



# EkkoScope

GEO Engine for AI Visibility

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## Anderson Priority Service

### AI Visibility Analysis Report

Comprehensive GEO analysis of how AI assistants recommend your business

Report Date: December 03, 2025

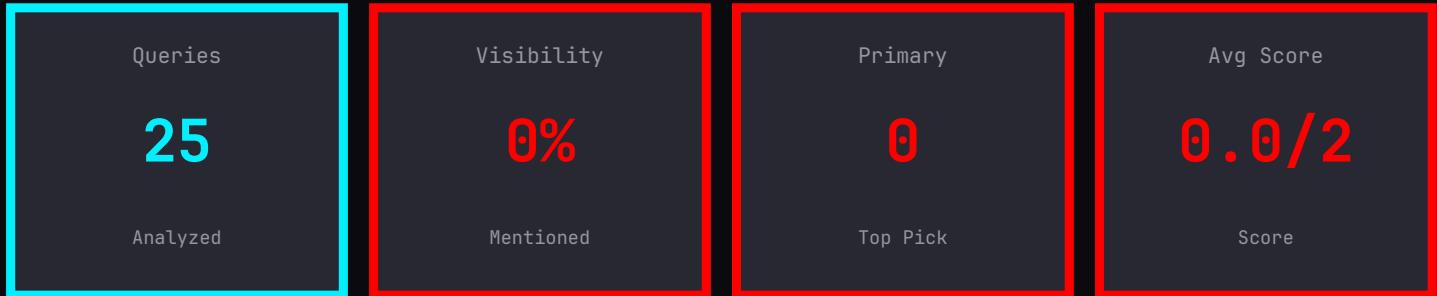
Market Focus: Newport NC, Morehead City NC, Havelock NC

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Powered by EkkoScope GEO Engine | AI Visibility Intelligence

# Executive Dashboard

Key metrics and insights from your AI visibility analysis



## AI Visibility Distribution

NOT FOUND: 100% of queries

100%

Mentioned (Score 1)

0 (0%)

Primary Recommendation (Score 2)

0 (0%)

## Executive Summary

- > You are not recommended in any of the 25 queries tested.
- > Top competitors dominating AI recommendations: Roto-Rooter Plumbing & Water Cleanup, Morehead City Plumbing.
- > Anderson Priority Service lacks visibility in emergency plumbing queries for Newport, NC.
- > Next 30 days focus: Update the meta description on the homepage to include 'emergency plumbing services' to attract more urgent queries.
- > 2 high-impact opportunities identified with detailed page blueprints.

## Analysis Summary

Anderson Priority Service currently has no visibility in AI-generated answers. To improve this, it is essential to create and optimize content on their website that focuses on relevant plumbing services, local keywords, and authoritative information. The following recommendations aim to enhance their online presence and increase the likelihood of being mentioned in AI responses.

# Query Analysis Details

Comprehensive breakdown of AI visibility across all tested queries

## emergency Plumbing Newport NC

FOUND

Intent: Emergency

Competitors: Newport Plumbing Co., Plumbing Pros of Eastern NC, A-1 Plumbing and Drain, Precision Plumbing

## same day Plumbing service Newport NC

FOUND

Intent: Emergency

Competitors: Parker's Plumbing, Newport Plumbing & Drain, Coastal Plumbing Services, A-1 Plumbing

## emergency Plumbing Morehead City NC

FOUND

Intent: Emergency

Competitors: Plumbing Pros of Morehead City, Coastal Plumbing, A1 Plumbing & Heating, Morehead City Plumbing, Dukes Plumbing

## same day Plumbing service Morehead City NC

FOUND

Intent: Emergency

Competitors: Morehead City Plumbing, Coastal Plumbing & Drain, A1 Plumbing, Roto-Rooter Plumbing & Water Cleanup

## emergency Plumbing Havelock NC

FOUND

Intent: Emergency

Competitors: Havelock Plumbing, A & C Plumbing, B & B Plumbing, Roto-Rooter Plumbing & Water Cleanup, Plumbing & Drain Solutions

## same day Plumbing service Havelock NC

FOUND

Intent: Emergency

Competitors: Havelock Plumbing, A1 Plumbing Services, Havelock Emergency Plumbing, Coastal Plumbing & Drain

## Plumbing near Newport NC

FOUND

Intent: Transactional

Competitors: Newport Plumbing & Heating, B & M Plumbing, Coastal Plumbing, Aqua Leak Detection, Roto-Rooter Plumbing & Water Cleanup

