CASE STUDY №03 · RESTORATION ROCKET

Thirty Years of *Reputation.* Now Working at *Full Strength.*

How **SERVPRO of Port Jefferson / Stony Brook** turned established local trust into modern market growth.

IN PARTNERSHIP WITH

SERVPRO of Port Jefferson / Stony Brook

Two Long Island Locations | Google Maps | AI Search | **$1M+ Generated**

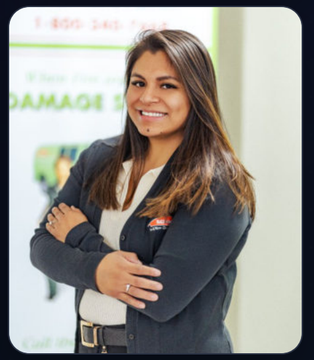
FOUNDATION · WHAT WAS ALREADY BUILT

The Reputation Was *Already* There.

- Established Long Island SERVPRO operation
- Two local locations
- Real **crews, trucks, reviews** and operating history
- A known restoration brand in a **competitive market**

This was not a credibility problem.

OPERATIONS TEAM



ESTABLISHED	COVERAGE	FIELD
30 years	Two locations	Long Island, NY

THE SHIFT · WHAT ACTUALLY NEEDED TO CHANGE

Reputation and Discoverability Are *Not the Same Thing.*

OFFLINE REPUTATION

Decades of trust.

Word of mouth · Long-standing crews · A known local brand.

- Real customers over multiple decades
- Word of mouth and repeat referrals

ONLINE / AI DISCOVERABILITY

Where the market actually looks.

Google Maps · Local Search · AI Answers · New property managers.

- Map surfaces that rank today, not yesterday
- AI answers people now rely on for quick decisions

THE DISTRIBUTION GAP

A homeowner ten miles away may not know your history. Google Maps does not rank you because you have existed for decades. AI does not cite you unless it finds trusted signals. A new property manager cannot hire a company they never encounter.

Reputation only produces opportunity when the market can see it.

STRATEGY · SEVEN SURFACES, ONE BRAND

We Didn't Build Trust From Scratch. We *Amplified* It.

Google Maps
Map presence and 3-pack visibility

Service-Area Authority
Routes · cities · neighborhoods · coverage

Local Search Visibility
Page-level surface across buyer terms

CLIENT

SERVPRO — Port Jefferson / Stony Brook
Reputation amplified across seven surfaces

Reviews + Reputation
Volume · velocity · response · recency

AI Search Visibility
Visibility + citation in major engines

Citation Sources
Domains AI engines actually pull from

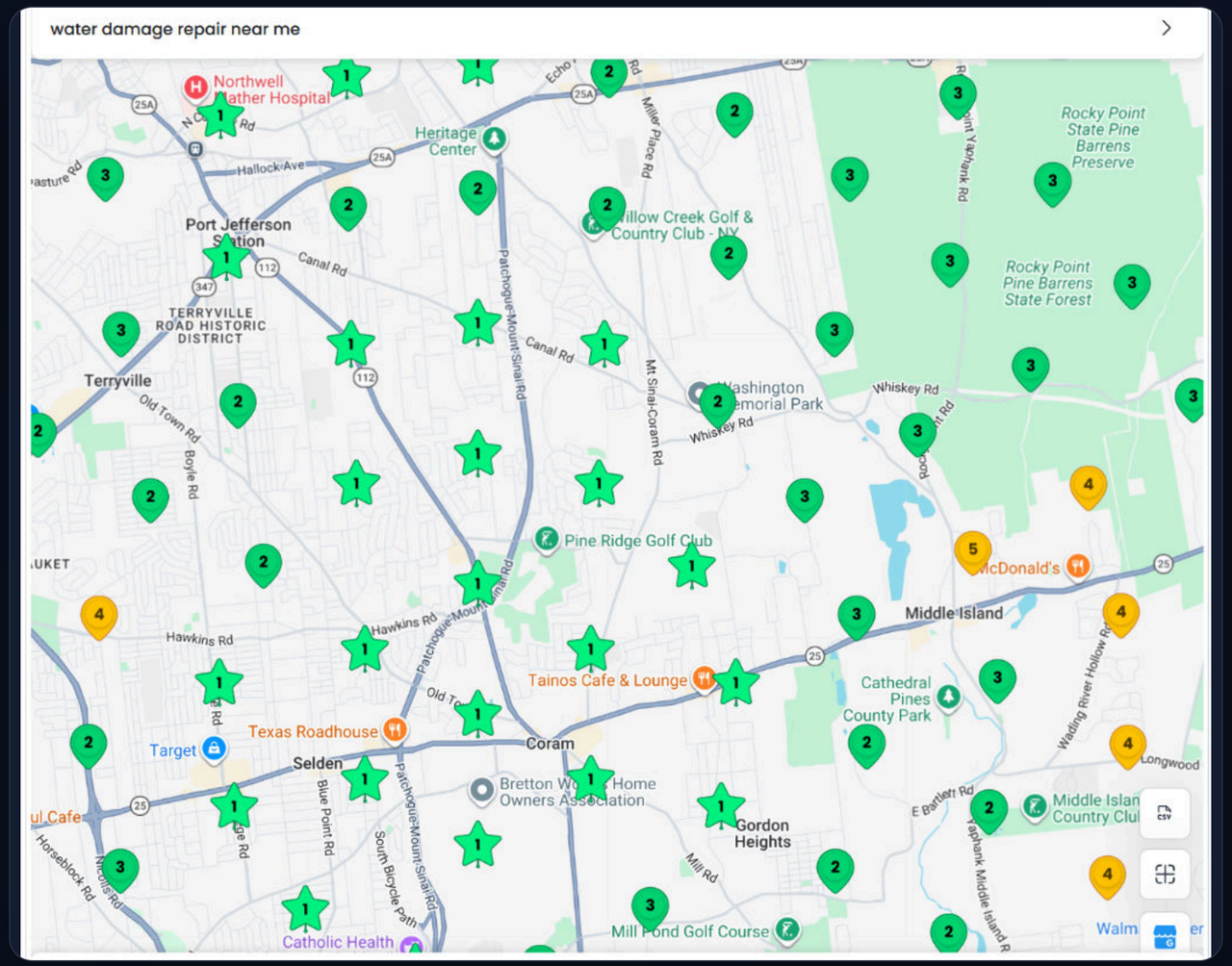
Lead Follow-Up
Pipeline turn visibility into revenue

