

To be presented to  
Roto-Rooter Plumbing & Water Cleanup  
15th Street, Doral, Florida, United States

Produced by  
Carl Brook at PlanetHippo  
carl@planethippo.com

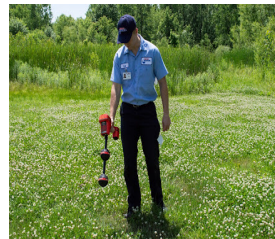
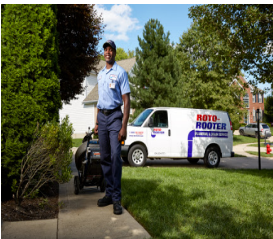
## Business Details

### Report created for Roto-Rooter Plumbing & Water Cleanup

Marketing is the force behind every business which allows them to propel and dominate in their local market. With our extensive marketing background, accompanied with our proprietary technology, we're able to pinpoint exactly where Roto-Rooter Plumbing & Water Cleanup needs the most help.

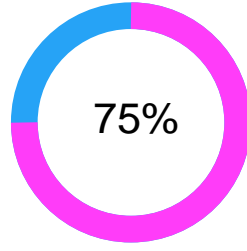
Name	Roto-Rooter Plumbing & Water Cleanup
Address	15th Street
City, State	Doral, Florida
Zip Code	---
Country	United States
Phone Number	+1 (305) 521-0281
Website	<a href="https://www.rotorooter.com">https://www.rotorooter.com</a>
Business Category	Manufacturing

## Business Photos



# Overall Score

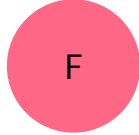
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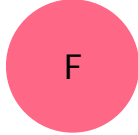
Listings



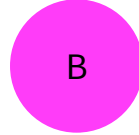
Reviews



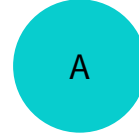
Social



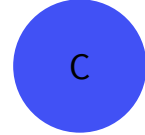
Website



SEO



Google Ads

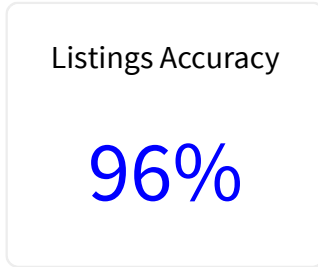




83% of searches for local businesses on a mobile device result in a call or visit to the business within 24 hours. For the best visibility, it's important to make sure your listings are accurate across the web with the correct business name, address and phone number. We've scanned Roto-Rooter Plumbing & Water Cleanup to show you exactly how you're listed in these directories.

Listings Analyzed

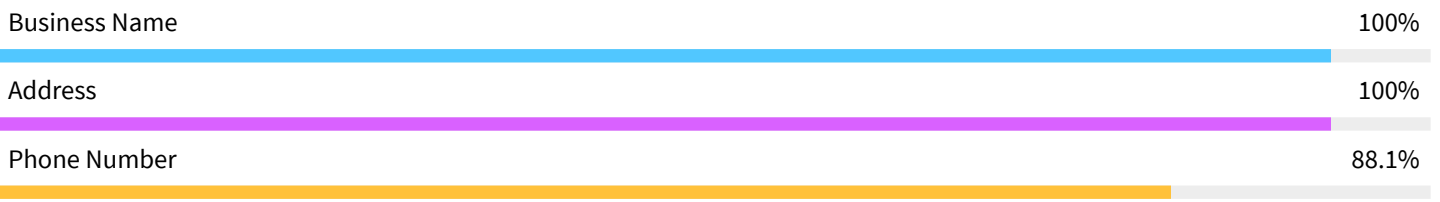
Your Business's Directory Listings Overview



### Listings Found Overview



### Listing Accuracy Overview



Yelp



Roto-Rooter Plumbing & Water Cleanup

7847 NW 15th St Doral FL 33126

+13057140028

Where To?



Roto-Rooter Plumbing & Water Cleanup

7847 NW 15th St Doral FL 33126

+1 305-521-0281

Google Places



Roto-Rooter Plumbing & Water Cleanup

7847 NW 15th St Doral FL 33126

(305) 521-0281



Would you like to be found in all these directory listings with accurate business information and start generating more customers for Roto-Rooter Plumbing & Water Cleanup? We can help!



