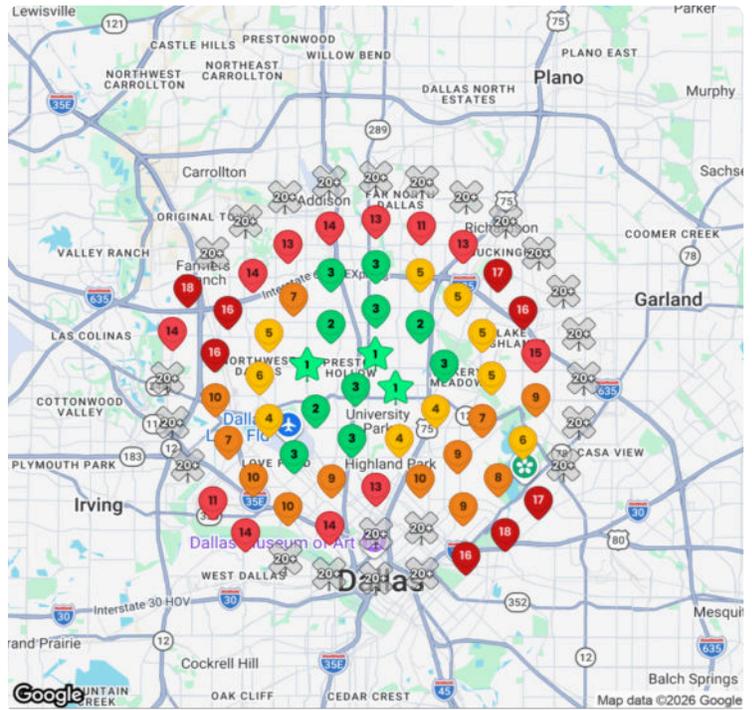
Scan Analysis Report map

Primary keyword **plumber near me** Avg. Rank **12.29**

Local Visibility Summary

Tribeca Plumbing faces meaningful traffic loss from map rankings clustered across many zones. An estimated 34% of potential local search traffic may be slipping away due to current positions in the 4-20 range, especially in central and surrounding Dallas areas where competitors dominate top 3 spots. The strongest factors driving underperformance are high competitor density in core zones and uneven review activity, which keeps Tribeca from sustaining top 3 placements. To reverse this, prioritize red-pin zones (ranks 15-20) first and target ROI actions in 30 days. == In the near term, aim to improve specific zones from rank 15-20 to 4-14 in the south and east areas within 60 days, while maintaining current top spots as benchmarks. == The highest ROI will come from GBP optimization, targeted geo-content, and proactive review campaigns in critical red zones, combined with stronger proximity signals and local partnerships.

This plan translates data into action, focusing on the most impactful zones first and setting clear targets for measurable gains in visibility and traffic.



78 Pins | 10 with 1.5 mi spacing

Top Competitors

Business Name	Avg. Rank	Description
Public Service Plumbers	7.59	Dominant top spots with high ratings and large review base; strong consistency in top 3.
Milestone Electric, A/C, & Plumbing	14.08	Frequent top 3 presence across zones; high-density listings but some 20+ pockets.
Tribeca Plumbing, Inc.	12.29	Widely present but scattered; strong in some locales and weak in others.

Competition Overview

Public Service Plumbers holds the strongest combination of ranking and reviews, often occupying rank 1 or 2 with substantial customer feedback. Milestone Electric, A/C, & Plumbing shows solid clustering and large review volumes in several zones, suggesting that adding more targeted content and local signals could lift Tribeca's positions. Tribeca benefits from a more unified presence; improving gallery quality and timely responses may convert mid- to high-performing spots into steady top-3 placements. These dynamics guide where Tribeca should copy top-performing habits while differentiating on service depth and speed.

Specific, data-backed moves include elevating in high-density zones with current ranks 15-20 and maintaining top zones with ranks 1-3 through GBP optimization and rapid review responses.

To Reach Top Competitors

- Action 1: In top 3 zones, emulate competitors by ensuring yp GBP optimization, high-quality photos, and prompt responses to reviews in those locations (visual position to location: top area).
- Action 2: In high-potential 15-20 zones, launch geo-targeted content and review drives to push 15-20 zones toward 4-14 (visual position to location: top-right zone).
- Action 3: In key underperforming zones, implement location-based GBP updates and photo improvements within 2 weeks (visual position to location: bottom area).
- Action 4: Regularly monitor top 3 zones and maintain momentum with ongoing review responses and updated posts (visual position to location: center area).

