

Northstar Plumbing and Drain

emergency plumber in Minneapolis, MN. Website: northstarplumbinganddrain.example

Prepared October 9, 2026 as a sample of the full report.

0 of 162

Answers that named you

0%

Mention rate

0

Times your site was cited

25

Findings in your fix list

In short

Northstar Plumbing and Drain was named in 0 of 162 answers (0%) across 4 engines, and northstarplumbinganddrain.example was cited 0 times. Named most often instead: Soderlin Plumbing, Heating & Air Conditioning, Roto-Rooter, Erik Nelson Plumbing. 25 findings follow in priority order.

On the 48 buying-intent questions (the ones a customer asks right before choosing), you were named 0 times.

Start here

- F01: Absent from 50 of 50 answers on OpenAI GPT with web search
- F02: Absent from 50 of 50 answers on Perplexity Sonar
- F03: Absent from 50 of 50 answers on Google Gemini with search grounding

How to read this report

We asked four AI answer engines the questions a customer in your city asks when looking for a business like yours, recorded every answer, and scored each one: were you named, in what position, was your website cited, and who was named instead. The fix list turns those gaps into specific changes. No one can promise placement in an AI answer; this report shows where you stand today and what will improve the odds.

Engine by engine

162 answers recorded across 4 engines from 50 questions.

Engine	Answers	Named you	Cited your site	Avg position	Named first
OpenAI GPT with web search	50 of 50	0 (0%)	0 (0%)	n/a	0%
Perplexity Sonar	50 of 50	0 (0%)	0 (0%)	n/a	0%
Google Gemini with search grounding	50 of 50	0 (0%)	0 (0%)	n/a	0%
Google AI Overviews	12 of 12	0 (0%)	0 (0%)	n/a	0%

Who the engines name instead

Business	Mentions	Share of answers	Engines
Soderlin Plumbing, Heating & Air Conditioning (your listed competitor)	162	22%	4
Roto-Rooter	112	15%	3
Erik Nelson Plumbing	100	14%	2
Norblom Plumbing (your listed competitor)	100	14%	2
Benjamin Franklin Plumbing	62	8%	2
Cichy's Water & Sewer	50	7%	1
Mr. Rooter Plumbing	50	7%	1
Northern Ben Franklin	50	7%	1
Twin Cities Premier Plumbing	50	7%	1

Sources the engines trust

Domains cited in the answers, most frequent first. Directories are marked; your own site is marked when it appears.

Domain	Type	Citations	Engines
soderlin.com	Other site	112	3
bbb.org	Directory or review site	100	2
eriknelsonplumbing.com	Other site	100	2
benjaminfranklinplumbing.com	Other site	62	2
rotorooter.com	Other site	62	2
thumbtack.com	Directory or review site	62	2
yelp.com	Directory or review site	62	2
angi.com	Directory or review site	50	1

Domain	Type	Citations	Engines
bestpickreports.com	Directory or review site	50	1
bestprosintown.com	Directory or review site	50	1
consumeraffairs.com	Directory or review site	50	1
expertise.com	Directory or review site	50	1
homeadvisor.com	Directory or review site	50	1
local.yahoo.com	Directory or review site	50	1
mrrooter.com	Other site	50	1

Your fix list

25 findings in priority order. Each names the engine and question that exposed it, states the evidence, and gives the action.

F01 High visibility

Absent from 50 of 50 answers on OpenAI GPT with web search

OpenAI GPT with web search named you in 0% of the questions it answered. Examples where you were absent: "Who is the best emergency plumber in Minneapolis?"; "Top rated emergency plumber in Minneapolis, MN"; "I need an emergency plumber near me in Minneapolis. Who should I call?".

Do this: These engines answer from live web pages and review sites. For each question above, check which domains were cited (source inventory) and make sure you have a page that answers that question directly, with the service and the city in the title, plus a listing on the cited directories.

