

RESTORATION ROCKET CASE STUDY 01

Out-Citing SERVPRO.

How an independent restoration company moved ahead of SERVPRO in AI citations — while taking over Google Maps.

CLIENT
Water Bear Cleaning & Restoration



S 01

The giants already had the *brand*.

Water Bear had to become the stronger *local answer*.



01

Independent restoration company.

02

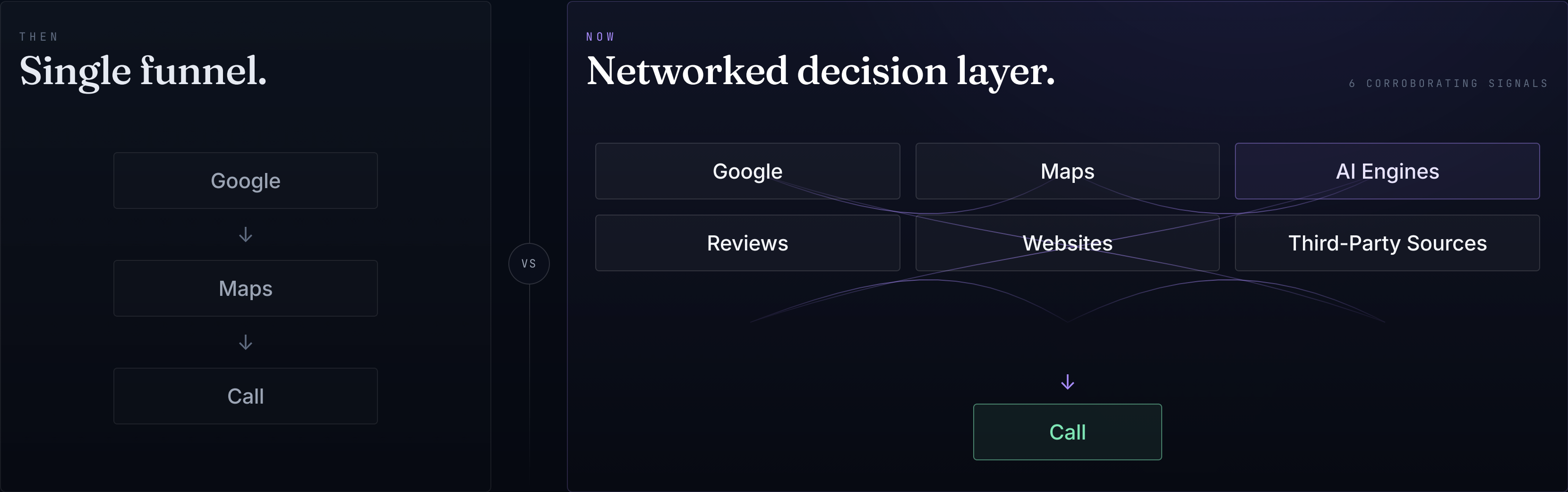
National-brand competitors.

03

Visibility at the moment of need determines who gets the call.

“ You don’t have to become the biggest restoration company in America. You have to become *difficult to ignore* in your own market.

The search journey *changed*.

