



ABSOLUTE FIRST MEDIA

WEBSITES · SEO · APPS FOR BUSINESS, BIG AND SMALL

FACT SHEET
OCTOBER
2026

HUMAN EXPERIENCE. AMPLIFIED.

Absolute First Media builds websites, SEO and apps for business, big and small. Its work started at home, on Able Rooter, the St. Louis drain and sewer company run by brothers Michael Proctor and Tom Craig. Every page is written for the person about to call, every job becomes proof for the next one, and every number is shown with its source and date. Today the shop holds a 5.0-star Google rating on 1,052 reviews and sits near the top of Google for 140 real local searches. The same method, and the ServicePlumber app behind it, is now available to other businesses. Human experience. Amplified.

VERIFIED FACTS · ABLE ROOTER, THE PROOF SHOP

5.0 ★

Google rating on 1,052 reviews

Able Rooter's public Google Maps listing, Oct 27, 2026

140

Real Google searches with an average position under 1.5

Google Search Console for ablerooter.com, Oct 10-26, 2026 and Jun 2025-Oct 2026

480

Appearances in Google AI answers

Google Search Console search appearance, Oct 10-26, 2026

92

Visits referred by ChatGPT; 2026 is 4.4× 2025

Google Analytics 4, sessions by source, 2024-Oct 2026

1.49M

TikTok views across 179 videos on @sewerspaidforit.com

Sum of public view counts, Oct 27, 2026

83%

Of written reviews name Tom (282 of 340)

Manual count of written Google reviews, Oct 24, 2026

PEOPLE

Michael Proctor · marketer, St. Louis. Search marketing since the Overture era; builds the websites, rankings and software behind Able Rooter.

Tom Craig · drain and sewer technician, trainer, estimator and jetting expert. Named in 282 of 340 written reviews. Coach at Sewers Paid For It.

WHAT WE MAKE

Websites built for the call. **SEO** for the searches that pay. **Apps**: ServicePlumber with Desk, Story Drive, Content Blast, Data Hub and Sidekick.

FAMILY

Able Rooter · The Drain Bros · Sewers Paid For It · ServicePlumber