

Search Sentinel

Local Business Visibility Intelligence

Ranking Drop Alert -- Audit Report

Scan Date: April 01, 2026 | Report ID: SS-20260401-AUS-PLM | 6 weeks (Feb 18 -- Apr 1, 2026)

Capital City Plumbing & Drain

Plumber | Austin, TX | 6 Weeks Tracked

#7

CURRENT RANK
was #3 | -4 pos

CONFIDENCE: 8/10 HIGH

CURRENT RANK

#7

STAR RATING

4.6 / 5.0

TOTAL REVIEWS

94 +1 (6wk)

PREVIOUS RANK

#3

POSITIONS LOST

-4

WEEKS TRACKED

6

SUSTAINED DECLINE

Ranking drop detected vs. previous week scan.

Rank Trend -- 6 Weeks



Source: Public Google Maps scan. Query: 'Plumber Austin, TX'.

Scan Evidence

Rank: #7 (was #3 -- sustained decline)

Velocity: 0.2/wk (market: 3.2/wk)

Competitor: Austin ProFlow Services: +12 reviews, #6 to #2

Profile: No activity 31d; top 3 posted within 14d

What Our Scan Found

Our scan recorded Capital City Plumbing & Drain at #7 in Google Maps for 'Plumber' in Austin, TX, down from #3 over 2 prior scans. The business gained 1 review in 6 weeks (0.2/wk), while Austin ProFlow Services added 12 in 14 days and climbed from #6 to #2. Profile dormant 31 days.

Probable Causes

HIGH Competitor review acceleration

Austin ProFlow Services gained 12 reviews in 14d, jumping from #6 to #2. You gained 1 review in 6 weeks. This velocity gap is the primary ranking factor driving your decline.

HIGH Profile inactivity (31 days)

No photos or posts in 31 days. All top 3 competitors posted within 14 days. Google favors fresh, active profiles in local results and penalizes dormancy.

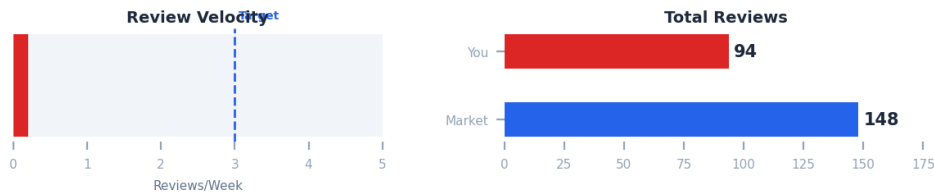
MED Sustained multi-week decline

Rank trajectory: #2 > #3 > #3 > #4 > #5 > #7 over 6 consecutive scans. This is a structural gap widening over time, not temporary noise or fluctuation.

Key Takeaway

This is not a single-factor drop. The combination of competitor review acceleration, profile dormancy, and review stagnation creates a compounding effect. Each factor reinforces the others -- fewer reviews reduce visibility, which reduces customer flow, which further slows review growth. Reversing the trend requires simultaneous action on all three fronts. See Priority Actions on page 2 for the recommended action sequence ranked by expected impact.

Review Intelligence -- You vs. Market



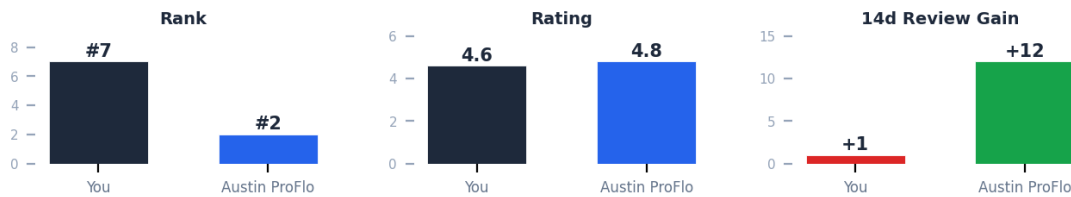
'Market Avg' = average of top 20 results for 'Plumber Austin, TX'. Velocity = reviews per week over 6-week window.

Your review growth has stalled at 0.2 reviews/week -- well below the market average of 3.2/week for 'Plumber' in Austin, TX. Businesses averaging 3+ reviews/week consistently outrank those below 1/week in Google Maps. Closing this velocity gap is the single highest-impact action available.

Position #7 is below the fold on mobile.

Industry data: 90% of clicks go to top 3 Maps results. At #7, you are losing ~88% of potential search-driven leads. Each week at this rank represents missed customer calls and bookings.

Head-to-Head -- You vs. Austin ProFlow Services



Competitor Comparison

| METRIC | Capital City Plumbing | Austin ProFlow Service |
|-----------------------|-----------------------|------------------------|
| Current Rank | #7 | #2 |
| Star Rating | 4.6 | 4.8 |
| Total Reviews | 94 | 148 |
| Review Gain (14d) | +1 | +12 |
| Review Velocity | 0.2/wk | 6.0/wk |
| Last Profile Activity | 31 days ago | 4 days ago |
| Momentum | Declining | Climbing (+3) |

Profile Attribute Gap

You have 1 profile attribute. Top 3 competitors average 5. Missing attributes reduce visibility in filtered searches.

| ATTRIBUTE | You | Top 3 |
|---------------------|---------|-------|
| Online appointments | Missing | Yes |
| On-site services | Missing | Yes |
| Free consultation | Missing | Yes |
| Emergency service | Yes | Yes |

Primary gap: Austin ProFlow Services gaining reviews at 30x your rate (6.0 vs 0.2/wk). Combined with a 54-review count gap, superior profile freshness (4 days vs 31 days), and 3 additional profile attributes, multiple factors compound to create the ranking differential.

