

Pellowe & Vance Plumbing

Website and business assessment

<http://www.pellowevance-plumbing.example/>

~\$7,788

a month at risk

67 out of 100
Needs work

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~\$7,788 a month at risk

Needs work

Overall

68

checks run

3 Oct 2026

Checked on

67

out of 100

Summary

Pellowe & Vance Plumbing's website scores 67/100 (needs work) across the checks we could verify.

12 issues need fixing this week. Start with: Scripts from other companies.

Together the issues we found put roughly \$7,788 a month at risk in lost enquiries. Treat that as a ranking aid, not a forecast.

The biggest wins: Scripts from other companies; Security headers and exposed files; Searches competitors win.

Scores by area

Speed		86 good
Findability		58 needs work
Trust		71 needs work
Reputation		56 needs work
Security		54 poor
Legal		79 good

Your action plan

This week

1. Scripts from other companies ~\$1,000/mo
2. Security headers and exposed files ~\$520/mo
3. Searches competitors win ~\$400/mo
4. Page speed (mobile and desktop) ~\$330/mo
5. Googling your name ~\$300/mo
6. HTTPS certificate ~\$300/mo
7. Know what's working ~\$300/mo
8. Email authentication (SPF, DKIM, DMARC) ~\$220/mo
9. Card surcharges and fees ~\$205/mo
10. HTTPS, redirects and mixed content ~\$205/mo
11. AI assistants can read your site ~\$200/mo
12. Pages for each service and area you cover ~\$200/mo

This month

1. Recommended by AI ~\$170/mo
2. Real visitors' speed ~\$158/mo
3. Google Business Profile completeness ~\$158/mo
4. From your homepage to an enquiry on a phone ~\$150/mo
5. Who links to you ~\$140/mo
6. Fresh reviews and replies ~\$135/mo
7. Google reviews ~\$135/mo
8. The five-second test ~\$135/mo
9. Google Business Profile matches your site ~\$128/mo
10. Domain expiry and transfer lock ~\$128/mo
11. Pages lost in a redesign ~\$125/mo
12. What AI says about you ~\$120/mo
13. Page titles, descriptions and headings ~\$120/mo
14. Services competitors promote ~\$115/mo
15. Trust signals ~\$115/mo
16. Directory listings ~\$100/mo
17. Up-to-date content ~\$100/mo
18. Found on Bing ~\$95/mo

This quarter

1. Contact details customers can find ~\$38/mo
2. Spelling and plain English ~\$30/mo
3. How you look in Google ~\$25/mo
4. Enquiry form friction ~\$25/mo
5. Privacy policy basics ~\$20/mo
6. Trade licence shown and current ~\$20/mo
7. What Reddit and Whirlpool say about you ~\$20/mo
8. Social profiles linked and alive ~\$20/mo
9. Readable by AI assistants ~\$20/mo
10. Copy-paste pages ~\$20/mo
11. Indexing (robots.txt, sitemap, noindex, canonical) ~\$20/mo

	19. Answers customers' questions ~\$90/mo 20. Google index and AI Overviews ~\$90/mo 21. How your link looks when shared ~\$90/mo 22. Ways to book and pay ~\$90/mo 23. Privacy policy vs the trackers on your site ~\$85/mo 24. Who advertises against you ~\$85/mo 25. Reviews beyond Google ~\$85/mo 26. Broken links ~\$85/mo 27. Images: size and descriptions ~\$85/mo 28. Forgotten sites on your domain ~\$80/mo 29. Fake versions of your domain ~\$80/mo 30. Structured data (business details for Google) ~\$80/mo	
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You and your competitors

BUSINESS	GOOGLE RATING	GOOGLE PHOTOS	GOOGLE CATEGORIES	IN GOOGLE'S TOP 10	NAMED BY AI	PRICES ON SITE	ONLINE BOOKING	AUTHORITY (0-10)	V L I
Pellowe & Vance Plumbing (you)	4.3 (27)	7	1	1 of 6	2 of 10	Yes	No	2.4	1
Dellacroce Drains	4.8 (212)	84	3	6 of 6	8 of 10	Yes	Yes	4.1	8

BUSINESS	GOOGLE RATING	GOOGLE PHOTOS	GOOGLE CATEGORIES	IN GOOGLE'S TOP 10	NAMED BY AI	PRICES ON SITE	ONLINE BOOKING	AUTHORITY (0-10)	V L I
Hatherley Hot Water	4.6 (64)	31	2	6 of 6	2 of 10	No	No	3.2	4
Oakridge & Finch Plumbing	4.5 (98)	45	2	6 of 6	0 of 10	Yes	Yes	2.1	9

From the checks below; "n/a" where we couldn't measure it for that business.

Page speed (mobile and desktop) **HIGH**

77/100, ~\$330/mo at risk

Your site is slow on phones, which loses visitors before they see you.

- Main content takes 6.9 s to show on a phone.
- Mobile speed score is 77/100.
- Mobile: performance 77/100 (largest content shows at 6.9 s, layout shift 0.00, blocked 0 ms).
- Desktop: performance 97/100 (largest content shows at 1.2 s, layout shift 0.00, blocked 0 ms).

Fix: Biggest wins: Use efficient cache lifetimes (~6.0 s); Largest Contentful Paint element (~4.4 s)

Real visitors' speed **MEDIUM**

55/100, ~\$158/mo at risk

Real customers on phones wait too long for your site, and Google uses exactly this data in rankings.

