# Stripout London Ltd

Emergency plumber · London & Hertfordshire

**REINFORCED PLAN**

Stripout London Ltd · ICO Ref: ZB485737

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■ **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.*

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

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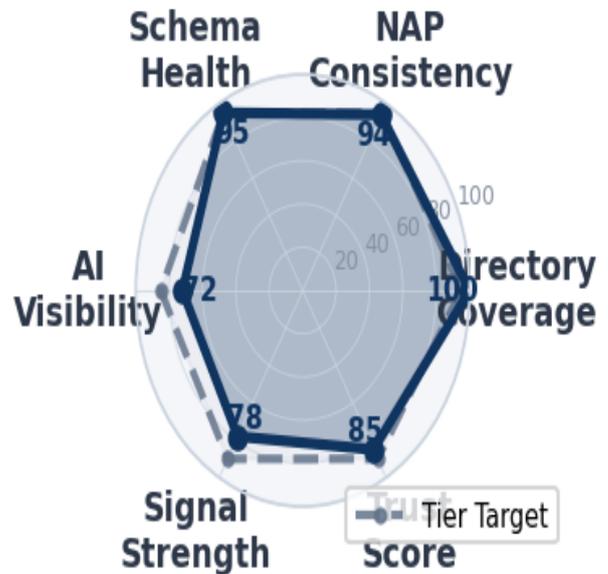| **94%** | **24/24** | **Active** | **78/100** |
|---|---|---|---|
| NAP CONSISTENCY | DIRECTORIES ACTIVE | SCHEMA STATUS | SIGNAL HEALTH |
| ▲ +2% vs last cycle | — +0 vs last cycle | | ▲ +5pts vs last cycle |

## 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| **NAP consistency correction** | 2 directories had outdated phone number — now corrected ✓ → Phone number consistency 100% across core directories | *→ Await propagation confirmation on extended directories* |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 the top 3 AI platforms used by consumers in the UK. When someone asks ChatGPT or Google's AI Overview for a tradesperson in your area, your record is structured to surface with accurate contact details, service area, and trade category. Reinforced plan clients typically see a 10–15% improvement in AI-referred enquiries within 60 days as citation signals propagate through the knowledge graph.

## 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 (Reinforced)

| 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 | *Upgrade to access* | Available in Protection plan |
| Meta AI | *Upgrade to access* | Available in Protection plan |
| Apple Siri | *Upgrade to access* | Available in Protection plan |

| Amazon Alexa | *Upgrade to access* | Available in Protection plan |
|---|---|---|
| Claude (Anthropic) | *Upgrade to access* | Available in Protection plan |

## ■ Top 3 Priorities — Next Cycle

| 1. Resolve Microsoft Copilot partial listing — phone number correction | ■ URGENT | Due: **1 April 2026** |
|---|---|---|
| 2. Expand AI platform monitoring to Perplexity — baseline snapshot | ■ HIGH | Due: **5 April 2026** |
| 3. Review and update service area schema for all new postcodes | ■ 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.