

Plumber Website Action Plan

A free sample: an excerpt from the orientation, the website map, and one complete page brief. The paid edition adds eleven more briefs, six editable worksheets, the drafting and review tools, the method note and the worked example.

This sample is safe to share. It contains no worksheets, no research data and no business facts. Every recommendation is editorial and based on a national research snapshot (United States, September 13, 2026); validate it against your own local results. No rankings, leads or AI citations are promised. Technical content has not received independent professional plumbing review.

SAMPLE / ORIENTATION EXCERPT

How the complete edition is used

An excerpt from the orientation document in the complete Plumber Website Action Plan. It describes how the full edition is used. The worksheets, briefs and library it refers to are part of the paid edition and are not included in this free sample; the one complete brief that is included follows the website map below.

Reading this as a sample. Nothing here assumes you have purchased anything. Where the text says "fill in the fact sheet" or "open the brief", it is describing the complete edition's workflow so you can judge whether it fits your business.

Who the complete edition fits

- The owner of a residential or commercial plumbing business who wants a website that produces the right inquiries, not just more of them.
- The office manager, family member, freelancer or web designer who has been asked to build or rewrite that website and needs a plan the owner will recognize.
- Anyone using an AI assistant to draft service pages who wants a process that does not publish invented licenses, prices, guarantees or reviews.

It does not fit a marketing agency looking for a template to reuse across many clients. One purchase covers one business. See the license.

What you will need to supply

The plan is built around the fact that only you know your business. Before the pages can be written you will need, at minimum:

- Your real service area: where a technician drives on a normal day at normal rates.
- The hours a person actually answers the phone, and what happens after hours.
- The services you want more of, the ones you accept, and the ones you decline.
- Your license type and number, the authority that issued it, and your insurance status, exactly as they appear on the documents.
- How you quote: free estimates for what, diagnostic fees for what, minimum charges, whether quotes are confirmed in writing.
- Your process from first call to finished job, in your own words.
- Any warranty you actually offer and its real terms.
- Proof you have permission to use: real reviews, real project photos, real credentials.

The business fact sheet (worksheet 01) collects all of this in one place. If an answer is unknown, leave it blank. A blank becomes an **[OWNER INPUT REQUIRED]** marker in every draft, which is exactly what you want. Nothing invented ever reaches the website.