- For 3 in 4 real phone visits, main content appears within 3.4 s (needs improvement).
- For 3 in 4 real phone visits, the page responds to a tap within 240 ms (needs improvement).
- Getting slower: main content took 2.6 s in 2026-01 and 3.4 s now.
- For 3 in 4 real phone visits, the layout shift score is 0.03 or lower (good).
- Dellacroce Drains: main content in 2.1 s (faster than you).
- Hatherley Hot Water: main content in 2.9 s (faster than you).
- Oakridge & Finch Plumbing: main content in 4.3 s (slower than you).

Fix: Start with the fixes in the speed check above: compress the biggest images, remove unused scripts and apps, and consider faster hosting or a CDN. Real-user numbers improve over the following 28 days.

Accessibility basics **GOOD**

100/100

Your site scores 100/100 for accessibility.

- Lighthouse accessibility score 100/100 (mobile).

Works on every phone **GOOD**

100/100

Your pages fit a phone screen, with readable text and easy-to-tap buttons.

- Checked 4 pages on a 390px-wide phone screen.

Server response time **GOOD**

100/100

Your server answers quickly (38 ms).

- 3 requests from our server: 98, 8, 38 ms.

AI assistants can read your site **HIGH**

30/100, ~\$200/mo at risk

Your site tells some AI assistants to stay away, so they can't recommend you when people ask.

- robots.txt blocks Perplexity, so these assistants can't read or recommend your site.
- robots.txt blocks OpenAI model training. That's a reasonable choice and doesn't stop AI search.

Fix: In robots.txt, remove the Disallow rules for OAI-SearchBot, ChatGPT-User, PerplexityBot and Claude-SearchBot (you can keep blocking the training bots). Also check your host or Cloudflare isn't blocking AI bots.

Searches competitors win **HIGH**

30/100, ~\$400/mo at risk

For many searches your customers make, a competitor shows up and you don't.

- You appear in the top 10 for only 1 of 6 searches customers use to find an emergency plumber.
- "emergency plumber Brunswick": not in the top 10 (Dellacroce Drains, Hatherley Hot Water show instead).
- "best emergency plumber Brunswick": not in the top 10 (Dellacroce Drains, Hatherley Hot Water show instead).
- "hot water systems Brunswick": not in the top 10 (Dellacroce Drains, Hatherley Hot Water show instead).
- "burst pipes Brunswick": not in the top 10 (Dellacroce Drains, Hatherley Hot Water show instead).
- "gas fitting Brunswick": not in the top 10 (Dellacroce Drains, Hatherley Hot Water show instead).
- "blocked drains Brunswick": #6.
- Who shows up most: Dellacroce Drains (6), Hatherley Hot Water (6), Oakridge & Finch Plumbing (6).

Fix: Give each main service its own page naming the suburbs you cover, with prices, photos of real jobs and reviews, so Google has a page to show for each search.

Pages for each service and area you cover **HIGH**

30/100, ~\$200/mo at risk

You're missing pages for the services and suburbs customers search for, so those searches go to competitors.

- You serve 6 areas but have no page for any of them, so searches like "blocked drains Brunswick" find your competitors.
- Services: blocked drains, hot water systems, burst pipes, gas fitting.
- Areas you serve: Brunswick, Coburg, Northcote, Fitzroy, Carlton, Thornbury.
- 0 pages target a service in a suburb; 0 pages target an area only.
- Write first: blocked drains Brunswick; hot water systems Coburg; emergency plumber Northcote; burst pipes Fitzroy; gas fitting Brunswick.

Fix: Write one genuine page per main service in each key suburb (starting with the list above): local jobs you've done there, photos, prices, reviews from that area and how fast you get there. Don't clone one page with the suburb swapped.

HTTPS, redirects and mixed content **HIGH**

30/100, ~\$205/mo at risk

HTTPS or redirects need attention: browsers may warn visitors, and chains slow pages down.

- Your site loads over plain http, so browsers mark it "Not secure".
- Redirect chain: /specials (301) → /specials-2024 (302) → /pricing (linked from /).

Fix: Serve every page over https, redirect http:// straight to the final https address in one hop, and load images/scripts over https.

Answers customers' questions **MEDIUM**

55/100, ~\$90/mo at risk

Customers ask Google questions your site doesn't answer, so Google and AI assistants quote someone else.

- Your site answers 1 of the 4 questions Google shows your customers.
- "How much does a plumber charge per hour in Melbourne?": Oakridge & Finch Plumbing answers it; your site only partly does (add it to: Prices).
- "Who is responsible for a blocked sewer drain?": Dellacroce Drains answers it; your site doesn't (add it to: Blocked drains FAQ).
- 4 questions from Google's 'People also ask' for your customers' searches.
- Also unanswered: "How long does a hot water system last?" (Hot water systems).
- Answered: Is a burst pipe an emergency?.

Fix: Add a plain FAQ section (or short pages) answering these questions with real numbers and your suburb, starting with the ones competitors already answer.

Who links to you **MEDIUM**

55/100, ~\$140/mo at risk

Fewer or weaker websites link to you than you need, and links are a big part of how Google decides who ranks first.