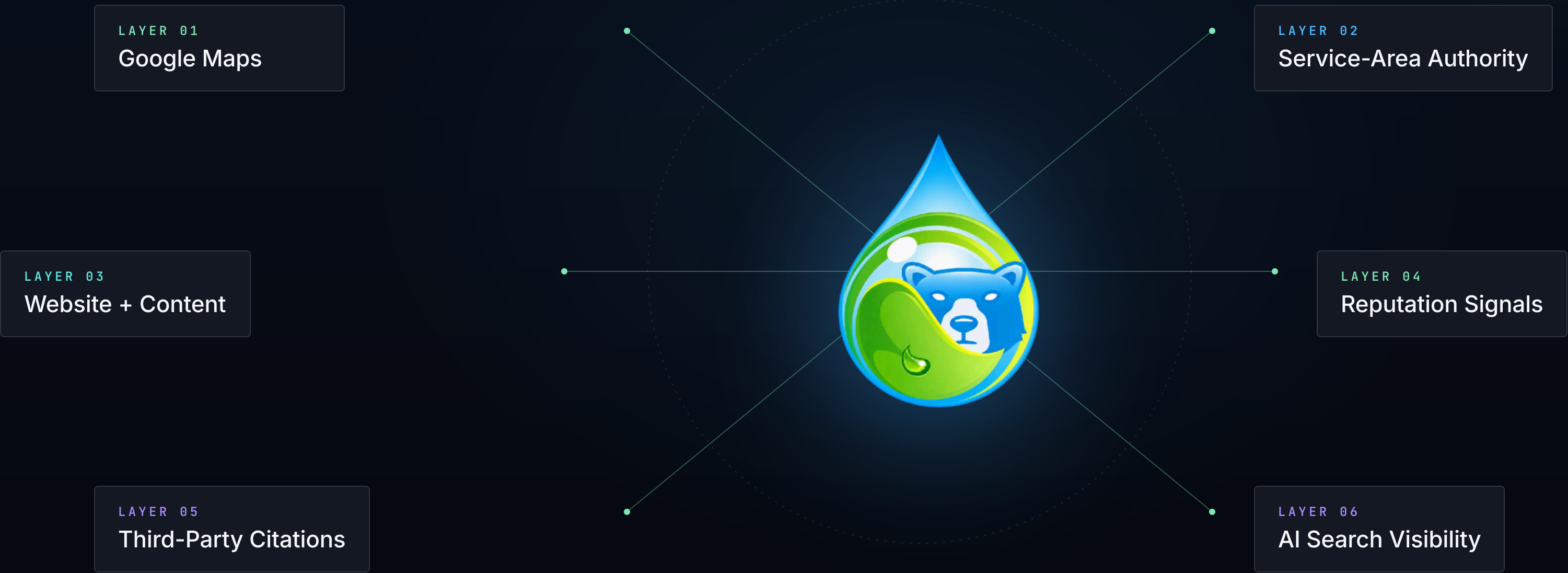


Winning one channel no longer means you own the decision.

§ 03

So we built the authority *around* Water Bear.

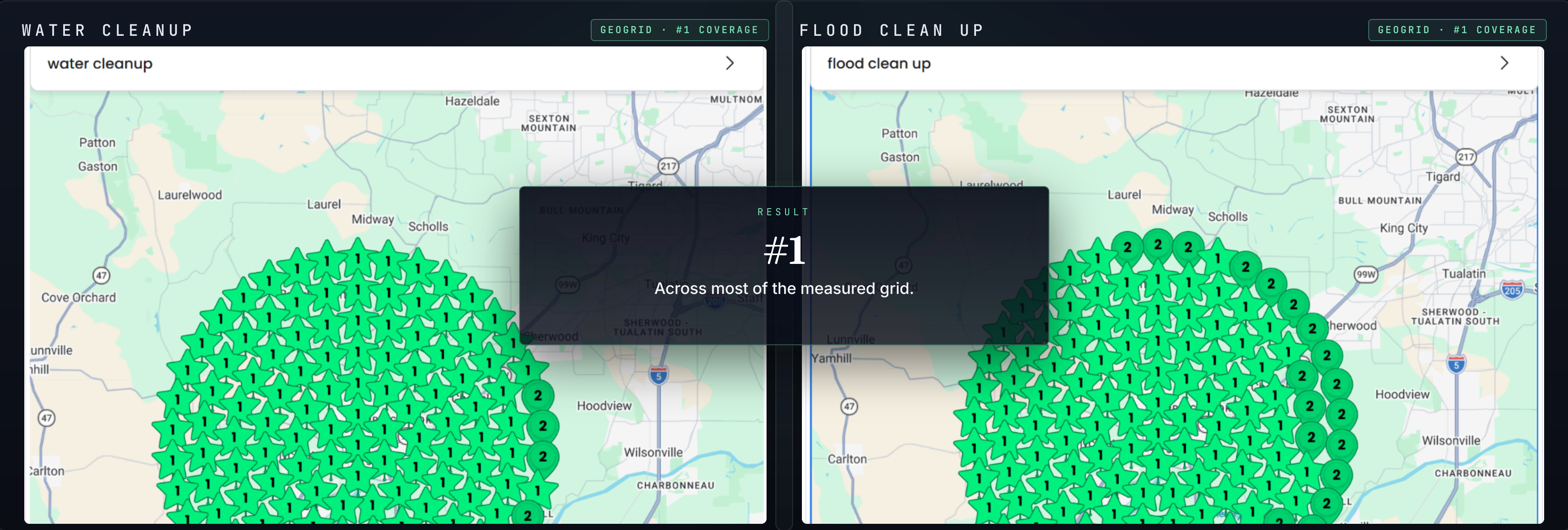
SIX CONNECTED AUTHORITY LAYERS · ONE CONNECTED SYSTEM



The goal wasn't traffic. The goal was to become difficult to ignore.

Then Water Bear started *owning* the map.

Two high-value restoration searches. Broad first-place coverage across the measured grid.



