

Social Media Audit

A heating, plumbing and electrical contractor

South Coast Massachusetts

Observation date: September 2026

Anonymised public copy. Business name, handles, exact figures and sources removed.

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At a glance

Five weighted categories, twenty points each, plus three named liability findings scored separately. Every bar carries its own printed score, so this page reads the same in black and white.

Presence and Coverage

7.3 of 20 [BELOW HALF]

Six of seven channels checked. Two are live, three are absent where they would earn work, one absence is a sound decision.

Consistency and Cadence

2.7 of 20 [BELOW HALF]

Two published posts in six months, three phone numbers in circulation, and Monday hours that contradict each other.

Content Quality

5.3 of 20 [BELOW HALF]

A professionally produced brand video exists and plays nowhere, and the homepage imagery is template stock unrelated to the trade.

Engagement and Community

2.0 of 20 [BELOW HALF]

A handful of reviews, none of them answered, the most recent dated late 2024.

Discoverability and Conversion

12.0 of 20 [OK]

The strongest area by a wide margin: a clean sitemap, a permissive robots.txt, and a two-click service request.

The three liability findings, scored separately

These do not enter the weighted score. They are usually the fastest and cheapest things to fix, which is why they are called out on their own.

Finding	Score	One line
L1. Accessibility	2 of 5	Alt text is present and well written on the logo and homepage images, but absent on both blog hero images, and the homepage alt text describes ocean waves and an aerial river rather than anything to do with heating or plumbing.
L2. Dormant and stale properties	1 of 5	Almost every page in the sitemap were last modified on or before late spring 2026, more than four months ago.
L3. Unclaimed and duplicate listings	1 of 5	Two listings state in their own words that they are unclaimed: a local directory listing reads "Is this your business? Verify your listing", and a public contractor record offers a claim link.

Overall: 29 out of 100. The website is built properly. Almost nothing points at it, and the information a customer reads before calling is wrong in three places at once.

Grade and where you sit locally

F

29 out of 100

An overall visibility score below 60. It does not mean the business is doing poorly. It means that what a customer can find and read about the business online, before they ever call, is thin in most places and wrong in a few.

Ranked 4th of 5 comparable contractors in this comparison set, approximately the 20th percentile.

Percentile is measured against the comparison set described in the appendix, not against all businesses nationally. The set is eight independently owned heating, plumbing and electrical contractors across the same sales district, of which four could be scored on the same components as you. The full table is later in this report, along with a second, wider table run on a different pair of components as a cross check. Both put you in the lower half. Neither puts you last.

What this grade is, and what it is not

This score measures one thing: what a stranger can find out about your business from the outside, before they call you. It is not a judgement of your work, your licensing or your crew. A business can be excellent at the job and score badly here, and that is roughly what this audit found. Three trades licensed, a manufacturer verification that had to be earned, a properly built website, and a public record of the business that is fragmented across three phone numbers and two unclaimed listings.

It is also worth saying that six of the twenty two components could not be checked from outside, and they were removed from the calculation rather than scored zero. The appendix names all six. Two of them were not checked because this audit ran out of its own search allowance, which is our limitation and not yours, and they will be sent to you as a free addendum.

Executive summary

The website is the good news. It is properly built, it blocks nothing from search, it carries a hundred page sitemap with dozens of town level service area pages, and it takes a visitor two clicks to ask for service. That is infrastructure most contractors in this market do not have, and it is the expensive half to add later.

The problem is on both sides of it. Almost nothing points at the site: two external links, both to dormant destinations, no video platform for a video you already paid to produce, no Instagram, no LinkedIn, and a neighbourhood page that exists and is linked from nowhere. And the information a customer reads before they call is wrong in three places at once. Three different phone numbers are live in public. One listing publishes Monday as closed while your own site publishes Monday as open. A public record shows a licence expiry that has passed.

None of that is a reflection of the work. It is a reflection of nobody owning the outside of the business. The five fixes on the next page cost nothing and can be done this week, by you, without hiring anybody.

- Working: a clean, correctly built website with real local search infrastructure already in place.
- Costing you: three phone numbers, contradictory Monday hours and two unclaimed listings, all published right now.
- Quick win: you already own a produced brand video. It plays on your website and nowhere else.

If you only fix one thing this month, fix the Monday hours.

What you are already doing right

Specific and evidenced, not encouragement. If any of these is wrong, it is checkable.

1. Your robots.txt is clean, and that is rarer than it sounds.

It blocks nothing at all, explicitly permits search indexing, and correctly declares a live sitemap. Most small business sites carry an inherited block that quietly hides pages from Google for years. Whatever is limiting your visibility, it is not your crawl settings, and that lets us skip an expensive dead end.

2. You have real local search infrastructure that most of your competitors do not.

Your sitemap holds roughly a hundred URLs, including dozens of individual town pages under your service area section, all present in the sitemap and all linked from a serving area page. Building that is genuine work and it is already done. It is the part that is hardest to add later.