TURN EXISTING CREDIBILITY INTO MEASURABLE MARKET PRESENCE

GOOGLE MAPS · GEOGRID

Google Maps Started Reflecting the *Real-World Reputation*

QUERY TRACKED — *"WATER DAMAGE REPAIR NEAR ME"*



- ★ #1 top position coverage
- ● #2–3 secondary positions
- ● #4–5 edge-of-grid positions

WHAT THIS SHOWS

Strong top-position coverage across the measured Long Island territory — not a single point of visibility but a *spread* of it.

Grid query · "water damage repair near me"
Suffolk County, NY · live measurement

GOOGLE MAP PACK · CORE SERVICES

#1 Across the Core Services Shown.

WATER DAMAGE RESTORATION

#1 of 20

WATER DAMAGE REPAIR

#1 of 20

FLOOD CLEANUP

#1 of 20

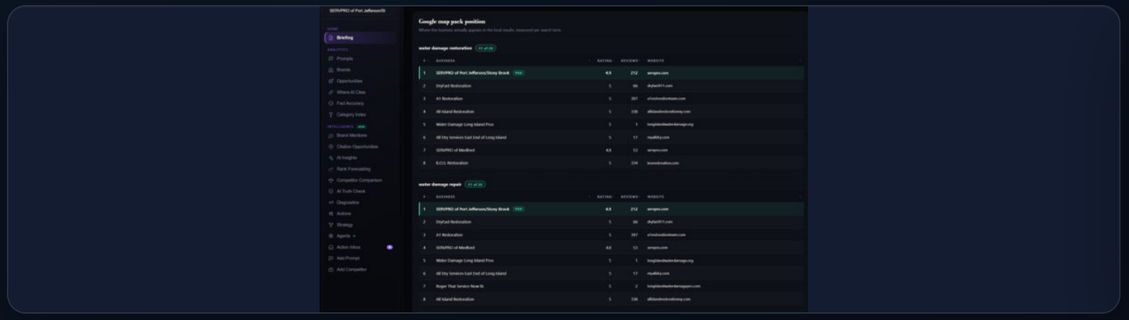
MOLD REMEDIATION

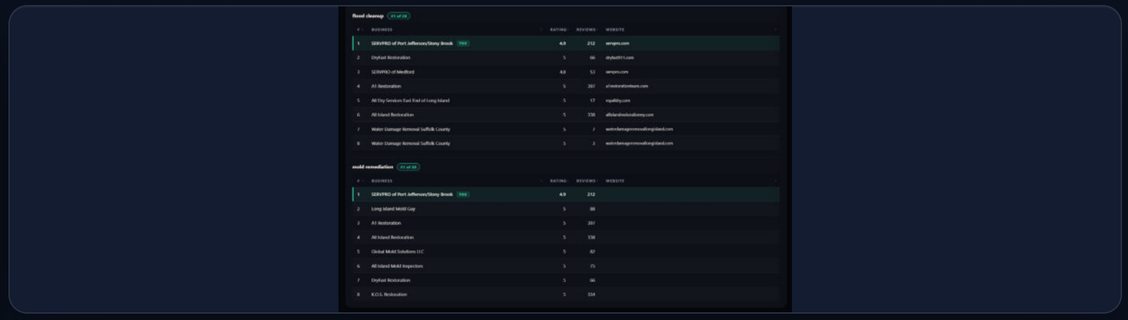
#1 of 20

THE SCOREBOARD

Number-one rankings on the four core service queries tracked for the Long Island service area — measured against twenty competitors each.

Each row, each map, each service — consistently positioned where the highest-intent buyer looks first.





COMPETITIVE FIELD · WHO ELSE WAS RANKING

They Were Winning Against *Real Competitors.*

The Map Pack screenshots show competing restoration companies with substantial review counts — including **A1 Restoration, All Island Restoration, K.O.S. Restoration, DryFast Restoration** and others.

This was not an empty field.

