PREPARED FOR

Local SEO Audit

Summit Ridge Plumbing & Heating

Kelowna, BC · summitridgeplumbing.example



LOCAL VISIBILITY SCORE

48 out of 100.

Customers in most of Kelowna don't see you when they search for a plumber. The good news: the biggest gaps are fixable in 90 days.

6 / 49
map spots in the top 3

≈ 34
calls / month missed (est.)

PREPARED BY	DATE	MAIN KEYWORD	CONTACT
ST Digital, Kelowna BC	November 2026	plumber kelowna	778-760-1959

00 — SUMMARY

The 3 things costing you the most leads

Fix these three and you fix most of the problem. Together they cost an estimated **34 calls a month**.

01

Your Google profile is in the wrong category, with no service area.

Your primary category is “Plumbing Supply Store”, not “Plumber”. Google shows you to people shopping for parts, not people with a leak. No service area is set, so Google only trusts you near your shop.

LOST CALLS / MO

≈ 9

estimate

THE FIX · 15 MINUTES

Change primary category to “Plumber”, add “Heating Contractor” and “Water Heater Installation” as secondary, and set a service area covering Kelowna and West Kelowna.

02

You're not in the Google Maps top 3 across most of Kelowna.

The top 3 map results (the “map pack”) get most of the calls. You make the top 3 in only 6 of 49 search spots we tested — almost all near your shop in Rutland.

LOST CALLS / MO

≈ 18

estimate

THE FIX · 60–90 DAYS

Fix the profile (01), get 8–10 new reviews a month, fix 4 wrong directory listings, and post weekly job photos.

03

Your website has one page for nine services.

Everything sits on one “Services” page. Google has nothing to show for “furnace repair kelowna” or “water heater repair kelowna”, so those searches go to competitors.

LOST CALLS / MO

≈ 7

estimate

THE FIX · 30–45 DAYS

Build 6 service pages (furnace repair, water heaters, drains, emergency, boilers, renos) and 3 area pages (West Kelowna, Lake Country, Lower Mission).

