Commendo

FULL AI VISIBILITY REPORT

Bluebird Plumbing

Plumber · Tampa, FL

Report date November 13, 2026 · Plan: Pro



named in 6 of 30 answers

Sample report

This report was made in demo mode, so the numbers are sample data, not real AI answers.

SUMMARY

SAMPLE REPORT. AI assistants found Bluebird Plumbing, but recommend Tampa Premier Plumber far more often because it has more reviews, replies to them, and its details match everywhere online. Most of the gap can be closed in about 3 hours of work.

Your next 3 steps

1. **Fix the conflicting info we found**
   AI is less likely to recommend a business when sites disagree about it. About 30 minutes.
2. **Claim your Bing Places listing**
   ChatGPT looks businesses up through Bing. About 15 minutes.
3. **Create a Foursquare listing**
   Several AI apps use Foursquare place data. About 15 minutes.

Progress: 0 of 10 tasks done.

Open my dashboard

AI named Bluebird Plumbing in 6 of 30 answers.

Tampa Premier Plumber was named 30 times. When customers ask AI for a plumber in Tampa, that's who they're being sent to.

AI APP	NAMED YOU	SCORE
ChatGPT	1 of 6	**17%**
Google AI	1 of 6	**17%**
Gemini	0 of 6	**0%**
Perplexity	3 of 6	**50%**
Claude	1 of 6	**17%**

Who AI recommends instead



Number of answers that named each business.

Websites AI trusted for these answers

Make sure you are listed on these sites with correct details. They are where AI gets its answers.

WEBSITE	USED BY	TIMES
angi.com	ChatGPT, Google AI, Gemini, Perplexity, Claude	11
bbb.org	ChatGPT, Google AI, Gemini, Perplexity, Claude	11
facebook.com	ChatGPT, Google AI, Gemini, Perplexity, Claude	11
nextdoor.com	ChatGPT, Google AI, Gemini, Perplexity, Claude	11
yelp.com	ChatGPT, Google AI, Gemini, Perplexity, Claude	10
google.com	ChatGPT, Google AI, Gemini, Perplexity, Claude	10
reddit.com	ChatGPT, Google AI, Gemini, Perplexity, Claude	9
thumbtack.com	ChatGPT, Google AI, Gemini, Perplexity, Claude	9
yellowpages.com	Google AI, Gemini, Perplexity, Claude	8

YOUR BUSINESS INFO

Where your details disagree

Not checked yet

Open your dashboard and run "Check my info everywhere". We compare your details across Google, Bing, Apple Maps, Yelp, Facebook, directories and what each AI says. The next report will include the results.

Where AI looks for you

LISTING	STATUS	DETAILS
Google Business Profile	found	4.6 stars, 38 reviews. Last owner reply: 5 months ago.
Bing Places	missing	Not claimed. ChatGPT search relies heavily on Bing.
Foursquare	missing	No listing found. Many AI apps pull local places from it.
Yelp	found	12 reviews, phone number differs from Google.
Apple Maps	unknown	Could not verify.
Website	found	No FAQ page; service area not stated.

Why competitors get named

- Tampa Premier Plumber has 140+ Google reviews and replies to almost all of them.
- Tampa Premier Plumber's address, phone and hours match on every site, so AI trusts its details.

ACTION PLAN

Everything to do, step by step

Tick these off in your dashboard. Items marked "from your fix plan" were prepared by the Fix Assistant after you approved them.

- [ ] **1. Fix the conflicting info we found**

  AI is less likely to recommend a business when sites disagree about it.

  How: Use the Fix Assistant on this page. Review its plan and approve it.

  About 30 minutes

- [ ] **2. Claim your Bing Places listing**

  ChatGPT looks businesses up through Bing.

  How: Go to bingplaces.com, sign in, choose "Import from Google Business Profile", confirm.

  About 15 minutes

- [ ] **3. Create a Foursquare listing**

  Several AI apps use Foursquare place data.

  How: Go to foursquare.com/add-place, add name, address, phone, hours and category exactly as on Google.

  About 15 minutes

- [ ] **4. Reply to every Google review**

  AI favors businesses that answer their reviews.

  How: Use the reply writer on this page. Paste each into Google Business Profile > Reviews.

