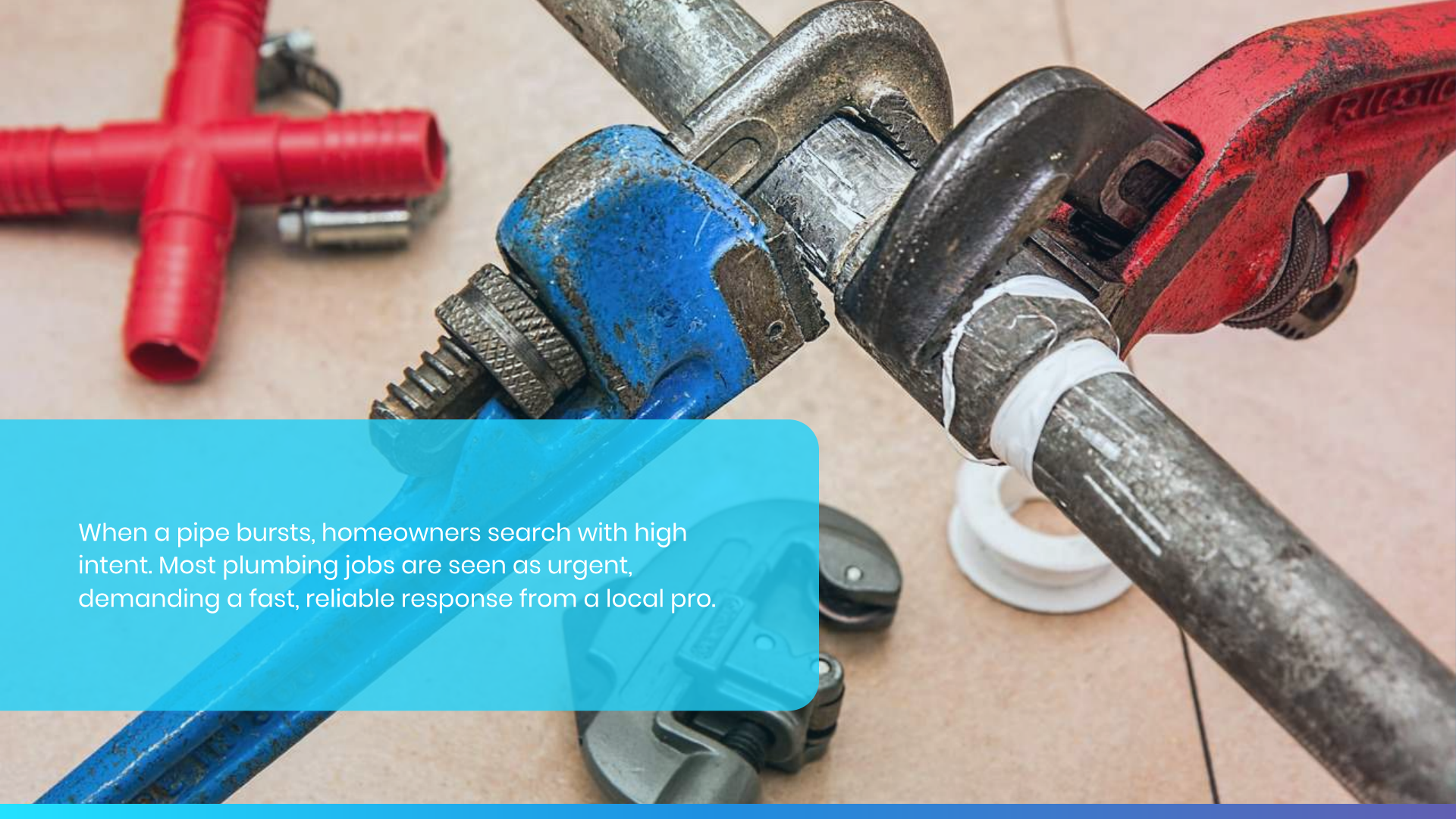
A top-down view of a laptop on a wooden floor next to a box and a pillow. The laptop is open and positioned in the center. To its right is a cardboard box with a white remote control resting on top. To its left is a dark-colored pillow with large, light-colored letters spelling out 'ABCDEFGHIJKL'. The floor is made of dark wood planks. A semi-transparent dark blue banner is overlaid across the middle of the image, containing the text.

