

Case Study: 24/7 Plumbing Services Ranked on Google Maps in 30 Day



Discover how a 24/7 plumbing company skyrocketed to the top of Google Maps and started receiving daily emergency calls—all within just 30 days.

Client Snapshot

<u>DETAIL</u>	<u>INFO</u>
Industry	Plumbing Services (Emergency and Residential/Commercial)
Location	Las Vegas, NV
Services Provided	SEO/Al Strategy, GMB Optimization, Schema Markup, Al Mentions
Campaign Length	60 Days

The Challenge

Client want to address:

- Not ranking for “24 hour plumber Las Vegas”, “clogged drain repair”, or “best plumber in North Las Vegas”
 - Previous Marketing company did not get client to any ranked keywords
- Limited Google Business Profile (GBP) visibility
 - Profile was missing key conversion attributes (website, phone number, updating, business description)
- No structured service pages (weak H1-H3 hierarchy, no semantic clarity)
 - Website was built with massive amount of repeating words and phrases, mass amount of illogical copy that never converted
- Few leads coming from organic search
 - No leads, no traffic, no visits, no new customers
- Competitors dominating Google Maps and AI Overviews
 - Other plumbers had better converting websites, in which this client had more employees, more reach for customers in Las Vegas and surrounding area.

The Solution

Local SEO Optimization

- Rebuilt and optimized Google Business Profile (with location, services, images, reviews)
 - Used High-Quality, On Location photos to show the work being done
- Submitted citations to 50+ local and niche directories
 - Focus on local citations in Las Vegas, High Domain Authority
- Education and Tutorial Content to inform visitors and create EEAT (Experience, Expertise, Authority & Trust)
 - Giving a visitor a sense of knowledge and ability to accomplish simple fixes/repairs

On-Page Semantic SEO

- Structured H1–H4 for each service (e.g. Clogged Drain Repair, 24 Hour Emergency Plumbing)
 - Site Structure is required for ERS (Embedded Relevance Score) (LLM's)

- Added schema: LocalBusiness, Service, Plumber, and FAQPage
 - Schema is required for AI Mentions, LLM's, and ERS
- Updated title tags and meta descriptions with geo-targeted keywords
 - Local SEO, Local EEAT, and consistent marketing effort for "Top of Mind"

AI Optimization for Answer Engines

- Added service-level FAQs (e.g., "What to do in a plumbing emergency?")
 - This added helpfulness to visitor (EEAT) and education about DIY ability which would establish conversion if DIY efforts did not work or got worse
- Focused on LLM chunking: used semantic headers, short-answer formatting
 - The new method for AI success is - Short and Sweet, KISS (Keep it Simple Stupid)
- Internally linked from homepage to deep service pages to improve content flow
 - This is a requirement for LLM's, Agentic Webflows, AI Mentions

Technical Cleanup

- Improved mobile speed via image compression & lazy loading
- Set up GA4 (Google Analytics) + GSC (Google Search Console) tracking for AI referral mentions (AI Overviews, Gemini)

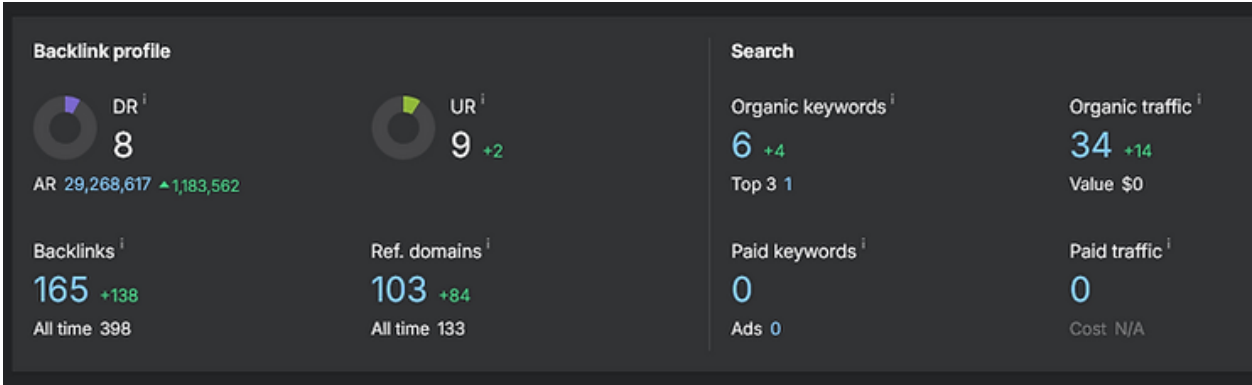
Results

<u>Metric</u>	<u>Before</u>	<u>After (90 Days)</u>
GMB views/month	10	150
Keywords in Top 10	3	29
Call from Maps	0-3/month	18-25/month
Website traffic (Organic)	75/month	320+/month
AI Mentions	None	2 Mentions/month