What this plan does not promise

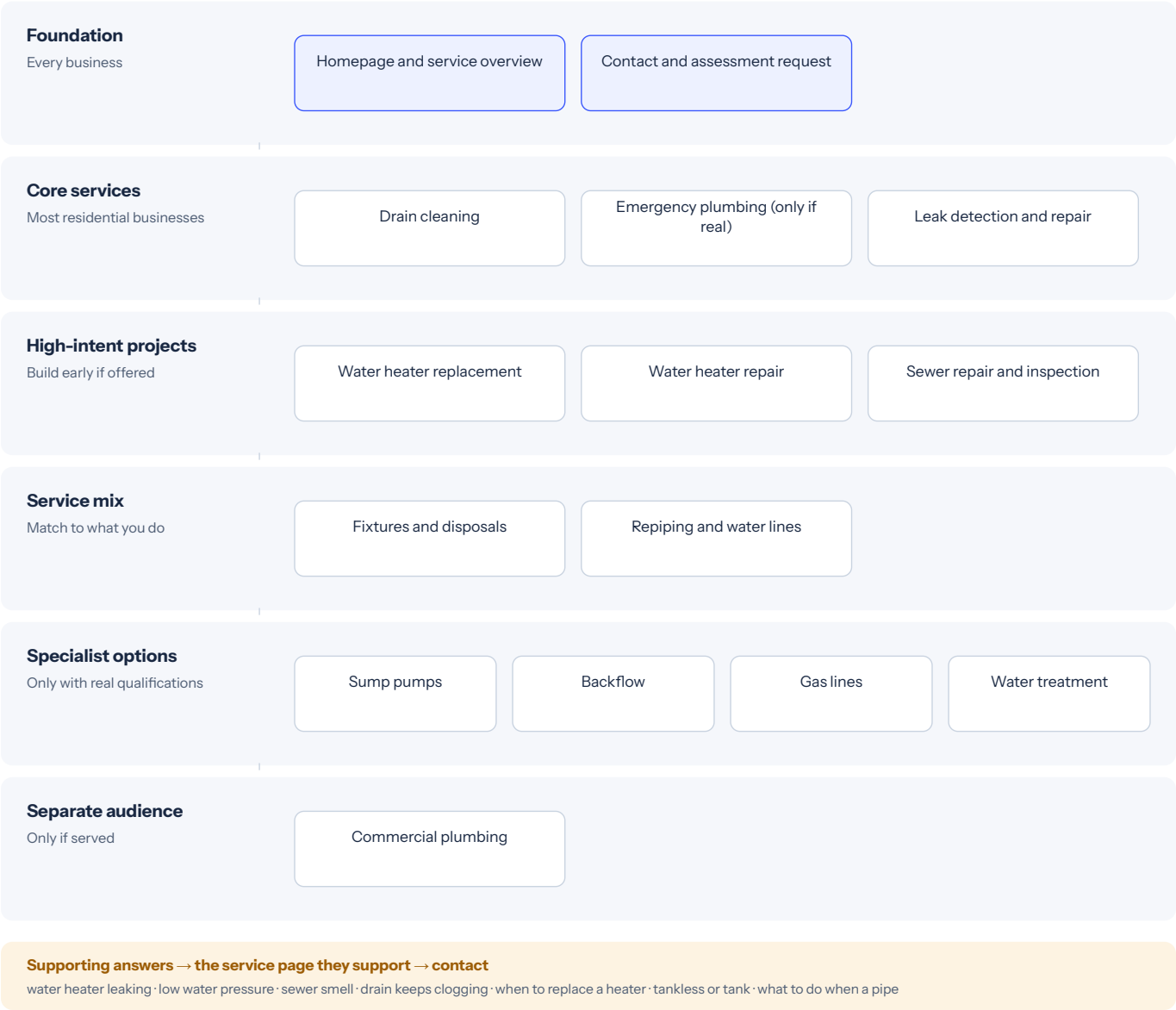
No rankings, no lead counts, no citations by AI systems, no revenue, no completion times. Search engines and AI answer systems decide what they show. The plan gives you a defensible order of work, pages built on verified facts, and a way to see what happens afterwards. The 90-day sequence is a work schedule, not a ranking timeline.

SAMPLE / WEBSITE MAP

01 / CHOOSE YOUR PAGES

A website shaped around the work you actually do.

Start with the foundation. Add only the services you offer, want more of, and can write a useful page about. Supporting answers come last and point to a service page.



Editorial starting map from a national research snapshot (United States, September 13, 2026). Not a requirement to build every page, and not a ranking promise. Validate locally with worksheet 03.

How to Use a Page Brief

Every brief in this folder follows the same structure. Read this page once so the pattern is familiar, then use the briefs as working documents: copy one, strike out what does not apply, fill in the facts, hand it to your writer or AI assistant, and review the result against the checklist at the end of the brief.

The sections and what they are for

Build this page if / Skip, fold or defer it if. The condition test, and the priority tier. If the skip condition applies, do not build the page. Fold the topic into the page the brief names instead, or defer it until the condition is met.

The customer's decision. What the person landing on this page is trying to decide, and what the research showed about how they search. The brief separates the two: what was observed in the national research snapshot is labelled as evidence; what the editor concluded from it is labelled as judgment. Where the research was quiet or mixed, the brief says so.

Phrases customers use. Natural examples of how people word the need this page serves, grouped by what they mean. These are for the writer's ear, not for stuffing into headings. There are no search volumes or difficulty scores anywhere in this plan; see the method note for why.

Combine, split or defer. Which related phrasings belong on this page, which deserve their own, and which should wait. This section exists to stop two kinds of duplicate: the same service under three names, and the same page copied for every town.

Suggested URL, title, description and H1. Starting points with obvious placeholders such as [Business Name] and [Service Area]. Replace every placeholder. Keep titles honest and specific.

