EkkoScope

GEO Engine for AI Visibility

Anderson Priority Service

AI Visibility Analysis Report

Comprehensive GEO analysis of how AI assistants recommend your business
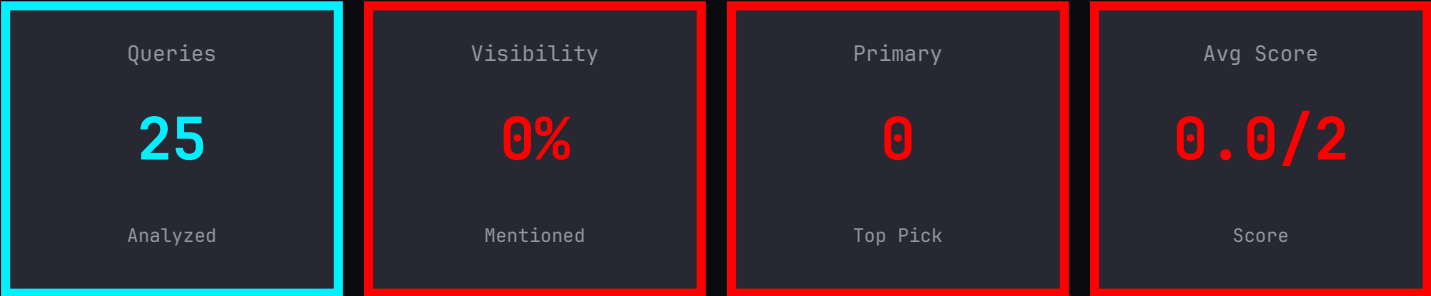
Report Date: December 03, 2025
Market Focus: Newport NC, Morehead City NC, Havelock NC

Executive Dashboard
Key metrics and insights from your AI visibility analysis

Queries	Visibility	Primary	Avg Score
25	**0%**	**0**	**0.0/2**
Analyzed	Mentioned	Top Pick	Score

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, Coastal Plumbing.

> Anderson Priority Service lacks visibility for emergency plumbing queries in Newport NC.

> Next 30 days focus: Update the meta description on the homepage to include 'emergency plumbing' and 'same-day service' for better search visibility.

> 2 high-impact opportunities identified with detailed page blueprints.

Analysis Summary

Anderson Priority Service currently lacks visibility in AI-generated answers, with no mentions in relevant queries. To improve this, the business should enhance its website content to better align with priority queries and establish authority in their service area. The following actionable recommendations aim to increase the likelihood of being mentioned in AI-generated responses.

Query Analysis Details

Comprehensive breakdown of AI visibility across all tested queries

emergency Plumbing Newport NC   **FOUND**

Intent: Emergency

Competitors: Newport Plumbing, Aqua Plumbing, Coastal Plumbing Solutions, Harris Plumbing

same day Plumbing service Newport NC   **FOUND**

Intent: Emergency

Competitors: Newport Plumbing & Maintenance, Aqua Pro Plumbing, Coastal Plumbing Solutions, East Coast Plumbing

emergency Plumbing Morehead City NC   **FOUND**

Intent: Emergency

Competitors: Brady's Plumbing, Aqua Plumbing, All Pro Plumbing, Coastal Plumbing

same day Plumbing service Morehead City NC   **FOUND**

Intent: Emergency

Competitors: Plumb Smart, Aqua Plumbing & Drain, B & B Plumbing, J & J Plumbing

emergency Plumbing Havelock NC   **FOUND**

Intent: Emergency

Competitors: Havelock Plumbing, Roto-Rooter Plumbing & Water Cleanup, A1 Plumbing Company, Pride Plumbing

same day Plumbing service Havelock NC   **FOUND**

Intent: Emergency

Competitors: Havelock Plumbing, Allied Plumbing, Aqua Plumbing, Coastal Plumbing

Plumbing near Newport NC   **FOUND**

Intent: Transactional

Competitors: Newport Plumbing, Carolina Plumbing Services, B & J Plumbing, Pride Plumbing

trusted Plumbing contractor in Newport NC   **FOUND**

Intent: Transactional

Competitors: Riverside Plumbing, Newport Plumbing & Heating, Aqua Plumbing Solutions, Coastal Carolina Plumbing

Plumbing near Morehead City NC   FOUND
Intent: Transactional
Competitors: Morehead City Plumbing, Hewitt's Plumbing, Coastal Plumbing & Drain, A+ Plumbing

trusted Plumbing contractor in Morehead City NC   FOUND
Intent: Transactional
Competitors: Coastal Plumbing Company, Aqua Plumbing & Drain, Morehead City Plumbing, All American Plumbing

