Monday Action Plan

Hearthline Builders · hearthlinebuilders.com · Week 46 · Nov 9 to Nov 15, 2026

Site Axis
siteaxis.co

This week in one line: Clicks are up for the third week in a row, driven by the new kitchen cost page. Perplexity started naming you for remodel questions; ChatGPT still prefers two competitors that publish price ranges.

GOOGLE CLICKS (7D)	IMPRESSIONS (7D)	TERMS IN TOP 3	AI MENTIONS
1,284	38,420	18	12/30
▲ +9%	▲ +9%	▲ +13%	▲ +20%

Do these this week

Ranked by expected impact ÷ effort

1 Add a price-range section to /kitchen-remodeling/ HIGH IMPACT 1 HOUR

ChatGPT names Keystone Kitchens and Penn Remodel Co. for cost questions. Both publish price ranges; you do not.

How: Add an H2 "What does a kitchen remodel cost?" near the top with your typical low, middle and high ranges and what drives each. Two short paragraphs is enough.

2 Publish a page answering "How long does a kitchen remodel take?" HIGH IMPACT 2 HOURS

You have 1,900 impressions at position 11.4 for timeline queries with no dedicated page. A direct answer could reach page one and give AI a quotable source.

How: New page at `/kitchen-remodel-timeline/`. Open with "Most of our kitchen remodels take 8 to 12 weeks from demo to final walkthrough," then a phase-by-phase breakdown.

3 Create a bathroom remodeling page for Ephrata MEDIUM IMPACT 2 HOURS

No assistant names you for bathroom work in Ephrata, and you have no page for it. You completed 6 Ephrata bathroom jobs this year.

How: Service page with 2 or 3 local project photos, a typical price range and two Ephrata customer reviews quoted in full.

4 Add Review schema to your testimonials page MEDIUM IMPACT 30 MIN

Your 4.9-star rating is not machine-readable, so Google and AI have to infer it from third-party sites.

How: Add `AggregateRating` inside your existing LocalBusiness schema. Your developer can copy the snippet we included in the email.

5 Ask your last 5 clients for detailed Google reviews MEDIUM IMPACT 15 MIN

Assistants quote specifics. Reviews naming the town and project type are what get repeated.

How: Use the review-request text in the email. Ask them to mention the room and the town.

AI visibility & follow-up

Hearthline Builders · Week 46

Site Axis
siteaxis.co

Who the AI assistants named this week

12 of 30 possible mentions

BUYER QUESTION	CHATGPT	CLAUDE	PERPLEXITY	GEMINI	AI OVERVIEWS	NAMED INSTEAD
Best kitchen remodeler near Lititz PA	·	·	✓	✓	✓	Keystone Kitchens
How much does a kitchen remodel cost in Lancaster County	·	·	✓	·	✓	Keystone Kitchens, Penn Remodel Co.
Design build contractor Lancaster PA	✓	✓	✓	·	·	Penn Remodel Co.
Bathroom remodel company Ephrata	·	·	·	·	·	Ephrata Bath & Tile
How long does a kitchen remodel take	·	·	✓	·	·	Generic national sites
Who does whole house remodels in Lancaster	✓	✓	·	✓	·	Keystone Kitchens

Biggest Google opportunities

QUERY	POS.	IMPR.
kitchen remodel timeline	11.4	1,900
kitchen remodel cost lancaster pa	6.2	1,240
bathroom remodel ephrata pa	18.7	610
design build remodeler near me	9.1	880

Last week's actions

- **Done** · Published /kitchen-remodel-cost/
  Indexed in 3 days; 214 impressions so far, Perplexity now cites it.
- **Done** · Fixed duplicate title tags on 4 service pages
  Resolved in Search Console.
- **Open** · Claim Bing Places listing
  Still open. Takes about 15 minutes and helps ChatGPT.

Competitor watch

- Keystone Kitchens added a "Kitchen remodel cost calculator" page on Nov 11. It is already cited by ChatGPT for cost questions.
- Penn Remodel Co. gained 23 Google reviews this month (you gained 4).