SEO GROWTH

DIGITAL DUE DILIGENCE

Harbourside Plumbing

Marketing and lead review ahead of acquisition

PREPARED FOR

Sample buyer

PREPARED BY

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DATE

12 November 2026

REVIEW TYPE

Full Review with Lead Recorder lead check

Sample report. The business, the deal and every figure in this report are made up to show the format and depth of our work.

1 Summary

Harbourside Plumbing gets a steady flow of genuine enquiries and has a strong Google Maps presence across its service area. The main things we'd want you to look at closely are how much of that flow is paid for, the gap between claimed and counted leads, and who owns the domain.

Over a 21 day tracking window we counted 60 genuine calls and forms, a pace of about 86 a month against the 120 a month in the sales information. Around 62% of those came from Google Ads, which the business spends about $4,800 a month on. Organic traffic from Google is mostly people already searching the business name, and growth from new customers finding it has been flat for a year.

None of this is unusual for a business of this size. These are the points we'd raise with the seller, and the areas a new owner could improve quickly.

86 / mo	62%	$4,800	4.8 ★
Counted leads (claim: 120)	Leads from Google Ads	Monthly ad spend	212 Google reviews

Findings at a glance

AREA	WHAT WE FOUND	
Lead volume	About 86 genuine leads a month counted, versus 120 claimed	● Raise with the seller
Paid ads	62% of leads come from Google Ads at roughly $90 per lead	● Raise with the seller
Domain ownership	Registered to a former web agency, not the business	● Raise with the seller
Organic traffic	71% of Google clicks are brand searches. Non-brand flat for 12 months	● Worth checking
Reviews	58 reviews in March 2025, under 3 a month since	● Worth checking
Google Maps	Top 3 for 9 of 14 tracked searches in the service area	● Strength
Website	Health score 71 out of 100. Fixable issues, no penalties	● Worth checking

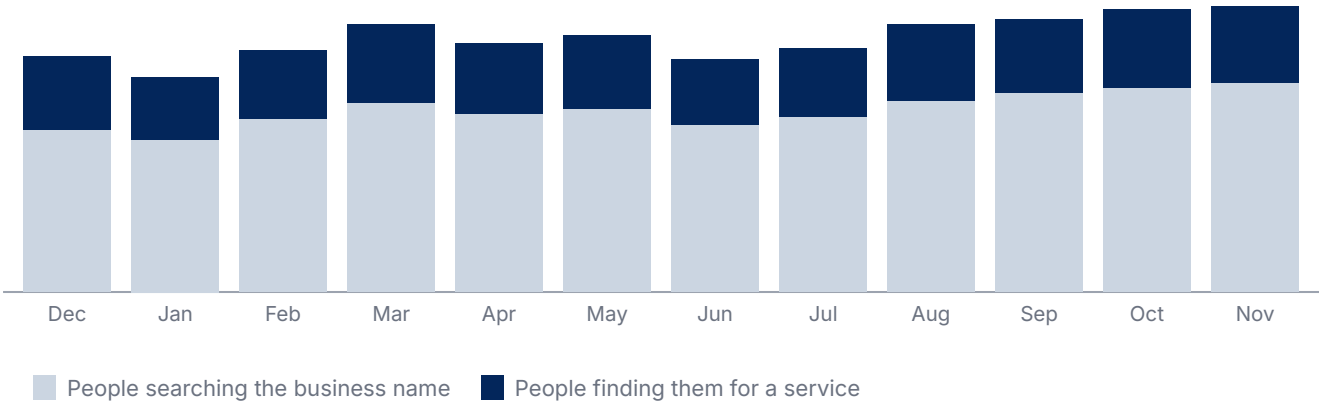
2 Leads we counted

With the seller's agreement we ran Lead Recorder on the website and phone numbers for 21 days. Spam, suppliers and repeat callers about existing jobs were removed.

SOURCE	CALLS	FORMS	SHARE
Google Ads	27	10	62%
Google Maps	11	2	22%
Organic search	4	2	10%
Direct and repeat customers	3	0	5%
Other	1	0	2%
Total over 21 days			**60**

> At this pace the business receives about 86 genuine leads a month. The 120 figure in the sales information likely includes repeat callers and spam, which is common when leads are counted from phone bills. Worth asking the seller how the figure was calculated.

