

# Hill Country Plumbing & Drain

Plumbing

4214 Burnet Rd, Austin, TX 78756

# 87

## HIGH OPPORTUNITY

Opportunity score out of 100. Higher = more likely to need marketing services.

### DIGITAL PRESENCE

Website	MISSING
PageSpeed Score	34/100
CMS / Platform	WORDPRESS
SSL Certificate	INVALID / EXPIRED
Schema Markup	MISSING
Facebook Pixel	NOT DETECTED
Google Tags / Ads	NOT DETECTED
Social Profiles	1 found
GBP Completeness	42%

### CONTACT & PHONE INTELLIGENCE

Phone	(512) 555-0147
Line Type	MOBILE
SMS Reachable	YES
Address	4214 Burnet Rd, Austin, TX 78756
Visual Branding	38/10
Branding Assessment	Outdated logo, inconsistent colors across signage and Google Business Profile photos. No professional photography of recent work.
Hiring Activity	HIRING

### REVIEWS & REPUTATION

Star Rating	3.2 / 5.0
Review Count	14
Reviews / Month	0.4
Latest Review	Feb 7, 2026
Competitor Density	4.7 per 10K people

### DEMOGRAPHICS & MARKET CONTEXT

City	Austin, TX
Market Opportunity Score	78/100
Population	964,177
Median Household Income	\$80,954
Median Home Value	\$551,000
Homeownership Rate	45.3%
Median Year Built	1985
Median Age	34.2
Households Earning \$100K+	32.0%
Internet Access	91.0%
Unemployment Rate	3.4%

### SUGGESTED TALKING POINTS

- 1 No active website detected — every search lead they're losing is going to a competitor with a working site.
- 2 Google Business Profile is only 42% complete: missing service categories, hours, and recent photos.
- 3 PageSpeed score of 34 on the legacy site (Wayback) means slow load times even for organic traffic.
- 4 No Facebook Pixel or Google Analytics tags installed — they have no remarketing audience to retarget.
- 5 Reviews dropped to 3.2 stars from 4.1 over the last 6 months. They're hemorrhaging social proof.