HVAC & PLUBING
LOCAL DOMINATOR



NO.1
POSITION

The Brains Behind

TradeOps

TradeOps
CONSULTING

MEET THE AUTHOR
HVAC LOCAL DOMINATOR · 2025

● CO-FOUNDER · TRADEOPS CONSULTING

Bengt *Jobe.*

I started in the trades. I built a home-service business, then sold it. Now I help other owners do the same, only faster.



BENGT JOBE, CO-FOUNDER

50+
BUSINESSES SERVED

$20M+
TRACKED REVENUE ADDED

US + CA
CLIENTS ACROSS BOTH

THE JOURNEY

EARLY DAYS — **In the trades**
I worked in the trades. Boots, trucks, dirt under the nails.

BUILT IT — **My own shop**
I started, scaled, and sold a home-service business of my own.

2021 — **Helping other owners**
I took everything I learned getting customers for myself and started offering marketing to other home-service businesses.

2025 — **Co-founded TradeOps**
I co-founded TradeOps to bring industry experience together with world-class service delivery.

2026 → — **Now**
Top of class marketing and growth consulting for 50+ trades businesses across the US and Canada.

The Brains Behind

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Yash *Singh.*

I worked with multi-million dollar companies as an SEO head and helped them scale home service businesses through smart marketing and SEO strategies.



YASH SINGH, CO-FOUNDER

100+
COMPANIES WORKED WITH

6+
BUSINESSES SCALED TO MULTI-MILLION

10+
BUSINESSES DOUBLED REVENUE IN 12 MONTHS

THE JOURNEY

EARLY DAYS
Works with Multi-Million Dollar Companies
Worked with multi-million dollar companies as an SEO head a and helped them scale home service businesses through smart marketing and SEO strategies.

FREELANCE GROWTH
Helping Home Service Businesses Scale
Worked with multiple home service businesses as a freelance SEO and marketer and helped 6+ companies go from couple hundred thousands to multi million and 10+ companies double their rev in 12 months.

EXPERIENCE
100+ Companies and Counting
Worked with 100+ companies across different industries, building strategies that drive real growth and long-term results.

2025
Co-founder TradeOps
Co-founded TradeOps with Bengt Jobe to bring data-driven marketing and growth consulting to home-service businesses.

NOW
On a Mission
Dedicated to helping 50+ trades businesses across the US and Canada achieve predictable growth and scale to new heights.

01

A Quick *Introduction*

You have tried everything in past few years. SEO, ads, social media. But your phone stays silent. Here is the truth: a basic Google Business Profile (GBP), formerly Google My Business, will not cut it anymore.

Your GBP is your most powerful tool for ranking higher on Google. The top three businesses Google shows for searches like "HVAC repair near me" or "emergency water tap repair in New York" are not there by accident.

They have optimized their GBP the right way.

But with Google's ever-changing algorithm, staying at the top is a moving target. One month it is all about customer reviews. The next it is response time, post frequency, or service categories.

The good news? With the right strategies, you can dominate local search and drive more calls, clicks, and bookings to your HVAC or Plumbing business.

Did you know that 50% of Google searches are for local services? When homeowners search for "AC installation near me" or "24/7 Shower repair," Google uses your GBP to decide if your business is relevant enough to show.

Right now, your competitors are showing up where you are not. And those homeowners are not coming back to search again.

A Quick *Introduction*

The good news? I've cracked this for dozens of trades businesses just like yours. In this guide, I'm showing you exactly how to turn your GBP into your best-performing lead source, no ad spend required.
Let's get into it.

Want us to look at your GBP personally? Book a call and I will tell you exactly what is holding your rankings back.
https://calendly.com/yashsinghblogger

TOP 13 + GPP LOCAL RANKING IN 2026

- Primary GBP Category
- Keywords in GBP Title [Include only IF it's in your legal link)
- Proximity of address to the point of search
- Physical Address in the city of Search
- Additional GBP category
- Quality and authority of inbound links the Domain
- keywords in the native Google Review
- High numerical Google Ranking (AIM FOR 4.5+ STARS)
- Removal of Spam Listing
- Completness of GBP Listing
- Verified GBP Listing
- Quantity of Native Google Reviews
- Topical keyword relevance across the entire website.

