

THE **PLUMBER'S PLAYBOOK**

SEO FOR PLUMBING COMPANIES

How to Rank Higher, Win Local Customers,
and Generate Leads on Autopilot



MANDEEP SINGH

CEO, SEO Discovery • 22 Years in SEO

WITH REAL-WORLD CASE STUDIES & A 90-DAY ACTION PLAN

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INTRODUCTION

A Letter from a 22-Year SEO Veteran

I still remember the first plumbing company I worked with, back in the early 2000s. The owner ran a solid business — honest pricing, fast response times, great workmanship. But his phone rang only when the Yellow Pages ad renewed or a neighbor passed his name along. Meanwhile, a mediocre competitor across town was booked solid, simply because his website appeared first when people typed "plumber near me."

That experience shaped my entire career. Over the past 22 years, I have led SEO campaigns for thousands of businesses at SEO Discovery, and I keep coming back to one truth: for local service businesses like plumbing companies, search engine visibility is not a marketing luxury. It is the difference between a phone that rings and a phone that doesn't.

Plumbing is one of the most search-driven industries in the world. Nobody browses for a plumber the way they browse for shoes. They search when a pipe bursts, when a water heater dies at 6 a.m., when a toilet overflows an hour before guests arrive. The customer is urgent, local, and ready to pay. Whoever shows up first — in the map pack, in the organic results — usually gets the call.

This book is my attempt to hand you the complete playbook: why SEO matters for plumbers, exactly how to do it step by step, how to convert rankings into booked jobs, and what real results look like, illustrated through case studies from my own agency's work. I have written it in plain language. You do not need to be technical. You need to be consistent.

Read it with a highlighter. Then execute the 90-day plan at the end. Your future customers are already searching for you — let's make sure they find you.

— **Mandeep Singh**, *CEO, SEO Discovery*

CHAPTER 1

Why Plumbing Companies Can't Ignore SEO

Every plumbing job begins with a problem, and today, almost every problem begins with a search. When a homeowner discovers a leaking water heater, they don't reach for a phone book. They pull out their phone and type "emergency plumber near me" or "water heater repair [city]." Within seconds, Google presents them with a map showing three businesses, a handful of ads, and a list of organic results. The businesses on that first screen win the customer. Everyone else is invisible.

The Anatomy of a Plumbing Search

When someone searches for plumbing services, the results page typically contains three battlegrounds:

- **Local Services & PPC ads** — Paid ads at the top. You rent this space with Google Ads. The moment you stop paying, you disappear.
- **The Local Map Pack** — The map with three business listings, driven by your Google Business Profile, reviews, and proximity. For plumbers, this is the single most valuable real estate on the internet.
- **Organic results** — The traditional listings below the map, driven by your website's content, authority, and technical health. This is where long-term compounding value lives.

SEO — search engine optimization — is the discipline of earning your place in the map pack and organic results. Unlike ads, these positions don't vanish when you stop spending. They compound, like equity in a house rather than rent.

Why Plumbing Is a Perfect Fit for SEO

- **High intent** — Plumbing searches carry urgent, high-value intent. A person searching "burst pipe repair" is not comparison shopping for weeks — they're hiring today.
- **Local competition** — You only need to win your service area, not the whole country. That makes the competition finite and beatable.
- **High ticket value** — An average repair job may be worth a few hundred dollars, while repipes, water heater installations, and sewer line

replacements run into the thousands. Even a handful of extra jobs per month transforms your revenue.

- **Repeat business** — A satisfied plumbing customer calls you again for years and refers neighbors. The lifetime value of one SEO-acquired customer often exceeds ten times the first invoice.

The Cost of Invisibility

Here is the uncomfortable math I share with every plumbing owner I meet. Suppose your city generates 3,000 plumbing-related searches per month. The map pack and top organic results capture the overwhelming majority of clicks. If you're on page two, you are effectively receiving a rounding error of that demand — while your competitors divide the rest. Every month you delay SEO, you are not standing still. You are funding your competitor's growth with the customers you never met.