Engines: GPT. Questions: Q1, Q2, Q3

F02 High visibility

Absent from 50 of 50 answers on Perplexity Sonar

Perplexity Sonar named you in 0% of the questions it answered. Examples where you were absent: "Who is the best emergency plumber in Minneapolis?"; "Top rated emergency plumber in Minneapolis, MN"; "I need an emergency plumber near me in Minneapolis. Who should I call?".

Do this: These engines answer from live web pages and review sites. For each question above, check which domains were cited (source inventory) and make sure you have a page that answers that question directly, with the service and the city in the title, plus a listing on the cited directories.

Engines: Perplexity. Questions: Q1, Q2, Q3

F03 High visibility

Absent from 50 of 50 answers on Google Gemini with search grounding

Google Gemini with search grounding named you in 0% of the questions it answered. Examples where you were absent: "Who is the best emergency plumber in Minneapolis?"; "Top rated emergency plumber in Minneapolis, MN"; "I need an emergency plumber near me in Minneapolis. Who should I call?".

Do this: These engines answer from live web pages and review sites. For each question above, check which domains were cited (source inventory) and make sure you have a page that answers that question directly, with the service and the city in the title, plus a listing on the cited directories.

Engines: Gemini. Questions: Q1, Q2, Q3

F04 High visibility

Absent from 12 of 12 answers on Google AI Overviews

Google AI Overviews named you in 0% of the questions it answered. Examples where you were absent: "Who is the best emergency plumber in Minneapolis?"; "Top rated emergency plumber in Minneapolis, MN"; "I need an emergency plumber near me in Minneapolis. Who should I call?".

Do this: AI Overviews draw on the top organic results and Google Business Profile data. For each question

above, make sure a page on your site matches the question wording, and that your Business Profile category, services and service area match what you sell.

Engines: AI Overviews. Questions: Q1, Q2, Q3

F05 High competitors

Competitors named instead of you: "Who is the best emergency plumber in Minneapolis?"

Google Gemini with search grounding, Google AI Overviews, OpenAI GPT with web search, Perplexity Sonar answered this buying question without you. Named instead: Soderlin Plumbing, Heating & Air Conditioning, Erik Nelson Plumbing, Norblom Plumbing, Roto-Rooter and 2 more.

Do this: Create or strengthen a page that answers this exact question for Minneapolis, MN: put the question in a heading, name the service and the city in the first sentence, add proof (reviews, licenses, years in business, photos) and link the page from your home page and Google Business Profile.

Engines: Gemini, AI Overviews, GPT, Perplexity. Questions: Q1

F06 High competitors

Competitors named instead of you: "Top rated emergency plumber in Minneapolis, MN"

Google Gemini with search grounding, Google AI Overviews, OpenAI GPT with web search, Perplexity Sonar answered this buying question without you. Named instead: Soderlin Plumbing, Heating & Air Conditioning, Erik Nelson Plumbing, Norblom Plumbing, Roto-Rooter and 2 more.

Do this: Create or strengthen a page that answers this exact question for Minneapolis, MN: put the question in a heading, name the service and the city in the first sentence, add proof (reviews, licenses, years in business, photos) and link the page from your home page and Google Business Profile.

Engines: Gemini, AI Overviews, GPT, Perplexity. Questions: Q2

F07 High competitors

Competitors named instead of you: "I need an emergency plumber near me in Minneapolis. Who should I call?"

Google Gemini with search grounding, Google AI Overviews, OpenAI GPT with web search, Perplexity Sonar answered this buying question without you. Named instead: Soderlin Plumbing, Heating & Air Conditioning, Erik Nelson Plumbing, Norblom Plumbing, Roto-Rooter and 2 more.

Do this: Create or strengthen a page that answers this exact question for Minneapolis, MN: put the question in a heading, name the service and the city in the first sentence, add proof (reviews, licenses, years in business, photos) and link the page from your home page and Google Business Profile.