Plumbing near Havelock NC   NOT FOUND
Intent: Transactional
Competitors: Havelock Plumbing, A & A Plumbing, Dixon's Plumbing, Mason's Plumbing & Repair, Coastal Plumbing

trusted Plumbing contractor in Havelock NC   NOT FOUND
Intent: Transactional
Competitors: Havelock Plumbing, Coastal Plumbing, Aqua Plumbing, Parker's Plumbing

pipe repair in Newport NC   NOT FOUND
Intent: Transactional
Competitors: Newport Plumbing, Coastal Plumbing, A1 Plumbing & Drain, Roto-Rooter Plumbing, Harris Plumbing

water heater installation in Newport NC   NOT FOUND
Intent: Transactional
Competitors: Roto-Rooter Plumbing & Water Cleanup, Harris Plumbing, Davis Heating & Air, B & R Plumbing

drain cleaning in Newport NC   NOT FOUND
Intent: Transactional
Competitors: Newport Plumbing & Drain Cleaning, Roto-Rooter Plumbing & Water Cleanup, A-1 Affordable Plumbing, Coastal Plumbing & Drain Cleaning

leak detection in Newport NC   NOT FOUND
Intent: Transactional
Competitors: Leak Detection & Repair Co., Aqua Leak Detection, Newport Plumbing Services, Coastal Leak Detection

best Plumbing in Newport NC   NOT FOUND
Intent: Informational
Competitors: Newport Plumbing, A-1 Plumbing, Coastal Plumbing, J.J. Plumbing

top rated Plumbing company in Newport NC   NOT FOUND
Intent: Informational
Competitors: Newport Plumbing, Dunn's Plumbing, Aqua Plumbing & Drain, B & B Plumbing

best Plumbing in Morehead City NC   NOT FOUND
Intent: Informational
Competitors: Roto-Rooter Plumbing & Water Cleanup, Morehead City Plumbing, Coastal Plumbing Company, Mike's Plumbing

top rated Plumbing company in Morehead City NC   NOT FOUND
Intent: Informational
Competitors: Morehead City Plumbing, Coastal Plumbing, A-1 Plumbing Services, Roto-Rooter Plumbing & Water Cleanup

best Plumbing in Havelock NC   NOT FOUND
Intent: Informational
Competitors: Havelock Plumbing, Roto-Rooter Plumbing & Water Cleanup, Coastal Plumbing, Davis Plumbing

top rated Plumbing company in Havelock NC   NOT FOUND
Intent: Informational
Competitors: Havelock Plumbing Company, Aqua Plumbing & Drain, Roto-Rooter Plumbing & Water Cleanup, Carteret Plumbing & Repair

best pipe repair company near Newport NC   NOT FOUND
Intent: Informational
Competitors: A-1 Plumbing, Carolina Plumbing Services, Roto-Rooter Plumbing & Water Cleanup, Baker's Plumbing

best water heater installation company near Newport NC   NOT FOUND
Intent: Informational
Competitors: Hometown Plumbing, Aqua Services, Coastal Heating & Air, ABC Plumbing & Electrical, Newport Plumbing Co.

best drain cleaning company near Newport NC   NOT FOUND
Intent: Informational
Competitors: A1 Drain Cleaning, Newport Plumbing Services, All Clear Drain Cleaning, Roto-Rooter Plumbing & Water Cleanup

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 **Coastal Plumbing**
Appearances: 8 of 25   Share of Voice: 32.0%   **Threat: Medium**

3 **Newport Plumbing**
Appearances: 5 of 25   Share of Voice: 20.0%   **Threat: Low**

4 **Havelock Plumbing**
Appearances: 5 of 25   Share of Voice: 20.0%   **Threat: Low**

5 **Aqua Plumbing**
Appearances: 4 of 25   Share of Voice: 16.0%   **Threat: Low**

6 **Aqua Plumbing & Drain**
Appearances: 4 of 25   Share of Voice: 16.0%   **Threat: Low**

7 **Morehead City Plumbing**
Appearances: 4 of 25   Share of Voice: 16.0%   **Threat: Low**

8 **Harris Plumbing**
Appearances: 3 of 25   Share of Voice: 12.0%   **Threat: Low**

9 **Coastal Plumbing Solutions**
Appearances: 2 of 25   Share of Voice: 8.0%   **Threat: Low**

10 **B & B Plumbing**
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 for emergency plumbing queries in Newport NC.

> For query 'emergency Plumbing Newport NC', score=0 while Newport Plumbing, Aqua Plumbing, and Coastal Plumbing Solutions appear as top recommendations.
Impact: This indicates a significant opportunity for Anderson Priority Service to establish itself in a critical service area where competitors are currently dominating.