# Reviews





What are customers saying about your business?

88% of consumers trust online reviews as much as personal recommendations. It's important to know what people are saying about Roto-Rooter Plumbing & Water Cleanup. Good reviews can help skyrocket your business, whereas bad reviews can severely damage it. We scanned the 3 major review platforms, Google, Facebook and Yelp to see what people are saying about Roto-Rooter Plumbing & Water Cleanup online.



## Total Online Reviews Found

<b>Reviews Found</b>  Google: 478   Yelp: 66		<b>Review Score</b> 		<b>Sources For Reviews</b> 	
<b>Total Reviews</b>	<b>Industry Avg.</b>	<b>Your Rating</b>	<b>Industry Avg.</b>	<b>Your Rating</b>	<b>Industry Avg.</b>
544	0	4.2	4.13	2	0



## Your Business's Online Review Overview

- 
**Roberto Madruga**  
 a week ago ★★★★★   
 Michael was excellent very professional and fixed the problem with expertise. I highly recommend this company and Michael. [See more](#)
- 
**Anabel S.**  
 4/6/2021 ★☆☆☆☆   
 I chose this company despite it being very expensive because they will come out the same day and guarantee for 6 months that if the issue persists, they will come again. Well I had the issue again and I called them to come out and they said they were "backed up" and couldn't get anyone until the next day. Mind you, my house is flooded with water. Terrible service from the company. [See more](#)



## Google Reviews Found

<b>Total Reviews Found</b> 	<b>Reviews Score</b> 
478	4.9

## Your Business's Google Reviews Overview

- 
**MARGARITA RAMIREZ**  
 a week ago ★★★★★ 

## Yelp Reviews Found

<b>Total Reviews Found</b> 	<b>Reviews Score</b> 
66	3.5

## Your Business's Yelp Reviews Overview



Hans P.  
3/4/2021



Professional, courteous, and quick. All necessary masks, gloves, etc worn. Would recommend



Would you like to start generating more potential customers to these review platforms for Roto-Rooter Plumbing & Water Cleanup? We can help!



# Social

Are you engaging with your customers?

In this day and age, we're all slowly becoming social media addicts. An average of 2 hours and 22 minutes per day, per person are spent browsing through social media.

We dissected your Facebook business profile to see how up to date and relevant Roto-Rooter Plumbing & Water Cleanup social media pages are, compared to your competitors.

## Facebook

## Your Business's Information on Facebook

Likes		Avg. Posts Per Month		Avg. Likes Per Post		Avg. Shares Per Post	
111		444		777		11	
Industry Avg.	Industry Leaders	Industry Avg.	Industry Leaders	Industry Avg.	Industry Leaders	Industry Avg.	Industry Leaders
222	333	555	666	888	999	22	33



Would you like to create more engaging content on social media to build awareness and attract more customers for Roto-Rooter Plumbing & Water Cleanup? We can help!






## B Website Does your website turn clicks into customers?

79% of consumers research a business online before visiting in person or making a purchase. Having a website that's mobile responsive, optimized for speed and beautifully crafted for conversions is the stepping stone for every business. Using Google's Page Speed Test, we ran an audit on <https://www.rotorooter.com> to find any issues that can affect the performance of your marketing efforts.

### C Mobile

#### Page Speed Summary

	Should Fix	6
	Consider Fixing	6
	Passed	25



#### Should Fix

**Largest Contentful Paint** 5.5 s  
Largest Contentful Paint marks the time at which the largest text or image is painted. [Learn more](#)

**Eliminate render-blocking resources** Potential savings of 1,300 ms  
Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn more](#)

**Max Potential First Input Delay** 640 ms  
The maximum potential First Input Delay that your users could experience is the duration of the longest task. [Learn more](#)

**First Contentful Paint (3G)** 4770 ms  
First Contentful Paint 3G marks the time at which the first text or image is painted while on a 3G network. [Learn more](#)

**Ensure text remains visible during webfont load**  
Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. [Learn more](#)

**First Meaningful Paint** 4.5 s  
First Meaningful Paint measures when the primary content of a page is visible. [Learn more](#)

