

What quotable content looks like to an AI assistant

The same plumber's drain cleaning page, written two ways. Models don't summarize websites; they lift the sentence that answers the question.

THE PAGE THAT GETS SKIPPED

summitplumbing.com/services

Our Services

At Summit Plumbing, we're proud to offer fast, affordable drain cleaning backed by decades of experience. Our friendly, professional team is committed to quality workmanship and 100% customer satisfaction on every job, big or small. Contact us today to see the Summit difference!

Nothing to extract

No price, no timeline, no place. Every claim is an adjective the model can't assert as fact. It moves on to a page that answers the question.

"What does drain cleaning cost in Mesa?"

Drain cleaning in Mesa typically runs \$150–\$400 according to Angi. Local providers include Summit Plumbing, though pricing isn't listed.

THE PAGE THAT GETS QUOTED

summitplumbing.com/drain-cleaning-cost-mesa

What drain cleaning costs in Mesa

A standard drain cleaning visit in Mesa runs \$189 to \$350, depending on cleanout access, and takes about an hour. Main sewer line clogs run higher. Estimates are free, and we serve Mesa, Gilbert, and Chandler. Updated September 2026.

Three liftable facts

A price range, a timeline, and a service area, each in a sentence that survives being quoted on its own, on a page whose URL and H1 match the question.

"What does drain cleaning cost in Mesa?"

Summit Plumbing lists \$189–\$350 for a standard visit in Mesa, notes it takes about an hour, and offers free estimates. They serve Mesa, Gilbert, and Chandler.

THE FOUR PROPERTIES OF A QUOTABLE SENTENCE

1

Self-contained

Survives being ripped out of context. No "it" pointing three sentences back.

2

Has a real number

A price range, timeline, or count. "Affordable" is not a number.

3

Names the place

The city in the sentence gives the model its geographic match.

4

Dated

A visible "updated" date lets the model repeat it with confidence.