Engines: Gemini, AI Overviews, GPT, Perplexity. Questions: Q3

F08 High competitors

Competitors named instead of you: "Which emergency plumber should I hire in Minneapolis?"

Google Gemini with search grounding, Google AI Overviews, OpenAI GPT with web search, Perplexity Sonar answered this buying question without you. Named instead: Soderlin Plumbing, Heating & Air

Conditioning, Erik Nelson Plumbing, Norblom Plumbing, Roto-Rooter and 2 more.

Do this: Create or strengthen a page that answers this exact question for Minneapolis, MN: put the question in a heading, name the service and the city in the first sentence, add proof (reviews, licenses, years in business, photos) and link the page from your home page and Google Business Profile.

Engines: Gemini, AI Overviews, GPT, Perplexity. Questions: Q4

F09 High competitors

Competitors named instead of you: "Best emergency plumber in Minneapolis according to reviews"

Google Gemini with search grounding, Google AI Overviews, OpenAI GPT with web search, Perplexity Sonar answered this buying question without you. Named instead: Soderlin Plumbing, Heating & Air Conditioning, Erik Nelson Plumbing, Norblom Plumbing, Roto-Rooter and 2 more.

Do this: Create or strengthen a page that answers this exact question for Minneapolis, MN: put the question in a heading, name the service and the city in the first sentence, add proof (reviews, licenses, years in business, photos) and link the page from your home page and Google Business Profile.

Engines: Gemini, AI Overviews, GPT, Perplexity. Questions: Q5

F10 High competitors

Competitors named instead of you: "Who is a reliable emergency plumber in Minneapolis that can come out today?"

Google Gemini with search grounding, Google AI Overviews, OpenAI GPT with web search, Perplexity Sonar answered this buying question without you. Named instead: Soderlin Plumbing, Heating & Air Conditioning, Erik Nelson Plumbing, Norblom Plumbing, Roto-Rooter and 2 more.

Do this: Create or strengthen a page that answers this exact question for Minneapolis, MN: put the question in a heading, name the service and the city in the first sentence, add proof (reviews, licenses, years in business, photos) and link the page from your home page and Google Business Profile.

Engines: Gemini, AI Overviews, GPT, Perplexity. Questions: Q6

F11 High competitors

Competitors named instead of you: "How much does an emergency plumber cost in Minneapolis, and who is reasonably priced?"

Google Gemini with search grounding, Google AI Overviews, OpenAI GPT with web search, Perplexity Sonar answered this buying question without you. Named instead: Soderlin Plumbing, Heating & Air Conditioning, Erik Nelson Plumbing, Norblom Plumbing, Roto-Rooter and 2 more.

Do this: Create or strengthen a page that answers this exact question for Minneapolis, MN: put the question in a heading, name the service and the city in the first sentence, add proof (reviews, licenses, years in business, photos) and link the page from your home page and Google Business Profile.

Engines: Gemini, AI Overviews, GPT, Perplexity. Questions: Q7

F12 High competitors

Competitors named instead of you: "Which emergency plumber in Minneapolis has the best reviews?"

Google Gemini with search grounding, Google AI Overviews, OpenAI GPT with web search, Perplexity Sonar answered this buying question without you. Named instead: Soderlin Plumbing, Heating & Air Conditioning, Erik Nelson Plumbing, Norblom Plumbing, Roto-Rooter and 2 more.

Do this: Create or strengthen a page that answers this exact question for Minneapolis, MN: put the question in a heading, name the service and the city in the first sentence, add proof (reviews, licenses, years in business, photos) and link the page from your home page and Google Business Profile.

Engines: Gemini, AI Overviews, GPT, Perplexity. Questions: Q8

F13 High citations

northstarplumbinganddrain.example was never cited

162 answers across 4 engines cited 21 domains and never yours.

Do this: Make northstarplumbinganddrain.example citable: one page per service with the city in the title, a plain-text address and phone on every page, LocalBusiness structured data, an FAQ section that uses customer wording, and nothing important hidden in images or behind scripts. Engines cite pages they can read and quote.