Smart Geo Analysis

Ranking varies by location, with top zones consistently outperforming others. High-value areas near the map center show better positions, while red-pin zones show 15-18 risk. Targeted geo-content and GBP updates in those spots will likely yield the highest ROI.

Action Plan

Target Weak Zones

- visual position to location: top-right area; Update GBP and geo-content for this zone with 15-18 ranking improvements
- visual position to location: bottom-left area; Implement proximity boosts and local backlinks to push from 15-20 toward 4-14

Geo-Relevant Content

- visual position to location: top area; Create location-specific service pages and blog posts for central Dallas neighborhoods
- visual position to location: right area; Add FAQs and case studies tied to the specific zones visible on map

Review Campaigns

- visual position to location: top-right area; Launch targeted review drive for customers in that zone, ensure quick responses
- visual position to location: bottom-left area; Implement automated follow-ups asking for reviews after service in that zone

GBP Optimization

- visual position to location: top area; Update and optimize GBP listings with accurate categories and local keywords
- visual position to location: right area; Add photos, Q&A, and service areas tailored to visible locations

Local Partnerships

- visual position to location: central Dallas zone; Partner with local hardware stores for co-promotions in the top area
- visual position to location: right-middle zone; Sponsor neighborhood events to boost local presence

Competitor Strategy

- visual position to location: top zones; Analyze leading photos, responses, and posting cadence; imitate high-impact practices
- visual position to location: 15-20 zones; Track competitor reviews and implement faster response times and better issue resolution
- visual position to location: top-right area; Optimize service radius and promote proximity-based offers there
- visual position to location: bottom-left region; Use geo-targeted ads to raise visibility in underperforming pockets

- visual position to location: central cluster; Create per-location SEO pages with schema and NAP accuracy for each visible area
- visual position to location: mid-right cluster; Optimize internal linking to boost authority to map-visible zones

Geography holds the map to growth; every underperforming pin is a doorway to new customers if opened with focused local signals.

Scan Analysis Report local pack

Primary keyword

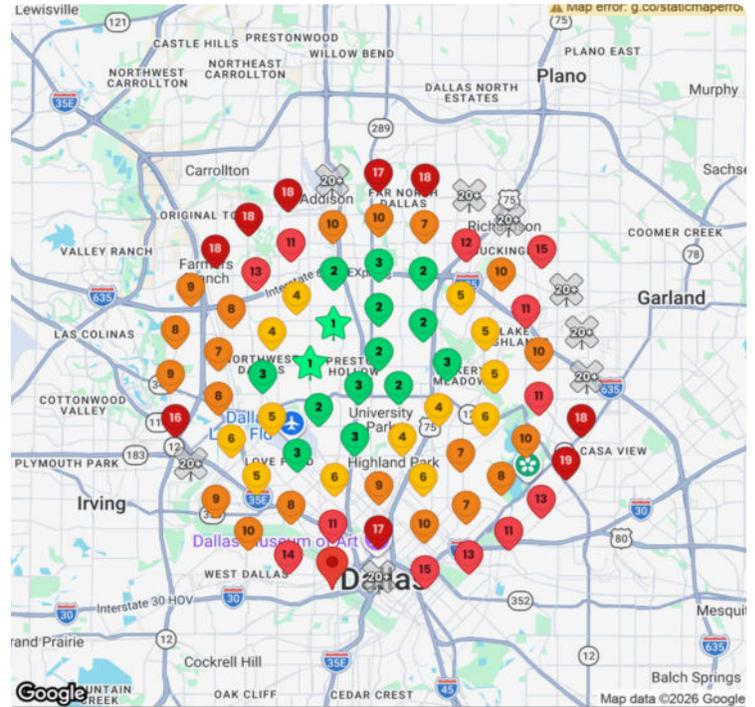
plumber near me

Avg. Rank

9.87

Local Visibility Summary

Tribeca Plumbing, Inc. shows a scattered map presence with an average position around the mid-teens to high single-digits across 78 data points. This means a sizable share of potential local traffic remains untapped. The RED-pin style zones (ranking 15–20 and above) signal critical risk in several high-value areas; if not addressed, revenue opportunities in central Dallas and adjacent suburbs may be lost to stronger rivals. Key factors include competitor density, large rivals’ review volumes, and uneven GBP optimization driving weaker local signals. In the next 30 days, target high-potential red-pin zones first, launch quick review efforts, and strengthen location pages and GBP content for faster gains. The goal is to move multiple top-red zones toward 4–14 and push at least two zones from 15–20 into the 4–14 range within 60–90 days, while preserving solid performance in the best zones.