**trusted Plumbing contractor in Newport NC**

FOUND

Intent: Transactional

Competitors: A-1 Plumbing, Newport Plumbing Company, Coastal Plumbing, Roto-Rooter

**Plumbing near Morehead City NC**

FOUND

Intent: Transactional

Competitors: Morehead City Plumbing, Eagle Plumbing, Aqua Plumbing & Drain, Coastal Plumbing Solutions

**trusted Plumbing contractor in Morehead City NC**

FOUND

Intent: Transactional

Competitors: Roto-Rooter Plumbing & Water Cleanup, Morehead City Plumbing, Blue Water Plumbing, Barnes Plumbing

**Plumbing near Havelock NC**

NOT FOUND

Intent: Transactional

Competitors: Havelock Plumbing, Aqua Plumbing, Gordon's Plumbing, Mike's Plumbing & Repair, Holly's Plumbing Solutions

**trusted Plumbing contractor in Havelock NC**

NOT FOUND

Intent: Transactional

Competitors: Havelock Plumbing Company, Hoffman Plumbing LLC, Roto-Rooter Plumbing & Water Cleanup, S & S Plumbing

**pipe repair in Newport NC**

NOT FOUND

Intent: Transactional

Competitors: Newport Plumbing & Repair, Coastal Carolina Plumbing, Hometown Plumbing, Bill's Plumbing Services

**water heater installation in Newport NC**

NOT FOUND

Intent: Transactional

Competitors: Newport Plumbing & Heating, A1 Plumbing Services, Coastal HVAC & Plumbing, Jones Heating & Air Conditioning

**drain cleaning in Newport NC**

NOT FOUND

Intent: Transactional

Competitors: Newport Plumbing & Drain Cleaning, A1 Affordable Plumbing, Roto-Rooter Plumbing & Water Cleanup, Raleigh Plumbing

**leak detection in Newport NC**

NOT FOUND

Intent: Transactional

Competitors: Leak Detection Pros, AquaGuard Leak Detection, Precision Leak Detection, Coastal Plumbing and Leak Detection

**best Plumbing in Newport NC**

NOT FOUND

Intent: Informational

Competitors: Newport Plumbing, Roto-Rooter Plumbing &amp; Water Cleanup, Piper Plumbing, A-1 Plumbing

**top rated Plumbing company in Newport NC**

NOT FOUND

Intent: Informational

Competitors: Newport Plumbing &amp; Heating, All American Plumbing, Coastal Plumbing Solutions, A1 Plumbing

**best Plumbing in Morehead City NC**

NOT FOUND

Intent: Informational

Competitors: Morehead City Plumbing, Aqua Plumbing &amp; Drain, Coastal Plumbing Co., All American Plumbing

**top rated Plumbing company in Morehead City NC**

NOT FOUND

Intent: Informational

Competitors: Morehead City Plumbing, Coastal Plumbing, Aqua Plumbing, Drain Pro Plumbing

**best Plumbing in Havelock NC**

NOT FOUND

Intent: Informational

Competitors: Havelock Plumbing, A-1 Plumbing, Roto-Rooter Plumbing &amp; Water Cleanup, Baker's Plumbing

**top rated Plumbing company in Havelock NC**

NOT FOUND

Intent: Informational

Competitors: Havelock Plumbing, A1 Plumbing &amp; Drain, Roto-Rooter Plumbing &amp; Water Cleanup, Mr. Rooter Plumbing

**best pipe repair company near Newport NC**

NOT FOUND

Intent: Informational

Competitors: Mason Plumbing, Newport Plumbing &amp; Repairs, Coastal Plumbing Services, Aqua Plumbing

**best water heater installation company near Newport NC**

NOT FOUND

Intent: Informational

Competitors: East Coast Plumbing, Newport Plumbing &amp; Heating, Coastal Water Heating, All American Plumbing

best drain cleaning company near Newport NC

NOT FOUND

Intent: Informational

Competitors: Hometown Plumbing, Mr. Rooter Plumbing, A-1 Drain Cleaning, Plumbing Pros