In 22 years, I have never met a plumbing company that regretted ranking #1 in their city. I have met hundreds that regretted waiting to start.

— Mandeep Singh

CHAPTER 2

The Benefits of SEO for Plumbers

Before we get tactical, let's be clear-eyed about what SEO actually delivers to a plumbing business — because understanding the benefits is what keeps you consistent when the work feels slow.

1. Leads That Come to You, Pre-Sold

An SEO lead is fundamentally different from a cold lead. The customer found you, read your reviews, saw your service pages, and chose to call. They arrive with trust already half-built. In my agency's experience, plumbing companies routinely close 40–60% of inbound organic calls, compared to single-digit close rates on cold outreach or purchased shared leads.

2. The Lowest Long-Term Cost Per Lead

Shared lead platforms sell the same homeowner to four or five plumbers, and you pay whether or not you win the job. Pay-per-click can cost a significant amount for a single click on competitive emergency keywords — before the visitor even calls. SEO requires upfront investment, but once you rank, each additional lead costs you almost nothing. Over a 3-year horizon, SEO consistently produces the cheapest qualified plumbing leads of any channel I have measured.

3. A Marketing Asset You Own

Your rankings, your content, your reviews, and your domain authority belong to you. They don't reset when a budget pauses. A plumbing website that has been properly optimized for two years becomes a moat that new competitors find genuinely difficult to cross.

4. Trust and Brand Authority

Homeowners equate ranking with reputation. Appearing at the top of the map pack with 300 five-star reviews signals "this is the established, trustworthy company in town" — before a single word is exchanged. That perception lets you charge fair prices instead of competing on discounts.

5. 24/7 Emergency Capture

Plumbing emergencies do not respect business hours. A well-optimized site with clear emergency pages and click-to-call buttons captures the 2 a.m. burst-pipe customer automatically. Your website becomes a dispatcher that never sleeps.

6. Compounding Returns

This is the benefit owners underestimate most. Rankings attract clicks; clicks produce customers; customers leave reviews; reviews improve rankings. Content published this year keeps generating calls for years. SEO is one of the few marketing channels where this year's work makes next year's work easier.

Channel	Cost Behavior	When It Stops	Trust Level
SEO (organic + maps)	High effort early, near-zero marginal cost later	Keeps working after you pause	High — customer chose you
Google Ads (PPC)	Pay for every click, rising auction prices	Instantly, when budget stops	Medium
Shared lead platforms	Pay per lead, shared with competitors	Instantly	Low — price shopping
Direct mail / print	Pay per campaign	Instantly	Low–medium

CHAPTER 3

Keyword Research: Think Like a Homeowner in Trouble

Every SEO campaign lives or dies on keyword research. Get it right and every page you build pulls in customers. Get it wrong and you'll rank for phrases nobody with a wallet ever types. The good news: plumbing keywords follow predictable patterns, because plumbing problems do.

The Four Keyword Families Every Plumber Needs

- **Emergency keywords** — "emergency plumber [city]", "24 hour plumber near me", "burst pipe repair". Highest urgency, highest willingness to pay, fiercest competition. These deserve dedicated pages.
- **Service keywords** — "water heater installation [city]", "drain cleaning", "sewer line replacement", "toilet repair", "leak detection". These map one-to-one to your service pages — one focused page per service.
- **Location keywords** — "plumber in [neighborhood]", "[suburb] plumbing company". Location keywords let you rank across your whole service area, not just your office's zip code.
- **Problem & question keywords** — "why is my water heater leaking", "how much does a repipe cost", "tankless vs tank water heater". These informational searches feed your blog, build authority, and catch customers early in their decision.

How to Build Your Keyword List (Without Fancy Tools)

1. **Start with your call log:** Write down every service you offer, in the words your customers use on the phone — "clogged toilet," not "lavatory obstruction remediation."
2. **Mine Google itself:** Type each service into Google and note the autocomplete suggestions and the "People also ask" questions. These are real searches from your market.
3. **Study the winners:** Search your main services and see which competitors rank. Read their page titles — they reveal the keywords they're targeting.
4. **Multiply by geography:** Combine every service with every city, suburb, and neighborhood you serve. This grid becomes your site architecture.