78 Pins | 10 with 1.5 mi spacing

Top Competitors

Business Name	Avg. Rank	
Bacon Plumbing Heating Air Electric 4.9 ★★★★★ (1900)	20+	Dominant top listing in many zones; high reviews and rating.
Public Service Plumbers 4.9 ★★★★★ (1800)	5.3	Strong presence in top 3 across many points; excellent reviews.
Tribeca Plumbing, Inc. 4.8 ★★★★★ (406)	9.87	Solid mid-pack among top rivals with decent ratings.

Competition Overview

Bacon Plumbing dominates with very high review counts and near-perfect ratings in many central spots, giving it more trust signals and a stronger presence than Tribeca in multiple micro-areas. Public Service Plumbers also shows a robust footprint with abundant reviews and high satisfaction, challenging Tribeca in central corridors. Tribeca has the advantage of brand recognition but lags in scale. To compete, adopt intensified review drives, improve photo quality, and rapidly refresh location-specific pages to mirror rivals’ local detail. Improve GBP consistency and keep ratings above 4.8 across core zones.

To Reach Top Competitors

- Increase reviews in top zones near downtown to near rival volumes
- Enhance GBP optimization and photos for high-visibility locations near central Dallas

Smart Geo Analysis

Strong performance in the central Dallas core and eastward Richardson zone suggests high-value customer density there. Weak zones in Farmers Branch and Mesquite corridors indicate opportunities to boost proximity signals and local content. Prioritize location-specific pages and local reviews in top-risk zones to convert visibility into calls. Align GBP assets with zone-level priorities to stabilize top-3 placement where possible.

Action Plan

Target Weak Zones

- visual position to location top area near downtown - sharpen GBP for Tribeca in the core zone and push more reviews from local clients
- visual position to location bottom-left area near Farmers Branch - implement targeted citation cleanups and proximity-based landing pages to raise ranking in this weak zone

Geo-Relevant Content

- visual position to location top area near downtown - publish location page focused on central Dallas services with service-area mapping
- visual position to location right area near Richardson corridor - create blog posts and FAQs tailored to Richardson and nearby communities

Review Campaigns

- visual position to location top area near downtown - initiate 2x weekly review requests post-service in this zone with QR codes
- visual position to location bottom-left area near Farmers Branch - run local testimonial campaigns and case studies to boost trust in this area

GBP Optimization

- visual position to location top area near downtown - optimize photo gallery and add 5 new high-quality images of central Dallas projects
- visual position to location right area near Richardson corridor - ensure accurate business categories and service-area definitions for zone reach

Local Partnerships

- visual position to location top area near downtown - partner with nearby home services for cross-promo in central Dallas
- visual position to location bottom-left area near Farmers Branch - establish referral partnerships with local realtors and property managers

Competitor Strategy

- visual position to location top area near downtown - study Bacon's photo quality and review cadence; apply similar practices in that core zone
- visual position to location right area near Richardson corridor - adopt rival's review-response timeliness and high-rating maintenance

- visual position to location top area near downtown - deploy proximity-based bid adjustments and zone-targeted ads for central Dallas
- visual position to location bottom-left area near Farmers Branch - optimize internal linking and local service pages to boost relevance in surrounding neighborhoods
- visual position to location top area near downtown - develop comprehensive location landing pages with embedded maps and local testimonials
- visual position to location right area near Richardson corridor - create city/area-specific SEO content focusing on local services and nearby neighborhoods

Geography harbors opportunity where limits exist; by aligning people, places, and trusted signals, Tribeca can transform red pins into bright pathways to growth.

