

# plumbing WEBMASTERS


Presents

## The Guide to Perfect Plumbing Content

The demise of SEO content has been greatly exaggerated by bad actors who diluted Google's content quality before the infamous [Helpful Content Update](#). Professionals like those at Plumbing Webmasters have long been preaching the value of high-quality content for plumbers.

As an agency founded in 2011, we've helped thousands of plumbers rank on Google through the highest-quality content and digital brand signals generated through our software, DataPins.

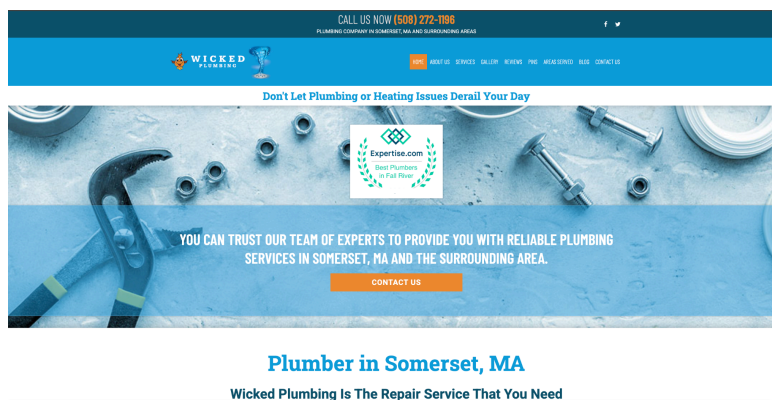
The following guide will outline how to construct perfect content for a plumbing website.

 [Success Stories: Real Results from Our Plumbing SEO Clients - Plumbing Webmasters #...](#)

### Homepage Content

The homepage of your plumbing service is the foundation of your entire digital presence, and it should feature original images of you and your staff, along with E-E-A-T signals like reviews and award badges. In addition, your homepage should link to your service and city pages.

Some plumbing marketers recommend not targeting a keyword on the homepage, which is a mistake for local plumbers. Your homepage has the most link equity and page authority, so it has the greatest chance of ranking for your keyphrase - plumber in (city, state).



## Service Page Content

Plumbing service pages that target sub-services like slab leak repair and emergency plumbing repair require a different content style than the homepage because they focus exclusively on one topic. These pages target primary and secondary keywords related to the specific service.

Service pages will also link to other topically relevant service pages to distribute link equity throughout your website, strengthening its overall SEO. For example, your water heater installation page would link to your electric water heater repair page and vice versa.

### Water Heater Services

Drainmen Plumbing Inc is a full-service plumbing company in your area. When it comes to water heaters, our team has years of experience with any and all needs. Regardless if you need an installation, repair, or replacement, the team with Drainmen Plumbing Inc is ready to help. We continue to provide several water heater services including:

#### Tankless Water Heater Installation

*Tankless water heaters are becoming more and more popular in residential properties. Since these units can be a little more complicated, we recommend reaching out to us to help. Whether you need an installation or tankless water heater repairs, we are the reliable team for you.*

#### Propane/Gas Water Heater Installation

*These water heating units are cost efficient, but they should not be installed by an inexperienced technician. Avoid easy mistakes and costly repairs and rely on our experienced team for installation and repair assistance.*

We provide exceptional and efficient installation services for tankless, gas/propane, and electric water heaters. Our team is highly experienced and knowledgeable with all types of water heaters. As mentioned already, inexperienced technicians can make easy mistakes, resulting in the need for more expensive repairs and, even worse, injury. Especially with gas and propane units. In those instances, rely on the qualified team with Drainmen Plumbing Inc.

Outside of installations, we also provide water heater repair services as well. We know that the need for repairs can happen at any time, which is why we are available day and night. Like most other plumbing issues, water heater needs never seem to come at a convenient time, so when you need 24/7 water heater repairs in Pottstown, PA, give us a call.

If you think your unit needs repairs, rely on Drainmen Plumbing Inc for help. A professional technician from our team will come out to perform a thorough inspection of your water heater. We make a point to look over everything, like:

- Valves
- Connections
- Water pressure levels
- Temperature
- Sediment levels
- And more

## City Page Content

Since plumbers are service area businesses, they often travel to multiple cities and towns within driving distance of their primary location. For example, a plumber in Somerset, MA will travel to Fall River, Dartmouth, and other nearby areas and each requires an individual location page.