Primary action. The one thing the page asks the visitor to do. For most plumbing pages it is to request an assessment or a visit. The phone number is shown prominently only if a person answers it.

Facts to gather before drafting. The checklist of owner inputs. These come from the business fact sheet and the worksheets. Anything unknown becomes [OWNER INPUT REQUIRED] in the draft, never invented copy.

Section-by-section outline. The page structure in order. Each section states its purpose and the factual inputs it needs. Writers may merge or rename sections when the facts are thin. They must not add sections that make claims the fact sheet does not support.

Proof to collect. The evidence that belongs on this page: license and insurance, real project examples, real reviews, real credentials. Only what you have and have permission to use.

Questions customers ask. The things people want to know before hiring for this service, phrased the way they ask. Use them as a questions block or fold the answers into the sections. Answer each in two to five sentences. "It depends on the assessment" is an honest answer when it is true.

Internal links. Where this page sends readers and which pages send readers here, with the kind of link text to use.

Do not. Mistakes to check for on a plumbing website for this topic.

Drafting prompt. A page-specific instruction to paste under the master drafting instruction from `04-drafting-and-review/02-master-drafting-instruction.md`. It works as a brief for a human writer too.

Publication review checklist. What to check that is specific to this page, in addition to the general review checklist.

Measure. What to record for this page in the measurement log.

Research note. Where the research was clear, unclear or incomplete for this topic, so you know how much local checking to do.

The two markers

[OWNER INPUT REQUIRED] marks a business fact that has not been supplied. **[PROFESSIONAL REVIEW]** marks a technical or safety statement that a qualified plumber must check. For gas work, the reviewer must be qualified for gas work in your jurisdiction. Nothing is published while either marker remains.

Length

A good plumbing service page is usually 600 to 1,200 words of real content. Shorter is fine when the facts are few. Longer is fine when the questions are many. Padding to reach a word count is never fine, and neither is cutting a useful answer to stay under one.

Place names

Use your real service area naturally: once in the title, once near the top, once in the coverage section. Do not put it in every heading. Do not create a copy of the page for each town unless you have a distinct presence there.

Safety boundary

No page recommended in this plan gives instructions for working on plumbing, gas, water heaters or sewer equipment. Pages may describe symptoms, a range of possible causes, what a service involves, and when to stop and call. Any emergency or damage-limitation wording (what to do about a leak, a suspected gas smell, a sewer backup) must be supplied by the owner and checked by a qualified reviewer against the guidance of the water utility, gas utility or emergency services that applies; writers and assistants never improvise it, because a step that is safe in one house is hazardous in another. Customers are told when to stop and call, not how to open, test, disassemble or repair anything.

Brief 07: Water Heater Replacement and Installation

Tier 2, high-intent project. Build early if you replace water heaters.

Build this page if

You replace residential water heaters and can describe the system types you install, how you assess the existing setup, what a written quote covers and who handles permits. This was among the most prominent topics in the research set, and the customer arriving here is likely to have a failed or ageing heater and a short list of specific questions.

Skip, fold or defer it if

You do not replace heaters, or you only replace them occasionally as part of other work. In that case a sentence on the water heater repair page saying that replacement is quoted when repair is not practical is enough. Defer a separate tankless or heat pump page until you install enough of them to write a distinct page with its own evidence and questions; until then they are sections here.

The customer's decision

The customer's heater has failed, is leaking, is old, or is not keeping up, and they are deciding two things: whether to replace it rather than repair it, and who to trust to do the work. Underneath are practical questions: what type to get, whether they can change type, whether the old unit is removed, what the quote includes, whether a permit is needed and who gets it, and how long they will be without hot water.

