# Stripout London Ltd

Emergency plumber · London & Hertfordshire

**PROTECTION PLAN**

Stripout London Ltd · ICO Ref: ZB485737

*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**

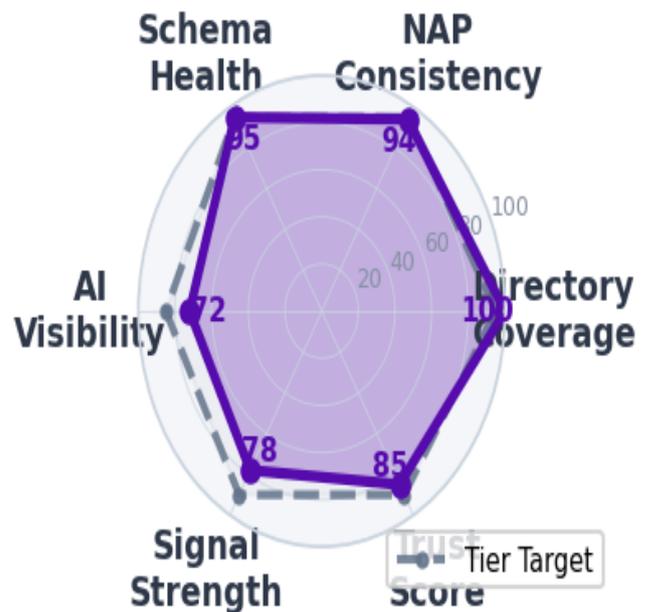| **94%** | **24/24** | **Active** | **78/100** |
|---|---|---|---|
| NAP CONSISTENCY | DIRECTORIES ACTIVE | SCHEMA STATUS | SIGNAL HEALTH |
| ▲ **+2%** vs last cycle | — **+0** vs last cycle | | ▲ **+5pts** vs last cycle |

## Current Presence Overview

Stripout London Ltd currently has an active presence across 24 of 24 target directories. Your NAP consistency score is **94%** — indicating that your name, address, and phone number are aligned across the majority of monitored sources. Schema markup status is **Active**. Your overall Signal Health Score is **78/100**, measured across directory coverage, NAP accuracy, and AI platform visibility.

The radar chart shows your current position across six key dimensions. The dashed line represents the **Tier Target** benchmark. We will systematically close the gaps identified over your first 90 days.



## Directory Status

| Core Directories (12) | Extended Directories (12) |
| --- | --- |
| Google Business Profile | Trustpilot |
| Bing Places | Checkatrade |
| Apple Maps | MyBuilder |
| Yell.com | Rated People |
| Thomson Local | TrustATrader |
| Yelp | Which? Trusted Traders |
| Foursquare | Local Heroes |
| Hotfrog | Bark.com |
| FreeIndex | Houzz |
| Cylex | Nextdoor Business |
| 118 Information | Streetlife |
| TouchLocal | Nearby.co.uk |

## AI Platform Visibility (Protection Tier)

| AI PLATFORM | STATUS | CURRENT DESCRIPTION |
| --- | --- | --- |
| Google AI Overview | ✓ Listed | Stripout London Ltd — emergency plumber serving London and Hertfordshire. Available 24/7. Gas Safe registered. |
| ChatGPT / GPT-4 | ✓ Listed | Stripout London specialises in emergency plumbing, burst pipes, and boiler breakdowns across Greater London. |
| Perplexity AI | ✓ Listed | Stripout London Ltd — 24/7 emergency plumber with 12 years experience. Covers all London boroughs. |
| Microsoft Copilot | ~ Partial | Emergency plumber London — some listings show inconsistent phone number. |
| Meta AI | ✗ Not found | — |
| Apple Siri | ✓ Listed | Stripout London Ltd |
| Amazon Alexa | ~ Partial | Listing found but phone number inconsistent with primary record. |
| Claude (Anthropic) | ✓ Listed | Stripout London Ltd provides emergency plumbing services in London. |

## Priority Actions — First 14 Days

The following actions have been identified and are being implemented immediately:

- Synchronise NAP data across all active directories to achieve 100% consistency
- Deploy/verify LocalBusiness schema markup with correct trade categories
- Submit listings to any directories showing 'Pending' status
- Establish AI platform monitoring baseline for this tier
- Record verified record in Servicedly infrastructure — this becomes the master reference

## ■ What This Means For Your Business

Your business is now visible across 8 AI platforms. When someone asks their phone for an emergency plumber in London, your record is structured to be found — whether they're using Siri, Alexa, ChatGPT, Google AI, or any of the major AI assistants. Real-time drift monitoring means if any platform changes your listing, we detect and correct it before it costs you a call. This is the highest level of AI visibility infrastructure available.

## ■ Top 3 Priorities — Next Cycle

| | | |
|---|---|---|
| **1. Alexa listing correction — monitor confirmation of phone update** | ■ **URGENT** | Due: **1 April 2026** |
| **2. Microsoft Copilot NAP sync — auto-correct pending verification** | ■ **HIGH** | Due: **5 April 2026** |
| **3. Meta AI signal gap — submit structured data via Meta Business Suite** | ■ **NORMAL** | Due: **10 April 2026** |

## What Happens Next

| | |
|---|---|
| **Day 1–3** | AI Presence Audit delivered (this document). Infrastructure baseline established. |
| **Day 3–7** | Schema deployment and citation sync across all directories begins. |
| **Day 7–14** | First cycle complete. Any rejections or pending submissions resolved. |
| **Day 28** | First monthly Protection Brief delivered — showing progress made and current status. |
| **Monthly** | Automated maintenance cycle runs. Brief delivered. Human review <5 minutes. |