WATER DAMAGE · 20 LISTINGS

FLOOD & MOLD · 20 LISTINGS · COMPETITOR ROWS VISIBLE

AI SEARCH · LIVE REPORT

Then the Reputation Started Showing Up *in AI.*

MEASURED

326

AI answers analyzed

CITATIONS

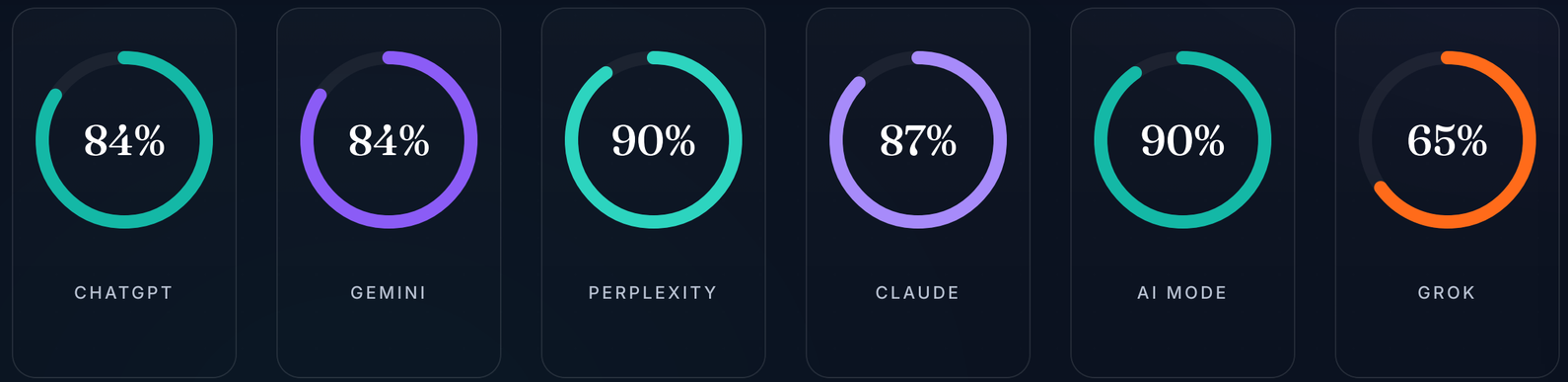
1,262

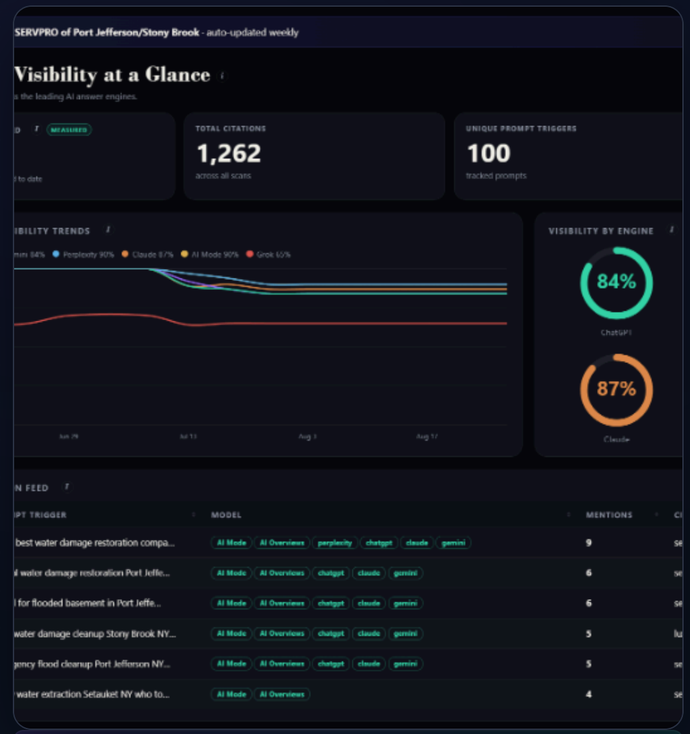
total citations recorded

TRACKED

100

unique prompt triggers





LIVE BRIEFING REPORT

SERVPRO of Port Jefferson / Stony Brook · auto-updated weekly

Visibility measured across ChatGPT, Gemini, Perplexity, Claude, Google AI Mode and Grok — over 100 buyer-intent prompts in Suffolk County.

AI PROMPTS · BUYER-INTENT LANGUAGE

They Showed Up for Questions That Sound Like *Real Losses.*

1	“Burst pipe cleanup Port Jefferson NY same day?”	100%	#1
2	“Who to call for flooded basement in Port Jefferson NY?”	80%	#1
3	“Water damage restoration that bills insurance directly...”	100%	#1
4	“Emergency water extraction Setauket NY who to call?”	100%	#1
5	“Emergency water extraction Stony Brook NY tonight?”	100%	#1

Sample of winning buyer-intent prompts. Table shows both winning prompts and gaps. Not every prompt is won.

EXCERPT · AI PROMPT TRACKER

Wins and gaps both visible — selected rows shown left for legibility.

AI CITATION AUTHORITY

AI Was Citing the SERVPRO Ecosystem *Heavily* — Because of the Work We Publish Here.

№1 CITED · PARENT DOMAIN

servpro.com/locations/ny/servpro-of-port-jefferson

437
APPEARANCES · 48 / 100 PROMPTS

HOW THIS #1 HAPPENED