- Dellacroce Drains has an authority score of 4.1 out of 10; yours is 2.4.
- Dellacroce Drains is linked from 86 websites, you from 14.
- Hatherley Hot Water is linked from 41 websites, you from 14.
- 6 links from other websites point at 3 pages on your site that no longer work, so their value is lost. "Pages lost in a redesign" lists the pages to redirect.
- Your authority score is 2.4 out of 10 (Open PageRank).
- Hatherley Hot Water has an authority score of 3.2 out of 10; yours is 2.4.
- Oakridge & Finch Plumbing has an authority score of 2.1 out of 10; yours is 2.4.
- 14 websites link to you (31 links in total).
- Oakridge & Finch Plumbing is linked from 9 websites, you from 14.
- Your strongest links come from: yellowpages.com.au, truelocal.com.au, hipages.com.au, northside-chamber.example, harbour-juniors-fc.example.
- 3 of the 6 strongest websites linking to you are Australian (.au).

Fix: Ask for links from places that already know you: suppliers, your trade or industry association, the local chamber of commerce, clubs you sponsor and the directories your competitors are listed in. Redirect old broken pages so the links you already earned count again.

Found on Bing **MEDIUM**

55/100, ~\$95/mo at risk

You're hard to find on Bing, which ChatGPT search and Copilot likely draw on.

- Bing lists about 2 of your pages; we found 9 on your site.
- Searching Bing for "Pellowe & Vance Plumbing Brunswick VIC" shows your site at #4; it should be first.
- Bing "emergency plumber Brunswick VIC": you are #4; ahead of you: Dellacroce Drains #1, Hatherley Hot Water #3.
- Bing "best emergency plumber Brunswick VIC": you are #4; ahead of you: Dellacroce Drains #1, Hatherley Hot Water #3.

Fix: Add your site to Bing Webmaster Tools (free; it can import from Google Search Console), submit your sitemap there, and make sure robots.txt doesn't block bingbot.

Broken links **MEDIUM**

55/100, ~\$85/mo at risk

Some links on your site lead nowhere, which costs trust and search ranking.

- /old-services gives HTTP 404 (linked from /).
- Outbound link <http://old-supplier.example/> gives no response (on /).
- Checked 9 pages and 1 outbound link.

Fix: Update or remove each broken link, or redirect the old address to the right page.

Services competitors promote **MEDIUM**

55/100, ~\$115/mo at risk

Competitors promote services and offers your site never mentions, so customers searching for them find the competition.

- "24/7 emergency": Dellacroce Drains, Hatherley Hot Water promote it; your site never mentions it.
- "gas fitting": Dellacroce Drains, Oakridge & Finch Plumbing promote it; your site never mentions it.
- "cctv drain inspection": Dellacroce Drains promotes it; your site never mentions it.
- "heat pump installs": Hatherley Hot Water promotes it; your site never mentions it.
- "lifetime workmanship guarantee": Dellacroce Drains promotes it; your site never mentions it.
- Also only on competitors' sites: rheem accredited, seniors discount.
- You and competitors both mention: blocked drains, hot water systems, leaking taps.
- Only you mention: upfront pricing. Make these prominent.
- Pellowe & Vance Plumbing: 6 pages in its sitemap.
- Services are read from each website's text by an AI model; only what's written there counts.

Fix: For each gap you do offer, add it to your services list and give the main ones their own page with a clear heading, what's included and a quote button. Mention guarantees and after-hours service near your phone number.

Google index and AI Overviews **MEDIUM**

55/100, ~\$90/mo at risk

Google has missed parts of your site, or its AI Overviews answer your customers without mentioning you.

- Google's AI Overviews answered 1 customer search without mentioning your site.
- AI Overviews cite Dellacroce Drains in 1 of those searches, more than you (0).
- Google's AI Mode cites Dellacroce Drains more often than you.
- Google knows about roughly 6 pages of your site (we found 9).
- Google showed an AI Overview for 1 of 5 customer searches; it cited you in 0.
- Google's AI Mode cited you in 0 of 2 customer searches.

Fix: Submit your sitemap in Google Search Console and fix pages it says it won't index; to be cited in AI Overviews, answer customers' questions plainly on your pages (prices, areas, how long jobs take) with your business name and suburb.

Images: size and descriptions **MEDIUM**

55/100, ~\$85/mo at risk

Some images are too large for phones or have no description.

- /static/hero.jpg is 1.2 MB (on /); aim for under 200 KB.
- 1 image has no description (alt text), e.g. /static/team.jpg on /about.
- Checked 3 images on 9 pages.

Fix: Resize photos to the width they're shown at and save them as WebP or compressed JPEG; add a short description (alt text) to every meaningful image.

Pages lost in a redesign **MEDIUM**

55/100, ~\$125/mo at risk

Pages Google and customers used to reach now lead nowhere, so the rankings and links they earned are being thrown away.

- /services/hot-water-repairs (archived 73 times) now gives HTTP 404.
- /contact-us (archived 58 times) now gives HTTP 404. Redirect it to /contact.
- /old-services (archived 12 times) now gives HTTP 404.
- /gallery (archived 31 times) now just redirects to your homepage, which Google treats much like a missing page.
- Checked the 7 pages most often archived since 2023 on www.pellowevance-plumbing.example.

Fix: Add a 301 redirect from each old address to the closest current page (your developer or host can do this in minutes), not to the homepage.

How your link looks when shared **MEDIUM**

55/100, ~\$90/mo at risk

Links to your site look bare when shared, so fewer people click them.

- No share image (og:image): links to your site show up in Facebook and WhatsApp with no picture.
- No og:title, so shares fall back to your page title.
- No description for shared links (og:description or meta description).

Fix: Add Open Graph tags (og:title, og:description and a 1200x630 og:image) to your homepage. Most website builders have fields for these in their SEO settings.