  About 40 minutes

- [ ] **5. Add an FAQ page to your website**

  AI quotes clear answers to common questions.

  How: Copy the FAQ below onto a page called "FAQ" on your site.

  About 30 minutes

- [ ] **6. Ask 10 happy customers for a review**

  Review count is the strongest signal AI uses.

  How: Text your last 10 customers your Google review link with a one-line thank-you.

  About 20 minutes

- [ ] **7. Ask 10 recent customers for a Google review**

  Review count and freshness are the biggest gaps vs competitors.

  How: Reviews tab -> copy the text message -> send to your last 10 customers.

  About 15 minutes

- [ ] **8. Post on Google once a week**

  Competitors post; you don't. Posts keep your profile fresh.

  How: Google Business Profile -> Add update -> photo + 2 sentences. Use the post ideas below.

  About 10 minutes

- [ ] **9. Add a quote request form to your website**

  People who don't want to call have no way to reach you.

  How: Website tab -> send to your web person; ask for a simple "Get a quote" form on every page.

  About 20 minutes

- [ ] **10. Start Google Local Services Ads**

  Puts you at the very top for "plumber near me", pay per call.

  How: Go to ads.google.com/local-services-ads, complete the background check, set a $300 monthly budget.

  About 45 minutes

MARKETING BREAKDOWN

Marketing score: 45/100

SAMPLE. Bluebird Plumbing has the basics (website, Google profile, Yelp) but is quiet everywhere customers look: no recent posts, few new reviews, no ads, and no Instagram. Competitors are active on all of these. The quickest wins are reviews, Google posts and a quote form.

5 in place · 7 need work · 7 missing · 9 we couldn't confirm (tell us in your dashboard).

We read your website (bluebirdplumbing.com) and searched the web. "Couldn't find" means we looked but couldn't confirm it, not that you don't have it.

Website

ITEM	STATUS	WHAT WE FOUND
Has a website	Have it	Website found; design looks about 5 years old.
Works well on phones	Needs work	Loads slowly on phones (about 6 seconds); text is small.
A page for each main service	Don't have	One "Services" page lists everything; no page per service.
Phone, address and hours easy to find	Have it	Phone and address in the header.
Online booking or quote request	Don't have	No online booking or quote form found on your website (home and contact pages checked).
Shows reviews or testimonials	Don't have	No reviews or testimonials found on your home or contact pages.

Google profile

ITEM	STATUS	WHAT WE FOUND
Google Business Profile claimed and complete	Have it	Claimed; category and hours set.
Recent photos on Google	Needs work	8 photos, newest from 2024.
Posts updates on Google	Don't have	No Google posts found.

Social media

ITEM	STATUS	WHAT WE FOUND
Facebook page	Needs work	Page with 214 followers; last post 7 months ago. Linked from your website.
Instagram	Couldn't find	Not linked from your website and not found in search.
TikTok	Couldn't find	Couldn't find one.
YouTube	Couldn't find	Not linked from your website and not found in search.
LinkedIn	Couldn't find	Couldn't find one.
Nextdoor business page	Have it	Business page with 6 recommendations. Linked from your website.

Reviews

ITEM	STATUS	WHAT WE FOUND
Plenty of recent Google reviews	Needs work	38 reviews, 4.6 stars; only 3 in the last 3 months.
Replies to reviews	Don't have	Replied to 2 of the last 20 reviews.
Reviews on other sites (Yelp, Facebook, industry)	Needs work	12 Yelp reviews; none on Angi.

Directories

ITEM	STATUS	WHAT WE FOUND
Bing Places	Needs work	Listed but hours missing.
Apple Maps	Couldn't find	Couldn't verify your Apple Maps listing.
Yelp	Have it	Claimed.
BBB	Couldn't find	Couldn't find a BBB profile.
Industry directories	Couldn't find	Couldn't find you on Angi or HomeAdvisor.

Advertising

ITEM	STATUS	WHAT WE FOUND
Google ads (Search or Local Services)	Don't have	No Google ads seen in the Ads Transparency Center.
Facebook / Instagram ads	Don't have	No active ads in the Meta Ad Library.