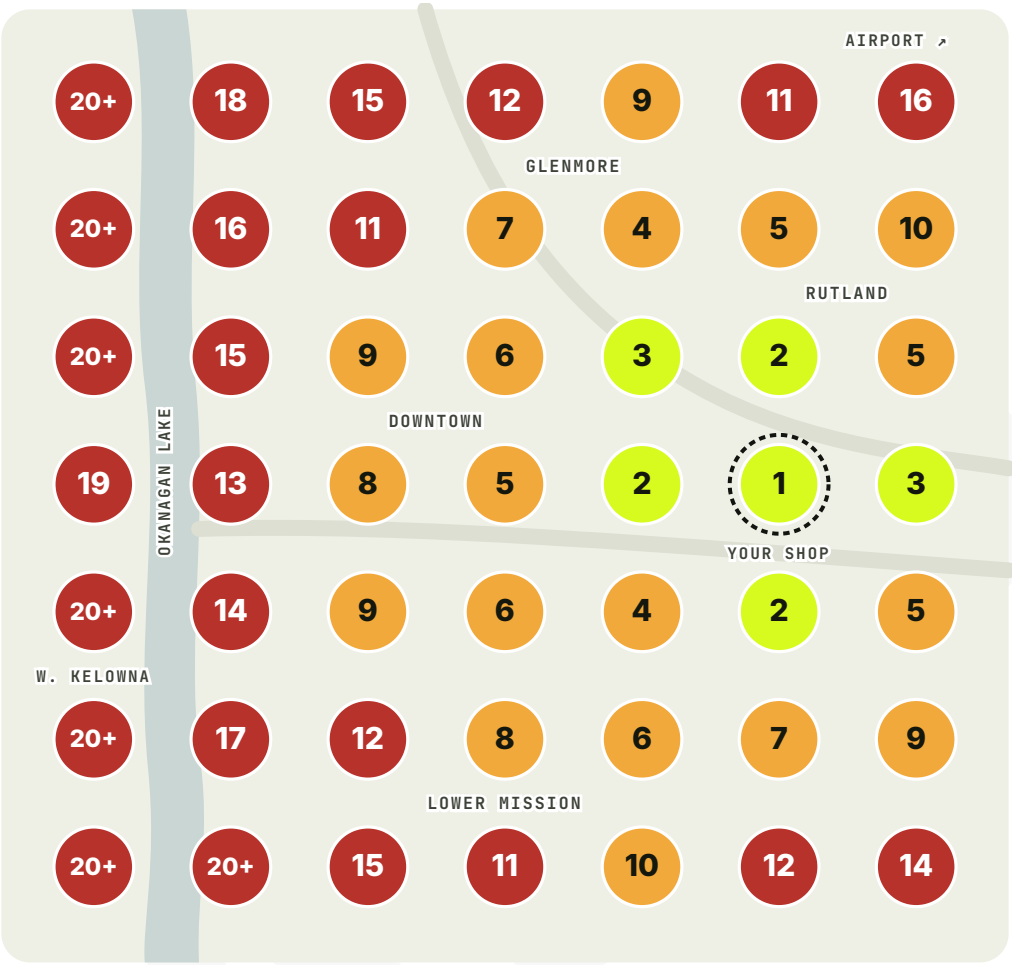
SCORECARD · OUT OF 100

GOOGLE BUSINESS PROFILE	MAP RANKINGS	WEBSITE	REVIEWS	DIRECTORY LISTINGS
42	35	61	55	50

01 — MAP PACK RANKINGS

Where you show up on Google Maps

We searched **"plumber kelowna"** from 49 spots across the city, like 49 different customers on their phones. Each circle is your position in the Maps results from that spot.



6 / 49
spots where you're in the top 3 (the ones that get the calls)

25 / 49
spots where you're on the first Maps page (top 10)

7 / 49
spots where you don't show up in the top 20 at all

- 1–3 · map pack
- 4–10 · first page
- 11–20+ · not seen
- your shop

You appear in the top 3 in 6 of 49 search locations, mostly near your shop in Rutland. Downtown, Glenmore, Lower Mission and West Kelowna, where most searches happen, go to competitors.

Simplified map, not to scale. Grid spacing about 1.5 km. Rank 1 = first result in Google Maps.

WHO TAKES THE TOP 3 INSTEAD · SPOTS OUT OF 49

6	35	27	19
Summit Ridge (you)	Okanagan Flow Plumbing	Lakeview Pipe & Drain	Mission Creek Mechanical

02 — KEYWORD RANKINGS

What people search, and where you rank

Ten searches your customers use. “Google rank” is the normal list of websites. “Maps rank” is the map listing. 50+ means you're not in the first five pages.

SEARCH TERM	SEARCHES / MO (EST.)	YOUR GOOGLE RANK	YOUR MAPS RANK	TOP COMPETITOR
plumber kelowna OPPORTUNITY	1,300	14	9	Okanagan Flow Plumbing
plumber west kelowna	590	38	20+	Lakeview Pipe & Drain
emergency plumber kelowna	480	22	12	Okanagan Flow Plumbing
furnace repair kelowna OPPORTUNITY	390	50+	18	Mission Creek Mechanical
drain cleaning kelowna	320	31	11	Lakeview Pipe & Drain
water heater repair kelowna OPPORTUNITY	260	50+	15	Okanagan Flow Plumbing
hot water tank replacement kelowna	210	41	14	Mission Creek Mechanical
heating contractor kelowna	170	19	8	Mission Creek Mechanical
plumbing company kelowna	140	9	6	Okanagan Flow Plumbing
plumber rutland	90	4	2	You

THE 3 BIGGEST OPPORTUNITIES

plumber kelowna

1,300 searches a month. You're #9 on Maps. Moving to the top 3 is worth the most calls of anything in this report.

furnace repair kelowna

390 searches, peak season now. You do this work but have no page for it, so Google can't rank you.

water heater repair kelowna

260 searches, high-value jobs. Same issue: no page. One good page can reach page 1.

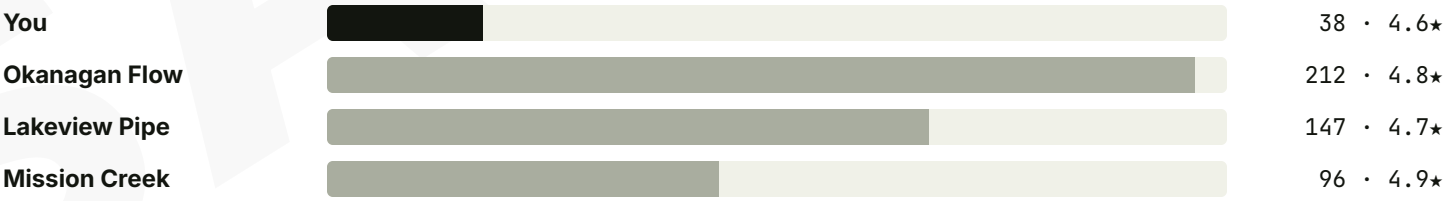
03 — GOOGLE BUSINESS PROFILE

Your Google profile check

Your Google Business Profile is your listing on Maps. It drives most of your map ranking. **5 of 10 items need fixing now.**