Total: 25 queries analyzed across multiple intent categories

## Competitor Landscape

Analysis of competitors appearing in AI recommendations across your queries

### 1 Roto-Rooter Plumbing & Water Cleanup

Appearances: 9 of 25 Share of Voice: 36.0% Threat: Medium

### 2 Morehead City Plumbing

Appearances: 6 of 25 Share of Voice: 24.0% Threat: Low

### 3 Havelock Plumbing

Appearances: 5 of 25 Share of Voice: 20.0% Threat: Low

### 4 A-1 Plumbing

Appearances: 4 of 25 Share of Voice: 16.0% Threat: Low

### 5 Coastal Plumbing

Appearances: 4 of 25 Share of Voice: 16.0% Threat: Low

### 6 Newport Plumbing & Heating

Appearances: 4 of 25 Share of Voice: 16.0% Threat: Low

### 7 Aqua Plumbing

Appearances: 3 of 25 Share of Voice: 12.0% Threat: Low

### 8 All American Plumbing

Appearances: 3 of 25 Share of Voice: 12.0% Threat: Low

### 9 Coastal Plumbing Services

Appearances: 2 of 25 Share of Voice: 8.0% Threat: Low

### 10 Coastal Plumbing & Drain

Appearances: 2 of 25 Share of Voice: 8.0% Threat: Low

# Multi-AI Visibility Analysis

Visibility comparison across major AI assistants: ChatGPT, Gemini, and Perplexity

## Cross-Platform Summary

Overall Found Rate: 0.0%

Overall Primary Rate: 0.0%

## Query-Level Breakdown

FOUND	emergency Plumbing Newport NC
FOUND	same day Plumbing service Newport NC
FOUND	emergency Plumbing Morehead City NC
FOUND	same day Plumbing service Morehead City NC
FOUND	emergency Plumbing Havelock NC
FOUND	same day Plumbing service Havelock NC
FOUND	Plumbing near Newport NC
FOUND	trusted Plumbing contractor in Newport NC
FOUND	Plumbing near Morehead City NC
FOUND	trusted Plumbing contractor in Morehead City NC

# Genius Mode Insights

AI-powered analysis of your visibility patterns and strategic opportunities

Analysis includes: multi-LLM visibility comparison

## Patterns in AI Visibility

### 1. Anderson Priority Service lacks visibility in emergency plumbing queries for Newport, NC.

> For query 'emergency Plumbing Newport NC', score=0 while Newport Plumbing Co. and Plumbing Pros of Eastern NC appear as top recommendations.

> For query 'emergency Plumbing Morehead City NC', score=0 while Plumbing Pros of Morehead City and Coastal Plumbing appear.

**Impact:** This indicates a significant opportunity for Anderson Priority Service to enhance their marketing for urgent plumbing services in Newport and Morehead City, NC.

### 2. Competitors dominate the 'same day plumbing service' queries across all targeted geos.

> For query 'same day Plumbing service Newport NC', score=0 with competitors like Parker's Plumbing and Newport Plumbing & Drain leading.

> For query 'same day Plumbing service Havelock NC', score=0 with competitors such as Havelock Plumbing and A1 Plumbing Services appearing.

**Impact:** Anderson Priority Service is missing out on potential high-demand customers looking for fast plumbing solutions in these areas.

## Priority Opportunities

### 1. emergency Plumbing Newport NC

**Impact: 10/10 | Effort: Medium | Intent: Emergency**

Emergency plumbing services command high margins and immediate customer needs, crucial for revenue growth.

### 2. same day Plumbing service Newport NC

**Impact: 9/10 | Effort: Medium | Intent: Emergency**

Same-day services can capture urgent bookings and enhance customer satisfaction.

## **Next 30 Days Focus**

1. Update the meta description on the homepage to include 'emergency plumbing services' to attract more urgent queries.
2. Create a dedicated FAQ section addressing common plumbing emergencies and highlight your services for Newport, Morehead City, Havelock, and Swansboro.
3. Add testimonials from customers who have used emergency and same-day services, showcasing prompt response times.

