# LocalRankPulse

GOOGLE + AI VISIBILITY FOR LOCAL BUSINESSES

Track. Improve. Get more customers.

**SAMPLE REPORT**
Illustrative data only

**Weekly Report**
Sep 14 – Sep 20, 2026

# Apex Plumbing

Frisco, TX

Your weekly snapshot of Google, AI search visibility, customer activity and key opportunities.

**More visibility. More calls. More customers.**

We track your visibility across Google Maps, AI search, reviews and local searches – and show you exactly what do next.

## Google Business Profile Activity

How customers found and interacted with your profile this week

| 1,248 | 86 | 142 | 276 |
|---|---|---|---|
| Profile views | Calls | Website clicks | Direction requests |
| ↑ +12% | ↑ +19% | ↑ +8% | ↑ +15% |
| vs. previous week | vs. previous week | vs. previous week | vs. previous week |

## Profile Views Trend (Last 4 Weeks)




## Google Maps Visibility

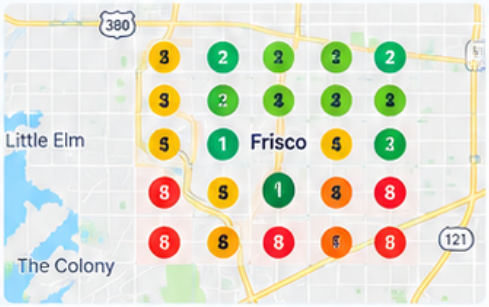
Your ranking for key local searches (Frisco, TX)

| Search Term | Current Position | Previous Position | Change |
|---|---|---|---|
| plumber frisco | 2 | 3 | ▲ +1 |
| water heater repair frisco | 4 | 6 | ▲ +2 |
| drain cleaning frisco | 3 | 3 | — |
| emergency plumber frisco | 5 | 8 | ▲ +3 |
| leak detection frisco | 6 | 5 | ▼ -1 |

## Geo-Grid Ranking Map

Visibility across Frisco (plumber near me)

Current Average Position **3.4**




**Position in Maps**

- 1 – 3 Strong
- 4 – 6 Moderate
- 7 – 10 Weak
- 11+ Not visible

## AI Search Visibility

Do you appear in AI search recommendations?

| AI Search Query | Your Business Mentioned? | Top Competitors (if not mentioned) |
|---|---|---|
| plumber near me in Frisco | ✓ Yes | — |
| best plumber in Frisco | ✗ No | Frisco Plumbing Co.<br>Rapid Rooter |
| emergency plumber Frisco | ✗ No | Rapid Rooter<br>Flow Masters |
| water heater repair Frisco | ✓ Yes | — |

## Reviews

Your latest Google reviews and rating

**4.8** ★★★★★ (128 reviews)

**3** New reviews this week

**2** Unanswered reviews

**100%** Response rate (past 30 days)

**Example Review & Suggested Reply**

J ★★★★ Sep 16, 2026

Great service! Fixed our leak quickly and were very professional.

**Suggested Reply (copy & use)**

"Thank you for the kind words! We're always here for your plumbing needs in Frisco. Let us know if we can help with anything in the future!"

## Missed Calls (Business Hours) NEW

Calls to your business number (via call tracking) Requires call tracking integration

| 18 | 4 | 3 | Sat, 9:12 PM |
|---|---|---|---|
| Total calls ( this week ) | Missed calls | Missed outside business hours | Most recent missed call |
| ▲ +20% | ▲ +2 vs. previous week | ▲ +3 | |

**You may be losing potential customers after hours. Consider an after-hours answering service or automated SMS callback.**

## Top 3 Recommended Actions

Based on this week's data to improve your visibility and get more calls.

1. **Get mentioned in AI search results**
   Add service-specific pages (e.g., Water Heater Repair, Emergency Plumbing) and get listed on trusted directories that AI search engines often cite.
   → See Example Content
2. **Respond to 2 unanswered reviews**
   Replying can improve trust, your Google rating, and help you rank higher in local searches.
   → See Reply Templates
3. **Improve visibility in South Frisco**
   You're ranking lower (positions 6–8) in parts of South Frisco. Consider adding location-specific content and building more local citations.
   → See Action Guide


**LocalRankPulse**
Weekly insights. Real growth.

Track your Google and AI visibility, customer activity, reviews and local rankings — and get clear next steps to grow your business.

**$39/month**
Visibility Report
Weekly report (no actions)
View Sample Report

**$79/month**
Growth (Report + Actions)
Recommendations & tools
Get Started

**Managed Growth**
We do the work for you
Custom plan
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