Content & email

ITEM	STATUS	WHAT WE FOUND
Blog, tips or project photos	Couldn't find	Couldn't find a blog or project gallery.
Email list or newsletter	Couldn't find	Couldn't find a newsletter sign-up.
Special offers or promotions	Needs work	"10% off for seniors" mentioned only on Facebook.

You vs. the competitors AI recommends

ITEM	YOU	TAMPA PREMIER	SUNRISE PLUMBE
Has a website	Yes	Yes	Yes
Google Business Profile claimed and complete	Yes	Yes	Yes
Facebook page	Weak	Yes	Yes
Instagram	?	Yes	No
TikTok	?	Weak	No
YouTube	?	No	No
Plenty of recent Google reviews	Weak	Yes	Yes

ITEM	YOU	TAMPA PREMIER	SUNRISE PLUMBE
Replies to reviews	**No**	Yes	Yes
Google ads (Search or Local Services)	**No**	Yes	Yes
Facebook / Instagram ads	**No**	No	Yes
Blog, tips or project photos	?	Yes	No

Quick wins, in order

1. Ask 10 recent customers for a Google review (high impact, about 15 min)

Review count and freshness are the biggest gaps vs competitors.

How: Reviews tab -> copy the text message -> send to your last 10 customers.

2. Post on Google once a week (high impact, about 10 min)

Competitors post; you don't. Posts keep your profile fresh.

How: Google Business Profile -> Add update -> photo + 2 sentences. Use the post ideas below.

3. Add a quote request form to your website (high impact, about 20 min)

People who don't want to call have no way to reach you.

How: Website tab -> send to your web person; ask for a simple "Get a quote" form on every page.

4. Start Google Local Services Ads (high impact, about 45 min)

Puts you at the very top for "plumber near me", pay per call.

How: Go to ads.google.com/local-services-ads, complete the background check, set a $300 monthly budget.

5. Create an Instagram account and post 6 photos (medium impact, about 30 min)

Your top competitor has one; you don't.

How: Use your business name as the handle, link your website, post your best job photos.

6. Add new photos to Google (medium impact, about 15 min)

Your newest Google photo is from 2024.

How: Google Business Profile -> Photos -> add 10 recent job and team photos.

Keywords to use

Use these on your website (page titles and headings), in Google posts, and as your first ad keywords. Search numbers are SAMPLE numbers for Tampa, FL.

KEYWORD	SEARCHES/MO	COST/CLICK	WHY
plumber near me *	3,070	$19.28	Most common phone search.
drain cleaning Tampa *	780	$19.13	Frequent, fast job.
plumber Tampa *	760	$16.09	Main search for your service and town.
water heater repair Tampa *	740	$14.25	Specific, high-intent service.
emergency plumber Tampa *	390	$40.86	Urgent jobs, highest value calls.
best plumber in Tampa	170	$17.44	What people ask AI and Google.

KEYWORD	SEARCHES/MO	COST/CLICK	WHY
licensed plumber Tampa	160	$18.34	Trust-focused searches.
24 hour plumber Tampa	140	$38.99	After-hours demand.
plumber open sunday Tampa	140	$22.83	Weekend demand.
affordable plumber Tampa	100	$19.93	Price-sensitive buyers.

* top priority

Advertising: where to spend

CHANNEL	FIT	START WITH	WHY AND HOW
Google Local Services Ads	**great**	$300-$600/month	Shows at the very top with a "Google Guaranteed" badge; you pay per call, not per click. Answer every call fast; your ranking depends on response and reviews.
Google Search Ads	**good**	$300-$500/month (about 13-22 clicks a month)	Catches people searching your exact services in town. Start with the high-priority keywords only, phrase match, 15-mile radius. Clicks are expensive for this service here. Local Services Ads (you pay per lead, not per click) usually stretch a small budget further.
Facebook & Instagram Ads	**good**	$100-$200/month	Cheap way to stay known in your neighborhoods between jobs. Run a seasonal offer with a before/after photo; target 10 miles.
Nextdoor Ads	**skip**	$0	Your free Nextdoor page already gets recommendations; ads add little at your size. Ask happy customers to recommend you there instead.

Clicks are worked out from sample average cost per click for your top keywords ($21.92). Budgets are suggestions, not promises: you choose what to spend. Start small, keep what brings calls, and adjust monthly.