Structured data (business details for Google) **MEDIUM**

55/100, ~\$80/mo at risk

Your structured data is missing or incomplete, so Google shows less about your business.

- /about: Plumber is missing "address".
- /about: Plumber could add openingHoursSpecification, url.
- Types found: Plumber.

Fix: Add LocalBusiness (or your specific type) JSON-LD with name, address, phone, opening hours and URL; check it with Google's Rich Results Test.

Page titles, descriptions and headings **MEDIUM**

55/100, ~\$120/mo at risk

Some pages are missing the title, description or heading Google shows in search results.

- / has no meta description.
- /pricing has no H1 heading.
- /quote has no meta description.
- /contact has no meta description.
- /about has no meta description.
- /login has no meta description.
- /signup has no meta description.
- /privacy has no meta description.
- /terms has no meta description.
- Checked 9 pages.

Fix: Give every page a unique title (under ~60 characters) naming what you do and where, a one-sentence meta description that sells the click, and one H1.

Readable by AI assistants **LOW**

75/100, ~\$20/mo at risk

Parts of your site only appear after JavaScript runs, so ChatGPT, Claude and Perplexity can't read or recommend them.

- /: your prices (\$1,450) only appears after JavaScript runs, so AI assistants can't see it.
- Compared 6 pages as a browser sees them and as AI crawlers receive them.

Fix: Ask your developer to server-render key content (most builders have a setting), and put your phone, address and prices in the page itself rather than in widgets or scripts.

Copy-paste pages **LOW**

75/100, ~\$20/mo at risk

Some of your pages are copies of each other with a word or two changed, which Google treats as low quality.

- 4 pages have very little text: /pricing (22 words), /quote (24 words), /about (26 words), /signup (18 words).
- Compared the main text of 0 pages.

Fix: Merge clones into one strong page, or rewrite each suburb or service page with things that are true only there: local jobs, photos, prices, reviews and the areas nearby. Build up thin pages or remove them.

Indexing (robots.txt, sitemap, noindex, canonical) **LOW**

75/100, ~\$20/mo at risk

Something may be stopping Google from finding or indexing your pages.

- Your homepage has no canonical link.
- Sitemap found at /sitemap.xml.
- 9 of 9 pages have no canonical link.

Fix: Allow Googlebot in robots.txt, publish sitemap.xml and list it in robots.txt, remove unintended noindex tags, and add a self-referencing canonical link to each page.

How you look in Google **LOW**

75/100, ~\$25/mo at risk

Details that decide how your site looks in Google's results need fixing.

- No favicon, so Google shows a grey globe next to your results and browsers a blank tab icon.
- No site name in your structured data, so Google may show "www.pellowevance-plumbing.example" instead of "Pellowe & Vance Plumbing" above your results.

Fix: Add a square favicon (at least 48x48, ideally 512x512) and don't block it in robots.txt, add WebSite structured data with your business name, make missing pages return a real 404 with your menu and phone number, and redirect www or non-www to the other.

Pages customers can reach **GOOD**

100/100

Your important pages are linked from your homepage and nothing is buried or orphaned.

- Link map of 9 pages: the deepest is 1 clicks from your homepage.

Ready for Google Shopping **GOOD**

100/100

Not applicable: this check is for online shops.

- This doesn't look like an online shop, so Google Shopping listings don't apply.

Trust

71/100, needs work

Know what's working **HIGH**

30/100, ~\$300/mo at risk

You can't tell which ads, searches or posts bring you customers, so money goes on marketing you can't measure.

- Your only analytics is Universal Analytics (UA-48213377-1), which stopped recording in July 2023. You've had no visitor data since.
- No call tracking found; if customers mostly phone you, your ad reports undercount results.
- Advertising tags: Meta Pixel. Make sure each one records enquiries as conversions.

Fix: Install Google Analytics 4 (free), mark enquiry-form submissions and phone clicks as key events, and connect it to any ad accounts you pay for.

From your homepage to an enquiry on a phone **MEDIUM**

55/100, ~\$150/mo at risk

On a phone, getting in touch takes more effort than it should, and each extra step loses enquiries.

- No phone number on the first screen, so phone visitors have to scroll or dig for it.
- A cookie banner covers 44% of the first screen on a phone.
- First screen buttons and links: 'Get a quote', 'Contact', 'Get a free quote'.
- Enquiry form 1 tap away at /quote.

Fix: Put a tap-to-call number and a quote button at the top of the mobile layout (sticky if you can), and shrink cookie banners to a slim bar at the bottom.

Up-to-date content **MEDIUM**

55/100, ~\$100/mo at risk

Parts of your site look out of date, which makes visitors wonder if you're still trading.

- Your footer still says © 2021, so the site looks unmaintained.
- /pricing still shows an offer that ended 31 Aug 2024: "WINTER SALE: 20% off all hot water installs, ends 31 August 2024!"

Fix: Remove offers that have ended, update the copyright year, and check key pages at least every quarter.

Trust signals **MEDIUM**

55/100, ~\$115/mo at risk

Your site is missing things customers look for before they trust a business they haven't used.

- No reviews or testimonials on the site.
- No licence, registration or accreditation mentioned.
- No guarantee or warranty mentioned.
- Insurance isn't mentioned.
- No industry memberships or awards mentioned.
- 1 of 6 common trust signals found across 9 pages.
- Found: experience ("Family-owned").

Fix: Customers trust other customers most: show your Google rating and two or three short reviews near the quote button. Say what you promise if something goes wrong (e.g. a workmanship guarantee). Show your licence or registration number; many customers check it before calling.

