Business category: Plumber  
 Website: http://www.primoplumbinginc.com

Google Business Page URL: https://www.google.com/maps/place/Primo+Plumbing/@37.8047769,-122.4099499,15z/data=!4m2!3m1!1s0x0:0xe67a61e688637111?sa=X&ved=0ahUKEwj37oDirMXRAhUMHGMKHdBYBoUQ\_BIIjAEwCg

The site is properly optimized. It can be made better by writing Address in the proper format and giving the proper contact for the business. Also, using the official corporate email address proves the business to be more legit than using free services like: Gmail, yahoo, Hotmail etc. It should provide the link of the website in google business page.

**Home Page (Original)**

URL: http://www.primoplumbinginc.com

Title: Plumbing Repair San Antonio, TX | 24 Hour Plumber | Primo Plumbing

Heading: Not Mentioned

Content: Not Mentioned

Alt-Text: Not Mentioned

**Home Page (Optimized)**

URL: http://rechargeworld.esy.es

Title: Plumbing Repair San Antonio, TX | Primo Plumbing

Heading: Primo Plumbing

Content: Primo Plumbing is the plumbing company providing plumbing service for 24 hours. Located in San Antonio, Texas.

Alt-Text: For all the images, provide a specific description to capture it easily in images section of google.

**Appointment Page (Original)**

URL: http://www.primoplumbinginc.com/appointment/

Title: Appointment

Heading: Not Mentioned

Content: Not Mentioned

Alt-Text: Not Mentioned

**Appointment Page (Optimized)**

URL: http://www.primoplumbinginc.com/appointment/

Title: Appointment

Heading: Primo Plumbing

Content: Schedule an appointment to avail our plumber services. We will get back to you within 24 hours.

Alt-Text: For all the images, provide a specific description to capture it easily in images section of google.

**Contact Page (Original)**

URL: http://www.primoplumbinginc.com/contact-us/

Title: Emergency Plumbing San Antonio |Contact Us | Primo Plumbing

Heading: Plumbing Repair

Content: Not Mentioned

Alt-Text: Not Mentioned

**Contact Page (Optimized)**

URL: http://www.primoplumbinginc.com/contact-us/

Title: Contact Us

Heading: Contact Us

Content: In case of any issues, please fill the form and will reply within next 24-48 hours.

Alt-Text: For all the images, provide a specific description to capture it easily in images section of google.

Add the location of the company in google maps.

**About Us Page (Original)**

URL: http://www.primoplumbinginc.com/our-team/

Title: Our Team

Heading: Plumbing Repair

Content: Not Mentioned

Alt-Text: Not Mentioned

**About Us Page (Optimized)**

URL: http://www.primoplumbinginc.com/our-team/

Title: About Us

Heading: About Us

Content: Founded in 1964, brothers John and Robert Freund established Comfort-Air Engineering (CAE) as a leader in the air conditioning industry.

Alt-Text: For all the images, provide a specific description to capture it easily in images section of google.

**Recommendations**

The pages which can be added to the website:

1. URL: <http://www.primoplumbinginc.com/location>

Title: Locations

Heading: Our Offices

Content: List of various offices located in various cities.

1. URL: <http://www.primoplumbinginc.com/ratings>

Title: Best and the worst Ratings

Heading: Ratings and Reviews

Content: Provides the best and the worst ratings and reviews location wise.

This will help me in letting the customers identify which office has the best and the worst services. Also, the owner will come to know how and where to improve services.

**Link Opportunities**

* This company can create their own Facebook page and promote their brand name on the social networking website.
* Provide reasonable discount to customers on special events like New Year or any other festive occasions.
* Create and post advertisement about this website on other e-commerce websites like of shopping clothes, books etc. This would increase the traffic of the website and would become more popular.
* They need to promote their brand name by initially, providing cheaper services compared to other plumber businesses. Thus, this will lead to increase in traffic of the website and also it will lead to an increase in number of customers.
* Focus on customers reviews and ratings as they are very crucial in the initial phase of their business.