Creating an Business Profile alone, however, is not enough. The algorithms used by Google to rank websites in search results are subject to frequent changes. What constitutes a good profile in Google's eyes may change with updates.

3. Convert your GBP into a *Money Printing Machine in 2026*

Struggling to stand out in local search results for HVAC or your Plumbing Business? Your potential customers are out there, searching for businesses like yours - but if your Google Business Profile (GBP) isn’t optimized, they’re finding your competitors instead.

GBP isn’t just a digital directory; it’s your golden opportunity to grab attention, build trust, and drive leads straight to your door. The best part? With the right setup, you can turn it into a powerful tool to outshine the competition and grow your business.

2.1 WHAT ARE YOUR CATEGORIES AND WHY YOU NEED THEM?

Google Business Profile categories are labels that help your business appear in relevant search results. They are of two types in GBP.

Your primary category is the backbone of your profile. It tells Google exactly what your business is. For instance,

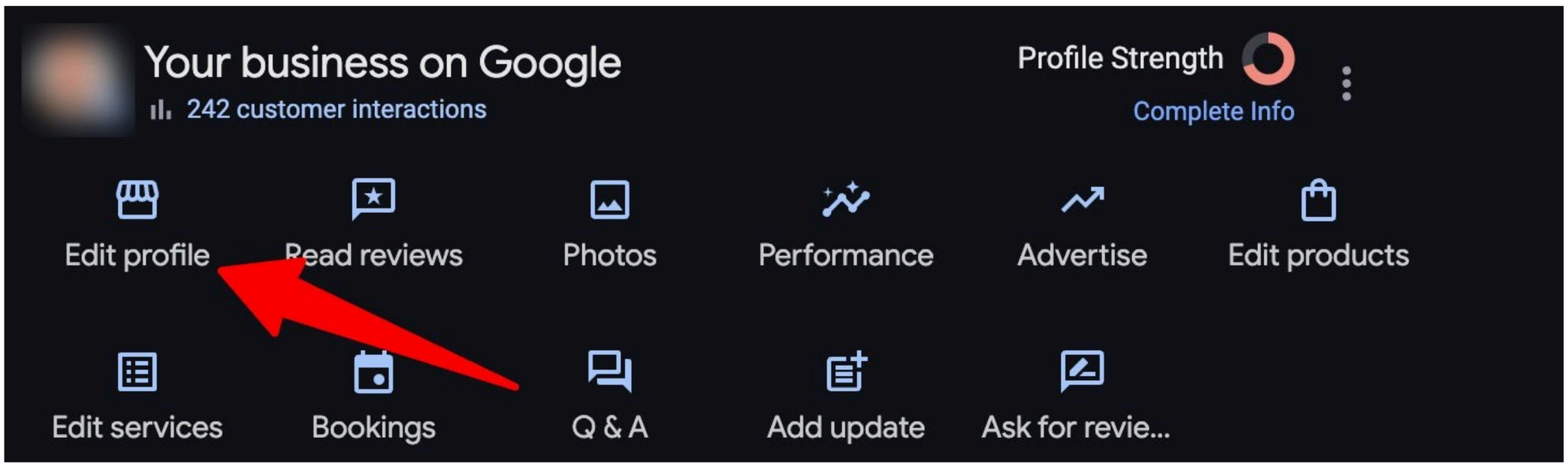
if you run a HVAC business, selecting “HVAC” as your primary category ensures you appear in searches for that term (if that category is available).

Secondary categories on your Google Business Profile (GBP) allow you to highlight additional services your HVAC business offers.

For example, if your company specializes in furnace repair but also provides air duct cleaning, indoor air quality solutions, or emergency HVAC services, you can add those as secondary categories.