5. **Validate with data:** Keyword tools such as Semrush, Ahrefs, or Google Keyword Planner will show search volume and difficulty, helping you prioritize. Even the niche phrase "how to do SEO for plumbing company" shows up in these tools — proof that plumbers themselves are searching for this knowledge.

Prioritizing: Money First

Rank your list by a simple formula: urgency × job value × local volume. Emergency and big-ticket installation keywords come first; informational blog topics come later. A common mistake is starting with blog posts because they feel easy. Build the pages that make the phone ring, then feed the blog.

The best plumbing keyword list isn't built in a tool. It's built by listening to how panicked homeowners describe their problems.

— Mandeep Singh

CHAPTER 4

Local SEO & Your Google Business Profile

If I could only give a plumbing company one hour of SEO work per month, I would spend all sixty minutes on their Google Business Profile (GBP). The map pack drives more plumbing calls than any other single element of search, and your GBP is what puts you in it.

Claim, Verify, and Complete — 100%

- **NAP consistency** — Your business name, address, and phone number must be identical everywhere on the internet. Inconsistencies quietly erode Google's confidence in your listing.
- **Categories** — Choose "Plumber" as your primary category, then add relevant secondary categories such as drainage service, water heater installer, and gas installation service.
- **Services & service area** — List every service with descriptions. Define your service area honestly — the towns you actually drive to.
- **Hours** — If you offer 24/7 emergency service, reflect it in your hours and description. Emergency availability is a decisive factor for panicked searchers.
- **Photos** — Upload real photos: your trucks, your team, completed jobs, before-and-after shots. Listings with authentic photos earn dramatically more calls than those with stock images.

Reviews: The Currency of Local Rankings

Reviews influence both your ranking and your click-through rate. My agency's standard operating procedure for plumbing clients:

1. **Ask at the peak:** Ask every satisfied customer at the moment of peak happiness — right after the job is done and the water is flowing. A text with a direct review link converts far better than an email sent the next day.
2. **Guide the language:** Politely encourage customers to mention the service and city in their review ("fixed our water heater in Riverside"). Keyword-rich reviews reinforce relevance.

3. **Respond to all:** Respond to every review, positive and negative, within 48 hours. Your replies are read by every future customer.
4. **Stay clean:** Never buy or fake reviews. Google's filters have grown ruthless, and a suspension of your profile can erase your lead flow overnight.

Local Citations and Directories

Beyond Google, ensure consistent listings on Yelp, Angi, HomeAdvisor, Bing Places, Apple Maps, the BBB, and your local chamber of commerce. Each consistent citation is a small vote of legitimacy; together they matter.

Location Pages: Winning Beyond Your Zip Code

Google's map results favor proximity, which handicaps you in suburbs far from your office. The organic answer is dedicated location pages — one genuinely useful page per city you serve, with unique content: local landmarks you've worked near, that suburb's common plumbing issues (older homes with galvanized pipes, hard-water areas), reviews from customers in that town, and clear calls to action. Thin, copy-pasted city pages are ignored by Google; rich ones rank.

CHAPTER 5

On-Page SEO: Building Pages That Rank and Convert

On-page SEO is the craft of making each page unmistakably relevant to one search intent — and irresistible to the human who lands on it. For plumbers, the core unit is the service page.

The Perfect Plumbing Service Page

1. **Laser focus:** One page, one service, one primary keyword. "Water Heater Repair in Austin" — not a single "Services" page that vaguely lists everything.
2. **Placement basics:** Put the keyword and city in the title tag (under 60 characters), the H1, the first paragraph, and the URL (yoursite.com/water-heater-repair-austin).
3. **Substance:** Write 600–1,000 words that actually help: signs of the problem, your process, pricing guidance, warranty, response time. Depth beats keyword stuffing every time.
4. **FAQs:** Answer the questions customers ask on the phone: How fast can you come? Do you charge for estimates? Is the work guaranteed? FAQ sections also win featured snippets.
5. **Conversion elements:** A phone number in the header, a click-to-call button that follows mobile users, and a short form for non-urgent requests. Every scroll-depth should offer a way to contact you.
6. **Proof:** Include photos of your actual team and trucks, license numbers, insurance badges, review snippets, and years in business. Trust converts.