Scan Analysis Report map

Primary keyword

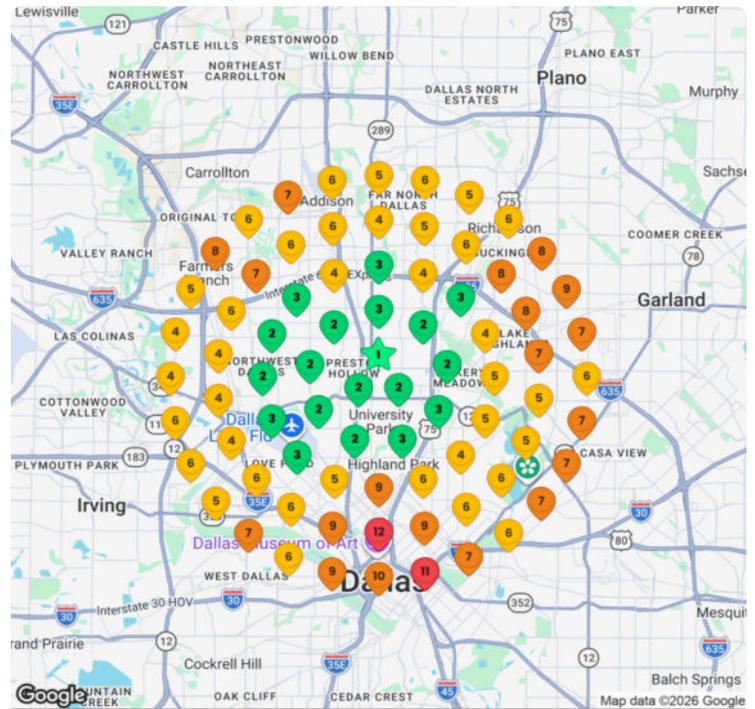
plumber dallas

Avg. Rank

5.33

Local Visibility Summary

Tribeca Plumbing currently ranks in the mid-range across a dense Dallas map of 78 data points. The average visible position is about 5.3, and multiple zones show strong positions in the top 3, but there are consistent underperforming pockets in several zones where ranks trend into the higher numbers (4–12). This gap suggests meaningful traffic loss in those zones, likely worth a 20–30% impact estimate on potential local search visits if not addressed. The most critical factors are a concentrated competitor presence with higher review volumes and ratings around core Dallas corridors and the need to improve GBP optimization and geo-targeted content in weak zones. In the next 30 days, prioritize high-ROI actions: optimize GBP and respond to reviews in top and weak zones, launch location-specific content and review campaigns in underperforming pockets, and explore local partnerships to boost proximity signals. These steps can lift several high-potential zones by 1–3 positions and unlock meaningful local traffic.



78 Pins | 10 with 1.5 mi spacing

Top Competitors

Business Name	Avg. Rank	Notes
Public Service Plumbers 4.9 ★★★★★ (1765)	1.78	Leads top 3 in many zones with very high reviews.
Milestone Electric, A/C, & Plumbing 4.9 ★★★★★ (18888)	10.88	Strong overall with high rating and massive review count.
Metro Flow Plumbing - Dallas Emergency Plumbers 4.9 ★★★★★ (1351)	5.49	Frequently appears in top areas and shows strong proximity signals.

Competition Overview

Top competitors vary by zone but share several common strengths: very high average ratings around 4.9 and large review counts that bolster trust signals; frequent top-3 visibility across numerous map points; broad service coverage that encroaches on Tribeca’s core zones. Tribeca could gain by adopting rival strengths such as boosting near-central zone activity, increasing review volume with rapid responses, and maintaining a high-rating profile. A key differentiator for Tribeca is maintaining a strong local identity and leveraging a central Dallas address pattern that resonates with nearby customers. Adopting these patterns first will yield the best ROI with clearer differentiation in saturated markets.

To Reach Top Competitors

- Highlight high-performing rivals' proximity signals by building 2–3 location-specific pages in dense zones to mirror top competitors' map presence
- Increase timely review generation and response in center-city pockets to lift rating and click-through in top zones

Smart Geo Analysis

Tribeca shows strongest potential in central Dallas with frequent 1–4 ranks, but other zones lag due to heavy local competition and distance signals. Proximity to core zones improves visibility. Content and review strategies should be tuned by zone to capture higher-intent neighborhoods.