Engines: GPT, Perplexity, Gemini, AI Overviews

F14 Medium directories

Get listed and reviewed on bbb.org

bbb.org was cited 100 times by Google Gemini with search grounding, Perplexity Sonar. Engines treat it as a source of truth for your category in Minneapolis.

Do this: Claim or create your listing on bbb.org, match the business name, address and phone exactly to your site, pick the right category, add photos, and ask recent customers for reviews there. Check it quarterly.

Engines: Gemini, Perplexity

F15 Medium directories

Get listed and reviewed on thumbtack.com

thumbtack.com was cited 62 times by Google AI Overviews, Perplexity Sonar. Engines treat it as a source of truth for your category in Minneapolis.

Do this: Claim or create your listing on thumbtack.com, match the business name, address and phone exactly to your site, pick the right category, add photos, and ask recent customers for reviews there. Check it quarterly.

Engines: AI Overviews, Perplexity

F16 Medium directories

Get listed and reviewed on yelp.com

yelp.com was cited 62 times by Google Gemini with search grounding, Google AI Overviews. Engines treat it as a source of truth for your category in Minneapolis.

Do this: Claim or create your listing on yelp.com, match the business name, address and phone exactly to your site, pick the right category, add photos, and ask recent customers for reviews there. Check it quarterly.

Engines: Gemini, AI Overviews

F17 Medium directories

Get listed and reviewed on angi.com

angi.com was cited 50 times by Perplexity Sonar. Engines treat it as a source of truth for your category in Minneapolis.

Do this: Claim or create your listing on angi.com, match the business name, address and phone exactly to your site, pick the right category, add photos, and ask recent customers for reviews there. Check it quarterly.

Engines: Perplexity

F18 Medium directories

Get listed and reviewed on bestpickreports.com

bestpickreports.com was cited 50 times by Perplexity Sonar. Engines treat it as a source of truth for your category in Minneapolis.

Do this: Claim or create your listing on bestpickreports.com, match the business name, address and phone exactly to your site, pick the right category, add photos, and ask recent customers for reviews there. Check it quarterly.

Engines: Perplexity

F19 Medium directories

Get listed and reviewed on bestprosintown.com

bestprosintown.com was cited 50 times by Perplexity Sonar. Engines treat it as a source of truth for your category in Minneapolis.

Do this: Claim or create your listing on bestprosintown.com, match the business name, address and phone exactly to your site, pick the right category, add photos, and ask recent customers for reviews there. Check it quarterly.

Engines: Perplexity

F20 Medium content

Same-day and emergency questions never surface you

7 answers to emergency questions, none naming you. For example "Who is a reliable emergency plumber in Minneapolis that can come out today?"; "Who offers 24 hour emergency plumber service in Minneapolis?".

Do this: If you offer emergency or same-day work, say so on a dedicated page with hours, response time and the after-hours number, and mark the business hours in your Google Business Profile. Engines will not infer availability.

Engines: Gemini, AI Overviews, GPT, Perplexity. Questions: Q6, Q37

F21 Medium content

Pricing questions never surface you

10 answers to cost questions, none naming you. For example "How much does an emergency plumber cost in Minneapolis, and who is reasonably priced?"; "What should I expect to pay an emergency plumber in Minneapolis?"; "Are there affordable emergency plumber options in Minneapolis that are still well reviewed?".

Do this: Publish a pricing page with real ranges for your common jobs (what a typical call costs, what changes the price, how estimates work). Engines answer "how much" questions from pages that state numbers plainly; a page without numbers is skipped.

Engines: Gemini, AI Overviews, GPT, Perplexity. Questions: Q7, Q29, Q30

F22 Medium content

Review questions never surface you

13 answers to reviews questions, none naming you. For example "Which emergency plumber in Minneapolis has the best reviews?"; "Which emergency plumber in Minneapolis should I avoid, and which are well reviewed?"; "Is there an emergency plumber in Minneapolis with mostly five star reviews?".