Title Tags and Meta Descriptions That Earn Clicks

Your title tag is your advertisement in the search results. Compare "Home | ABC Plumbing" with "24/7 Emergency Plumber in Austin — 60-Min Response | ABC Plumbing." The second one tells the searcher exactly why to click. Use the meta description to add proof: licensed and insured, 500+ five-star reviews, upfront pricing.

Internal Linking

Link related pages naturally: the drain cleaning page links to sewer line repair; the blog post about leaking water heaters links to the water heater replacement service page. Internal links guide both Google and customers deeper into your site.

Mobile Is Not Optional

The majority of emergency plumbing searches happen on phones, often with wet hands and rising stress. Your site must load in about two seconds, present a tappable phone number immediately, and never hide contact details behind menus. Test your own site on your own phone, standing in your driveway. That's your customer's reality.

CHAPTER 6

Content Marketing That Fills Your Pipeline

Service pages capture people ready to hire. Content captures people on their way to that moment — and positions you as the expert they call when it arrives.

What to Write About

- **Symptom guides** — "Why Is My Water Heater Making a Popping Noise?", "5 Signs Your Sewer Line Is Failing." These match how homeowners describe symptoms.
- **Cost guides** — "How Much Does a Repipe Cost in [City]?" Cost content is the most-searched and least-published topic in plumbing, because contractors fear naming numbers. Publish honest ranges and you'll dominate.
- **Comparisons** — "Tankless vs. Traditional Water Heaters: An Honest Comparison." Comparison content captures big-ticket installation customers during research.
- **Seasonal & local content** — Winterizing pipes, monsoon-season drain prep, hard-water maintenance — tie topics to your local climate and housing stock.

The E-E-A-T Advantage

Google rewards Experience, Expertise, Authoritativeness, and Trustworthiness — and a working plumber has more of the first two than any content mill. Include your own job-site photos, real anecdotes ("last month we pulled a root ball the size of a basketball from a sewer line in the Oaks district"), and author bios listing your license and years in trade. This authenticity is your unfair advantage over generic content.

Publishing Cadence

Two to four genuinely useful articles per month outperform daily thin posts. Every article should end with a relevant call to action and link to the matching service page. Over a year, 30–40 strong articles create a wide net of entry points into your site — each one a doorway that leads to your phone number.

CHAPTER 7

Technical SEO: The Plumbing Behind Your Website

You of all people understand this chapter's premise: what's behind the walls determines whether everything works. Technical SEO is your website's rough-in. Customers never see it, but Google inspects it constantly.

The Essentials Checklist

- **Speed** — Aim for load times around two seconds. Compress images, use modern formats, choose quality hosting. Slow sites lose both rankings and impatient emergency customers.
- **Security** — HTTPS is mandatory. Browsers flag insecure sites, and no one submits a contact form to a "Not Secure" warning.
- **Mobile-first design** — Your site must render flawlessly on every screen size. Google indexes the mobile version of your site first.
- **Site architecture** — A logical structure — Home → Services → Individual service pages → Location pages → Blog — that a crawler and a customer can both navigate in two clicks.
- **Sitemap & Search Console** — Submit an XML sitemap in Google Search Console and monitor it for crawl errors monthly.
- **Schema markup** — Add LocalBusiness / Plumber structured data (schema markup) with your name, address, phone, hours, service area, and review ratings. Schema helps Google display rich results — stars, hours, pricing — directly in search.
- **Redirects & housekeeping** — Fix broken links and redirect old URLs properly when you rebuild your site. I have watched plumbing companies lose years of rankings in a weekend by relaunching a website without redirects.

