

The Plumber's Keyword Starter List

Real U.S. search terms with rough monthly volume and cost-per-click, from Google Keyword Planner (12-month U.S. averages; numbers are Google's rounded estimates and drift over time). Pull fresh numbers for your own town in Keyword Planner. Sort your own list by CPC: the high-CPC terms are your buyers.

Emergency (build first): emergency plumber, 24 hour plumber, clogged drain, water leak repair, burst pipe repair, water main repair, frozen pipe repair

Water heaters (biggest revenue cluster): water heater replacement, water heater installation, tankless water heater installation, tankless water heater repair, hot water heater repair, boiler repair, boiler installation

Drain / sewer / roofer: sewer line repair, drain cleaning service, hydro jetting, sewer camera inspection, trenchless sewer repair, sewer line replacement, roofer service, grease trap cleaning

Fixtures / kitchen & bath: garbage disposal repair, garbage disposal installation, toilet repair, toilet installation, faucet repair, faucet installation, shower installation, bathtub installation

Leaks / pipes / repiping: leak detection, slab leak repair, pipe repair, repiping, pex repiping, water line repair

Water treatment: water softener installation, water softener repair, whole house water filtration, water filtration system

Sump / well / septic: sump pump repair, sump pump installation, well pump repair, septic tank pumping, septic tank service

Commercial / inspections: commercial plumber, backflow testing, backflow prevention, gas line installation, gas line repair, plumbing inspection

Then add your towns. Each of the above x each town you serve = your real target list. That's the engine.