Evidence from the research. The replacement phrasing ("water heater replacement") showed a map-style local result block, an answer-style summary, and organic results mixing contractors with forums and how-to sites. The installation phrasing ("water heater installation") showed a local block but its organic results were led by home-improvement retailers and manufacturers, which suggests a large share of those searchers are shopping for the unit. The tankless phrasing ("tankless water heater installation") returned manufacturers and retailers, and the heat pump phrasing ("heat pump water heater installation") returned manufacturers and a federal energy programme. The cost and comparison questions ("water heater replacement cost", "tankless water heater installation cost", "tankless vs tank water heater", "when should a water heater be replaced") showed answer-style summaries and no local block. The provider grouped "water heater repair" under the replacement topic.

Editorial judgment. One replacement page that speaks to the customer who has decided, or nearly decided, to replace. It should explain the assessment and the process better than a retailer can, because a retailer sells a box and you install a system in a specific house. Heater types are sections. Cost is a "what affects the quote" section, not a price list, unless you have approved figures. Repair stays on its own page with hard cross-links both ways, because "can it be fixed?" is a different decision. Do not write for the unit shopper; write for the person who needs the job done.

Phrases customers use

- Replacing: "water heater replacement", "replace water heater", "new water heater", "hot water heater replacement".
- Installing a chosen type: "water heater installation", "tankless water heater installation", "heat pump water heater installation", "gas water heater install", "electric water heater install".
- Deciding: "when should a water heater be replaced", "tankless vs tank water heater", "water heater replacement cost", "tankless water heater installation cost".
- Symptoms that lead here: "water heater leaking", "no hot water", "water heater not heating".

Write for the first two groups. Answer the third group in the questions section and, later, in supporting answers. Point the fourth group to the repair page first.

Combine, split or defer

Combine: replacement and installation are one page. Tank, tankless and heat pump units are sections on it, along with gas versus electric, as far as you actually install them. "New water heater" and "hot water heater" are wording variations, not pages.

Split: water heater repair has its own page (brief 06). A separate tankless page is justified only when tankless is a substantial part of your work, you have real installations to show, and the customer questions differ enough to fill a page: venting, gas supply, flow rate, retrofit considerations. The same test applies to heat pump units. Until then, sections.

Defer: a standalone cost article until you have approved, current figures and a qualified reviewer. A commercial water heater page until you have commercial installations to describe; put a sentence on the commercial page meanwhile.

Avoid: a copied page per brand, or copied pages per town (a separate location page needs a real presence there; see the action plan).

Suggested URL, title, description and H1

- URL: /services/water-heater-replacement/
- Title: Water Heater Replacement in [Service Area] | [Business Name]
- Description: [Business Name] replaces [tank / tankless / heat pump] water heaters in [Service Area]. [Quoting policy in a phrase], [permit statement]. Request an assessment.
- H1: Water heater replacement and installation

Replace every placeholder. Name only the system types you install.

Primary action

Request a replacement assessment. Phone if answered. If a customer has no hot water and you offer same-day or emergency scheduling, say so exactly as it works; otherwise do not.

Facts to gather before drafting

- Which systems you install: storage tank (gas, electric), tankless (gas, electric), heat pump, and any you do not. [OWNER INPUT REQUIRED]
- Whether you install customer-supplied units, and any conditions.
- Whether you offer a change of type (tank to tankless, gas to electric, tank to heat pump) and what the assessment considers before quoting one. [PROFESSIONAL REVIEW]
- Your assessment process: site visit or photo-based, what you look at (location, access, venting, gas or electrical supply, water quality, drainage, space, code items) at a customer level. [PROFESSIONAL REVIEW]
- What a standard replacement includes and what is quoted separately (removal and disposal of the old unit, new valves, expansion tank, pan, venting changes, gas or electrical work, permit fees).
- Who pulls the permit and arranges inspection, and whether that is included. [OWNER INPUT REQUIRED]
- Realistic scheduling: how soon after approval, and how long the house is without hot water during a typical replacement, if you are willing to state a range you meet routinely.
- Warranty: your workmanship warranty in its real terms; how manufacturer warranties on the unit are handled and registered.
- Any brands you regularly install, only if you want to name them. Any manufacturer authorisation you genuinely hold.
- Rebates or utility programmes you actually help customers with. If you do not, leave them out.
- Payment and financing facts, if any.
- One or two real replacements with permission-cleared photos and a one-sentence description.