3. The path from landing on your site to asking for service is two clicks.

Homepage, Request Service, submit. The form asks for the right fields, offers a contact method choice, and returns a confirmation message. Click to call sits on every page reviewed. Three of the eight comparable contractors reviewed publish no email address and no request form at all.

4. A professionally produced brand video already exists and is paid for.

It sits on your website builder's video hosting. The asset is made. What is missing is only the distribution, which is the cheap half.

5. Your licensing and one manufacturer verification are real and independently checkable.

A public contractor record shows the home improvement contractor licence issued earlier this year and a plumbing business licence, both marked active. A manufacturer's own dealer locator carries a verified badge for the business. Across the eight comparable contractors reviewed, five carry any manufacturer badge and none carries a state energy programme badge.

Five things you can fix this week, for free, whether or not you ever work with us.

Every one is free, takes under an hour, needs no tool or subscription, and comes from something actually found in this audit. Ranked by impact, highest first.

1. Fix the Monday hours.

Do this: One local directory listing publishes Monday as Closed. Your own website publishes Monday to Friday during normal weekday hours. Claim that listing and correct it.

Why it matters: A customer with a Monday problem reads Closed and calls the next name on the list. Nobody ever tells you this happened.

2. Publish one phone number, not three.

Do this: Three numbers are live in public right now: the main number on your site, a second number on your contact page and a manufacturer dealer listing, and a third number on a public contractor record. Decide which one rings, then correct the other two at the source.

Why it matters: Three numbers split your call history, confuse search engines about whether you are one business or three, and make a caller hesitate for exactly long enough to lose them.

3. Claim the two listings that say, in their own words, that they are unclaimed.

Do this: One local directory listing reads "Is this your business? Verify your listing". A public contractor record offers a claim link. Both are free and both take about ten minutes.

Why it matters: An unclaimed listing publishes whatever an aggregator scraped, which is exactly where the third phone number came from. Claiming it is how you stop that.

4. Reply to the reviews you have.

Do this: There is a handful of reviews on the review platform your website links. None of them has ever had a reply, and the most recent is dated late 2024. Answer all of them, including the ones you did not enjoy reading.

Why it matters: A reply is the only thing on that page written by you. Future readers weigh it heavily, and it costs nothing but the time it takes to type.

5. Ask your website builder to clear two pieces of leftover template text and one dead link.

Do this: Your homepage carries a form heading reading "an unedited placeholder string". Both blog posts carry an author byline that reads as a setup instruction rather than a name. Your homepage navigation links to a gallery page that returns a 404. All three are the builder's to fix and should be fixed:

The three liability findings

These sit outside the weighted score. They are the cheapest wins in the report and they are also the ones quietly costing you customers who never tell you.

L1. Accessibility — 2 of 5

What was observed: Alt text is present and well written on the logo and homepage images, but absent on both blog hero images, and the homepage alt text describes ocean waves and an aerial river rather than anything to do with heating or plumbing. Footer headings are set in all capitals. Video captioning and colour contrast could not be assessed from outside.

The fix: Write alt text for the two blog hero images and replace the three template stock photos with photographs of your own work. Roughly twenty minutes.

L2. Dormant and stale properties — 1 of 5

What was observed: Almost every page in the sitemap were last modified on or before late spring 2026, more than four months ago. The most recent review on the one review platform the site links is dated late 2024. A second phone number, a second number, is still live on the contact page and on a manufacturer dealer listing. A public contractor record shows the plumbing business licence with an expiration of the spring while simultaneously marked Active. A neighbourhood platform page for the business exists and is linked from nowhere.

The fix: Correct or remove the stale licence expiry on the public contractor record, retire or explain the second phone number, and either work the neighbourhood platform page or leave it alone deliberately. None of this needs a designer.

L3. Unclaimed and duplicate listings — 1 of 5

What was observed: Two listings state in their own words that they are unclaimed: a local directory listing reads "Is this your business? Verify your listing", and a public contractor record offers a claim link. A second Facebook page under a generic vanity handle is indexed and its ownership could not be established from outside. Separately, a different company's page in a neighbouring town is indexed under a title that reads as this business's name, which means some searchers are landing on a competitor while believing they found you.

The fix: Claim both listings this week. They are free and each takes about ten minutes. Then decide whether the second Facebook page is yours; if it is not, report it, and if it is, merge or close it.

Where you rank

Primary table. Facebook and reviews, the largest pair of components readable for every business in this set.

Rank	Business	Town	FB	Reviews	Score
1	Comparable A	District 1	3	3	60.0
1	Comparable B	District 1	3	3	60.0
3	Comparable C	District 1	3	2	50.9
4	The business (you)	District 1	3	1	41.8
5	Comparable D	District 1	0	2	18.2

The fix plan: first 30 days, days 31 to 60, days 61 to 90

Effort: Low is under an hour, Medium is one to five hours, High is over five hours or ongoing weekly time. Cost: Free is zero dollars, Low is under \$100 once or under \$50 a month, Paid needs a budget. Who: Owner means you can do it without training or tools. Manager means it needs strategy, production capacity or consistent weekly execution. No outcome numbers are promised anywhere in this plan, because nobody can honestly promise them.