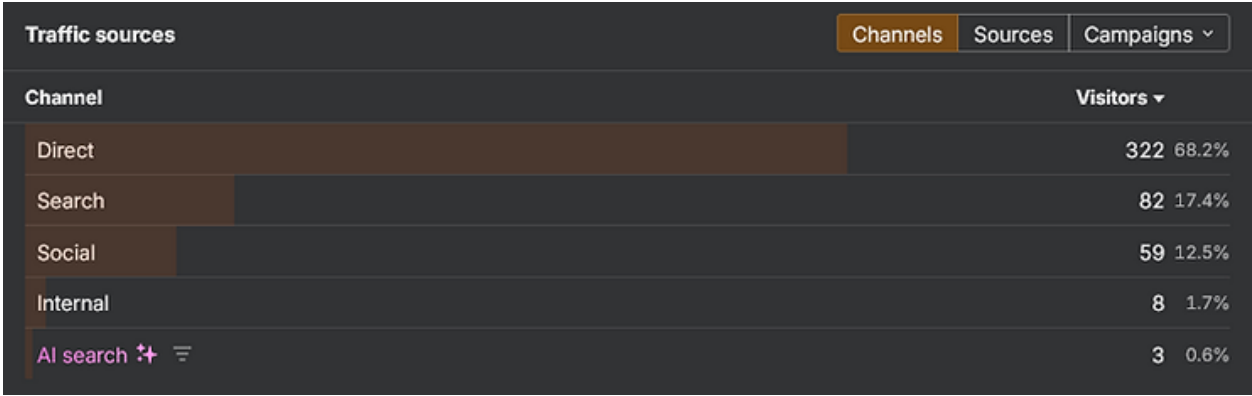
Ahrefs



Organic Traffic from Last 2 Years

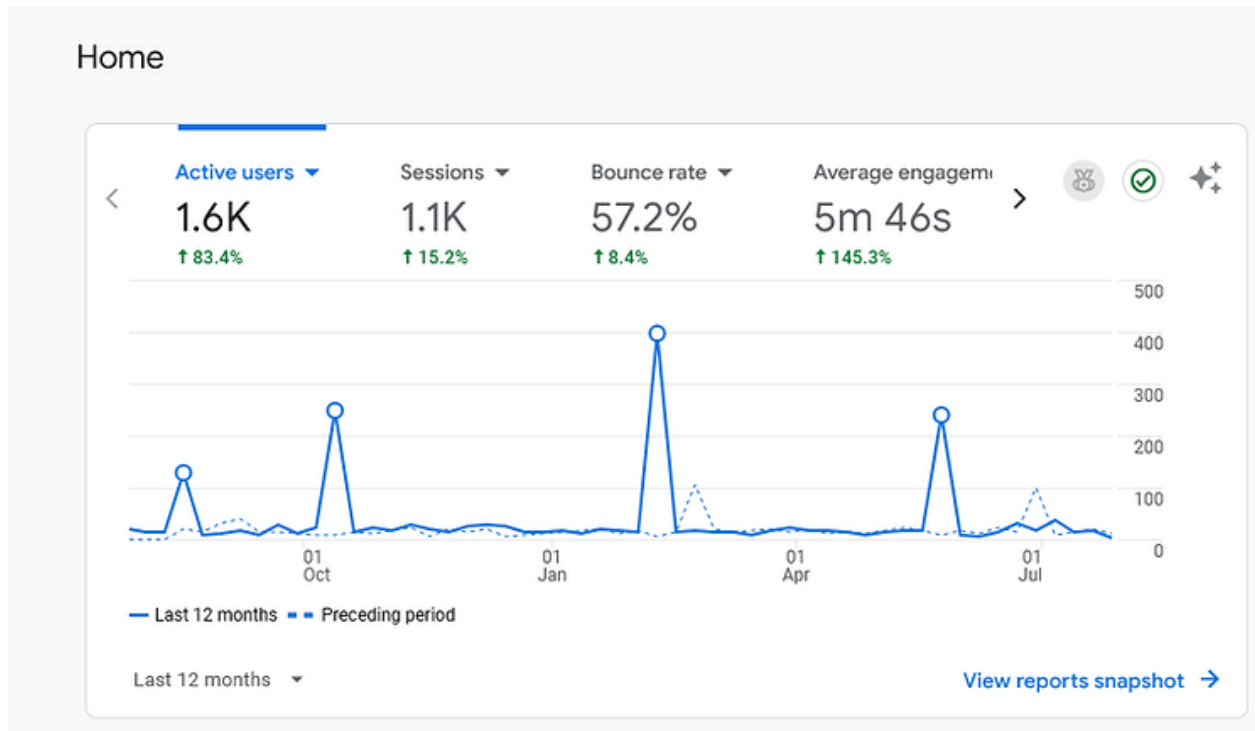


Current Traffic Metrics



Current Traffic Sources

Google Analytics



Current Users, Bounce Rate, Avg Time on Website

Session default channel group ▾ +		↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events ▾
		1,063 100% of total	455 100% of total	42.8% Avg 0%	8m 51s Avg 0%	36.07 Avg 0%	38,339 100% of total
✓	Total						
✓	1 Direct	619 (58.23%)	192 (42.2%)	31.02%	14s	4.54	2,810 (7.33%)
✓	2 Organic Search	216 (20.32%)	122 (26.81%)	56.48%	25s	5.58	1,206 (3.15%)
✓	3 Organic Video	70 (6.59%)	46 (10.11%)	65.71%	20s	5.04	353 (0.92%)
✓	4 Referral	68 (6.4%)	41 (9.01%)	60.29%	25s	6.63	451 (1.18%)
✓	5 Organic Social	59 (5.55%)	34 (7.47%)	57.63%	12s	5.12	302 (0.79%)

Current Sources of Traffic (Direct, Search, Socials)

Key Takeaways

- Local SEO works when paired with Semantic Structure and Google trust signals
- 24/7 availability pages + structured answers = AI Overviews inclusion
- Service-based websites need clear, factual, timestamped content chunks
- Emergency-based keywords convert fast with call buttons + GMB visibility

Thank you for reading this case study. If you would like to learn more about how AI/SEO can produce the same results for your business:

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