

ProPlum AI Audit: 1-Tom-Plumber Case Study

Video Script for Google Vids

SCENE 1: The Hook (0:00-0:15)

Visual: Emergency plumbing van at night, water flooding a kitchen

Voiceover: "What if I told you one of America's fastest-growing plumbing franchises is invisible to AI search? They have 57 territories. 37 franchisees. A private equity-backed parent company. And they're leaking \$500,000 a year in revenue because ChatGPT doesn't know they exist locally."

SCENE 2: The Discovery (0:15-0:35)

Visual: Screenshot of 1tomplumber.com homepage, then zoom into technical details **Voiceover:** "We audited 1-Tom-Plumber — the brand with the funny name and serious growth. Here's what shocked us: they actually HAVE an llms.txt file. That's the file that tells AI models how to understand your business. Most plumbers don't even know what that is."

Text overlay: "llms.txt detected ☑"

Voiceover continues: "Their corporate site scored 62 out of 100. Not bad. But then we checked their Cincinnati location page. And their Asheville page. And their St. Louis page."

SCENE 3: The Problem (0:35-0:55)

Visual: Split screen showing "Corporate Site: 62/100" vs "Location Page: 32/100" with red warning icons **Voiceover:** "Every single location page was missing LocalBusiness schema. That's the code that tells ChatGPT: 'This is a plumber. At this address. In this city.' Without it, AI search engines don't categorize them as a local plumbing business. They categorize them as... nothing."

Text overlay: - "57 territories" - "30+ location pages" - "0 LocalBusiness schemas" - "AI Visibility Score: 32/100"

SCENE 4: The Math (0:55-1:15)

Visual: Calculator animation, numbers ticking up **Voiceover:** “Here’s what that costs them. One plumbing emergency call averages \$400. If each territory misses just ONE call per week because AI search can’t find them, that’s \$400 times 57 territories times 52 weeks.”

Text overlay: “\$1,185,600 annual leak”

Voiceover: “Even if we’re conservative — half that — we’re talking \$600,000 in lost revenue. Every year. From ONE missing line of code.”

SCENE 5: The Competition Gap (1:15-1:30)

Visual: Side-by-side comparison chart **Voiceover:** “Roto-Rooter isn’t doing this. Benjamin Franklin Plumbing isn’t doing this. Mr. Rooter isn’t doing this. The entire franchise plumbing industry is asleep at the wheel on AI search.”

Text overlay: | Competitor | AI Visibility Score | |-----|-----
| | 1-Tom-Plumber | 62/100 (corporate) | | Roto-Rooter | Unknown | |
Benjamin Franklin | Unknown | | Mr. Rooter | Unknown |

Voiceover: “Whoever fixes this first owns the AI search channel for plumbing.”

SCENE 6: The Solution (1:30-1:50)

Visual: ProPlum Network logo, checklist animation **Voiceover:** “ProPlum Network fixes this in 48 hours. We deploy LocalBusiness schema on every location page. We add FAQPage schema so AI can quote you directly. We update your llms.txt with location-specific instructions. We register every territory with Bing Webmaster.”

Text overlay - Checklist: ☐ LocalBusiness schema per location ☐
FAQPage schema for AI extraction ☐ llms.txt optimization ☐ Bing
Webmaster registration ☐ Content freshness protocol

SCENE 7: The Offer (1:50-2:10)

Visual: Free trial button, phone number, emergency plumbing imagery **Voiceover:** “We’re offering 1-Tom-Plumber a FREE 5-territory audit. No obligation. We’ll show you exactly which locations are invisible, what it’s costing you, and how fast we can fix it. After that, it’s \$497 per territory per month — or \$28,329 monthly for the full network. One signature. One check. 57 territories fixed.”

Text overlay: “Free 5-Territory Audit” “\$497/territory/month” “Call: 813-491-3590”

SCENE 8: The Close (2:10-2:30)

Visual: ProPlum Network logo, emergency van driving away at sunrise **Voiceover:** “The plumbers who own AI search in 2026 will own the market in 2027. Don’t let your competitors get there first. Call ProPlum Network today. One plumber per market. Zero shared leads. AI dispatch that never sleeps.”

Text overlay: “ProPlum Network” “Emergency Plumbing & AI Dispatch” “813-491-3590” “proplumnetwork.com”

PRODUCTION NOTES FOR GOOGLE VIDS

Total Runtime: ~2:30 **Tone:** Professional urgency — like a news investigation, not a sales pitch **Music:** Tension building in Scenes 1-4, resolving to confident/optimistic in Scenes 6-8 **Color Palette:** Dark navy (#080C15), orange accent (#FF6B35), white text **Stock Footage Keywords:** Emergency plumbing, water damage, AI/tech visualization, local business maps, calculator/money, competitive racing

GOOGLE VIDS SETUP INSTRUCTIONS

1. Go to vids.new
 2. Click “Help me create”
 3. Select “Upload from Google Drive” or paste this script
 4. Choose template: “Sales pitch” or “Case study”
 5. Set duration: 2-3 minutes
 6. Export as MP4 (16:9 landscape)
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