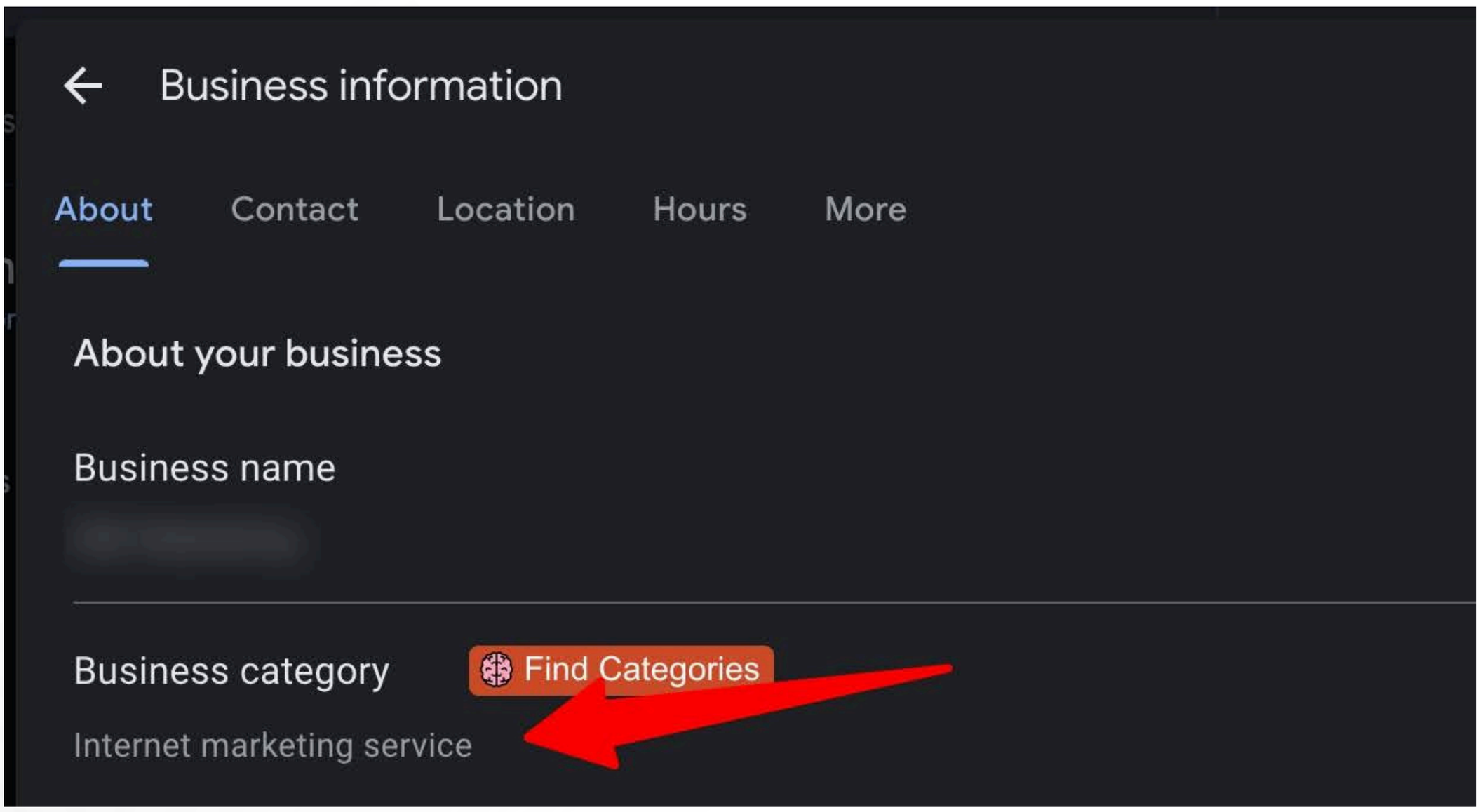
STEP-BY-STEP GUIDE TO CHOOSING CATEGORIES

1. **Access Your Google Business Profile Dashboard**
    - Log into your GBP account.
    - Navigate to the “Edit Profile” section in the dashboard.



2.Edit Your Categories

Find the “Category” field and click the pencil icon to edit.
Start typing your business type in the primary category field.
Google will suggest options based on your input.



4.Choose Relevant Secondary Categories
Add a few secondary categories that align with your HVAC or Plumbing services.

Avoid generic categories that dilute your profile’s focus.

5. Special Point to keep in mind- While Choosing secondary Categories make sure to use the same categories that your competitors are using as this might influence your rankings.