A Warning About Website Rebuilds

The most dangerous moment in a plumbing company's SEO life is a website redesign. Beautiful new sites launched without preserving URLs, content, and metadata routinely destroy hard-won rankings. If you rebuild, insist on a redirect

map, content parity, and a pre-launch technical audit. The prettiest website in town earns nothing from page four of Google.

CHAPTER 8

Link Building & Digital PR for Local Trades

Links from other websites remain one of Google's strongest trust signals — they function as referrals from the rest of the internet. Plumbers don't need thousands of links; they need dozens of genuinely local, relevant ones.

Link Sources That Work for Plumbers

- **Memberships** — Chamber of commerce, local business associations, and trade organizations (PHCC, state licensing boards' directories).
- **Local sponsorships** — Sponsor a Little League team, a school fundraiser, a charity run. Sponsorships almost always include a link from the organization's website — and genuine community goodwill.
- **Manufacturer listings** — Suppliers and manufacturers you install for (water heater brands, fixture manufacturers) often list authorized or preferred contractors. Ask.
- **Local media & HARO-style outreach** — Local news outlets need experts. Offer commentary on frozen-pipe season, water conservation, or construction trends. One quote in a regional paper delivers a powerful link and priceless credibility.
- **Trade partnerships** — Partner with non-competing trades — electricians, HVAC companies, restoration firms — for mutual referral pages that reflect real working relationships.

What to Avoid

Never buy bulk links, join link farms, or hire the spam merchants who email you promising "500 backlinks for \$99." These tactics invite penalties that can take a year to recover from. In link building, boring and legitimate beats clever and risky, every single time.

CHAPTER 9

From Rankings to Revenue: Lead Generation That Converts

Rankings are potential energy. Leads are kinetic. This chapter is about the conversion layer — the difference between a website that gets visits and a business that gets booked.

The Conversion Fundamentals

1. **Make the phone unmissable:** Phone number top-right on desktop, sticky click-to-call bar on mobile. Emergency customers will not hunt for it.
2. **Short forms:** Keep forms to 3–4 fields: name, phone, problem, preferred time. Every additional field costs you leads.
3. **Specific calls to action:** "Call Now — 60-Minute Response" outperforms "Contact Us." Specific promises convert; vague buttons don't.
4. **Answer every contact:** Live chat or an after-hours answering service captures the customers who won't leave voicemail. A missed call in this industry is usually a lost job — they simply dial the next plumber.
5. **Stack trust near the ask:** Display reviews, licenses, guarantees, and financing options near every call to action. Objections die next to proof.

Track Everything

Install call tracking that distinguishes organic, map, and ad calls. Record calls (with proper disclosure) and review them monthly — you will discover how many leads your front desk converts, and where jobs slip away. Google Analytics and Search Console complete the picture: which pages produce calls, which keywords produce pages. What gets measured gets improved; what doesn't gets debated.

Speed to Lead

Industry data and my own clients' call logs agree: the plumber who answers first usually wins. Aim to answer live during business hours and return after-hours inquiries within minutes, not hours. The best SEO campaign in the world cannot save a phone that rings unanswered.

SEO gets the phone to ring. Your business gets it to convert. The companies that master both don't worry about slow seasons.

— Mandeep Singh

CHAPTER 10

Case Studies: What Real Results Look Like

The following case studies are drawn from real SEO Discovery engagements with plumbing and home-service clients. Names, locations, and some figures have been changed to protect client confidentiality, but the strategies, timelines, and shape of the results are faithful to what happened. I share them because patterns teach better than promises.

Case Study 1: The Invisible Veteran — "Miller Plumbing"

The situation: A 20-year-old family plumbing business in a mid-sized U.S. city with a stellar offline reputation and an eight-page website from 2011. They ranked on page three, had 27 Google reviews, and depended almost entirely on referrals and a shrinking Yellow Pages readership. Revenue was flat; the owner's son had just joined and wanted growth.

What we did: Rebuilt the site around 14 dedicated service pages and 9 location pages; completed and optimized the Google Business Profile; launched a review-request system tied to job completion; fixed technical debt (speed, mobile, schema); published two local articles per month; and built citations plus a dozen local links through sponsorships and the chamber of commerce.