#### Consider Fixing

**Reduce unused JavaScript** Potential savings of 127 KiB  
Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity. [Learn more](#)

**Reduce JavaScript execution time** 1.7 s  
Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. [Learn more](#)

**Time to Interactive** 5.3 s  
Time to interactive is the amount of time it takes for the page to become fully interactive. [Learn more](#)

Total Blocking Time 600 ms  
Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. [Learn more](#)

Minimize main-thread work 3.0 s  
Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn more](#)

First Contentful Paint 2.4 s  
First Contentful Paint marks the time at which the first text or image is painted. [Learn more](#)

Passed

Image elements have explicit `width` and `height`  
Set an explicit width and height on image elements to reduce layout shifts and improve CLS. [Learn more](#)

Minify CSS  
Minifying CSS files can reduce network payload sizes. [Learn more](#)

Preload key requests  
Consider using ``<link rel=preload>`` to prioritize fetching resources that are currently requested later in page load. [Learn more](#)

Avoids enormous network payloads Total size was 471 KiB  
Large network payloads cost users real money and are highly correlated with long load times. [Learn more](#)

Cumulative Layout Shift 0.028  
Cumulative Layout Shift measures the movement of visible elements within the viewport. [Learn more](#)

Efficiently encode images  
Optimized images load faster and consume less cellular data. [Learn more](#)

Reduce unused CSS  
Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity. [Learn more](#)

Preload Largest Contentful Paint image  
Preload the image used by the LCP element in order to improve your LCP time. [Learn more](#)

Enable text compression  
Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. [Learn more](#)

Avoid multiple page redirects  
Redirects introduce additional delays before the page can be loaded. [Learn more](#)

Defer offscreen images  
Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn more](#)

Minify JavaScript Potential savings of 2 KiB  
Minifying JavaScript files can reduce payload sizes and script parse time. [Learn more](#)

Preconnect to required origins  
Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins. [Learn more](#)

Avoids an excessive DOM size 663 elements  
A large DOM will increase memory usage, cause longer [style calculations](https://developers.google.com/web/fundamentals/performance/rendering/reduce-the-scope-and-complexity-of-style-calculations), and produce costly [layout reflows](https://developers.google.com/speed/articles/reflow). [Learn more](#)

Uses efficient cache policy on static assets 0 resources found  
A long cache lifetime can speed up repeat visits to your page. [Learn more](#)

Use video formats for animated content

Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. [Learn more](#)

Minimize third-party usage

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. [Learn more](#)

Third-party code blocked the main thread for 0 ms

Initial server response time was short

Keep the server response time for the main document short because all other requests depend on it. [Learn more](#)

Root document took 380 ms

Serve images in next-gen formats

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more](#)

Avoid serving legacy JavaScript to modern browsers

Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers. [Learn more](#)

Potential savings of 0 KiB

Uses passive listeners to improve scrolling performance

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance. [Learn more](#)

Properly size images

Serve images that are appropriately-sized to save cellular data and improve load time. [Learn more](#)

Avoids `document.write()`

For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds. [Learn more](#)

Remove duplicate modules in JavaScript bundles

[Learn more](#)

Speed Index




Speed Index shows how quickly the contents of a page are visibly populated. [Learn more](#)

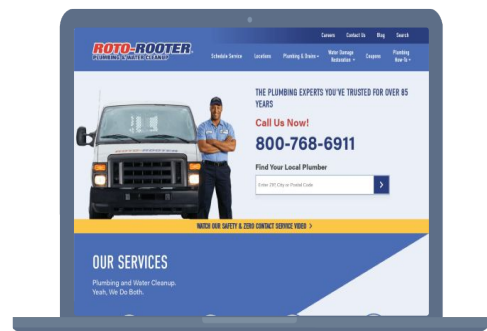
3.0 s


B

Desktop

### Page Speed Summary


	Should Fix	1
	Consider Fixing	3
	Passed	32



 Should Fix

Ensure text remains visible during webfont load

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. [Learn more](#)

 Consider Fixing

**Max Potential First Input Delay** 160 ms  
The maximum potential First Input Delay that your users could experience is the duration of the longest task. [Learn more](#)

**Largest Contentful Paint** 1.4 s  
Largest Contentful Paint marks the time at which the largest text or image is painted. [Learn more](#)