The five-second test **MEDIUM**

75/100, ~\$135/mo at risk

A stranger on a phone can't tell in five seconds what you do, where, or how to contact you, so many leave.

- No phone number or call button is visible on the first screen.
- Where you work could be clearer on the first screen.
- The next step (call, book or quote) could stand out more.
- First impression: "It's a plumber, but I'd have to scroll to find a number to call."
- What a stranger thinks you are: a plumber in Melbourne.
- Clear what you do: 5/5.
- Clear where you work: 3/5.
- Obvious next step: 3/5.
- Looks current and trustworthy: 4/5.
- Most likely reason to leave: The cookie banner and the missing call button on the first screen.
- Judged by an AI model from the phone screenshot (stranger_test.md v1).

Fix: Make the first phone screen say what you do and where in one line, show a tap-to-call button and a quote button, and keep pop-ups and banners out of the way.

Ways to book and pay **MEDIUM**

55/100, ~\$90/mo at risk

Your competitors make it easier to book and pay, so customers who want to act now choose them.

- Dellacroce Drains, Oakridge & Finch Plumbing offer online booking; you don't mention it.
- Dellacroce Drains offers Afterpay; you don't mention it.
- Oakridge & Finch Plumbing offers payment plans or finance; you don't mention it.
- You offer: card payments.
- Dellacroce Drains: Afterpay, card payments, online booking.
- Hatherley Hot Water: none found.
- Oakridge & Finch Plumbing: online booking, payment plans or finance.

Fix: Add online booking (ServiceM8, Cliniko, Square and Calendly all have free or cheap options), show a 'from' price or instant quote, and list the ways people can pay, including Afterpay or a payment plan if you offer one.

Contact details customers can find **LOW**

75/100, ~\$38/mo at risk

Customers may struggle to contact you, and every one who gives up is a lost job.

- pellowevance.plumbing@gmail.com is a free email address; one on your own domain looks more established.
- No street address or suburb with state and postcode, which customers and Google use to check you're local.
- Phone: 03 9000 0000 (tap-to-call on the homepage).
- Email: hello@pellowevance-plumbing.example.
- Contact page: /contact.

Fix: Put a tap-to-call phone number in the header of every page, an email address on your own domain, and your suburb or street address in the footer.

Spelling and plain English **LOW**

75/100, ~\$30/mo at risk

Typos, jargon or an unclear opening make your site look less professional than your work.

- 1 spelling or grammar mistake: "reccomend" should be "recommend".
- Your homepage's opening doesn't say who it's for: "Pellowe & Vance Plumbing. Blocked drains, hot water and gas fitting in Brunswick."
- Words customers may not know: "TMV" (say "hot water safety valve").
- Try: "Plumbers for Brunswick homes and small businesses: blocked drains, hot water and gas, 7 days."
- Proofread 3 pages in Australian English.

Fix: Fix the mistakes listed, swap jargon for plain words, and open your homepage with one sentence that says what you do, where, and for whom.

Enquiry form friction **LOW**

75/100, ~\$25/mo at risk

Your enquiry form asks for more than it needs or leaves people unsure what happens next.

- The page with the form at /quote doesn't say when you'll reply (e.g. "we'll call you back within 2 hours").
- The page with the form at /contact doesn't say when you'll reply (e.g. "we'll call you back within 2 hours").
- /quote: 4 fields, 2 required.
- /contact: 3 fields, 3 required.

Fix: Cut the form to name, phone or email, and the job; make everything else optional or ask later. Give every field a visible label, use an invisible spam check, and say right above the button when you'll reply.

Contact form, phone and email links work **GOOD**

100/100

Your phone and email links work and your enquiry form confirms it received the message.

- Tap-to-call +61390000000 is a valid number.
- hello@pellowevance-plumbing.example can receive email.
- We didn't submit your form at /quote because you didn't ask us to.

Shipping costs and delivery times upfront **GOOD**

100/100

Not applicable: this check is for online shops.

- This doesn't look like an online shop, so we didn't check shipping information.

Your prices vs competitors **GOOD**

100/100

Your pricing holds up against your competitors.

- You publish prices; so do Dellacroe Drains, Oakridge & Finch Plumbing.
- Blocked drain: Pellowe & Vance Plumbing from \$180; Dellacroe Drains from \$149
- Call-out fee: Pellowe & Vance Plumbing \$99; Oakridge & Finch Plumbing \$120
- Prices are read from each website's text by an AI model; only prices actually written there are used.

Reputation

56/100, needs work

Googling your name **HIGH**

30/100, ~\$300/mo at risk

What people see when they Google your name could be costing you customers who already wanted you.

- Your website isn't in the top 10 results when people search "Pellowe & Vance Plumbing Brunswick VIC".
- Your Google Business Profile shows beside the results.

Fix: Make sure your homepage title includes your business name, verify and complete your Google Business Profile, answer negative reviews and threads publicly, and consider a small ad on your own name if competitors rank for it.

Who advertises against you **MEDIUM**

55/100, ~\$85/mo at risk

Competitors are buying ads where your customers look for you, including searches for your own name.

- dellacroce-drains.example shows a paid ad when people search your name ("Pellowe & Vance Plumbing Brunswick VIC"): "Blocked Drain? Same-Day Plumber, Brunswick".
- Dellacroce Drains: 34 Google ads since 29 Aug 2025, running now. You aren't advertising, so they can appear above you for the searches you want.
- You have no Google ads on record in Australia.
- Hatherley Hot Water: no Google ads on record.
- Oakridge & Finch Plumbing: no Google ads on record.