Do this: Add a reviews page that quotes recent reviews with dates and the platform they came from, ask every finished customer for a Google review, and reply to each review. Engines cite review counts and ratings they can read on your own site and on Google.

Engines: Gemini, AI Overviews, GPT, Perplexity. Questions: Q8, Q31, Q32

F23 Medium content

Neighborhood questions never surface you

6 answers to neighborhood questions, none naming you. For example "Who is the best emergency plumber near downtown in Minneapolis?"; "Who is the best emergency plumber near the suburbs in Minneapolis?".

Do this: Add a service-area page that names the neighborhoods and suburbs you cover, with a short note per area (recent jobs, drive time). Engines use place names on your pages to answer near-me questions.

Engines: Gemini, GPT, Perplexity. Questions: Q13, Q14

F24 Medium content

Comparison questions never surface you

12 answers to compare questions, none naming you. For example "How does Soderlin Plumbing compare to other emergency plumber options in Minneapolis?"; "How does Norblom Plumbing compare to other emergency plumber options in Minneapolis?"; "Compare the top emergency plumber choices in Minneapolis".

Do this: Publish an honest "how to choose" page for your category in your city (licensing, warranty, pricing model, response time) and state where you stand on each point. Engines lift comparison criteria from pages that spell them out.

Engines: Gemini, GPT, Perplexity. Questions: Q15, Q16, Q33

F25 Medium content

Specific-job questions never surface you

36 answers to use case questions, none naming you. For example "Which emergency plumber in Minneapolis is best for water heater replacement?"; "Which emergency plumber in Minneapolis is best for sewer line repair?"; "Which emergency plumber in Minneapolis is best for a burst pipe?".

Do this: Create one page per common job (the use cases in the question list) with the job in the title, the city, a short process, a price range and a photo. Engines match specific questions to specific pages, not to a general services page.

Engines: Gemini, GPT, Perplexity. Questions: Q17, Q18, Q19

Question by question

Every question we asked, with whether each engine named you and in what position. Buying-intent questions are marked with a dollar sign. Google AI Overviews is asked the buying-intent questions only.

#	Question	GPT	Perplexity	Gemini	AI Overviews
1 \$	Who is the best emergency plumber in Minneapolis?	No	No	No	No
2 \$	Top rated emergency plumber in Minneapolis, MN	No	No	No	No
3 \$	I need an emergency plumber near me in Minneapolis. Who should I call?	No	No	No	No
4 \$	Which emergency plumber should I hire in Minneapolis?	No	No	No	No
5 \$	Best emergency plumber in Minneapolis according to reviews	No	No	No	No
6 \$	Who is a reliable emergency plumber in Minneapolis that can come out today?	No	No	No	No
7 \$	How much does an emergency plumber cost in Minneapolis, and who is reasonably priced?	No	No	No	No
8 \$	Which emergency plumber in Minneapolis has the best reviews?	No	No	No	No
9 \$	Recommend an emergency plumber in Minneapolis, MN with a good reputation	No	No	No	No
10 \$	What is the most trusted emergency plumber in Minneapolis?	No	No	No	No
11 \$	Looking for an emergency plumber in Minneapolis. Who do locals recommend?	No	No	No	No
12 \$	List the top 5 emergency plumber options in Minneapolis	No	No	No	No
13	Who is the best emergency plumber near downtown in Minneapolis?	No	No	No	not asked
14	Who is the best emergency plumber near the suburbs in Minneapolis?	No	No	No	not asked
15	How does Soderlin Plumbing compare to other emergency plumber options in Minneapolis?	No	No	No	not asked
16	How does Norblom Plumbing compare to other emergency plumber options in Minneapolis?	No	No	No	not asked
17	Which emergency plumber in Minneapolis is best for water heater replacement?	No	No	No	not asked
18	Which emergency plumber in Minneapolis is best for sewer line repair?	No	No	No	not asked
19	Which emergency plumber in Minneapolis is best for a burst pipe?	No	No	No	not asked
20	Which emergency plumber in Minneapolis is best for drain cleaning?	No	No	No	not asked
21	Which emergency plumber in Minneapolis is best for sump pump installation?	No	No	No	not asked

