Stripout London Ltd

Emergency plumber · London & Hertfordshire

PROTECTION 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**

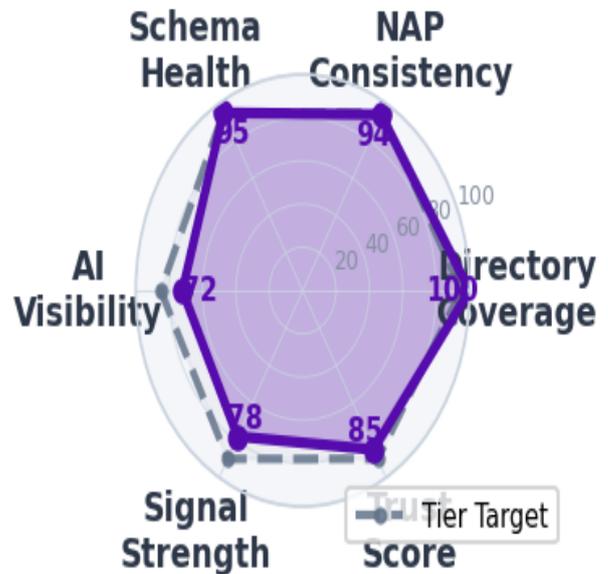| **94%**	**24/24**	**Active**	**78/100**
NAP CONSISTENCY	DIRECTORIES ACTIVE	SCHEMA STATUS	SIGNAL HEALTH
▲ +2% vs last cycle	— +0 vs last cycle		▲ +5pts vs last cycle

Presence Status

Core Directories Active: **12/12**

Extended Directories Active: **24/24**

NAP Consistency Score: **94%**

Schema Status: **Active**

Signal Health Score: **78/100**

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NAP consistency correction	2 directories had outdated phone number — now corrected ✓ → Phone number consistency 100% across core directories	*→ Await propagation confirmation on extended directories*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 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.

Directory Coverage Map

Core (12)	Extended (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)

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.

Drift Monitoring Log

DATE	TYPE	PLATFORM	STATUS
5 Mar 2026	Phone Number	Amazon Alexa	✓ **Auto-corrected**
8 Mar 2026	Phone Number	Microsoft Copilot	~ **Monitoring**

■ 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**

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.