Fix: Run a small Google Ads campaign on your own business name (it's usually cheap and blocks competitors from that spot), and report trademark misuse in ad text to Google if a competitor uses your name.

What AI says about you **MEDIUM**

55/100, ~\$120/mo at risk

When people ask AI assistants about your business, some of what they're told is wrong or unflattering.

- Perplexity repeats a complaint about you: "hard to reach after hours".
- ChatGPT gives the right phone number: (03) 9000 0000.
- ChatGPT says your hours are "Monday to Friday, 7am to 5pm". Check that matches your site.
- Perplexity quotes a 3.8 star rating; Google shows 4.3.
- We asked 2 AI assistants about Pellowe & Vance Plumbing by name.

Fix: Make your phone, hours and services identical on your website, Google Business Profile and the big directories (AI assistants copy them), fix or answer the reviews they quote, and put a clear About page on your site that names the business, suburb and ABN.

Recommended by AI **MEDIUM**

55/100, ~\$170/mo at risk

When customers ask AI assistants for a recommendation, they rarely name you.

- AI assistants named you in only 2 of 10 answers.
- Dellacroce Drains was named in 8 answers, more than you (2).
- ChatGPT: named you in 1 of 5 answers.
- Perplexity: named you in 1 of 5 answers.
- Hatherley Hot Water: named in 2 answers.
- ChatGPT on "Who is the best emergency plumber in Brunswick?": Dellacroce Drains is a popular choice in Brunswick for emergencies....
- ChatGPT on "I need blocked drains in Brunswick. Who should I call?": Dellacroce Drains is a popular choice in Brunswick for emergencies....

Fix: Get listed and reviewed on the directories AI assistants cite (Google, Yelp, ProductReview, your industry sites), say plainly on your homepage what you do and which suburbs you serve, and make sure AI crawlers can read your site.

Google Business Profile completeness **MEDIUM**

55/100, ~\$158/mo at risk

Your Google Business Profile is less complete than your competitors', which costs you places in Maps results.

- Category "emergency plumber": Dellacroce Drains, Oakridge & Finch Plumbing use it and you don't.
- Your listing has no business description.
- Category "drainage service": Dellacroce Drains uses it and you don't.
- Category "water heater installation service": Hatherley Hot Water uses it and you don't.
- You have 7 photos on Google; your competitors have 45 (median).
- Dellacroce Drains posted updates on Google in the last 90 days; you haven't.
- Your main category: Plumber.
- Dellacroce Drains: 3 categories, 84 photos, 4.8 stars from 212.
- Hatherley Hot Water: 2 categories, 31 photos, 4.6 stars from 64.
- Oakridge & Finch Plumbing: 2 categories, 45 photos, 4.5 stars from 98.

Fix: In Google Business Profile, add the categories competitors use that fit your work, a description, hours and website, 20+ real photos of your work and team, every attribute that applies, and a short post every few weeks.

Google Business Profile matches your site **MEDIUM**

55/100, ~\$128/mo at risk

Your Google listing and website disagree, so some customers call the wrong number or turn up at the wrong time.

- Google shows 0400 000 000, which isn't the number on your website.
- Your Google address (12 Sydney Rd, Brunswick VIC 3056, Australia) doesn't appear on your website.
- Google listing: Pellowe & Vance Plumbing, 12 Sydney Rd, Brunswick VIC 3056, Australia, 0400 000 000.
- Google hours: Monday to Saturday: 8:00 AM - 4:00 PM.

Fix: Make your Google Business Profile and website say exactly the same name, phone, address and hours, then check Apple Maps and Bing Places too.

Directory listings **MEDIUM**

55/100, ~\$100/mo at risk

Some directories show an old phone number or address, so customers who find you there can't reach you.

- Yellow Pages lists your phone as (03) 9555 0101, which isn't the number on your website or Google: <https://www.yellowpages.com.au/vic/brunswick-west/pellowe-vance>
- Yellow Pages shows a different address (postcode 3055): <https://www.yellowpages.com.au/vic/brunswick-west/pellowe-vance>
- True Local: details match (<https://www.truelocal.com.au/business/pellowe-vance>).
- Not found on: Hotfrog, Localsearch. Free listings there help Apple Maps and AI assistants find you.

Fix: Claim each listing (they're free), update the phone, address and hours to match your website exactly, and ask the directory to merge or remove duplicates.

Reviews beyond Google **MEDIUM**

55/100, ~\$85/mo at risk

Review sites other than Google show you poorly, or show your competitors and not you.

- Your ProductReview page shows 3.4 stars and appears when people search your name: <https://www.productreview.com.au/listings/pellowe-vance>.
- Dellacroce Drains, Oakridge & Finch Plumbing have a hipages profile; you don't.
- Facebook: 4.8 stars from 31 reviews (<https://www.facebook.com/pellowevance>).

Fix: Claim your free profiles on the review sites that rank for your name (and the ones your competitors use), reply to every review there, and ask happy customers to review you on the one that matters most in your industry.

Fresh reviews and replies **MEDIUM**

55/100, ~\$135/mo at risk

Your Google reviews look stale or unanswered next to competitors, and people pick the business that looks active.