6. Save and Monitor
Once you’ve selected your categories, save your changes. Monitor your profile insights over time to see how the new categories impact your visibility and engagement

Selecting the right categories for your Google Business Profile (GBP) is crucial to ensure your HVAC or Plumbing business appears in the right local searches.

Here’s how to choose the best categories to attract your ideal customers:

1. Be Specific: Instead of choosing a broad category like “HVAC Services,” opt for more precise options like “Furnace Repair,” “Air Conditioning Contractor,” or “Duct Cleaning Services.” This helps you target homeowners searching for specific HVAC solutions.

2. Research Competitors: Analyze the categories used by top-ranking HVAC or Plumbing businesses in your area. Tools like PlePer or manual searches can provide insights into their strategies.

If competitors are ranking well for “Emergency HVAC Repair” or “Indoor Air Quality Testing,” consider adding those categories to your profile.

3. Avoid Overloading: While you can add multiple categories, too many can confuse both Google and potential customers. Stick to three or four well-defined options that accurately represent your core services. For example:

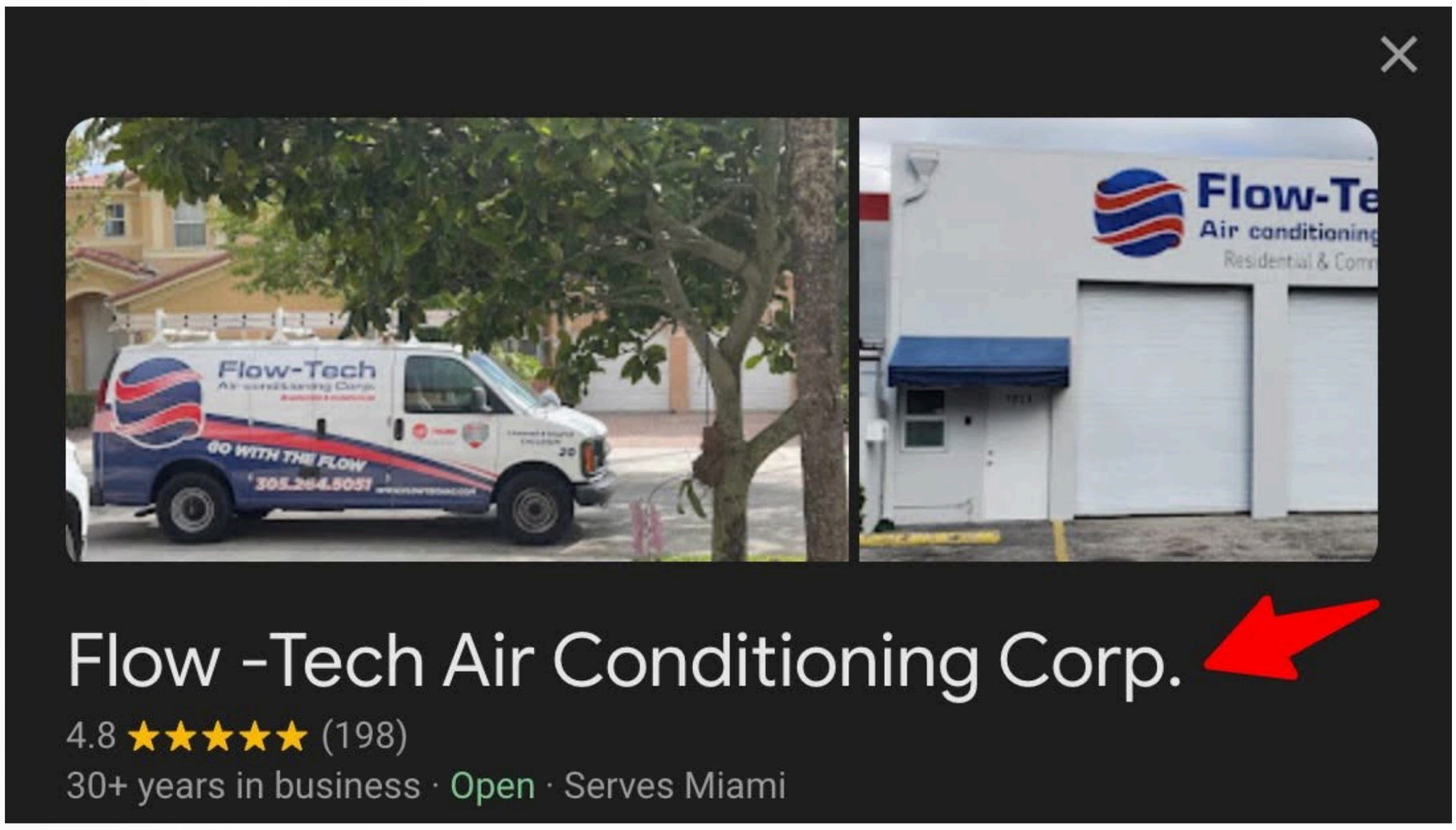
- Furnace Repair
- Air Conditioning Installation
- HVAC Maintenance
- Emergency HVAC Services

