


Business Details

Report Created for Roto-Rooter Plumbing & Water Cleanup

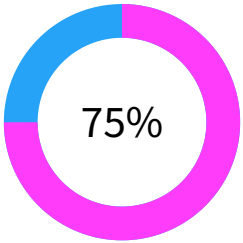
Marketing is the force behind every business which allows them to propel and dominate in their local market. With our extensive marketing background, accompanied with our proprietary technology, we're able to pinpoint exactly where Roto-Rooter Plumbing & Water Cleanup needs the most help.

Name	Roto-Rooter Plumbing & Water Cleanup
Address	15th Street 7847
City, State	Doral , Florida
Zip Code	---
Country	United States
Phone Number	 +1 305 521 0281
Website	https://www.rotorooter.com
Business Category	Manufacturing

Business Photos



Overall Score



Listings	Reviews	Social
A	F	F
Website	SEO	Google Ads
B	A	C

A Listings Can potential customers find your business?

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 Accuracy


96%

Listings Found Overview

Available listings	48
Found listings	3
Not found listings	
Listings With Errors	1

Listings Accuracy Overview


Business Name	100%
Address	100%
Phone Number	88.1%


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!

F **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

Reviews Found
Google: 478 | Yelp: 66

Total Reviews
544

Industry Avg.
0

Reviews Found
(in last 6 month)

Total Reviews
135

Industry Avg.
0

Review Score

Your Rating
4.2

Industry Avg.
4.13

Sources For Reviews

Your Rating
2

Industry Avg.
0

**Roberto Madruga**
a week ago



Michael was excellent very professional and fixed the problem with expertise. I highly recommend this company and Michael.

**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.

Google Reviews Found

Total Reviews Found

478

Reviews Found
(in last 6 month)

133

Review Score

4.9

**MARGARITA RAMIREZ**
a week ago



Yelp Reviews Found

Total Reviews Found

66

Reviews Found
(in last 6 month)

2


Review Score

3.5

**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!

B 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 111				Average Posts Per Month 444			
Industry Average 222	Industry Leaders 333			Industry Average 555	Industry Leaders 666		
				Average Likes Per Post 777			
				Industry Average 888	Industry Leaders 999		
				Average Shares Per Post 11			
				Industry Average 22	Industry Leaders 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!

A 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 `` 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 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](#)

Initial server response time was short

Root document took 380 ms

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

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](https://philipwalton.com/articles/deploying-es2015-code-in-production-today/) [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](#)

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




Remove large, duplicate JavaScript modules from bundles to reduce unnecessary bytes consumed by network activity. [Learn more](#)

Speed Index

3.0 s

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

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](https://philipwalton.com/articles/deploying-es2015-code-in-production-today/) [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 `<link rel=preload>` 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](#)

Avoids an excessive DOM size

679 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](#)

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

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

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](#)

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

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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

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



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

A 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 your competitors

Domain	Overlap?	Keywords	Clicks	Value
rotorooter.com		80.6K	509.9K	5.1M
mrrooter.com	<div><div></div></div> 29%	101.5K	329.0K	1.9M
benjaminfranklinplumbing...	<div><div></div></div> 13%	45.6K	114.0K	1.0M
lentheplumber.com	<div><div></div></div> 10%	16.8K	76.7K	801.6K
rooterman.com	<div><div></div></div> 9%	15.8K	9.4K	52.9K
bestplumbers.com	<div><div></div></div> 7%	13.1K	1.7K	15.3K
ars.com	<div><div></div></div> 7%	25.1K	149.5K	1.4M
superterry.com	<div><div></div></div> 7%	28.9K	39.3K	150.1K
theoriginalplumber.com	<div><div></div></div> 7%	5.9K	16.7K	85.6K
mrplumberatlanta.com	<div><div></div></div> 6%	16.6K	42.2K	371.0K
mikediamondservices.com	<div><div></div></div> 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	<div><div></div></div> 3%	38	823.0K	97
plumber near me	<div><div></div></div> 73%	11	673.0K	524.0M
plumber near me	<div><div></div></div> 73%	12	673.0K	524.0M
plumber	<div><div></div></div> 34%	89	368.0K	711.0M
plumbers near me	<div><div></div></div> 87%	13	368.0K	706.0M
water heater	<div><div></div></div> 100%	58	165.0K	340.0M
garbage disposal	<div><div></div></div> 100%	29	165.0K	581.0M
roto rooter	<div><div></div></div> 44%	1	165.0K	2.1M
septic tank	<div><div></div></div> 100%	69	110.0K	57.7M
sump pumps	<div><div></div></div> 100%	71	110.0K	29.7M

Backlinks

Here's the links pointing to your website

Total Backlinks ?
1.2M

Referring Domains ?
5.3K

Referrings IPs ?
5.6K

Authority Score ?
56

Backlinks Types ?



19.11%
227.3K Text



70.65%
840.1K Image



0%
0 Form



0%
16 Frame

Follow vs Nofollow ?



85.36%
1.0M Follow

14.25%
169.5K 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!

C Google Ads Are your Google Ads Campaign performing well?

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

Keywords

6.6K

Traffic

286.0K

Traffic Cost

\$2,858,381

Google Ads Competitor Analysis			Here's your Google Ads compared to your competitors			
Domain	Competition Level	Common Keywords	Paid Keywords	Paid traffic Price (\$USD)	Paid Traffic	SE Keywords
rescuerooter-seat...	<div><div></div></div> 15%	660	2.0K	\$2.1M	149.5K	0
benjaminfranklin...	<div><div></div></div> 11%	502	2.0K	\$1.2M	122.5K	45.6K
mrrooter.com	<div><div></div></div> 9%	399	1.6K	\$486.5K	52.4K	101.5K
gillece.com	<div><div></div></div> 9%	777	9.9K	\$4.1M	307.3K	3.3K
mrrooter-usa.com	<div><div></div></div> 9%	375	1.3K	\$123.9K	13.5K	0
morrisjenkins.com	<div><div></div></div> 9%	490	4.5K	\$2.5M	216.2K	4.5K
rooterplus.com	<div><div></div></div> 7%	392	4.4K	\$2.6M	231.2K	603
callcatons.com	<div><div></div></div> 7%	326	2.5K	\$2.0M	177.1K	499
rootertown.com	<div><div></div></div> 6%	239	1.3K	\$1.1M	86.4K	230
rescuerooter-los-...	<div><div></div></div> 6%	219	852	\$1.2M	89.4K	0

Would you like to start running PPC campaigns for Roto-Rooter Plumbing & Water Cleanup to get customers faster? We can help!