**Eliminate render-blocking resources** Potential savings of 150 ms  
Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn more](#)

Passed

**Avoid serving legacy JavaScript to modern browsers** Potential savings of 0 KiB  
Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers. [Learn more](#)

**Defer offscreen images**  
Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn more](#)

**First Meaningful Paint** 0.7 s  
First Meaningful Paint measures when the primary content of a page is visible. [Learn more](#)

**Preconnect to required origins**  
Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins. [Learn more](#)

**Reduce unused JavaScript** Potential savings of 127 KiB  
Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity. [Learn more](#)

**Uses efficient cache policy on static assets** 0 resources found  
A long cache lifetime can speed up repeat visits to your page. [Learn more](#)

**Avoids `document.write()`**  
For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds. [Learn more](#)

**Cumulative Layout Shift** 0.014  
Cumulative Layout Shift measures the movement of visible elements within the viewport. [Learn more](#)

**Properly size images** Potential savings of 9 KiB  
Serve images that are appropriately-sized to save cellular data and improve load time. [Learn more](#)

**Speed Index** 1.0 s  
Speed Index shows how quickly the contents of a page are visibly populated. [Learn more](#)

**Uses passive listeners to improve scrolling performance**  
Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance. [Learn more](#)

**Avoids enormous network payloads** Total size was 546 KiB  
Large network payloads cost users real money and are highly correlated with long load times. [Learn more](#)

**JavaScript execution time** 0.4 s  
Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. [Learn more](#)

**Reduce unused CSS**  
Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity. [Learn more](#)

**Preload key requests**  
Consider using `` to prioritize fetching resources that are currently requested later in page load. [Learn more](#)

Minimizes main-thread work 0.6 s  
Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn more](#)

Initial server response time was short Root document took 460 ms  
Keep the server response time for the main document short because all other requests depend on it. [Learn more](#)

Minify JavaScript Potential savings of 2 KiB  
Minifying JavaScript files can reduce payload sizes and script parse time. [Learn more](#)

Minimize third-party usage Third-party code blocked the main thread for 0 ms  
Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. [Learn more](#)

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Use video formats for animated content  
Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. [Learn more](#)

Total Blocking Time 70 ms  
Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. [Learn more](#)

Minify CSS  
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Image elements have explicit `width` and `height`  
Set an explicit width and height on image elements to reduce layout shifts and improve CLS. [Learn more](#)

Avoid multiple page redirects  
Redirects introduce additional delays before the page can be loaded. [Learn more](#)

Remove duplicate modules in JavaScript bundles  
[Learn more](#)

Efficiently encode images  
Optimized images load faster and consume less cellular data. [Learn more](#)

Serve images in next-gen formats  
Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more](#)

Time to Interactive 1.1 s  
Time to interactive is the amount of time it takes for the page to become fully interactive. [Learn more](#)

First Contentful Paint 0.7 s  
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Preload Largest Contentful Paint image  
Preload the image used by the LCP element in order to improve your LCP time. [Learn more](#)

Enable text compression  
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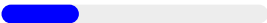
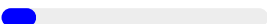
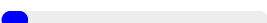
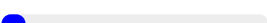
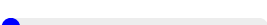





Would you like to create a brand new website that converts your clicks into customers? We can help!



# SEO Are potential customers finding you when searching?

91% of online experiences begin with a Google search, which is why it's critical that your website is listed at the top of search results. It's no secret that search engine optimization is one of the leading marketing tactics to get a continuous flow of new customers. We scanned <https://www.rotorooter.com> to find it's positioning within Google's search results for industry specific keywords, then stacked it up against your competitors to see how you're competing.