2.2 OPTIMIZING YOUR BUSINESS NAME

Customers notice your company name first and it affects your local search ranking. Making your Business name clear and SEO-friendly while following Google's criteria is crucial.

Best Practices for Naming Your Business

- **Use Your Real Name:** Your GBP name should match your shop, website, and legal documentation. If your company is Sunny Bakery, utilize that name.
- **Include Keywords Wisely (If You Can):** If you have some keywords in your legal name, you can use them on your GBP listing.
- **Leverage Your DBA (Doing Business As):** If your business operates under a DBA name, ensure it’s accurately reflected in your GBP. For example, if your DBA is “Smith’s Auto Repair,” use it to better align with customer searches and Google’s expectations.
- **Keep It Simple and Memorable:** Pick a name consumers can spell and remember. That makes it simpler to discover online.



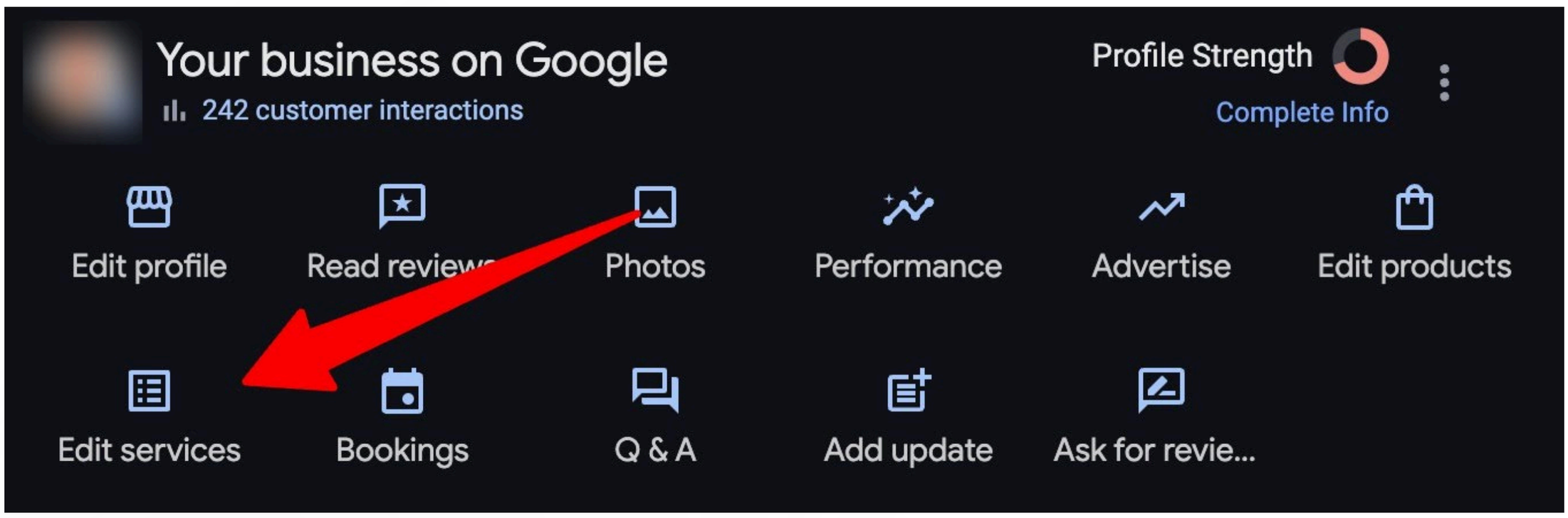
- Replace Joe’s with Joe’s Plumbing Services. (If it’s in your DBA or legal name)
- Avoid Smith & Co., use Smith & Co. Legal Advisors. (If it’s in your DBA or legal name)