Section-by-section outline

1. **Opening.** Purpose: state that you replace water heaters in your area, which types, and how to start. Inputs: service area, system types, primary action. Three or four sentences. If your assessment comes before the quote, say so here.
2. **Is replacement the right call?** Purpose: respect the customer who is not sure. Inputs: your policy for assessing an existing heater before recommending replacement; a link to the repair page. Say that age, condition, the fault and the cost of repair relative to replacement are all considered, and that the assessment decides. Do not give an age threshold as a rule. [PROFESSIONAL REVIEW]
3. **What we assess before quoting.** Purpose: show the customer that a quote depends on their house, not on a price list. Inputs: your assessment items at a customer level: where the heater is, access, venting, gas or electrical supply, water pressure and quality, drainage and pan, space, and code items that may apply. Say what the assessment produces, exactly as your fact sheet states it (for many businesses a written scope and quote); if your policy has not been supplied, leave [OWNER INPUT REQUIRED: quoting policy]. [PROFESSIONAL REVIEW] for the technical items.
4. **The types we install.** Purpose: help the customer understand the options you actually offer. Inputs: one short subsection per type you install. For storage tank: gas or electric, capacities you commonly install. For tankless: what it does in plain terms and the retrofit considerations the assessment looks at. For heat pump: what it does in plain terms and the space and location considerations. No efficiency percentages, savings figures or lifespan claims. [PROFESSIONAL REVIEW] for each description.
5. **Changing type.** Purpose: answer the common "can I switch to tankless?" question honestly. Inputs: whether you offer type changes and what the assessment considers (gas supply, venting, electrical capacity, space, water quality). "It depends on the assessment" is the honest frame. [PROFESSIONAL REVIEW]
6. **What the quote includes.** Purpose: remove the surprise. Inputs: your standard inclusions and separate items, in plain lists. State whether removal and disposal of the old unit are included or quoted separately. State who handles the permit.
7. **What affects the price.** Purpose: answer the cost question without a price list. Inputs: type and capacity, location and access, venting and supply changes, code items, permit fees, removal. If you publish a starting price, publish its exact conditions. Otherwise state your actual quoting policy from the fact sheet (for example, a written quote after assessment, or an estimate confirmed on site); if it has not been supplied, leave [OWNER INPUT REQUIRED: quoting policy]. Do not default to a fixed-price promise the business has not made.
8. **The process.** Purpose: tell the customer what happens from inquiry to hot water. Inputs: your real steps as the fact sheet describes them, for example: inquiry, assessment, quote in the form you actually give it, approval, scheduling, replacement day, inspection if applicable, handover with any warranty registration. State realistic timing only if supplied.
9. **Warranty and follow-up.** Purpose: state what is covered and by whom. Inputs: workmanship warranty terms; how manufacturer warranties work; what to do if there is a problem afterwards. Exactly as supplied.

10. **Real replacements.** Purpose: evidence. Inputs: one or two real jobs with permission: the type, the situation, one sentence, a photo.
11. **Questions.** See below.
12. **Request an assessment.** Purpose: the primary action, repeated. Inputs: short form fields: location, current heater type if known, the problem, photo of the existing unit optional, preferred contact.

Proof to collect

- Real replacement photos with permission, showing your work rather than a product image.
- Reviews that mention a water heater job, with platform and permission.
- License and insurance, restated in the footer.
- Any manufacturer authorisation you actually hold, with the document on file.

Questions customers ask

- Can you replace my heater with a different type?
- Is removal of the old unit included?
- Do I need a permit, and do you get it?
- How long will I be without hot water?
- What affects the written quote?
- Can I buy the unit myself and have you install it?
- Do you handle the manufacturer warranty registration?
- Should I repair it instead?

Answer from the fact sheet. Where the honest answer is "it depends on the assessment", say what the assessment looks at.

Internal links

Out: water heater repair (from the "is replacement the right call?" section, with text such as "if your heater may be repairable"), the contact page, the emergency page if you offer urgent no-hot-water scheduling, the specialist gas page if you have one and the job involves gas supply. In: the homepage services list, the water heater repair page ("if repair is not the practical option"), any supporting answer about heater age, leaks or tankless versus tank.