# Page Blueprints

Detailed content specifications for high-priority pages to improve AI visibility

## Blueprint 1: emergency Plumbing Newport NC

Impact: 10/10 | Effort: Medium | Target: Newport NC

**URL:**

/emergency-plumbing-newport-nc

SEO T

Emergency Plumbing Services by Anderson Priority Service in Newport, NC

H1:

Emergency Plumbing Services in Newport, NC

**Content Outline:**

- > Section 1: What is Emergency Plumbing?
- > Section 2: Why Choose Anderson Priority Service?
- > Section 3: Our Emergency Plumbing Services
- > CTA section: Contact Us for Immediate Assistance

**Internal Links:**

- > Link to general plumbing services at /plumbing-services
- > Link to customer testimonials at /testimonials

**Site Note:** Current content lacks specific emergency plumbing information and urgency-driven CTAs.

## Blueprint 2: same day Plumbing service Newport NC

Impact: 9/10 | Effort: Medium | Target: Newport NC

**URL:**

/same-day-plumbing-newport-nc

SEO T

Same Day Plumbing Services by Anderson Priority Service in Newport, NC

H1:

Same Day Plumbing Services in Newport, NC

**Content Outline:**

- > Section 1: What is Same Day Plumbing?
- > Section 2: Benefits of Choosing Our Same Day Service
- > Section 3: How to Request Same Day Service
- > CTA section: Call Us Now for Immediate Service

**Internal Links:**

- > [Link to emergency plumbing services at /emergency-plumbing-newport-nc](#)
- > [Link to service area details at /service-areas](#)

**Site Note:** Existing site lacks specific offerings for same-day services and urgent language.

# 30-Day Implementation Roadmap

Week-by-week action plan to improve your AI visibility

## Week 1: Foundation

Focus: Quick wins and immediate optimizations

Update the meta description on the homepage to include 'emergency plumbing services' to attract more urgent queries.	High	S	Content Writer
Create a dedicated FAQ section addressing common plumbing emergencies and highlight your services for Newport, Morehead City, Havelock, and Swansboro.	High	S	Developer
Register or update Google My Business profile with complete information	High	S	Owner

## Week 2: Content Development

Focus: Create new pages targeting high-value queries

Create first priority landing page from blueprint	High	M	Content Writer
Add FAQ section addressing top customer questions	Medium	S	Content Writer
Implement schema markup on key pages	Medium	M	Developer

## Week 3: Authority Building

Focus: Establish expertise and build trust signals

Publish industry insight blog post or guide	Medium	M	Content Writer
Add customer testimonials and case studies	High	M	Owner
Create second priority landing page from blueprint	High	M	Content Writer

## Week 4: Optimization & Review

Focus: Refine and measure results

Review and optimize internal linking structure	Medium	S	Developer
Ensure brand consistency across all domains	Medium	S	Owner
Schedule next AI visibility audit to measure progress	High	S	Owner

Effort: S = Small (1-2 hours), M = Medium (half day), L = Large (1+ days)

# Strategic Recommendations

Comprehensive recommendations to improve your AI visibility based on the analysis

## New Pages to Create

### Create Service Pages for Local Areas

Develop dedicated pages for each service area like Newport, Morehead City, and Havelock. Each page should include specific information about plumbing services offered, local testimonials, and relevant keywords, which will help search engines and AI models associate the business with those geographical locations.

### Create a Service Area Map

Design an interactive service area map that visually represents the regions served. This not only aids user navigation but also signals to AI about the specific geographic focus of the business, increasing the chance of local query mentions.

### Add Video Content

Produce short videos demonstrating plumbing services, tips, or customer testimonials. Video content is increasingly favored in AI responses, and providing it can enhance engagement and visibility in search results.

## Pages to Update

### Optimize Existing Service Descriptions

Review and update existing service descriptions on callaps.com to include more localized keywords and phrases from the priority queries. This will enhance the relevance of the content for AI models, improving the chances of being recommended in related queries.

### Optimize for Voice Search

Adjust content to be more conversational to cater to voice search queries. Incorporate long-tail keywords and questions that potential customers might ask verbally, improving the chance of being featured in AI responses.

## FAQ Content

### Develop a FAQ Section

Create a FAQ section addressing common plumbing questions, specifically tailored to the local areas served. This content can directly answer queries that potential customers might ask, increasing the likelihood of being featured in AI-generated responses.

## Authority Building

### Establish Authority Through Blog Posts

Start a blog featuring articles on plumbing tips, emergency plumbing scenarios, and seasonal maintenance advice. By establishing Anderson Priority Service as an authority in plumbing, it can improve trust and visibility in AI systems that prioritize authoritative sources.

## Branding

### Incorporate Customer Testimonials

Add a testimonials section showcasing customer reviews and success stories. Highlighting positive experiences can enhance credibility and encourage AI models to feature the business when relevant queries arise, as they often prioritize trustworthy sources.

**\$490**

You

**\$290 / month**

Keep

**Reply "FIX"**

We m

**YOUR VISIBILITY: 0%**