§ 05 · EVIDENCE 02

The numbers confirmed what the map *showed.*

1.12

AVERAGE RANK · 7 TRACKED KEYWORDS

100%

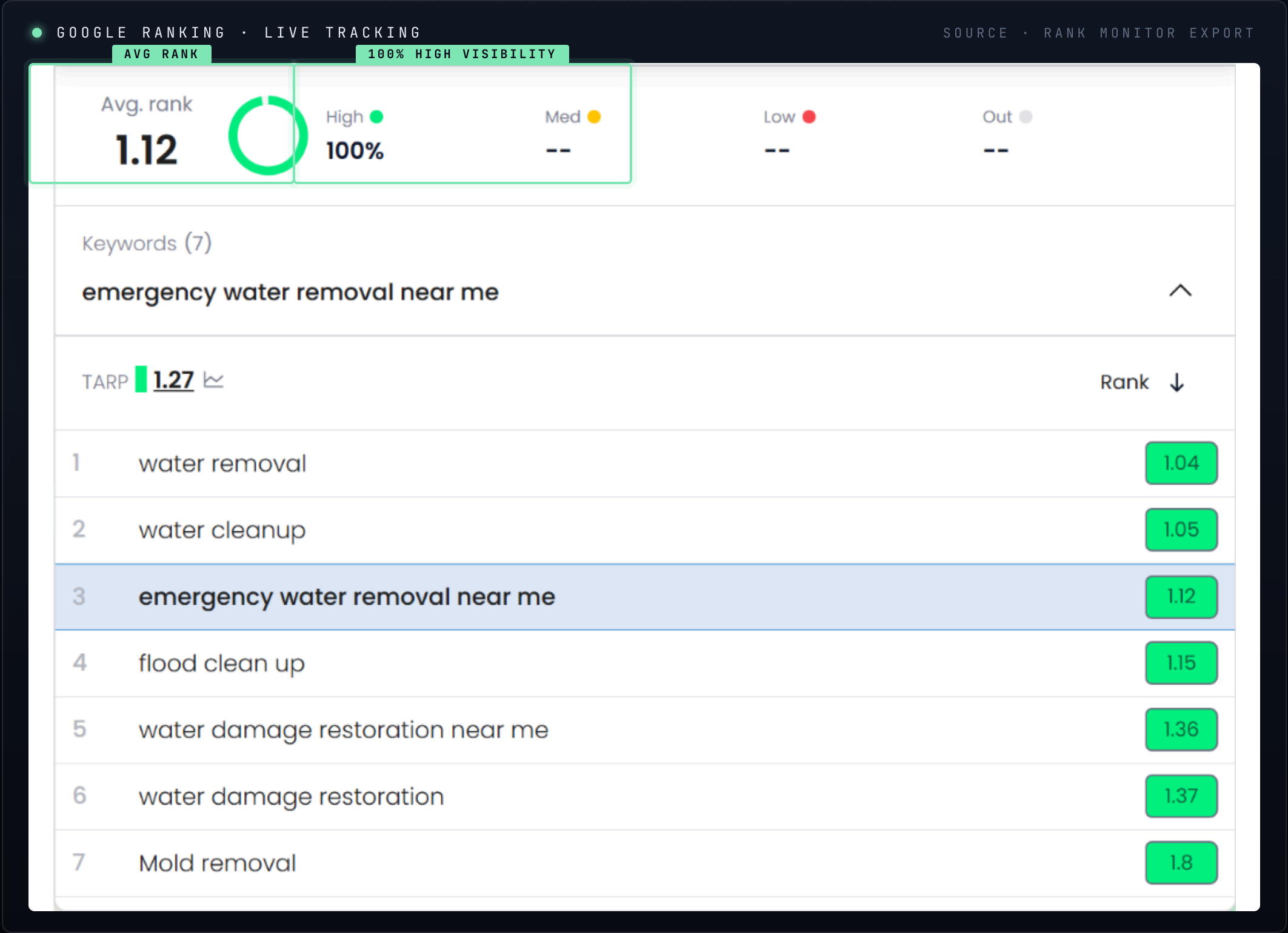
HIGH VISIBILITY · TARP-CLASSIFIED

07

RESTORATION KEYWORDS TRACKED

SUPPORTING RANKS · COMMERCIAL INTENT

Water removal	1.04	Flood clean up	1.15
Water cleanup	1.05	Water damage restoration near me	1.36
Emergency water removal near me	1.12	Water damage restoration · Mold removal	1.37 / 1.8



And the map pack showed #1 across core services.