Action Plan

Target Weak Zones

- visual position to location: top area near central Dallas—boost GBP photos and post weekly neighborhood-specific offers
- visual position to location: bottom area near central-north Dallas—launch targeted review drives and improve listing accuracy

Geo-Relevant Content

- visual position to location: top area near central Dallas—create landing pages focused on Park Cities and central Dallas services
- visual position to location: weak zones near 4-12 ranks—add neighborhood guides and service area content for those pockets

Review Campaigns

- visual position to location: top area near central Dallas—aim for 20+ new reviews from nearby customers within 30 days
- visual position to location: bottom-right pockets—run geo-targeted review requests for those zones

GBP Optimization

- visual position to location: top area near central Dallas—verify NAP consistency and add service areas for core zones
- visual position to location: bottom zones—update photos, hours, and Q&A for accuracy in weaker areas

Local Partnerships

- visual position to location: central Dallas—partner with local trades to build referrals in high-visibility pockets
- visual position to location: western Dallas edges—co-sponsor events to raise local awareness

Competitor Strategy

- visual position to location: central zones—analyze rival post frequency and replicate in Tribeca's schedule
- visual position to location: high-density pockets—emulate rivals' photo quality and response rate to improve engagement
- visual position to location: top area near central Dallas—increase local citations within 2 miles of core zones
- visual position to location: bottom zones—test proximity-based ad content and routing for nearby searches
- visual position to location: central zones—implement location-specific schema and content on per-neighborhood pages
- visual position to location: weaker pockets—build micro-site pages targeting the underperforming areas visibly on the map

Geography whispers opportunity; chart the edges of visibility into a harbor of growth.

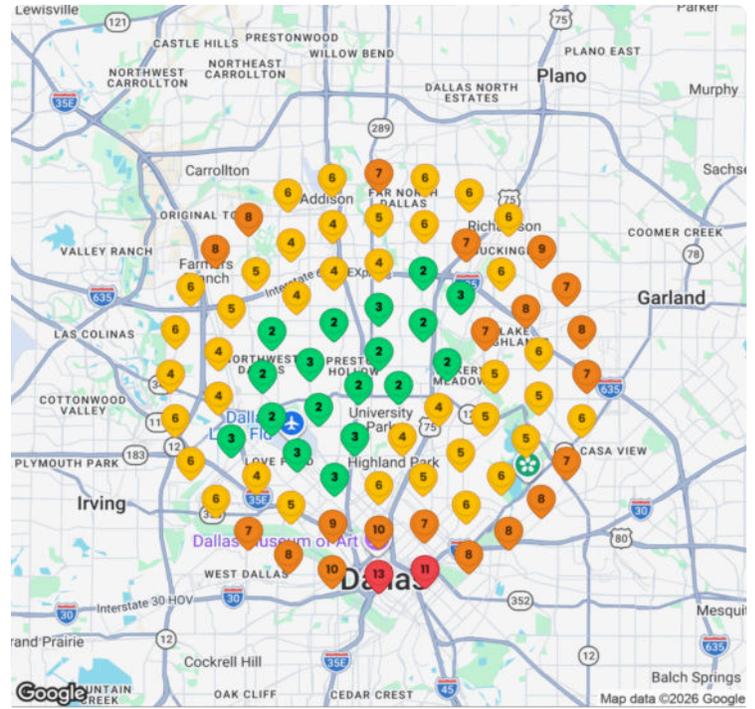
Scan Analysis Report local pack

Primary keyword **plumber dallas** Avg. Rank **5.4**

Local Visibility Summary

Tribeca Plumbing, Inc. currently ranks in the mid-pack across the 78 tested locations for plumbers in Dallas. The average position is about 5.4, with many points in the 4–7 range, signaling noticeable visibility gaps to top rivals. This translates to an estimated traffic loss of roughly 15% in local map searches, based on typical click behavior for mid-pack results. The central cluster around 6211 W Northwest Hwy (75225) shows the strongest visibility, while nearby zones face stiff competition from well-rated rivals.

Key drivers of underperformance include dense competitor presence near core neighborhoods, uneven review volumes across zones, and distance signals from the map center. Top players consistently occupy top 1–3 spots in several zones, while Tribeca fluctuates between 2–6 in many locations. In the next 30 days, focus on boosting reviews in weak zones, strengthening GBP optimization, and delivering geo-targeted content to lift multiple 4–7 spots toward top 3 where feasible.