The results: By month four, the map pack appeared for their core "plumber + city" terms. By month nine, they held top-three organic positions for 11 of their 14 service keywords. Reviews grew from 27 to 210 in a year. Tracked organic calls went from roughly 15 per month to over 140 per month, and the company hired two additional plumbers to handle demand. The owner's summary: "We spent two decades earning a reputation. SEO finally made it visible."

Case Study 2: The New Entrant — "RapidFlow Plumbing"

The situation: A two-truck startup in a competitive metro, founded by a master plumber leaving a large franchise. Zero brand recognition, zero reviews, a market dominated by three heavily-advertising incumbents. The budget could not sustain a PPC war.

What we did: Instead of attacking the broad "plumber [metro]" terms head-on, we flanked: we targeted underserved suburbs with deep location pages, owned the emergency and weekend niches the incumbents answered poorly, and published the metro's most honest cost guides — real price ranges for water heaters, repipes, and sewer lines, which no competitor dared publish. Reviews were requested after every single job from day one.

The results: The cost guides began ranking within months and became the site's top lead source — customers arrived saying "you're the only ones who told me what it would cost." Within 14 months, RapidFlow ranked in the map pack across six suburbs, passed 150 reviews, and grew from two trucks to five. They never outspent the incumbents; they out-answered them.

Case Study 3: The Rescue — "BlueLine Plumbing & Drain"

The situation: An established company that had hired a cheap overseas SEO vendor promising instant results. Two years later: thousands of spam backlinks, duplicated doorway pages for 60 cities, a suspended Google Business Profile after a fake-review incident, and organic traffic down 70%. The phones had gone quiet.

What we did: Triage first — we disavowed toxic links, removed and consolidated the doorway pages into 12 legitimate location pages, and worked through Google's reinstatement process for the Business Profile with documentation of the business's legitimacy. Then we rebuilt properly: clean content, honest reviews, real citations, and a technically sound site.

The results: Recovery is slower than growth — it took five months to fully stabilize and regain the profile, and about a year to exceed their previous traffic peak. By month 18, organic leads were more than double the pre-penalty best, on a foundation that could no longer be knocked over. The lesson this client asked me to print in bold: ***cheap SEO is the most expensive SEO you will ever buy.***

The Patterns Behind All Three

- **Fundamentals win** — Every campaign stood on complete service pages, honest location pages, a maximized Google Business Profile, and relentless review generation. There were no secret tricks.
- **Time is part of the strategy** — Meaningful movement appeared between months three and six; transformative results between months nine and eighteen. Anyone promising page one in 30 days is selling you Case Study 3.

- **Honesty ranks** — In each case, honest cost information, real photos, and authentic reviews outperformed every clever tactic. Google is increasingly good at rewarding businesses that behave like the best answer.

CHAPTER 11

Measuring ROI: The Numbers That Matter

Plumbing owners are practical people, so let's talk measurement. SEO reporting should ultimately answer one question: how many booked jobs did search produce, and what did each cost?

Your Five Core Metrics

1. **Organic leads per month:** Tracked calls, form fills, and chats from organic and map listings, measured by call tracking and analytics.
2. **Lead-to-job rate:** Your front desk's conversion of leads into scheduled jobs. This multiplies or destroys everything upstream.
3. **Revenue from organic:** Jobs $\times$ average ticket. Connect your SEO to your invoicing and the debate about "whether SEO works" ends.
4. **Cost per acquired job:** Total SEO investment divided by organic jobs won. Watch it fall over time — that falling curve is the entire argument for SEO.
5. **Visibility:** Map pack presence and organic positions for your money keywords, tracked monthly. Rankings are the leading indicator; revenue is the lagging one.

Setting Honest Expectations

Timeframe	What Typically Happens
Months 1–3	Foundation: site fixes, GBP optimization, first content. Early map movement in less competitive areas.
Months 4–6	Service pages begin ranking; review velocity builds; first clearly attributable jobs arrive.
Months 7–12	Map pack presence across core terms; organic leads become a dependable monthly channel.
Year 2+	Compounding: content library, review moat, and authority make you progressively harder

Timeframe	What Typically Happens
	to displace.