These recommendations can help your company name comply with Google's guidelines and attract more clients. A firm foundation with the correct categories and an optimized company name will help your Google company Profile rank in local search. Google and prospective clients will comprehend your business's uniqueness with these procedures.

2.3 SERVICES SECTION & COMPETITOR RESEARCH (

Step 1: Sign in to Your Google Business Profile

1. Go to Google Business Profile Manager.
2. Sign in with the Google account associated with your business.

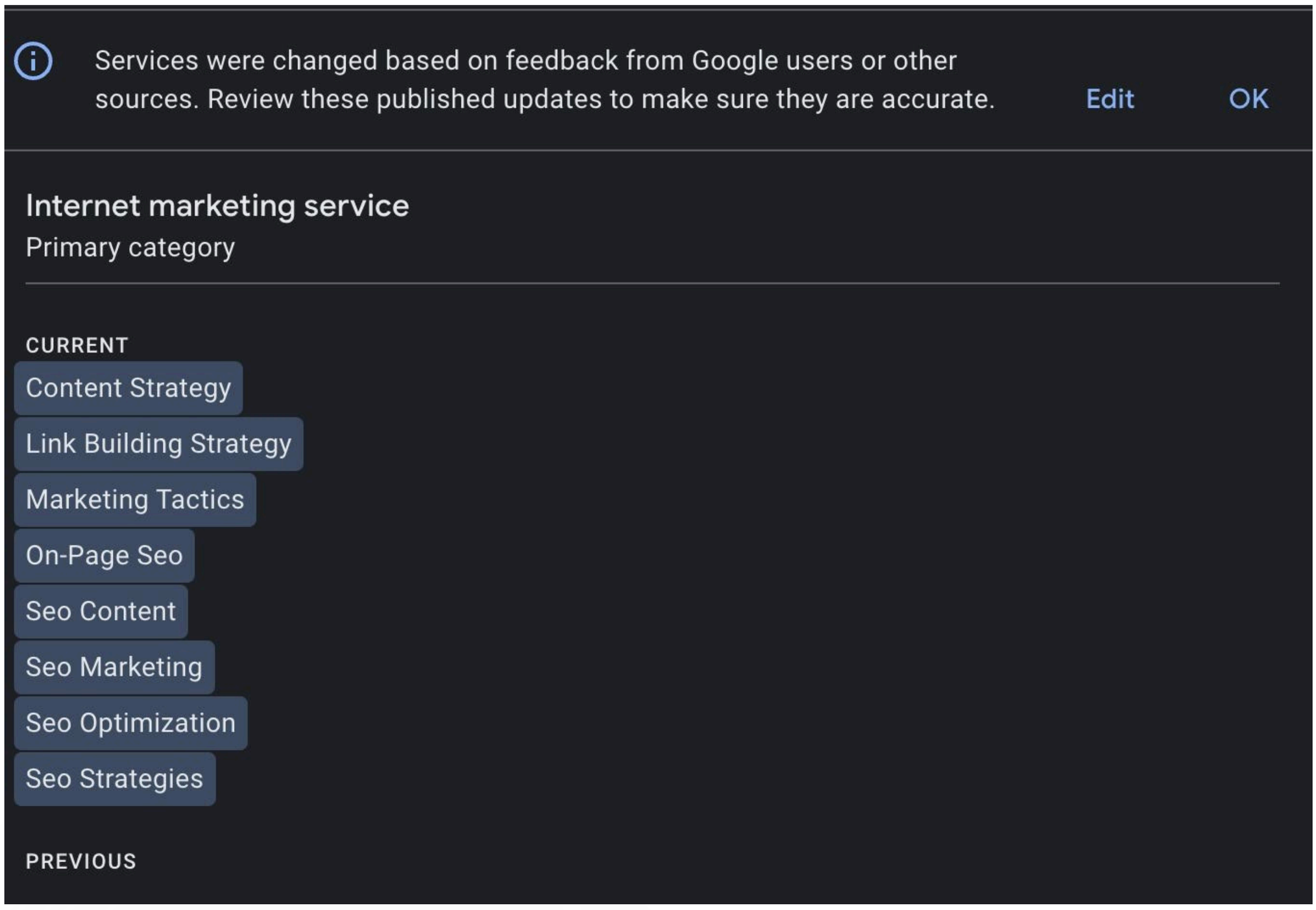


Step 2: Access Your Business Profile

- If you have multiple locations, select the business you want to edit.
- Click on the "Edit services" button.