3 Where the Google traffic comes from



Brand clicks grew 29% over 12 months while non-brand clicks stayed flat, at around 140 a month. Brand searches mostly come from past customers and word of mouth. Non-brand clicks are what bring in new customers, and that's where the website isn't growing on its own.

4 Paid ads

MEASURE	VALUE
Average monthly spend	$4,800
Share of leads from Google Ads	62%
Cost per lead (from Google Ads)	About $90
Spend on searches that have never produced a lead	About 18% ($860 a month)
Estimated leads a month without ads	About 33

The cost per lead is workable for Sydney plumbing. The question for a new owner is that the business relies on this spend continuing, and there's about $860 a month going to searches like "plumbing apprenticeship" and "how to unblock a drain" that could be cut straight away.

5 Ownership and access

ASSET	CURRENT OWNER	
Domain (harboursideplumbing.com.au)	Former web agency	● Raise with the seller
Google Ads account	Inside the current agency's manager account	● Worth checking
Google Business Profile	Business owner's Google account	● Strength
Google Analytics	Business	● Strength
Search Console	Not verified by anyone	● Worth checking

The domain should be moved into the business's name before settlement. For the Google Ads account, full admin access and the account history should be part of the handover.

6 Reviews and Google Maps

The business has a 4.8 star rating from 212 reviews and ranks in the top 3 on Google Maps for 9 of the 14 searches we tracked. 58 of those reviews arrived in March 2025, with fewer than 3 a month since. That pattern often comes from a one-off review drive. It’s worth asking how they were collected.

SEARCH	GOOGLE	GOOGLE MAPS
plumber balmain	#2	#1
emergency plumber inner west	#5	#2
hot water repairs leichhardt	#3	#3
plumber near me	#9	#4
blocked drain sydney	#14	Not in top 20

7 Website and AI search

The website scores 71 out of 100 on our technical review. The main issues are 3 slow service pages, no pages for 6 of the suburbs the business works in, and missing tracking on the quote form. None of these are serious, and all are fixable within a month.

When we asked ChatGPT, Gemini and Perplexity "who is the best plumber in Balmain", only Gemini named the business.

8 Questions to raise with the seller

1. Can the domain be transferred into the business’s name before settlement?
2. How is the 120 leads a month figure calculated? Does it include repeat callers?
3. How were the 58 reviews in March 2025 collected?
4. Will the agency hand over full admin of the Google Ads account and its history?
5. What has lead volume looked like in months when ad spend was lower?

9 If you go ahead: ideas for the first 100 days

WHEN	FOCUS	IDEAS
Days 1 to 30	Secure the accounts	Move the domain, Google Ads and Search Console into your name. Keep tracking every call and form. Hold ad spend steady through handover.
Days 31 to 60	Trim wasted spend	Remove the searches that have never produced a lead. Fix the slow pages and quote form tracking. Start a regular review request.
Days 61 to 100	Grow unpaid leads	Add pages for the missing suburbs and services. Work on blocked drain and hot water searches. Report leads by source monthly.

10 How we did this

We reviewed the business's Google presence and marketing accounts between 22 October and 11 November 2026, with read-only access provided by the seller.

SOURCE	USED FOR
Google Search Console (public data and seller screenshots)	Clicks, brand vs non-brand split, rankings
Google Ads (read-only access)	Spend, cost per lead, search terms, wasted spend
Google Analytics 4	Traffic sources and form tracking
Google Business Profile	Rating, review history, Maps rankings
Lead Recorder (21 days, installed with seller agreement)	Every call and form matched to its source
Ahrefs and domain registry records	Backlinks, site health, domain ownership
ChatGPT, Gemini and Perplexity	Whether AI search recommends the business

11 What this report is and isn't

This report sets out what we found in the business's marketing accounts, website and public data during the review period. It's there to help you ask better questions and plan. It isn't financial, legal, tax or investment advice, and it isn't a valuation. Figures depend on the access and data provided by the seller and may change after the review period. Please read it alongside your accountant's and lawyer's advice.



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