Do not

- Do not state that heaters last a fixed number of years or must be replaced at a certain age.
- Do not promise energy savings, utility-bill reductions, rebate amounts or "endless hot water".
- Do not promise universal compatibility for a change of type; the assessment decides.
- Do not publish a "starting at" price unless you honour it under stated conditions.
- Do not give any instructions for relighting, draining, adjusting, disconnecting or inspecting a heater, or for gas or electrical connections.
- Do not create a page per brand or copied pages per town.
- Do not claim manufacturer certification you do not hold.

Drafting prompt

Paste under the master drafting instruction:

"Draft a water heater replacement and installation service page from the FACTS block and this section brief. Name only the system types in the FACTS block. Explain the assessment, the quote inclusions and the process at a customer level without giving any installation, connection, venting, draining or relighting instructions. Say that whether replacement is the right choice, and whether a change of type is possible, depends on the assessment; do not generalise either way. Write [OWNER INPUT REQUIRED] for permit handling, removal policy, scheduling, warranty terms, pricing and rebate details not supplied. Mark every technical statement [PROFESSIONAL REVIEW]. Do not claim energy savings, lifespan, efficiency figures or rebates. Include one primary action at the top and bottom."

Publication review checklist

- A qualified plumber (and, where gas supply is involved, a person qualified for gas work in your jurisdiction) has checked every [PROFESSIONAL REVIEW] statement, especially the type descriptions and the change-of-type section.
- The system types listed match what you actually install.
- Removal, disposal and permit statements match your real policy.
- Any timing stated is a range you meet routinely.
- Warranty wording matches your terms and does not blur workmanship and manufacturer coverage.
- No savings, lifespan, efficiency or rebate claims remain unless supplied and approved.
- The repair page is linked without prejudging the customer's decision.
- The form asks for what the assessment section says you need.

Measure

Impressions and clicks for replacement and installation phrasings in your area. Assessment requests from this page. Quoted and completed replacements where the customer said they found you through the website. Record the publish date and any later edits.

Research note

Clear for the replacement phrasing: local block, answer-style summary and mixed organic results. Mixed for the installation, tankless and heat pump phrasings, where retailers and manufacturers dominated nationally; check locally whether contractors appear before investing in a type-specific page. The provider's grouping of repair under replacement is noted and not followed. The cost and comparison questions showed answer-style summaries; the plan answers them on this page first and in supporting answers later. Low keyword-tool difficulty scores are common for topics like these and are not a promise of easy ranking; the results were mixed, not empty.

In the complete edition

The Plumber Website Action Plan, Edition 1.0, \$149 USD once, for one plumbing contracting business:

- The full action plan: website map, priority tiers, combine/split/defer rules, internal-link plan, launch checklist and 90-day work sequence.
- All twelve page briefs: Homepage and service overview; Emergency plumbing; Drain cleaning; Sewer repair and inspection; Leak detection and repair; Water heater repair; Water heater replacement and installation; Fixtures and disposals; Repiping and water lines; Specialist plumbing services; Commercial plumbing; Contact and assessment request.
- Six editable offline worksheets: business fact sheet; service selection and page priorities; local adaptation and result review; Business Profile and local information review; website gap and launch checklist; measurement and next actions.
- The drafting and review tools: an eight-stage workflow, one master drafting instruction, thirteen task prompts and the pre-publication review checklist. Works with any assistant or with none.
- The method and limitations note.
- A fully worked fictional water heater replacement example: fact sheet, brief, first draft, annotations, review pass, edited page and completed checklist.
- Readable HTML, paginated PDFs, editable Markdown source, and visual planning sheets.

One purchase covers one business, including its employees and a hired freelancer. Materials cannot be resold or reused for additional businesses. No custom research, calls, implementation, software subscription or future updates are included. See brandvane.ai/resources/plumber-website-action-plan/ and the digital-product terms at brandvane.ai/terms.