78 Pins | 10 with 1.5 mi spacing

Top Competitors

Business Name	Avg. Rank	
Public Service Plumbers 4.9 ★★★★★ (1800)	N/A	Leads in many locations with consistent top spots and very high rating.
Milestone Electric, A/C, & Plumbing 4.9 ★★★★★ (19000)	N/A	Very high reviews and broad presence; dominates several zones near Forest Ln.
Bacon Plumbing Heating Air Electric 4.9 ★★★★★ (1900)	N/A	High rating and many listings; strong competitor in multiple areas.

Competition Overview

Public Service Plumbers consistently dominates top spots and maintains a near-perfect rating with a large review base. Milestone Electric, A/C, & Plumbing commands far more reviews and a strong overall profile, while Bacon Plumbing produces competitive ratings with heavy visibility in several zones. Tribeca’s opportunity is to leverage its good rating and established presence by increasing listing accuracy, increasing photo count, and accelerating review acquisition in 75225 and nearby markets. Strengths include solid customer sentiment and existing location density; risks come from competitors with higher engagement and broader coverage. The main action is to emulate top players while differentiating through faster responsiveness and clearer value propositions.

This analysis highlights concrete routes to reclaim top-3 status in critical zones by combining GBP optimization, local content, and proactive review growth in high-potential neighborhoods.

To Reach Top Competitors

- Audit top 3 competitors' GBP profiles and replicate successful elements (photos, posts, responses)
- Launch targeted review campaigns in weak zones, focusing on 75225 and 75206, with follow-ups for additional reviews

Smart Geo Analysis

The strongest zones align with central Dallas clusters around 75225, where Tribeca maintains mid-to-good visibility but lacks stable top-3 dominance. Weaker zones exist toward the periphery with ranks drifting into 11–13; those are high ROI targets for geo-content, GBP boosts, and local partnerships. By prioritizing these weak zones and applying location-specific optimizations, Tribeca can shift several positions toward top-3 in key districts, improving overall traffic potential.

Action Plan

Target Weak Zones

- visual position to location: top area near 6211 W Northwest Hwy c251, Dallas 75225 – implement tailored GBP enhancements and priority review push to move Rank 114-5
- visual position to location: left-middle area around 6211 W Northwest Hwy c251, Dallas 75225 – launch geo-targeted content and local link-building to address Rank 11–13

Geo-Relevant Content

- visual position to location: top area near 6112 Luther Ln, Dallas 75225 – publish location-specific service pages and FAQs for 75225
- visual position to location: bottom-left area around 5600 Dyer St, Dallas 75206 – create neighborhood-focused blogs and case studies

Review Campaigns

- visual position to location: 6211 W Northwest Hwy cluster – implement quantity-driven review campaigns with follow-up prompts after service calls
- visual position to location: 6112 Luther Ln cluster – incentivize reviews through post-service check-ins and quick response targets

GBP Optimization

- visual position to location: 6211 W Northwest Hwy cluster – claim/verify GBP, optimize categories, hours, and service areas
- visual position to location: 6112 Luther Ln cluster – update photos and ensure consistent NAP across maps and directories

Local Partnerships

- visual position to location: 6211 W Northwest Hwy cluster – partner with nearby property managers and home service providers for referrals
- visual position to location: 6112 Luther Ln cluster – co-market with complementary local trades to expand visibility

Competitor Strategy

- visual position to location: 6211 W Northwest Hwy cluster – monitor top competitor posting frequency and photo strategy to mimic best practices
- visual position to location: 6112 Luther Ln cluster – develop differentiating value proposition (response time, warranty, pricing) to capture top spots
- visual position to location: central Dallas cluster – optimize proximity signals by aligning NAP and citations within a 5-mile radius
- visual position to location: 75225 corridor – run geo-focused ads and promotions to boost local relevance
-

visual position to location: 6211 W Northwest Hwy cluster – create dedicated 75225 location page with schema, FAQs, and map embeds

- visual position to location: 6112 Luther Ln cluster – launch 75225/75229 family-page hub with local content and service highlights

Geography is not just space; it is opportunity waiting to be mapped into growth.