- Unanswered 2-star review (2026-09-12): "Quote was fine but nobody turned up on the day."
- You replied to 1 of your 5 most recent reviews; replying shows new customers you care.
- Dellacroce Drains gets about 2.0 reviews a month to your 0.8.
- Pellowe & Vance Plumbing: 4.3 stars from 27 Google reviews.
- Newest review 21 days ago; about 0.8 a month lately.
- Dellacroce Drains: 4.8 stars, 212 reviews, about 2.0 a month.

Fix: Text every happy customer a direct review link after the job, and reply to every review within a few days, especially the unhappy ones (calmly, offering to fix it).

Google reviews **MEDIUM**

55/100, ~\$135/mo at risk

Your Google reviews look weaker than your competitors', and that's what people compare first on Maps.

- Your rating (4.3) is below your competitors' (4.6 median), so side by side on Maps they look safer.
- Your competitors have 98 reviews (median) to your 27.
- Among your most-shown reviews: 2 stars, 3 months ago: "Quote was fine but nobody turned up on the day and no one answered the phone."
- You: 4.3 stars from 27 reviews.
- Dellacroce Drains: 4.8 stars from 212 reviews.
- Hatherley Hot Water: 4.6 stars from 64 reviews.
- Oakridge & Finch Plumbing: 4.5 stars from 98 reviews.
- Customers like the work and the price; the complaints are about getting hold of you.
- Customers praise: fast response, fair price, tidy work.
- Customers complain about: hard to reach by phone.

Fix: Ask every happy customer for a review the day you finish the job (text them the direct review link), reply to every review, and fix what the complaints have in common.

What Reddit and Whirlpool say about you **LOW**

75/100, ~\$20/mo at risk

Forum threads that AI assistants and Google quote say negative things about you, or recommend a competitor.

- People recommend Dellacroce Drains over you: <https://forums.whirlpool.net.au/thread/pv2> (11 months ago): Dellacroce quoted lower and came the same day.
- 2 threads about you: 0 positive, 0 negative, 1 mixed, 1 neutral.
- Mixed: <https://www.reddit.com/r/melbourne/comments/pv1/> (4 months ago): Good work, but people struggled to reach them by phone.

Fix: Reply politely and factually in negative threads (say who you are, fix the problem if it's real), and ask happy customers to mention you when the topic comes up. Never post fake recommendations: forum users spot them.

Social profiles linked and alive **LOW**

75/100, ~\$20/mo at risk

Some of your social links are broken, missing or go nowhere useful, which makes a business look inactive.

- Your site doesn't link to any social media or Google profile, which customers use to check you're real and active.

Fix: Link to the profiles you actually keep up to date (Facebook, Instagram, Google Business Profile, LinkedIn for B2B) from your footer, fix or remove dead ones, and replace template placeholder links.

Security

54/100, poor

Security headers and exposed files **URGENT**

10/100, ~\$520/mo at risk

Your site is missing basic protections or exposes files attackers look for.

- <http://www.pellowevance-plumbing.example/.git/HEAD> is publicly downloadable.
- No Content-Security-Policy header.
- Your pages can be framed by other sites (clickjacking).
- No X-Content-Type-Options: nosniff header.
- X-Powered-By header reveals software versions: "PHP/7.2.34".
- No Referrer-Policy header.

Fix: Delete any exposed files and block them in your server config; ask your developer or host to add the standard security headers and hide version numbers.

Scripts from other companies **URGENT**

10/100, ~\$1,000/mo at risk

Your site runs code from a source known to be compromised, which can send your visitors to scam sites.

- /about loads a script from cdn.polyfill.io, which was used in the polyfill.io takeover (2024). Remove it now.
- 2 third-party script hosts: facebook.net, polyfill.io.

Fix: Remove the compromised script tag (modern browsers don't need polyfill.io), then remove any other scripts you no longer use.

Email authentication (SPF, DKIM, DMARC) **HIGH**

30/100, ~\$220/mo at risk

Your email domain isn't fully protected: scammers can impersonate you and your quotes may land in spam.

- pellowevance-plumbing.example has no SPF record, so anyone can send email as you and your own mail is more likely to land in spam.
- pellowevance-plumbing.example has no DMARC record. Gmail and Yahoo now expect one from senders.
- No DKIM key found on common selectors (your provider may use a custom one).
- Mail servers: mail.pellowevance-plumbing.example.
- Nice to have: MTA-STS and TLS-RPT (make email to you travel encrypted and report problems).

Fix: Add an SPF record listing your email provider, turn on DKIM in your provider's settings, then add a DMARC record starting with p=none and move to p=quarantine.

HTTPS certificate **HIGH**

30/100, ~\$300/mo at risk

Your HTTPS certificate has a problem; visitors may see a security warning instead of your site.

- www.pellowevance-plumbing.example has no HTTPS certificate.

Fix: Ask your host to install or renew the certificate, and turn on automatic renewal (Let's Encrypt is free).

Domain expiry and transfer lock **MEDIUM**

55/100, ~\$128/mo at risk

Your domain needs attention: if it lapses or is transferred away, your website and email stop.

- pellowevance-plumbing.example expires in 23 days (26 Oct 2026); check auto-renew is on.
- pellowevance-plumbing.example has no transfer lock, so it's easier to hijack.
- Registrar: Example Registrar Pty Ltd.
- Nice to have: DNSSEC and CAA (stop DNS tampering and limit who can issue certificates for your domain).

Fix: Turn on auto-renew and the transfer (registrar) lock in your domain registrar's account.

Forgotten sites on your domain **MEDIUM**

55/100, ~\$80/mo at risk

Old or test sites on your domain are exposed, or could be taken over by someone else.