#	Question	GPT	Perplexity	Gemini	AI Overviews
22	Which emergency plumber in Minneapolis is best for a bathroom remodel?	No	No	No	not asked
23	I live in Minneapolis and need help with water heater replacement. Which emergency plumber should I contact?	No	No	No	not asked
24	I live in Minneapolis and need help with sewer line repair. Which emergency plumber should I contact?	No	No	No	not asked
25	I live in Minneapolis and need help with a burst pipe. Which emergency plumber should I contact?	No	No	No	not asked
26	I live in Minneapolis and need help with drain cleaning. Which emergency plumber should I contact?	No	No	No	not asked
27	I live in Minneapolis and need help with sump pump installation. Which emergency plumber should I contact?	No	No	No	not asked
28	I live in Minneapolis and need help with a bathroom remodel. Which emergency plumber should I contact?	No	No	No	not asked
29	What should I expect to pay an emergency plumber in Minneapolis?	No	No	No	not asked
30	Are there affordable emergency plumber options in Minneapolis that are still well reviewed?	No	No	No	not asked
31	Which emergency plumber in Minneapolis should I avoid, and which are well reviewed?	No	No	No	not asked
32	Is there an emergency plumber in Minneapolis with mostly five star reviews?	No	No	No	not asked
33	Compare the top emergency plumber choices in Minneapolis	No	No	No	not asked
34	What are the differences between the leading emergency plumber companies in Minneapolis?	No	No	No	not asked
35	Who is a licensed and insured emergency plumber in Minneapolis?	No	No	No	not asked
36	Is there a family owned emergency plumber in Minneapolis that people recommend?	No	No	No	not asked
37	Who offers 24 hour emergency plumber service in Minneapolis?	No	No	No	not asked
38	Which emergency plumber in Minneapolis has been in business the longest?	No	No	No	not asked
39	Best emergency plumber in the Minneapolis area for a homeowner	No	No	No	not asked
40	Which emergency plumber in Minneapolis is known for showing up on time?	No	No	No	not asked
41	What do people in Minneapolis say about local emergency plumber companies?	No	No	No	not asked
42	If you had to pick one emergency plumber in Minneapolis, who would it be?	No	No	No	not asked
43	Is Northstar Plumbing and Drain a good emergency plumber in Minneapolis?	No	No	No	not asked

#	Question	GPT	Perplexity	Gemini	AI Overviews
44	What do reviews say about Northstar Plumbing and Drain in Minneapolis?	No	No	No	not asked
45	What are the pros and cons of hiring Northstar Plumbing and Drain in Minneapolis?	No	No	No	not asked
46	How does Northstar Plumbing and Drain compare to other emergency plumber companies in Minneapolis?	No	No	No	not asked
47	What services does Northstar Plumbing and Drain in Minneapolis offer?	No	No	No	not asked
48	Who are the alternatives to Northstar Plumbing and Drain in Minneapolis?	No	No	No	not asked
49	Is Northstar Plumbing and Drain in Minneapolis licensed and insured?	No	No	No	not asked
50	Does Northstar Plumbing and Drain in Minneapolis offer emergency or same-day service?	No	No	No	not asked

Method and terms

Answers were collected on October 9, 2026 from the live engines using a neutral session with the location set to Minneapolis, MN. Engines change their answers over time and between users, so a later check can differ; the patterns across 162 answers are what matter.

Our guarantee is on this report: at least ten specific, named findings, or a full refund. We never promise placement in any engine.

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