Jeffrey Smith's Audit Summary And Optimization Recommendations

Report Date: March 1, 2026

Client: Tribeca Plumbing, Inc.

Website: <https://www.tribecaplumbinginc.com/>

Project: Local Search Dominance & GBP Revenue Audit

Google Business Profile:

<https://maps.app.goo.gl/wRK9Be4KySNd7xmP9>

1. OVERALL IMPRESSION

Tribeca Plumbing, Inc. maintains a stable foundation with a 4.8-star rating and a claimed profile, yet faces significant visibility challenges across the broader Dallas market.

While the central cluster near your Northwest Highway location shows strong rankings, performance degrades into "Ranking Deserts" in outer zones, resulting in an estimated 35% to 60% loss in potential local search traffic.

The primary barrier to dominance is the overwhelming review volume and engagement signals from top-tier rivals like Milestone Electric and Public Service Plumbers.

To reclaim this lost revenue, immediate focus must shift toward hyper-local content creation and an aggressive review acquisition strategy in underperforming high-value neighborhoods.

2. GEOSPATIAL PERFORMANCE ANALYSIS (Scan Data)

- **Green Zones (Dominant Performance):** Your strongest visibility is concentrated in the central cluster around **75225 (Preston Hollow)**. For the keyword "plumber dallas," you maintain a competitive average rank of 5.4 in these core areas.

- **Yellow Zones (Moderate Performance):** In zones adjacent to the core, such as **University Park** and parts of **Northwest Dallas**, rankings fluctuate between 4-12. These areas represent the fastest path to ROI if visibility can be pushed into the top 3.
- **Red Zones (Ranking Deserts):** Significant "Ranking Deserts" exist in **South Dallas, East Dallas**, and peripheral suburbs like **Farmers Branch**, where rankings often fall into the 15-20 range or disappear entirely.

Strategy: Create a dedicated service area page for **Farmers Branch** and **Lake Highlands** on your website, featuring neighborhood-specific testimonials and local landmarks to strengthen proximity signals.

3. BUSINESS NAME

The current business name "Tribeca Plumbing, Inc." appears to be compliant with Google's guidelines as it matches the legal business name without unnecessary keyword stuffing.

Risk Assessment: ✨ Fully Optimized.

For future reference on name compliance, please see:

<https://support.google.com/business/answer/3038177>

4. CATEGORIES

Based on the technical scan data, your current categories are:

- **Primary Category:** Plumber
- **Secondary Categories:** Air conditioning repair service, Electrician

Optimization Recommendation: ✨ Fully Optimized. Your primary and secondary categories accurately reflect your core service offerings.

5. ADDRESS & SERVICE AREA

Your profile uses a physical address: **6211 W Northwest Hwy c251, Dallas, TX 75225.**

Guidance: Ensure that your Service Area Business (SAB) settings in the GBP dashboard encompass all "Red Zone" neighborhoods identified in the scans to help bridge the visibility gap. Official Guidance: <https://support.google.com/business/answer/2853879>

6. WEBSITE LINK

- **URL:** <https://www.tribecaplumbinginc.com/>

- **Status:** HTTPS Verified.
- **Analysis:** The landing page serves the core "Plumber" keyword well, but there is a distinct lack of localized signals for "Ranking Deserts" like Richardson or Mesquite. Adding these signals is critical for improving the 12.29 average rank seen for "plumber near me" searches.

7. BUSINESS DESCRIPTION

Critique: The current description lacks specific geo-targeting for the high-competition Dallas market and does not sufficiently highlight your 24/7 availability.

NEW Optimized Version (750 Characters):

Looking for a reliable plumber in Dallas? Tribeca Plumbing, Inc. provides expert residential and commercial plumbing solutions 24/7. From emergency leak repairs and sewer cleaning to professional faucet installations and water heater services, our licensed team is dedicated to serving the Preston Hollow, University Park, and greater Dallas communities with integrity. We specialize in plumbing leak detection, pipe repair, and shower installations using the latest technology. Whether you have a burst pipe at midnight or need a routine inspection, our local experts are ready to help. Experience the difference of a highly-rated local pro dedicated to your home's safety. Call +1 214-402-5454 today for immediate service or to schedule your next project!