• LIVE REPORT • WATER BEAR

LOCAL RESULT POSITION · PER SEARCH TERM

01	Water damage restoration	#1 / 1
02	Water damage repair Ahead of JK Paint & Contracting · Z&D Builders LLC	#1 / 3
03	Flood cleanup	#1 / 1
04	Mold remediation	#1 / 1

The national-brand logo isn’t what gets clicked. The local result does.

Google map pack position

Where this business actually appears in the local results, measured per search term.

water damage restoration #1 of 1

#	BUSINESS	RATING	REVIEWS	WEBSITE
1	Water Bear Cleaning & Restoration YOU	5	21	waterbearinc.com

water damage repair #1 of 3

#	BUSINESS	RATING	REVIEWS	WEBSITE
1	Water Bear Cleaning & Restoration YOU	5	21	waterbearinc.com
2	JK Paint & Contracting	4.9	308	jkpaint.com
3	Z&D Builders LLC	5	46	zanddbuilders.com

flood cleanup #1 of 1

#	BUSINESS	RATING	REVIEWS	WEBSITE
1	Water Bear Cleaning & Restoration YOU	5	21	waterbearinc.com

mold remediation #1 of 1

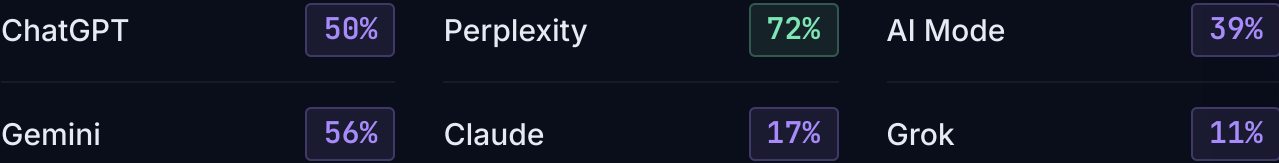
#	BUSINESS	RATING	REVIEWS	WEBSITE
1	Water Bear Cleaning & Restoration YOU	5	21	waterbearinc.com

Then we looked at what *AI* was seeing.

Visibility measured across leading AI answer engines.



VISIBILITY BY ENGINE



Then Water Bear *out-cited* SERVPRO.

In the tracked AI citation leaderboard, waterbearinc.com appeared above servpro.com.

#1 · SOURCE LEADERBOARD

waterbearinc.com

5318/10010%

APPEARANCESPROMPTSUSED

— VERSUS —

#2 · SOURCE LEADERBOARD

servpro.com

408/1008%

APPEARANCESPROMPTSUSED

WHERE AI CITES · SOURCE LEADERBOARD

DomainsURLs

89 sources · 6 scans

#	SOURCE	USED	APPEARANCES	PROMPTS	ENGINES
1	W waterbearinc.com	10%	53	18 / 100	ChatGPT Gemini Perplexity AI #1 WATER BEAR
2	S servpro.com	8%	40	8 / 100	ChatGPT Gemini Perplexity AI #2 SERVPRO
3	H homeadvisor.com	7%	35	7 / 100	ChatGPT Gemini Perplexity AI Mode
4	Y yelp.com	7%	33	12 / 100	ChatGPT Gemini Perplexity Claude +2
5	P pacwestrestoration.com	5%	27	6 / 100	ChatGPT Gemini Perplexity AI Mode
6	F facebook.com	5%	23	12 / 100	ChatGPT Gemini Perplexity Claude +2
7	M m.yelp.com	5%	23	19 / 100	
8	R rotorooter.com	4%	22	6 / 100	Gemini Perplexity ChatGPT AI Mode
9	A angi.com	3%	17	4 / 100	ChatGPT Gemini Perplexity AI Mode
10	H harrisrestoration.net	3%	16	12 / 100	
11	R restorationsos.com	3%	15	3 / 100	Perplexity Gemini

Water Bear wasn't just ranking. It was becoming a source AI cited.