ITEM	STATUS	WHAT WE FOUND	WHAT TO DO
Primary category	FIX NOW	"Plumbing Supply Store"	Change to "Plumber". This is the single biggest ranking factor you control.
Secondary categories	FIX SOON	1 set ("Contractor")	Add Heating Contractor, Water Heater Installation, Drainage Service.
Service area	FIX NOW	Not set	Add Kelowna, West Kelowna, Lake Country, Peachland.
Hours	FIX SOON	Mon–Fri only; no holiday hours	Show your 24/7 emergency line if you offer it.
Services list	FIX SOON	3 of 9 services listed	List all 9, each with a 1–2 line description.
Photos	FIX NOW	11 photos · last upload 14 months ago	Add 4+ real job photos a month. Top 3 average 140.
Posts	FIX NOW	None in the last 12 months	Post one job or tip each week.
Q&A	FIX SOON	2 questions, 0 answered by you	Answer both; add 5 common questions yourself.
Review response rate	FIX NOW	18% of reviews answered	Reply to every review within 48 hours.
Reviews vs top 3	FIX SOON	38 reviews · 4.6★	Top 3 average 152 reviews. Ask every happy customer by text.

REVIEW COUNT · RATING



2
new reviews for you in the last 90 days

24
new reviews, top-3 average, same 90 days

Google favours businesses that get reviews **steadily**. A simple text after each job closes this gap in 4–6 months.

04 — WEBSITE CHECK

Your website check

Your site works, but it gives Google very little to rank. **4 fixes now, 4 soon, 1 pass** — plus a slow load on phones.

MOBILE SPEED · LCP (time until the main content appears) — FIX NOW



Main cause: a 2.4 MB homepage photo. Compressing it alone should get you under 2.5 s.

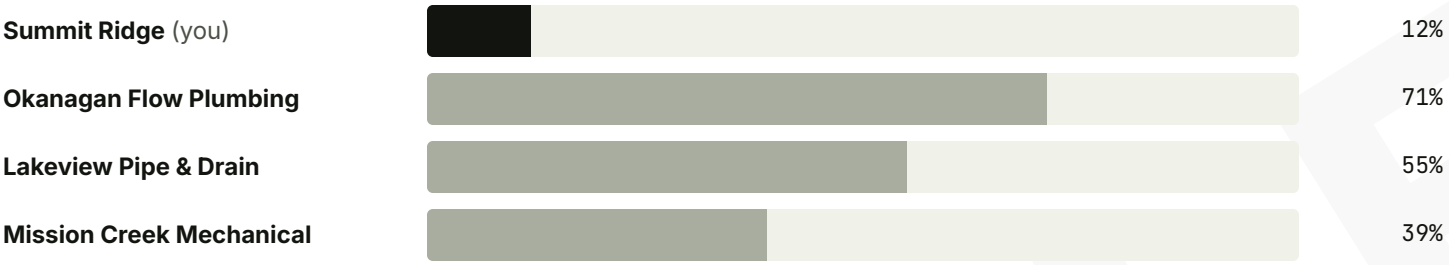
ITEM	STATUS	WHAT WE FOUND	WHAT TO DO
Page titles	FIX SOON	Homepage title is “Home | Summit Ridge”. No service or city.	“Plumber in Kelowna | Summit Ridge Plumbing & Heating”
H1 headings (main heading on a page)	FIX NOW	Homepage H1 is “Welcome”.	“Kelowna Plumbing & Heating, 24/7”
Service pages	FIX NOW	1 page covers 9 services.	One page per service, 600+ words, real photos.
Location pages	FIX NOW	None.	West Kelowna, Lake Country, Lower Mission pages.
Click-to-call	FIX SOON	Phone number in header is an image. Can't tap it on a phone.	Make it a real tap-to-call link.
Quote form	PASS	Works. Emails arrive.	Cut from 9 fields to 4 for more requests.
Schema markup (code that tells Google your business details)	FIX NOW	None found.	Add Plumber + LocalBusiness schema.
Internal links	FIX SOON	Service names on the homepage aren't linked.	Link each to its new service page.
Indexing (pages Google has stored)	FIX SOON	7 pages excluded; site loads on both http and https.	Redirect to https; fix 7 excluded pages.

05 — COMPETITOR SNAPSHOT

How you compare with the top 3

These three plumbers win most of the map results for “plumber kelowna”. They aren't better plumbers. They have more reviews, more photos and more pages.