First 30 days: stop the bleeding.

Every item here is Free and Owner. That is deliberate. Nothing in the first month needs us.

Action	Effort / Cost / Impact / Who
Correct the Monday hours on the local directory listing that publishes them wrongly.	Low / Free / High / Owner
Pick one phone number and correct the other two at the source.	Low / Free / High / Owner
Claim the local directory listing and the public contractor record. Both say they are unclaimed.	Low / Free / High / Owner
Reply to all the handful of existing reviews, including the critical ones.	Low / Free / High / Owner
Switch the published contact address to your own domain, which already has working business mail.	Low / Free / Medium / Owner
Have the website builder clear the two placeholder strings and fix the gallery link that 404s.	Low / Free / Medium / Owner
Establish whether the second Facebook page under the generic vanity handle is yours, then merge, close or report it.	Low / Free / Medium / Owner
Publish the brand video you already own to a YouTube channel, and link the channel from the site.	Low / Free / High / Owner
Add alt text to the two blog hero images and swap the three stock photos for pictures of your own work.	Low / Free / Medium / Owner
Decide deliberately whether to work the neighbourhood platform page or leave it. Either is fine; ignoring it is not.	Low / Free / Medium / Owner

Days 31 to 60: build the machine.

This is where sustained production starts to need somebody whose job it is.

Action	Effort / Cost / Impact / Who
Open an Instagram business account under a handle that matches the business name, and link it both ways.	Medium / Free / High / Manager
Build a standing photo habit: two before and after pairs a week, taken on a phone by whoever is on the job.	Medium / Free / High / Manager
Open a LinkedIn company page and put the commercial mechanical work and the hiring on it.	Medium / Free / Medium / Manager
Write and publish one page that walks a homeowner through the state rebate process end to end, in plain the first language.	Medium / Free / High / Manager
Translate the six highest traffic pages into a second language and add a language switch.	High / Low / High / Manager
Put a real emergency number, or a clearly labelled emergency path, on both 24/7 pages.	Low / Free / Medium / Owner

Action	Effort / Cost / Impact / Who
Move the blog to a fortnightly cadence, with every post naming a town you actually serve.	High / Free / Medium / Manager

Days 61 to 90: compound it.

Nothing here should be started before the first two horizons are actually running.

Action	Effort / Cost / Impact / Who
Publish short form video weekly: one job, one problem, one fix, vertical, captions burned in.	High / Free / High / Manager
Build a review request routine into job close out, aiming for steady arrivals rather than a burst.	Medium / Free / High / Manager
Add a service area map to the serving area page and interlink the town pages properly.	Medium / Low / Medium / Manager
Pursue listing on the state energy programme's public contractor directory, and carry the badge everywhere.	Medium / Free / High / Manager
Set up a simple monthly measurement sheet: calls, form fills, review count, by source.	Medium / Low / Medium / Manager
Only once the above is running, consider paid local amplification. Not before.	Medium / Paid / Medium / Manager

Methodology, limitations and sources

What was reviewed and when

All observations were made on the audit date unless an artefact carried its own date, in which case that date is given. Everything in this report comes from publicly visible information. There was no access to private analytics, ad accounts, native platform insights or any internal data, and none is claimed. This audit uses only what any customer could find. That is the point of it. It is what your market sees.

What was scored and what was not

Twenty two components were checked. Sixteen were scored. Six were marked not applicable and removed from the weighting base rather than scored zero, because scoring an unverifiable component as zero would understate the business. The six removed are: Pinterest, on a reasoned demand test; Google Business Profile, not readable without signing in; engagement rate, requires figures no outsider can see; hashtag and geotag use, requires post content no outsider can read; competitor visibility, the eight local search queries were not run because the run exhausted its search allowance; and earned media, where the local news, chamber, town, sponsorship and job board searches were not run for the same reason.

A bias you should know about

The components that go unreadable behind sign in walls are consistently the ones a well run business scores well on. That biases an outside audit downward. If the Google Business Profile is fully built, or the Facebook page is more active than the search index suggests, the affected categories would rise. Send those and they will be rescored at no charge.

How the score is calculated

Each component is scored 0 to 5 against fixed anchors: 0 absent or actively harmful, 1 exists in name only, 2 attempted but below a functioning local competitor, 3 functional and defensible, 4 above the local norm, 5 strong. Components are grouped into five categories worth 20 points each. Each category is the mean of its scored components, divided by 5, times 20. The five are summed for a score out of 100. Whole numbers only, and every score carries a written reason citing an observation. The method is published here so you can reproduce the grade and argue with it.