- staging.pellowevance-plumbing.example looks like a staging or old copy of your site and Google can index it.
- Certificate logs list 4 other hostnames on pellowevance-plumbing.example; we checked 4.
- test.pellowevance-plumbing.example is password-protected.

Fix: Delete DNS records for anything you no longer use (especially ones pointing at GitHub, Heroku, Azure, S3 or Shopify), and password-protect or noindex staging sites. Ask your web developer to check them all.

Fake versions of your domain **MEDIUM**

55/100, ~\$80/mo at risk

Lookalike versions of your domain are registered, some able to send email that looks like it's from you.

- 1 lookalike domain can send and receive email, so someone could email your customers as you: pelowevance-plumbing.example.
- We checked the 300 most likely typos and extensions of pellowevance-plumbing.example. Some registered lookalikes belong to unrelated businesses with similar names.

Fix: Tell customers you'll never change bank details by email, set up DMARC on your own domain, and if a lookalike is impersonating you, report it to its registrar (auDA handles .au complaints). Consider registering the closest typos yourself.

Website software up to date **GOOD**

100/100

Your website software is up to date.

- We couldn't tell what software runs your site; it isn't WordPress.

Not on blocklists **GOOD**

100/100

Your domain and mail servers aren't on security or spam blocklists.

- pellowevance-plumbing.example isn't on the blocklists we checked.

Hidden spam from a hack **GOOD**

100/100

Google and your visitors see the same clean pages; no hidden spam.

- Compared 4 pages as Google sees them and as a visitor does.

Legal

79/100, good

Card surcharges and fees **HIGH**

30/100, ~\$205/mo at risk

Your site mentions card surcharges or fees that new Australian payment and pricing rules affect.

- Card surcharges on Visa, Mastercard and eftpos are no longer allowed from 1 October 2026. /pricing: "A 1.5% surcharge applies to all credit card payments."
- A booking fee is only mentioned in the fine print (/terms), not next to your prices. From 1 July 2027 fees must be shown upfront.
- /terms mentions a weekend/public-holiday style surcharge, which the card rules don't affect.
- This is an automated observation, not legal advice.

Fix: Remove card surcharges from your prices and signs before 1 October 2026 (weekend or public-holiday surcharges can stay), show any booking or service fees next to your prices, and explain how to cancel any subscription.

Privacy policy vs the trackers on your site **MEDIUM**

55/100, ~\$85/mo at risk

Your privacy policy doesn't describe the tracking your site actually does.

- Your privacy policy (/privacy) says "We do not use cookies", but your site loads Meta Pixel, which uses cookies.
- Your privacy policy (/privacy) doesn't mention advertising, but your site loads Meta Pixel.
- Trackers that load before a visitor does anything: /about: Meta Pixel.
- This is an automated observation, not legal advice.

Fix: Update your privacy policy to name the analytics and advertising tools you use and what they collect, or remove tools you don't need.

Privacy policy basics **LOW**

75/100, ~\$20/mo at risk

Your privacy policy is missing, out of date or leaves out things customers and the law expect.

- Your privacy policy doesn't seem to cover what information you collect, how people can access and correct their information, how to make a complaint, whether information goes overseas, which APP 1 expects.
- Privacy policy: /privacy.
- The policy doesn't say when it was last updated.
- Businesses under \$3M turnover are often exempt from the Privacy Act, but customers still look for a policy and many platforms require one.
- This is an automated observation, not legal advice.

Fix: Link a privacy policy from every page's footer that says what you collect and why, how people can see or correct their details, how to complain and whether data goes overseas, with a 'last updated' date. The OAIC has a free guide and template.

Trade licence shown and current **LOW**

75/100, ~\$20/mo at risk

Your licence number is missing from your site or doesn't check out on the register.

- We couldn't find a licence number on your site. Customers often check it before they call.
- Looks like a trade business (plumbing).
- This is an automated observation, not legal advice.

Fix: Show your licence number (and licence class) in your site's footer and on your quote page, and keep it matching the register. If your licence has lapsed, renew it before advertising work that needs it.

ABN on your website **GOOD**

100/100

Your ABN is shown and checks out.

- ABN 51 824 753 556 is a valid number (not checked against the register).
- This is an automated observation, not legal advice.

Consumer law basics **GOOD**

100/100

Not applicable: this check is for Australian online shops.

- This doesn't look like an Australian online shop, so we didn't check consumer law wording.

Health advertising rules **GOOD**

100/100

Not applicable: this doesn't look like a registered health service.

- Health advertising rules only apply to registered health practitioners (dentists, physios, psychologists and similar).

Review requests and marketing consent **GOOD**

100/100

No review incentives, review gating or pre-ticked marketing boxes found.

- This is an automated observation, not legal advice.

How we checked

We ran 68 automated checks on your website, your domain and email settings and your competitors. Speed comes from Google Lighthouse on a simulated phone and computer; everything else from our own crawl of up to 50 pages, public DNS and domain records, and the other sources named in each finding.

Dollar figures estimate how much monthly revenue an issue like this typically puts at risk for a small business. They're for ranking fixes, not a forecast of your numbers.

Legal findings are automated observations, not legal advice. If one matters to your business, check it with a lawyer or your industry body.

This is a sample report for a fictional business, Pellowe & Vance Plumbing. Every finding is real output from our checks run against a test website; fixed answers stand in for the paid data sources (Google, review sites, AI assistants), since the business doesn't exist.