MAPS VISIBILITY · % OF 49 SPOTS IN THE TOP 3



BUSINESS	REVIEWS	RATING	PHOTOS	SERVICE PAGES	MAPS VISIBILITY
Summit Ridge (you)	38	4.6★	11	1	**12%**
Okanagan Flow Plumbing	212	4.8★	186	14	**71%**
Lakeview Pipe & Drain	147	4.7★	132	9	**55%**
Mission Creek Mechanical	96	4.9★	102	11	**39%**

THE GAP TO CLOSE

+114
reviews to match the top-3 average (152)

+129
photos to match the top-3 average (140)

+10
service pages to match the top-3 average (11)

Your 4.6★ rating is close to theirs. The gap is volume, not quality, and volume is fixable.

06 — CITATIONS & NAP CONSISTENCY

Your business listings across the web

A citation is any listing of your business on another site. NAP means Name, Address, Phone. When these don't match, Google trusts your business less and ranks you lower.

YOUR CORRECT NAP · USE EXACTLY THIS

Summit Ridge Plumbing & Heating
Unit 4 – 1550 Example Way, Kelowna, BC
250-555-0142

3	4	3
consistent	mismatch	missing

DIRECTORY	STATUS	DETAILS
Google Business Profile	CONSISTENT	Correct
Apple Maps	MISSING	No listing. iPhone users asking Siri won't find you.
Bing Places	MISMATCH	Old phone number (250-555-0187)
Yelp	CONSISTENT	Correct
Yellow Pages Canada	MISMATCH	Old address (no unit number)
Facebook	CONSISTENT	Correct
BBB	MISSING	No listing
HomeStars	MISMATCH	Old phone number (250-555-0187)
Houzz	MISSING	No listing
Canada411	MISMATCH	Old phone; name listed as “Summit Ridge Plumbing”

Fixing the 4 mismatches and adding the 3 missing listings takes about 3 hours. Most listings update within 2–6 weeks.

07 — YOUR 90-DAY ACTION PLAN

Fix, build, grow

Do these in order. The first 30 days are mostly quick fixes. The bigger gains come from new pages and steady reviews.

DAYS 1–30

Fix

- [ ] Change Google category to “Plumber”; add 3 secondary categories and a service area
- [ ] Correct 4 wrong listings; create Apple Maps, BBB and Houzz
- [ ] Make the phone number tap-to-call; compress homepage photo (LCP under 2.5 s)
- [ ] Rewrite page titles and H1s; add Plumber schema

EXPECTED OUTCOME

Profile and website stop holding you back. Expect first movement in the map grid.

DAYS 31–60

Build

- [ ] Launch 6 service pages: furnace repair, water heaters, drains, emergency, boilers, renos
- [ ] Launch 3 area pages: West Kelowna, Lake Country, Lower Mission
- [ ] Start a review-request text after every job (goal: 8–10 / month)
- [ ] Upload 4+ job photos and 4 posts a month

EXPECTED OUTCOME

Google can now rank you for furnace and water heater searches. Top 3 in 15–20 of 49 spots.

DAYS 61–90

Grow

- [ ] Reply to every review within 48 hours
- [ ] Get listed on 2 local sites (Kelowna Chamber, a trade association)
- [ ] Add before/after photos and FAQs to the top 3 service pages
- [ ] Re-run this audit and compare the map grid

EXPECTED OUTCOME

Top 3 in 20+ of 49 spots for “plumber kelowna”. About 25–35 more calls a month.

TODAY

6 / 49

top-3 map spots

→

DAY 90 TARGET

20+ / 49

top-3 map spots

Targets are typical for similar Kelowna trades businesses, not a guarantee. Results depend on reviews and competition.

08 — NEXT STEPS

You can use this plan yourself, or have us do it.

Everything in this report is yours to keep. No strings. If you'd rather spend your time on jobs than on Google, here's how we'd help.

OPTION A

Do it yourself

Follow the 90-day plan on page 9. Start with the Google category change. It takes 15 minutes and has the biggest effect.

- Free
- About 3–5 hours a week
- Call us if you get stuck

OPTION B

Have us do it

$490 /month

- Work directly with Serge, not an account manager
- Kelowna-based. We can meet in person.
- Month-to-month. No long-term contract.
- Monthly map-grid report so you see the results

RECENT RESULT

Kelowna Carriage Homes: page 7 to page 1 on Google in about 7 weeks.

IF YOU CALL, HERE'S WHAT HAPPENS

1

A 15-minute call

We walk through this report together and answer questions.

2

A clear quote

What we'd do first, and what it costs. Nothing hidden.

3

You decide

No follow-up pressure. The plan is yours either way.

CALL OR TEXT

778-760-1959

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