Ready-to-use Google ad text

Headlines (30 characters max): Plumber in Tampa · Same-Day Service Available · Licensed & Insured · 4.6 Stars on Google · Free Estimates · Call Now, Fast Response · Family Owned & Local · Open Saturdays

Description: Fast, honest plumber service in Tampa. Free estimates. Call today.

Description: Licensed, insured and rated 4.6 stars by local customers. Same-day appointments.

Description: Water heaters, drains, leaks and more. Upfront pricing, no surprises.

Social media plan

PLATFORM	FIT	POSTS/WEEK	WHY
Facebook	great	2	Your customers (homeowners 35+) are here, and you already have a page.
Instagram	good	2	Before/after photos do well; younger homeowners find trades here.

PLATFORM	FIT	POSTS/WEEK	WHY
Google posts	great	1	Free, shows on your Google profile right where people decide.
TikTok	skip	0	Only if someone on your team enjoys making short videos.

Post ideas

- Before/after photo of a recent repair with a one-line story
- "3 signs your water heater is about to fail" tip post
- Meet the team: photo of a technician with their favorite job
- Seasonal reminder: protect pipes before the first cold night
- Share a 5-star review with a thank-you to the customer

REVIEWS & WEBSITE

Reviews

Google: 4.6 stars from 38 reviews. Owner replies: rarely.

- Reply to every review, good and bad, ideally within a day. Use the reply writer in your dashboard.
- Ask happy customers for a review right after the job. Text them your review link.
- Ask them to mention the service and your town in their own words. AI reads review text.

> **Set up your review link**
> Add your Google review link in the dashboard (Reviews tab) to get a short link, QR code and ready-to-send messages.

FAQ for your website

AI often quotes clear answers. Add these to a page called "FAQ" and adjust anything that isn't exactly right.

Do you serve all of Tampa?

Yes. We serve Tampa and the surrounding area.

Do you offer same-day service?

Yes, for most calls received before 2 pm.

Are you licensed and insured?

Yes, fully licensed and insured.

How much does a typical visit cost?

We give a free estimate before any work begins.

Do you work weekends?

Yes, Saturdays 8 am to 2 pm.

DETAILS

What we asked each AI

We asked each AI these questions with live web search on November 12, 2026, the way your customers would.

- **What's the best plumber in Tampa, FL?**
  ChatGPT: not named · Google AI: named you (#3) · Gemini: not named · Perplexity: named you (#3) · Claude: not named
  Named instead: Tampa Premier Plumber, Northside Plumber Co., Sunrise Plumber, A+ Plumber Services
- **Can you recommend a plumber near Tampa, FL with good reviews?**
  ChatGPT: not named · Google AI: not named · Gemini: not named · Perplexity: not named · Claude: not named
  Named instead: Tampa Premier Plumber, A+ Plumber Services, Family First Plumber, Northside Plumber Co.
- **Who is the most trusted plumber in Tampa, FL?**
  ChatGPT: named you (#3) · Google AI: not named · Gemini: not named · Perplexity: named you (#3) · Claude: named you (#3)
  Named instead: Tampa Premier Plumber, Northside Plumber Co., Sunrise Plumber, A+ Plumber Services
- **I need an affordable plumber in Tampa, FL. Who should I call?**
  ChatGPT: not named · Google AI: not named · Gemini: not named · Perplexity: not named · Claude: not named
  Named instead: Tampa Premier Plumber, A+ Plumber Services, Family First Plumber, Northside Plumber Co.
- **Top rated plumber in Tampa, FL?**
  ChatGPT: not named · Google AI: not named · Gemini: not named · Perplexity: named you (#3) · Claude: not named
  Named instead: Tampa Premier Plumber, Northside Plumber Co., Sunrise Plumber, A+ Plumber Services
- **Which plumber in Tampa, FL do locals recommend?**
  ChatGPT: not named · Google AI: not named · Gemini: not named · Perplexity: not named · Claude: not named
  Named instead: Tampa Premier Plumber, A+ Plumber Services, Family First Plumber, Northside Plumber Co.

About this report

AI answers change from day to day and differ between apps, so we re-check every month. No one can see how many people asked an AI about a business; this report shows what can be measured. AI apps can't be edited directly; fixing the listings they read is what changes their answers, usually within a few weeks.