Priority Actions -- Ranked by Expected Impact

- 01 Request reviews from 5 recent customers this week**
 Your velocity: 0.2/wk vs leader 6.0/wk. Austin ProFlow Services gained 12 reviews in 14 days. Review count and recency are the strongest measurable local ranking factors.
 Effort: Low Impact: High
- 02 Post on Google Business Profile + add 3 job photos today**
 31 days since last activity. All top-3 competitors posted within 14 days. Google treats recent profile activity as a freshness signal in local results.
 Effort: Low Impact: Medium
- 03 Respond to all existing reviews (especially negative ones)**
 8 of 94 reviews have no owner response. Response rate signals active business management and can improve conversion from searches to calls.
 Effort: Low Impact: Medium
- 04 Hold paid ad changes -- monitor next 2 scans first**
 Decline confirmed over 2 scans but still early. Wait for Apr 8 and Apr 15 data before making budget decisions. Organic fixes (#1-3) address the root cause directly.
 Effort: None Impact: High (risk)

Do This Today -- Copy-Paste Ready Assets

SMS REVIEW REQUEST TEMPLATES (under 160 chars)

A: "Hi [Name], thanks for choosing Capital City Plumbing! A quick Google review helps Austin neighbors find us: [link] Takes 60 sec!"

B: "Hey [Name] -- plumbing issue is fixed, we hope! Share your experience? Austin homeowners rely on reviews: [link]"

GOOGLE BUSINESS PROFILE POST DRAFT

"Austin homeowners: clogged drains and water heater issues get worse in spring. Capital City Plumbing serves all Austin neighborhoods with same-day emergency service. Rated 4.6 stars by 94 Austin customers. Call or book online today."

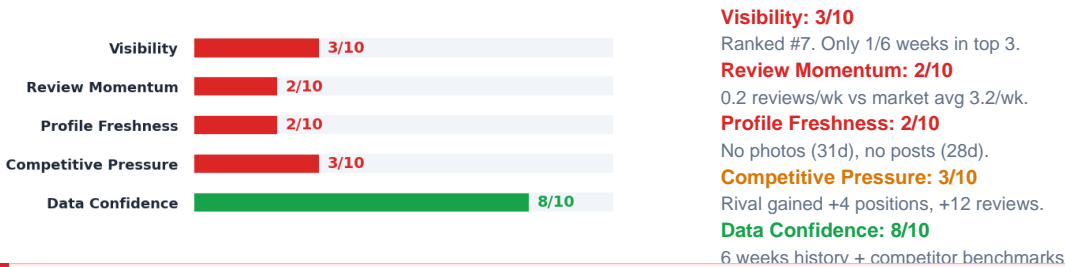
REVIEW RESPONSE TEMPLATES

Positive: "Thank you [Name]! We appreciate you trusting Capital City Plumbing with your [service]. Our Austin team takes pride in every job -- we are here whenever you need us! Your recommendation helps other Austin families find reliable plumbing."

Negative: "[Name], we are sorry to hear about your experience. We would like to make this right. Please call us at [phone] so we can address your concerns directly. Customer satisfaction is our top priority and we take every review seriously."

Business Visibility Scorecard

All scores from scan-measured data. Scale: 1 (critical) to 10 (excellent).



OVERALL SCORE: 2.5/10 -- CRITICAL

Weighted avg across 4 categories (excl. confidence). Immediate action on reviews + profile activity recommended.

Data Confidence -- Limitations

Data sources: 6 weekly rank scans, review counts, competitor profiles, category benchmarks

What is measured: Public Google Maps results, review velocity, profile activity recency

Current limitation: Single scan point per city. Multi-point geo-grid scanning planned for future.

Confidence score: 8/10 -- high. 6 weeks of consistent data + cross-referenced benchmarks.

What Happens Next

- **Apr 8, 2026** Next automated scan. If ranking improves, you receive a 'win' notification.
- **Apr 15, 2026** Third data point. If still declining: high-priority updated alert with new data.
- **May 1, 2026** Monthly rollout: 30-day trajectory, actions vs outcomes, velocity change.
- **Ongoing** Weekly scans continue. Alerts fire on every detected ranking drop.

About This Report

Rank data is collected via automated public data scans of Google Maps results for the specified business category and location. Scans run weekly. All metrics (rank position, review counts, velocity, profile activity) are computed by our rules engine before the report narrative is generated. Probable causes are identified based on publicly observable correlation data. This report does not represent an affiliation with or endorsement by Google LLC. Google does not disclose algorithm details; all analysis reflects measured data patterns and publicly documented ranking factors. Scores from measured scan data only. Contact: sutrafloworg@gmail.com.

How to Use This Report

- Priority Actions (page 2) are ranked by expected impact -- start with Action #1 for fastest results.
- Copy-paste the SMS and review templates above directly into your workflow. Personalize [Name] and [link] fields.
- The scorecard tracks your progress over time. Scores update automatically with each weekly scan.
- Share this report with your team or marketing agency to coordinate local SEO improvements.