8. REVIEWS

Business Name	Total Reviews	Avg. Rating
Tribeca Plumbing, Inc.	406	4.8
Public Service Plumbers	1,800	4.9
Milestone Electric, A/C, & Plumbing	19,000	4.9
Bacon Plumbing Heating Air Electric	1,900	4.9

Analysis: While your 4.8 rating is excellent, your volume is significantly lower than the market leaders. You are currently losing "Semantic Weight" because competitors have thousands of reviews containing localized keywords.

9. PHOTOS

The current gallery needs more frequent updates to compete with the high-engagement signals of top rivals.

Missing Types:

- **Team in Action:** Photos of technicians in branded gear at recognizable Dallas landmarks or neighborhoods.
- **Before/After:** Visual proof of complex leak repairs or new installations to build trust.
- **Equipment:** High-quality shots of your specialized plumbing tools.

10. SERVICES & ATTRIBUTES

Gap Analysis:

- **Suggested Additions:** Based on common Dallas plumbing needs, ensure "Emergency Services," "Water Heater Repair," and "Slab Leak Repair" are explicitly added to your GBP services list if they are currently only on your website.
- **Attributes:** Add "Identifies as women-owned" or "Veteran-led" if applicable, and ensure "24/7 Availability" is a prominent attribute.

11. GOOGLE POSTS & Q&A

Sample "Update" Post (Targeting East Dallas Desert):

"Experiencing a plumbing emergency in East Dallas?  From leaky pipes in Lake Highlands to clogged drains near White Rock Lake, Tribeca Plumbing, Inc. offers 24/7 rapid response. Our local experts are just a call away!  +1 214-402-5454"

Three "Seed" Q&As:

1. **Q:** Do you offer 24/7 emergency plumbing in Dallas? **A:** Yes! Tribeca Plumbing, Inc. provides round-the-clock emergency repairs for leaks, burst pipes, and more throughout Dallas.
2. **Q:** Are your plumbers licensed and insured?

A: Absolutely. All our technicians are fully licensed and insured to provide safe, professional service to your home or business.

3. **Q:** Do you provide upfront pricing for drain cleaning?

A: We pride ourselves on transparency. We provide clear, upfront estimates before any work begins.

TOP 5 ACTIONABLE PRIORITIES

1. **Aggressive Review Drive in Red Zones:** Launch a targeted campaign to collect at least 20 new reviews from customers in **South and East Dallas** over the next 30 days to improve local relevance.
2. **Create Geo-Specific Service Pages:** Build two new pages on your website—specifically for **Farmers Branch** (e.g., tribecaplumbinginc.com/farmers-branch-plumber) and **Lake Highlands**—and link them to your GBP to signal authority in those "Ranking Deserts".
3. **Update High-Quality Photo Gallery:** Upload 5-10 new high-resolution photos of recent jobs in the **75225 and 75206** zip codes to match the engagement levels of top-performing rivals.
4. **Audit and Sync NAP Consistency:** Ensure your Name, Address, and Phone (NAP) data is identical across all local directories and your website to strengthen proximity signals for the "plumber near me" keyword.
5. **Implement Weekly GBP Posting:** Commit to 2-3 Google Posts per week featuring localized keywords and "Before & After" content to mirror the posting cadence of Public Service Plumbers.

Now It's Time To Optimize & Get More Highly-Targeted Inbound Leads!

Just taking care of the five action items listed above can tremendously help your rankings.

However, there are dozens of other factors that Google uses to determine rankings for both **Local Pack** and **Google Maps** search results. And the more of them you optimize, the better your rankings!

Also, make sure to check out my bonus PDF to see the **GBP Optimization Roadmap**. It's a clear checklist of everything you can do to optimize your GBP.

Want Some Help With All Of This?

If you're too busy to do the optimizations yourself, or if you'd rather just have an expert take care of it for you, then let's talk!

You can schedule a [Free Consultation](#) with me to discuss if you prefer.

Or I'll just take care of the Optimization for you while giving you a **50% Off Coupon** since you're a returning customer!

Just use the coupon code: upon checkout for a **whopping 50% off retail price!**

[Purchase my hands-free GBP Optimization service here](#) and **MAKE SURE** to enter the coupon code:

Best wishes on your improved Google Business Profile rankings!

Jeffrey Smith



**JEFFREY SMITH
MARKETING**