

MAPLEAK FIELD REPORT

Hill Country Plumbing

4821 S Lamar Blvd, Austin, TX 78745

Prepared September 28, 2026 · One-shot audit · Not a monthly retainer

LEAK SCORE

51

Leaky

This number is a transparent 0–100 checklist across categories, description, photos, reviews, Q&A, posts, attributes, and hours. It is not an LLM guess and it is not a promise of rank.

The shops beating you in the Local Pack are named on page 2. Pages 3 and 4 are this week's fix list, ordered by impact x effort, with copy you can paste into Google Business Profile today.

Strongest nearby rival: Roto-Rooter Plumbing & Water Cleanup (4.8 / 2140 reviews).

Score breakdown

Categories / primary type 6/15

Primary "plumber" plus 2 category signals.

Business description 8/15

73 characters — short of a complete about section.

Photo count 8/15

6 photos on the listing.

Rating, volume & velocity 15.4/20

4.3 stars from 87 reviews. 3 reviews in the last 90 days.

Q&A presence 4/8

Places does not expose GBP Q&A. Awarded 4/8 because 2 owner replies appear on recent reviews.

Posts freshness 0/8

Last public post ~140 days ago — treat the profile as silent.

Attributes completeness 4/10

2 filled attributes: Onsite services, Credit cards.

Hours completeness 6/9

5 days of hours.

Competitors beating this listing

Ranked by pack strength = rating x log10(reviews + 1) with a small photo kicker. Gaps are versus Hill Country Plumbing.

BUSINESS	RATING	REVIEWS	PHOTOS	STRENGTH	GAP
Roto-Rooter Plumbing & Water Cleanup 2015 E Riverside Dr, Austin, TX 78741	4.8	2140	48	19.2	+10.6
Benjamin Franklin Plumbing of Austin 8701 Wall St, Austin, TX 78754	4.7	890	36	16.4	+7.8
Mr. Rooter Plumbing of Austin 1301 S IH 35, Austin, TX 78741	4.6	720	29	15.1	+6.4
ABC Home & Commercial Services 9500 N I-35, Austin, TX 78753	4.4	410	61	13.8	+5.2
Rescue Rooter 5555 N Lamar Blvd, Austin, TX 78751	4.5	540	22	13.7	+5.0

How to read the gaps

A positive gap means the rival is ahead of you on that signal. Review volume is usually the widest gap for home-service shops; photos and a complete description are the fastest closes. This table is the reason MapLeak exists — if a report cannot name three local rivals, we refund it.

Top 10 fixes (impact x effort)

1. Rewrite the business description (750-character outline)

Impact 5/5 · Effort 2/5 · description

A tighter, service-specific description is one of the fastest GBP lifts for home-service shops.

Who we are: Hill Country Plumbing is a licensed plumber team serving Austin and nearby neighborhoods.

What we do: [list 4–6 services you actually sell this month — e.g. drain cleaning, water heater replacement, slab leak detection].

Proof: [years in business], [license #], [insured], [same-week / 24-7 emergency if true].

Service area: [list 5–8 cities or ZIP clusters you will actually drive to].

How to book: Call [phone] or request a slot from this profile. We reply to every review.

2. Upload 8 job-site photos this week

Impact 5/5 · Effort 2/5 · photos

You show 6 photos. Pack leaders nearby typically show 15–40 of real trucks, crews, and finished jobs.

Shoot: (1) truck + logo, (2) tech at the door, (3) before, (4) after, (5) close-up of the part/fixture, (6) happy-customer (with permission). Geo-tag in Austin-area neighborhoods you serve. No stock catalogs.

3. Publish a complete 7-day hours set, including emergencies

Impact 4/5 · Effort 1/5 · hours

Incomplete hours make you drop out of 'open now' filters — the cheapest Local Pack leak to plug.

Mon–Fri 7:00–6:00 · Sat 8:00–2:00 · Sun Emergency only. Put the after-hours number in the description, not only in chat.

4. Add missing secondary categories

Impact 4/5 · Effort 1/5 · categories

Primary type plus 4–8 honest secondaries (Water Heater Installation, Sewer Cleaning, etc.) is how home-service shops show up for adjacent money queries.

Primary: plumber. Secondaries to consider (only if you sell them): Water heater installation, Drain cleaning service, Emergency plumber, Sewer cleaning, Gas fitter, Boiler installation.

5. Use a dedicated template for 1-3 star reviews

Impact 4/5 · Effort 1/5 · reviews

Unanswered negatives sit at the top of the listing and train the next shopper to bounce.

Hi [First name] — I'm [Owner], and I'm sorry we missed the mark on [specific issue].

Please email [owner@hillcountryplumbing.com] or call [phone] so I can make this right. We don't want a bad day to be the last word on Hill Country Plumbing.

Fixes 6–10

6. Reply to every review in 48 hours

Impact 4/5 · Effort 2/5 · reviews

Owner replies are a public engagement signal and the only Q&A-adjacent proof Places currently returns.

Hi [First name] — thank you for taking the time to review Hill Country Plumbing.

Glad we could take care of [job type] at [neighborhood]. If anything else comes up, call us at [phone] and ask for [owner/dispatch].
— [Your name], [Title]

7. Close the review gap vs Roto-Rooter Plumbing & Water Cleanup (2053 behind)

Impact 5/5 · Effort 3/5 · reviews

Roto-Rooter Plumbing & Water Cleanup holds 2140 reviews at 4.8 stars. Volume, not star-chasing, is what moves pack strength.

Text after invoice: "If we earned it, a Google review takes 30 seconds — [short GBP review link]. If anything was off, reply to this text and I'll fix it." Never gate or incentivize the star rating.

8. Fill GBP attributes (payments, accessibility, service options)

Impact 3/5 · Effort 1/5 · attributes

Attributes are free filters. Empty checkboxes make you invisible when a homeowner filters for 'wheelchair accessible' or 'on-site estimate'.

Turn on everything that is true: Women-owned / Veteran-led, Identifies as Latino-owned, Onsite services, Online estimates, Credit cards, Debit cards, Apple Pay, Wheelchair accessible entrance, Languages spoken.

9. Stand up a Q&A seed set (8 questions you write yourself)

Impact 3/5 · Effort 2/5 · qa

If you do not seed Q&A, competitors and trolls will. Places does not expose this field — treat it as a must-do from the dashboard.

Q: Do you offer emergency plumbing after 6pm?

A: Yes — call [phone]. After-hours dispatch covers burst pipes, no-hot-water, and sewer backups in [city].

Q: Which ZIP codes do you serve?

A: [list]. Travel fees only apply outside [ring].

Q: Are you licensed and insured in Texas?

A: Yes. License [#]. COI available on request.

10. Post one Google Update per week for 30 days

Impact 3/5 · Effort 2/5 · posts

Silence on Posts is a freshness leak. Even a photo + offer ('\$79 drain camera, mention Maps') beats a dead profile.

This week: photo of a finished water-heater swap + 'Same-week installs in [city]. Book from this profile.' Next week: crew + storm/freeze tip. Do not recycle the same graphic four times.

7-day refund if this report has fewer than 3 net-new findings. MapLeak does not manage your profile, run ads, or sell a retainer from this PDF.