We publish the client's local content to servpro.com/locations/ny/servpro-of-port-jefferson. Citation credit flows to the **parent** domain in this local region.

LOCAL FRANCHISE DOMAIN

servproportjefferson.com

284
APPEARANCES · 41 / 100 PROMPTS

REFERENCE

google.com

126
APPEARANCES · 42 / 100 PROMPTS

NOT A CORPORATE EFFECT

Other regions where SERVPRO doesn't rank or show up at all confirm it: these citations reflect **this franchise's** local work — not SERVPRO corporate.

CITATION POOL

113
Domains cited

CITATION RATE

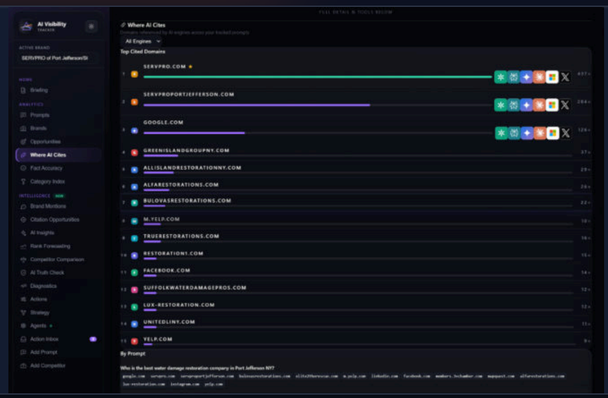
97 %
Prompts returning a citation

CITATION SHARE

57 %
CITATION SHARE IN THE TRACKED AI CITATION ENVIRONMENT

MOST-CITED

35 %
Source: servpro.com



SOURCE · WHERE AI CITES REPORT

BUSINESS IMPACT

Visibility Turned Into *Real Business.*

$1M+

Generated across *two Long Island locations* with our team.

Record-setting months. Best-year momentum for a still-growing operation.

Mature does not mean maxed out.

Client-specific result. Individual outcomes vary.

NEXT STEP

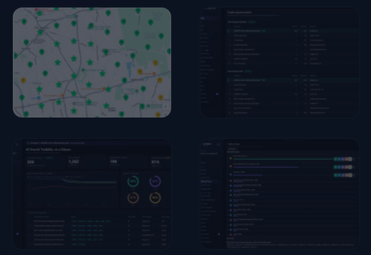
How Much Value Is Still Trapped *in the Reputation You've Already Built?*

Your **Market Gap Report** shows where your restoration company is underrepresented across:

- Google Maps
- AI Recommendations
- Reviews + Reputation
- Market Coverage
- Authority

GET YOUR MARKET GAP REPORT

FIND US AT
restorationrocket.com



FROM THE PROOF LIBRARY

You may not need a new reputation.
*You may need more of the market to **see** the one you already have.*