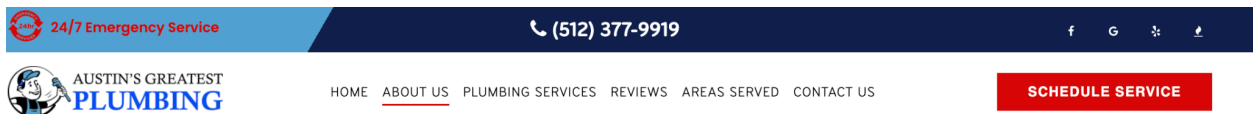
City pages work well with proper SEO, but they can cause problems if they are constructed improperly or excessively. For example, using duplicate content on your city pages and only swapping out the location name can cause these pages not to get indexed by Google.

Furthermore, creating hundreds or thousands of city pages will flood Google's index and signal that your website is attempting to spam the algorithm. Your focus should be on creating unique and high-quality pages for each location that your company legitimately services.

# Brand Page Content

## About Us Pages

About Us pages for plumbing websites are not intended to rank for specific keywords but are constructed to add credibility and trustworthiness to your business and its website. Considering this, your About Us page should feature company images and highlight your brand history.



## Our Story

Austin's Greatest Plumbing is a family-owned and operated company with deep roots in the home service industry. Boasting over 30 years of collective experience, we are profoundly dedicated to delivering customer satisfaction and top-quality work. Our journey began almost two decades ago when the founder of our company started as a helper with another plumbing company. From his very first day on the job, a deep passion for plumbing was ignited, shaping the future of our business that has made us stand out as a leading plumbing company in Austin, TX and surrounding Texas.

## Our Commitment to Service

We firmly believe that the most valuable attribute a business can offer is a thorough understanding of its customers' needs, meticulous attention to detail, and unparalleled customer service. At Austin's Greatest Plumbing, customer service is multifaceted, encompassing:

- **Effective Communication:** Keeping you informed every step of the way.
- **Respect for Your Time:** We value your time and respond promptly to your service needs.
- **Pride in Our Work:** Every job is a reflection of our commitment to excellence.

## Contact Us Pages

Contact Us pages exist for prospects to quickly get in touch with your company and book a service. That's why Contact Us pages are meant to be concise and unburdened by fluff and filler. Ensure your Contact Us page highlights your company phone number and address.

## DataPins Content

DataPins injects E-E-A-T signaling into your service and city pages by translating your real-time plumbing jobs into Google-friendly SEO signals. E-E-A-T stands for experience, expertise, authoritativeness, and trustworthiness and DataPins was developed to generate these values in digital form. Each pin you create is routed to the appropriate page on your local plumbing site.

Aside from its SEO impact, DataPins also serves as your reputation management platform by automating review requests to your recent customers. The app routes those customers to leave a Google review to drive your Google Maps rankings. It also showcases those reviews on-site.

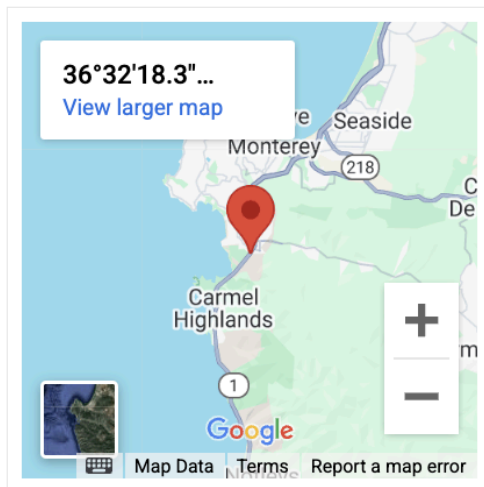
## Mechanical Plumbing Drain

Jan 15, 2025

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*Mechanical Plumbing and Drain LLC provided emergency sewer line cleaning services in Carmel-by-the-Sea, California. The team assessed the issue and cleared the main sewer line to restore proper function promptly and efficiently.*

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## Plumbing Website Content (FAQs)

### Can ChatGPT Write My Plumbing Content?

ChatGPT is trained by the web so asking it to write your plumbing content would simply regurgitate information that already exists online, preventing unique and relevant information for your own site. This prevents you from ranking as well as you would with unique content.

## Should My Plumbing Website Include Blog Posts?

Most plumbing websites don't need blog posts as they pose a greater risk to your SEO than any potential benefit. The one exception is when you have unique and original data that can be published in a blog post. Otherwise, you are better off focusing on service and city pages.

 Why Your Plumbing Blog Might Be Hurting Your Rankings   #plumbingseo #plumbing...

## Where Can Plumbers Purchase DataPins?

You can visit [datapins.com](https://datapins.com) to buy the app and service or call Plumbing Webmasters directly at [\(877\) 388-9884](tel:8773889884) for a free consultation about DataPins integration with your plumbing website.