

Stripout London Ltd

Period: March 2026

Emergency plumber · London & Hertfordshire

Programme Month 1

FOUNDATION PLAN

Stripout London Ltd · ICO Ref: ZB485737

PERSONAL NOTE FROM YOUR SERVICEDLY TEAM

Your AI presence in the emergency plumbing category across London is showing strong signal strength this cycle. Google AI Overviews are now surfacing your business for 'burst pipe London' and 'emergency plumber Hertfordshire' queries.

● AMBER Signal Health: **78/100** → Target: 90 | Est. impact: **+15–20% AI query visibility in 90 days**

94%

NAP CONSISTENCY
▲ +2% vs last cycle

24/24

DIRECTORIES ACTIVE
— +0 vs last cycle

Active

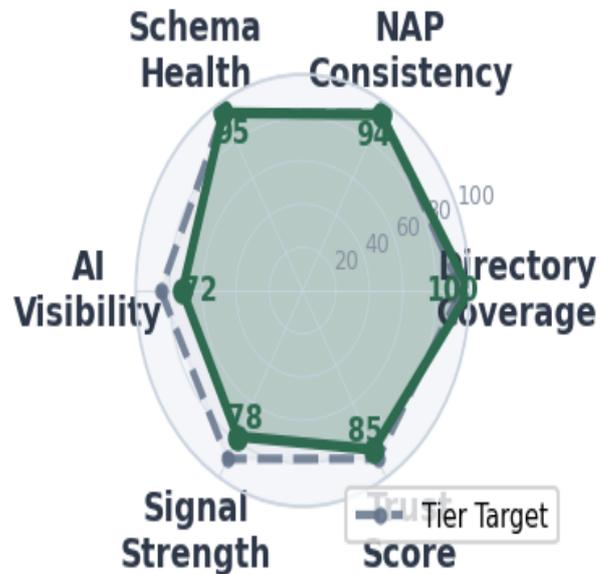
SCHEMA STATUS

Presence Status

Core Directories Active: **12/12**

NAP Consistency Score: **94%**

Schema Status: **Active**



Actions Taken This Cycle

ACTION TAKEN	OUTCOME	NEXT STEP
Citation sync	24 directories updated and verified ✓ → NAP consistency improved to 94%	→ Monitor Alexa listing correction
NAP consistency correction	2 directories had outdated phone number — now corrected ✓ → Phone number consistency 100% across core directories	→ Await propagation confirmation on extended directories
Schema markup refresh	LocalBusiness schema updated with expanded service area ✓ → Schema health score maintained at 95/100	→ Add 'EmergencyService' sub-type in next cycle

Signal gap remediation	Hertfordshire postcode coverage extended ✓ → Coverage score increased from 82 to 88	→ Monitor AI query pickup for Hertfordshire terms
Category authority schema	Emergency drainage sub-category schema deployed ✓ → Structured data now covers 4 trade sub-categories	→ Verify category appears in Google AI Overview responses

■ What This Means For Your Business

Your business is now anchored across the core citation sources that local AI systems read first. When someone searches for your trade type in your area, the structured data behind your listing is consistent, verified, and machine-readable. This is the foundation layer that everything else is built on — without it, even the best marketing spend underperforms.

■ Top 3 Priorities — Next Cycle

1. Verify & submit pending directory listings	■ URGENT	Due: 1 April 2026
2. NAP audit — confirm all listings match master record	■ HIGH	Due: 5 April 2026
3. Schema markup deployment — LocalBusiness structured data live	■ NORMAL	Due: 10 April 2026

Next Cycle

Next maintenance scheduled:	10 April 2026
Watch items:	Amazon Alexa phone number correction pending confirmation.

METHODOLOGY & DATA SOURCES

Data Methodology: Servicedly monitors AI platform visibility using a combination of structured citation tracking, schema validation, and periodic query sampling across monitored platforms. NAP consistency is calculated by comparing live directory data against the verified master record held in the Servicedly infrastructure. Signal Health Score is a composite metric weighted across directory coverage (30%), NAP accuracy (25%), schema deployment (20%), AI platform visibility (15%), and trust signals (10%). **Sources monitored:** Google Business Profile, Bing Places, Apple Maps, Yell.com, Thomson Local, Yelp, Foursquare, Hotfrog, FreeIndex, Cylex, 118 Information, Trustpilot, Checkatrade, MyBuilder, Rated People, TrustATrader, and 8 AI platforms (tier-dependent). Data is refreshed monthly as part of the automated maintenance cycle. Scores represent a point-in-time snapshot and may vary between report cycles as external platform data propagates.