## Organic Competitor Analysis Here's your SEO compared to competitors

Domain	Overlap	Keywords	Clicks	Value
<a href="https://www.rotorooter.com">rotorooter.com</a>	 0%	80.6K	509.9K	5.1M
<a href="https://www.mrrooter.com">mrrooter.com</a>	 29%	101.5K	329.0K	1.9M
<a href="https://www.benjaminfranklinplumbing.com">benjaminfranklinplumbing.com</a>	 13%	45.6K	114.0K	1.0M
<a href="https://www.lentheplumber.com">lentheplumber.com</a>	 10%	16.8K	76.7K	801.6K
<a href="https://www.rooterman.com">rooterman.com</a>	 9%	15.8K	9.4K	52.9K
<a href="https://www.bestplumbers.com">bestplumbers.com</a>	 7%	13.1K	1.7K	15.3K
<a href="https://www.ars.com">ars.com</a>	 7%	25.1K	149.5K	1.4M
<a href="https://www.superterry.com">superterry.com</a>	 7%	28.9K	39.3K	150.1K
<a href="https://www.theoriginalplumber.com">theoriginalplumber.com</a>	 7%	5.9K	16.7K	85.6K
<a href="https://www.mrplumberatlanta.com">mrplumberatlanta.com</a>	 6%	16.6K	42.2K	371.0K
<a href="https://www.mikediamondservices.com">mikediamondservices.com</a>	 6%	21.8K	59.0K	317.0K

## Organic Keyword Ranking

Here's how your business ranks in searches

Keyword	Keyword Difficulty	Position	Search Volume	Results
staples near me		38	823.0K	97
plumber near me		11	673.0K	524.0M
plumber near me		12	673.0K	524.0M
plumber		89	368.0K	711.0M
plumbers near me		13	368.0K	706.0M
water heater		58	165.0K	340.0M
garbage disposal		29	165.0K	581.0M
roto roter		1	165.0K	2.1M
septic tank		69	110.0K	57.7M
sump pumps		71	110.0K	29.7M

## Backlinks

Here's the links pointing to your website

Total Backlinks  
1.2M



Referring Domains  
5.3K



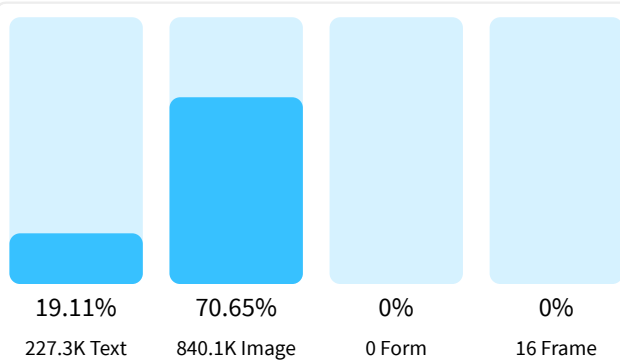
Referring IPs  
5.6K



Authority Score  
56



### Backlinks Types



### Follow Vs Non-Follow



Would you like to get <https://www.rotorooter.com> ranked at the top of search engine results and get more customers? We can help!



On average, 41% of searches click on the top 3 paid ads on the search results page. Start expanding the reach of people who are looking for your products and services.

We ran a comprehensive PPC analysis to see how your direct competitors are spending their advertising budgets with Google Ads.

Google Ads Overview

How your Google Ads are performing



Google Ads Competitor Analysis

Here's your Google Ads compared to your competitors

Domain	Competition level	Common Keywords	Paid Key-words	Paid Traffic Price	Paid Traffic	SE Keywords
<a href="#">rescuerooter-seattle.com</a>	15%	660	2.0K	\$2.1M	149.5K	0
<a href="#">benjaminfranklinplumbing.com</a>	11%	502	2.0K	\$1.2M	122.5K	45.6K
<a href="#">mrrooter.com</a>	9%	399	1.6K	\$486.5K	52.4K	101.5K
<a href="#">gillece.com</a>	9%	777	9.9K	\$4.1M	307.3K	3.3K
<a href="#">mrrooter-usa.com</a>	9%	375	1.3K	\$123.9K	13.5K	0
<a href="#">morrisjenkins.com</a>	9%	490	4.5K	\$2.5M	216.2K	4.5K
<a href="#">rooterplus.com</a>	7%	392	4.4K	\$2.6M	231.2K	603
<a href="#">callcatons.com</a>	7%	326	2.5K	\$2.0M	177.1K	499
<a href="#">rootertown.com</a>	6%	239	1.3K	\$1.1M	86.4K	230
<a href="#">rescuerooter-los-angeles.com</a>	6%	219	852	\$1.2M	89.4K	0



Would you like to start running PPC campaigns for your company to get customers faster? We can help!