



Mr. Rooter Plumbing of Austin

https://www.mrrooter.com/austin/
Sniff: HTTPS · no schema · viewport OK

TOP PRIORITIZED FIXES

1. Add LocalBusiness JSON-LD (+12 pts)

Homepage has no application/ld+json. Paste the SchemaPaste pack into <head> or before </body>.

2. Add a primary business phone (+10 pts)

Include a click-to-call number consistent with Google Business Profile.

3. Add a street address (+8 pts)

Provide a full street address for LocalBusiness PostalAddress markup.

4. Tune the page title length (+8 pts)

Aim for a unique title between ~15 and 60 characters including the business name.

5. Add a click-to-call link (+8 pts)

Expose a tel: link on the homepage so mobile visitors can call in one tap.

6. Add opening hours (+6 pts)

Publish consistent hours (form + site/GBP). Helps LocalBusiness openingHours.

7. Add a single clear H1 (+4 pts)

Homepage should have one H1 that names the business or primary service + city.

8. Fix broken same-origin homepage links (+3 pts)

Sniff found broken same-origin links on the homepage (capped sample).

GEO / AEO READINESS (CHECKABLE SIGNALS)

Structured-data readiness: 33/100 — from Pass / Partial / Missing on checkable markup only. Not an AI rank, ChatGPT score, or citation metric.

MISSING · LOCALBUSINESS (OR SUBTYPE) JSON-LD

No application/ld+json LocalBusiness markup detected on the homepage.

Why it matters for AI answers: Answer engines and AI assistants need a clear business entity. LocalBusiness schema helps machines map who you are, where you operate, and how to contact you — not a ranking guarantee.

PARTIAL · NAME / TELEPHONE / ADDRESS ENTITY COMPLETENESS

Partial NAP in the form — missing: telephone, address. Complete fields before pasting schema.

Why it matters for AI answers: GEO and AEO lean on entity clarity. Consistent name, phone, and address help assistants cite the right local business when someone asks for a nearby service.

PARTIAL · FAQ AND/OR SERVICE SCHEMA

Services provided in the form — paste-ready pack can include FAQ + Service; live site FAQ/Service schema not confirmed.

Why it matters for AI answers: Service and FAQ markup describe what you offer in machine-readable form — useful when answer engines summarize local services. Presence is checkable; citations are not inventable.

SCHEMA INSTALL (JSON-LD)

- Copy the JSON-LD from SchemaPaste (or download the .json).
- Paste into the homepage <head> or before </body> inside a <script type="application/ld+json"> block.
- Deploy and test with Google Rich Results Test / Schema Markup Validator.
- Keep NAP identical across GBP, site footer, and schema — do not invent credentials.

```
<script type="application/ld+json">
{ /* paste SchemaPaste output */ }
</script>
```

GOOGLE BUSINESS PROFILE CHECKLIST

Instructional optimization only — not legal, medical, or compliance advice.

- Confirm business name, address, and phone match the website (NAP consistency).
- Set the most accurate primary category; add relevant secondary categories sparingly.
- Upload high-quality photos: exterior, interior, team, and work samples.
- Complete hours, including special/holiday hours when known.
- Add services / products that match the site and schema pack.
- Enable messaging if you can respond promptly; keep Q&A answered.
- Post occasional updates (offers, projects, tips) — instructional cadence only.
- Review attribution and reply to reviews when appropriate (marketing practice, not legal advice).