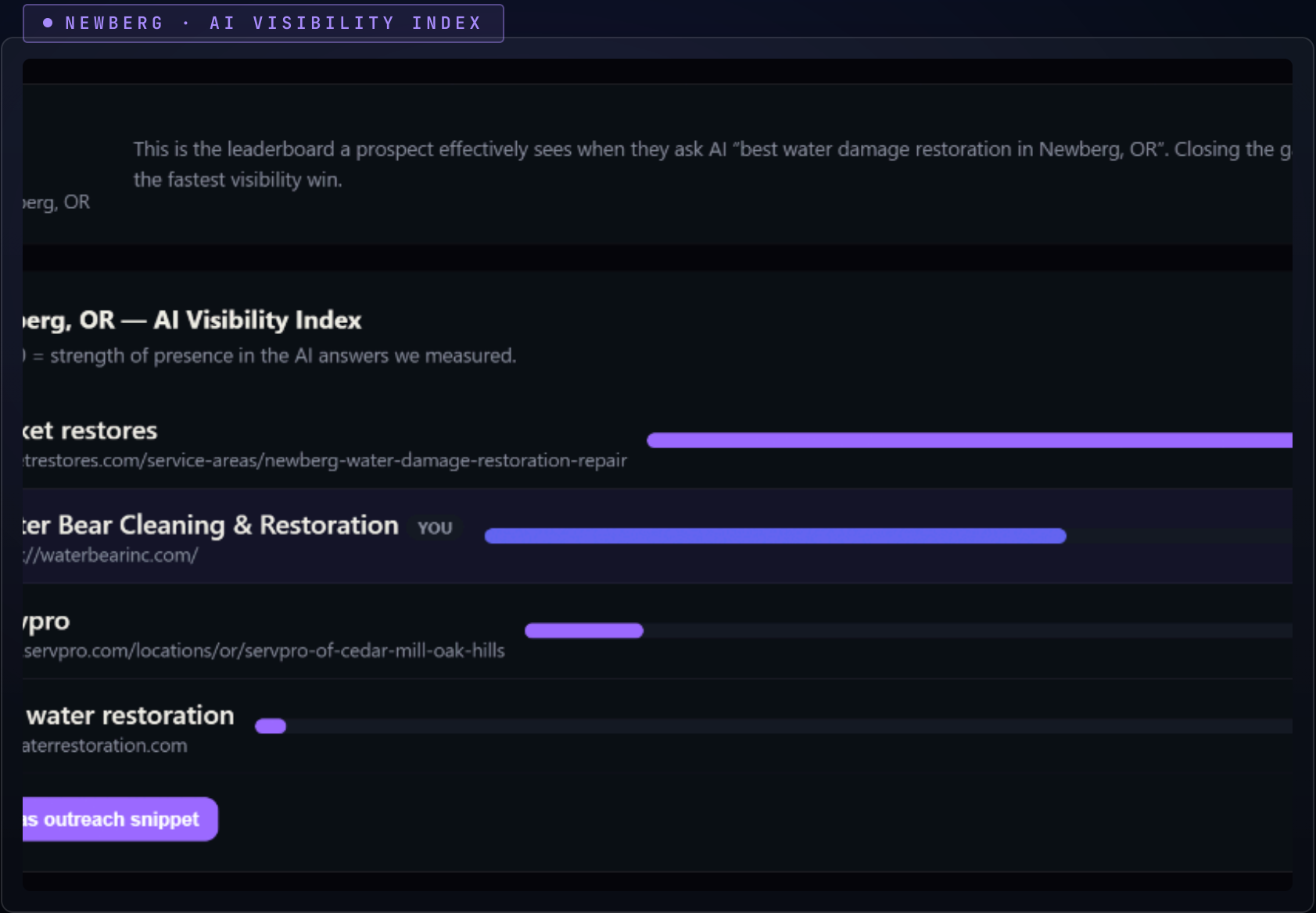
The local AI scoreboard told the same *competitive story*.

◆ NEWBERG, OREGON · *AI Visibility Index · Score 0–100*



| *A national brand name does not automatically win the AI layer.*

FULL LEADERBOARD SHOWN: ROCKET RESTORES 33 · WATER BEAR 23 · SERVPRO 5 · USA WATER RESTORATION 1



51 Search Visibility at a Glance

	27%	45%	100%	91%
SEARCH VISIBILITY	27%	45%	100%	91%
SEARCH RANKING	27%	45%	100%	91%
SEARCH RANKING	27%	45%	100%	91%
SEARCH RANKING	27%	45%	100%	91%

Visibility is nice. Jobs are better.

\$300K+



IN JOBS

With additional pipeline still growing.



The objective was never rankings for the sake of rankings. It was stronger market position that could turn into business.

Who does Google + AI think *owns* your market?

We built the **Market Gap Report** to show you.



JAKE · WATER BEAR
05

01
Google Maps

02
AI Recommendations

03
Reviews + Reputation

04
Market Coverage

Authority

See where your company is visible.
See who's being recommended instead.
*See **the gaps** worth fixing first.*

GET YOUR MARKET GAP REPORT



See the gaps before your competitors close them.

RESTORATION ROCKET · CONTACT

QR
PLACEHOLDER

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