2. Competitors dominate same-day plumbing service queries across multiple locations.

> For query 'same day Plumbing service Newport NC', score=0 while Newport Plumbing & Maintenance and Aqua Pro Plumbing are recommended.
> For query 'same day Plumbing service Havelock NC', score=0 while Havelock Plumbing and Allied Plumbing appear.
Impact: This suggests that Anderson Priority Service is missing out on immediate service needs that are likely to convert well into business.

Priority Opportunities

1. emergency Plumbing Newport NC

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

Emergency plumbing leads have high urgency, leading to potential high conversion rates and customer lifetime value.

2. same day Plumbing service Newport NC

Impact: 8/10 | Effort: Medium | Intent: High-Ticket

Same-day services cater to urgent needs, which can significantly drive revenue.

Next 30 Days Focus

1. Update the meta description on the homepage to include 'emergency plumbing' and 'same-day service' for better search visibility.

2. Create a blog post titled '5 Common Emergency Plumbing Issues and How to Handle Them' to target emergency-related queries.

3. Add location-specific landing pages for Morehead City, Havelock, and Swansboro to capture local traffic.

Page Blueprints

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

Blueprint 1: emergency Plumbing Newport NC

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

URL:
/emergency-plumbing-newport-nc

SEO T

Emergency Plumbing Services in Newport NC | Anderson Priority Service

H1:

24/7 Emergency Plumbing in Newport, NC

Content Outline:
> Section 1: Introduction to Emergency Plumbing Services
> Section 2: Why Choose Anderson Priority Service?
> Section 3: Common Emergency Plumbing Issues We Handle
> CTA section: Call Us for Immediate Assistance!

Internal Links:
> Link to /contact for easy access to reach out

Site Note: Current site lacks specific emergency plumbing content and local service detail focus.

Blueprint 2: same day Plumbing service Newport NC

Impact: 8/10 | Effort: Medium | Target: Newport NC

URL:
/same-day-plumbing-newport-nc

SEO T

Same-Day Plumbing Services in Newport NC | Anderson Priority Service

H1:

Same-Day Plumbing Services in Newport, NC

Content Outline:
> Section 1: What is Same-Day Plumbing Service?
> Section 2: Our Commitment to Quick Response Times
> Section 3: Customer Testimonials
> CTA section: Schedule Your Service Today!

Internal Links:
> Link to /services for more plumbing options

Site Note: Content focusing on same-day service is missing, limiting visibility for urgent needs.

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' and 'same-day service' for better search visibility.	High	S	Content Writer
Create a blog post titled '5 Common Emergency Plumbing Issues and How to Handle Them' to target emergency-related queries.	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 a Service Page for Emergency Plumbing

Develop a dedicated page on callaps.com specifically for emergency plumbing services. This page should include detailed descriptions of the services offered, customer testimonials, and case studies. By targeting priority queries like 'emergency Plumbing Newport NC,' this page will help improve search relevance and enhance AI visibility.

Publish Blog Posts on Plumbing Tips

Start a blog on callaps.com focused on plumbing tips, maintenance advice, and local plumbing issues. Regularly posting informative articles will position Anderson Priority Service as an authority in plumbing, increasing the likelihood of being cited in AI-generated content.

Create Comparison Pages for Services

Develop comparison pages that outline the differences between various plumbing services, such as emergency plumbing versus regular plumbing. This will help capture more specific queries and provide relevant information that AI can utilize in generating responses.

Create a Local Partnerships Page

Add a page that highlights partnerships with local businesses or community organizations. This not only improves community engagement but also signals to AI the business's local relevance and community involvement, potentially leading to more mentions.

Pages to Update

Add Local SEO Content to Service Areas

Revise existing service area descriptions to include keywords and phrases from the priority queries in the content. For example, incorporate phrases like 'trusted Plumbing contractor in Newport NC' throughout the content for Newport, Morehead City, and Havelock. This will help AI understand the business's local relevance and expertise.

Optimize Meta Tags and Descriptions

Revise the meta tags and descriptions for all pages to include priority queries and geo-specific keywords. This on-page SEO adjustment will enhance the likelihood of appearing in search results and AI-generated suggestions.

Implement Schema Markup for Local SEO

Incorporate schema markup for local business on the callaps.com website. This structured data helps search engines better understand the business's offerings and location, improving the chances of being featured in AI-generated content.

FAQ Content

Develop a FAQ Section

Create a Frequently Asked Questions (FAQ) section that addresses common plumbing-related inquiries, such as 'What should I do in a plumbing emergency?' or 'How quickly can you provide same-day service?' This not only boosts user engagement but also provides concise answers that AI can easily reference in responses.

Branding

Highlight Customer Testimonials

Feature customer testimonials prominently on the homepage and service pages. Positive reviews and success stories not only build trust with potential clients but also enrich the content on the site, which can improve AI recognition of the business's credibility.

$490

You

$290 / month

Keep

Reply "FIX"

We m

YOUR VISIBILITY: 0%