Searching for a Plumber: 5 High-Intent Questions Homeowners Ask Online



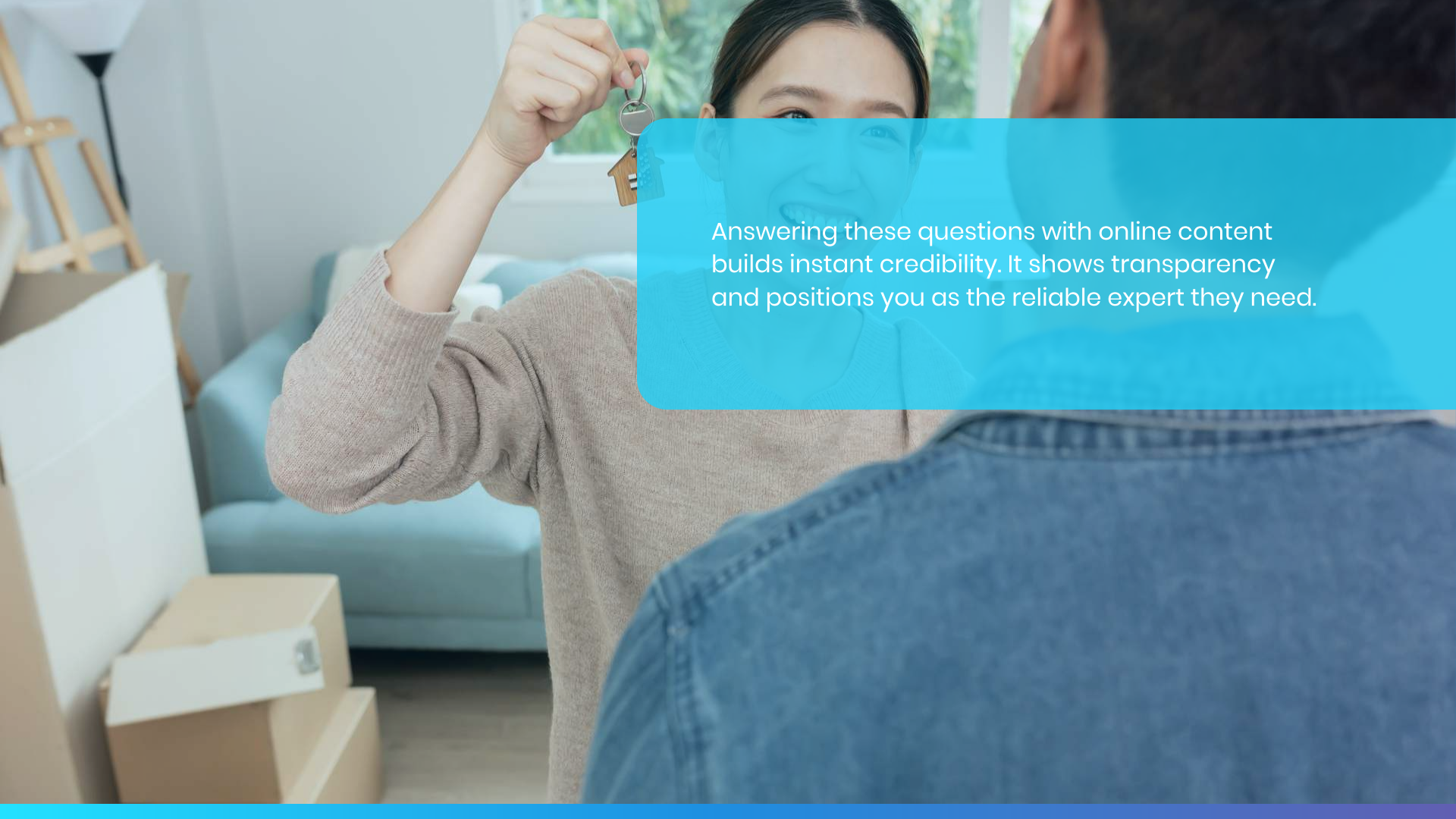
When a pipe bursts, homeowners search with high intent. Most plumbing jobs are seen as urgent, demanding a fast, reliable response from a local pro.

Many customers decide in under an hour, and 78% hire the first to respond to an emergency. If they can't find you fast, you lose the job.





High-intent customers ask specific questions. They want to know if you're licensed, insured, and experienced before they even consider calling.

A woman with dark hair, wearing a beige sweater, is smiling and holding up a key with a house-shaped keychain. She is standing in a room with cardboard boxes and a blue sofa. A semi-transparent blue box is overlaid on the right side of the image, containing white text.

Answering these questions with online content builds instant credibility. It shows transparency and positions you as the reliable expert they need.




FunnelTide Marketing's strategy is built on this principle. We create content that directly addresses your customer's most pressing concerns.



SEO

Then, we publish it across 300+ trusted sites. This massive distribution ensures you're seen by homeowners who are actively looking to hire.

An illustration of a person from the waist up, wearing a white short-sleeved shirt with a blue stripe on the sleeve and blue pants. The person is wearing a blue hard hat and is leaning forward, holding a dark blue tool that looks like a wrench or a similar mechanical tool. The background consists of horizontal stripes in shades of brown and dark blue. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing white text.

Discover the questions that convert searchers into customers. See how a done-for-you content strategy can fill your schedule with high-quality jobs.