

Named First Report

Business
Harborline Plumbing

Trade and city
Plumbing · Columbus, OH

Test date (sample)
October 10, 2026

Assistants tested
ChatGPT, Gemini

3 of 20

answers that named Harborline Plumbing
(15.0%)

14 of 20

answers that named Northgate Drain Pros
(70.0%)

2 of 20

answers that named no business at all

We asked each assistant the same 10 questions a customer in Columbus, OH might ask. The table shows the businesses each one named, in the order it named them. Harborline Plumbing appears in 2 of 10 ChatGPT answers and 1 of 10 Gemini answers. Northgate Drain Pros appears in 7 and 7.

What the assistants said

#	QUESTION ASKED	CHATGPT NAMED	GEMINI NAMED
1	Who is the best plumber in Columbus, OH?	1. Northgate Drain Pros · 2. Summit Pipe & Heat · 3. Clearwater Rooter Co.	1. Northgate Drain Pros 2. Summit Pipe & Heat
2	Emergency plumber in Columbus open right now	1. Northgate Drain Pros 2. Clearwater Rooter Co.	1. Northgate Drain Pros 2. Clearwater Rooter Co.
3	Who can fix a leaking water heater in Columbus?	1. Northgate Drain Pros · 2. Summit Pipe & Heat · 3. Harborline Plumbing	1. Summit Pipe & Heat · 2. Northgate Drain Pros · 3. Clearwater Rooter Co. · 4. Harborline Plumbing
4	Affordable plumber near me in Columbus	1. Summit Pipe & Heat 2. Clearwater Rooter Co.	1. Northgate Drain Pros 2. Summit Pipe & Heat
5	How much does a plumber cost in Columbus?	<i>No business named</i>	<i>No business named</i>
6	Best-reviewed plumbing company in Columbus	1. Northgate Drain Pros 2. Summit Pipe & Heat	1. Northgate Drain Pros 2. Clearwater Rooter Co.
7	Trenchless sewer repair in Columbus	1. Northgate Drain Pros 2. Clearwater Rooter Co.	1. Northgate Drain Pros 2. Summit Pipe & Heat
8	Licensed plumber for a bathroom remodel in Columbus	1. Summit Pipe & Heat	1. Clearwater Rooter Co.
9	Plumber for a clogged main drain in Columbus	1. Northgate Drain Pros · 2. Harborline Plumbing · 3. Clearwater Rooter Co.	1. Northgate Drain Pros 2. Summit Pipe & Heat
10	24-hour plumber in Columbus on weekends	1. Clearwater Rooter Co. 2. Northgate Drain Pros	1. Clearwater Rooter Co.

Highlighted names are Harborline Plumbing. This sample uses fictional businesses and answers written to show the format; they were not recorded from a live run. In a real report every answer is recorded as received, with the exact prompt.

Sources the assistants cited

SOURCE	CITED IN
yelp.com	9 of 20
angi.com	7 of 20
Northgate Drain Pros website	6 of 20
homeadvisor.com	5 of 20
bbb.org	3 of 20
Summit Pipe & Heat website	3 of 20
harborlineplumbing.example (this business)	1 of 20

Assistants lean on review and directory sites and on competitors' own pages. Harborline Plumbing's own site was cited once, for question 3.

Counts show how many of the 20 answers cited each source.

Google Business Profile check

ITEM	HARBORLINE PLUMBING	TOP COMPETITOR (NORTHGATE DRAIN PROS)
Reviews	31	212
Reviews with an owner reply	4 of 31 (12.9%)	Most replied to
Secondary categories	None set	3 set
Services list with descriptions	Empty	Filled in
Website pages for emergency, water heater and sewer work	One general services page	One page per service

Figures in this table are made up for the sample.

Five fixes, in priority order

- Publish a page for each service customers ask about** (emergency plumbing, water heater repair, sewer repair), each naming Columbus, OH and answering the question directly. Assistants cite pages that answer the question.
- Complete the Google Business Profile.** Add secondary categories and a services list with a short description for each.
- Reply to the 27 reviews that have no reply**, then reply to every new review within 48 hours.
- Ask every customer for a review** at the end of each job, with a direct link. Aim for steady growth in review count rather than a one-time push.
- Make your name, phone, address and hours identical** on Yelp, Angi and HomeAdvisor, the sources cited most often.

Method and limits. Each question was asked once in each assistant on the test date, in a fresh session. Assistants vary by wording, location, account and time, so answers can differ when you ask. This report records what was said on that date. It does not predict future answers and does not promise more customers or a higher position. Fixes are recommendations for you or your web person to carry out. Prepared with AI tools and reviewed by a person before delivery.