If your market is a small town, everything moves faster. If you're in a major metro against national franchises, the timeline stretches — but so does the prize.

CHAPTER 12

Your 90-Day Action Plan

Knowledge without a schedule is entertainment. Here is the exact opening sequence I would run if I owned your plumbing company.

Days 1-30: Foundation

1. **Week 1:** Claim and 100% complete your Google Business Profile: categories, services, hours, service area, 20+ real photos.
2. **Week 1-2:** Build your keyword grid (services × locations) and audit your website against it. List every missing page.
3. **Week 2-3:** Fix technical basics: HTTPS, mobile usability, speed, Search Console setup, schema markup.
4. **Week 3:** Launch your review system: a text with a direct link sent at job completion, every job, no exceptions.
5. **Week 4:** Set up call tracking and analytics so day-one data exists for every future comparison.

Days 31-60: Build

1. **Service pages:** Write or rewrite your top six service pages to the standard in Chapter 5 — one service, one page, real depth.
2. **Location pages:** Publish your first three location pages for your highest-opportunity suburbs.
3. **Citations:** Submit consistent citations to the major directories; fix every NAP inconsistency you find.
4. **Content:** Publish your first cost guide. Yes, with real numbers.

Days 61-90: Accelerate

1. **Finish the core:** Complete the remaining service pages and three more location pages.
2. **Links:** Secure your first five local links: chamber, one sponsorship, one supplier listing, one trade partner, one local article.
3. **Content cadence:** Publish two symptom-guide articles targeting "why is my..." searches.

4. **Measure:** Review your first 90 days of data: calls by source, rankings moved, reviews gained. Set targets for the next quarter.

Ninety days of this work will put you ahead of the majority of plumbing companies in your market — because most of your competitors will read a book like this, nod, and do nothing. Consistency is the moat.

CLOSING THOUGHTS

The Long Game Belongs to You

Twenty-two years in this industry have taught me that SEO rewards the same virtues that build a great plumbing business: showing up, doing honest work, and doing it again tomorrow. There is no hack in this book — only a system. The plumbing companies that dominate their cities online are not the cleverest; they are the most consistent.

Your customers are searching right now. Someone in your city has water spreading across their kitchen floor and a phone in their hand. The only question is whose number appears.

Make it yours.

About the Author

Mandeep Singh is the CEO of SEO Discovery, a global search engine optimization agency he has led through 22 years of evolving algorithms, industries, and technologies. Over his career he has directed SEO strategy for thousands of businesses — from local trades and home-service companies to international brands — with a particular passion for helping local service businesses turn search visibility into sustainable growth. He writes and speaks on practical, ethics-first SEO that survives every algorithm update.

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Disclaimer: The strategies in this book are based on the author's professional experience. Results vary by market, competition, and execution. Case studies are drawn from real engagements; business names and identifying details have been changed to protect client confidentiality.

THE PLUMBER'S PLAYBOOK

Your Customers Are Searching Right Now.

Will They Find You — or Your Competitor?

Every plumbing job begins with a search. The companies that appear first in Google's map pack and organic results win the call — everyone else stays invisible. In this practical playbook, 22-year SEO veteran Mandeep Singh hands plumbing owners the complete system his agency has used to turn quiet phones into fully booked schedules.

INSIDE THIS BOOK:

- Why plumbing is the perfect industry for SEO — and the cost of waiting
- Keyword research built from the way real homeowners search
- Google Business Profile, reviews & local SEO that win the map pack
- Service pages, content and technical SEO that rank and convert
- Lead generation systems that turn traffic into booked jobs
- Three real-world case studies and a step-by-step 90-day plan

ABOUT THE AUTHOR

Mandeep Singh is the CEO of SEO Discovery, a global SEO agency. Across 22 years he has led search campaigns for thousands of businesses, with a passion for helping local service companies turn visibility into lasting growth.