Step 3: Add Services

- In the "Services" section, click on "Edit".
- If Google has already suggested HVAC service as your business category, you can select from the list.
- To add custom services:
    - Click "Add custom service"
    - Enter the name of the service
    - Click "Save"



USING COMPETITOR ANALYSIS TO IDENTIFY OPPORTUNITIES AND GAPS

If you use GMBEverywhere you can use the option of Find GMB services and see what services your Competitors are using. Add them to your profile if they seem relevant.

3. Advanced GBP *Optimization Techniques*

3.1 WHAT ARE GBP POST AND WHY THEY ARE IMPORTANT FOR YOUR HVAC BUSINESS

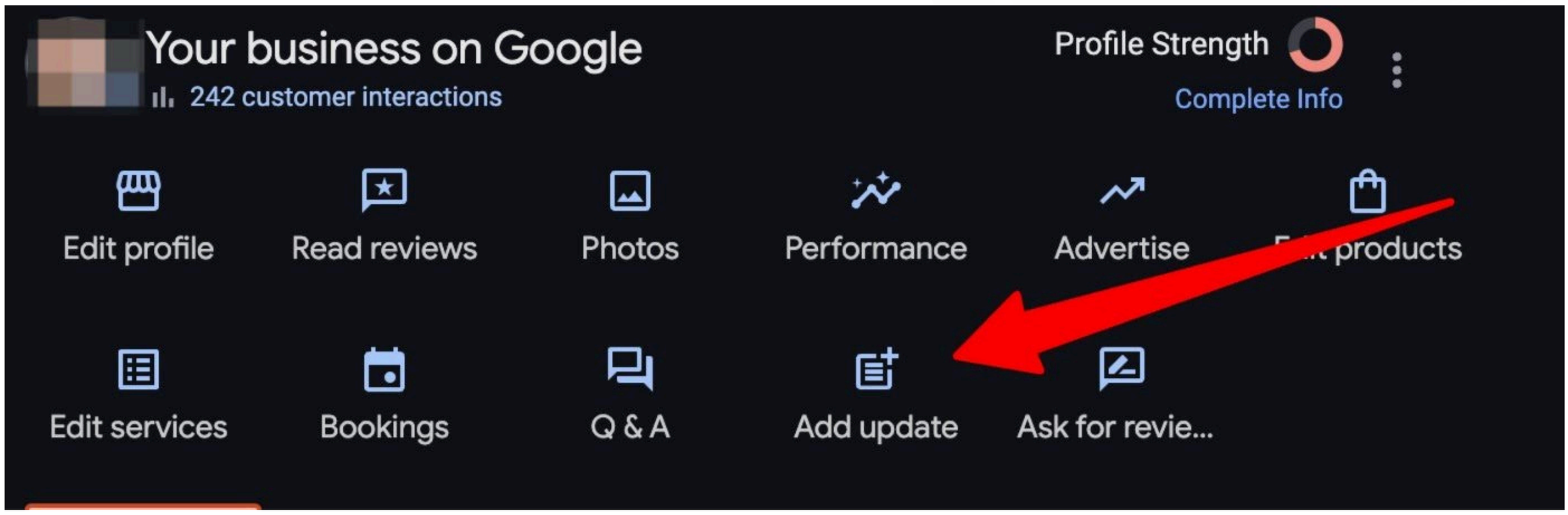
Google Business Profile (GBP) Posts are a feature that allows businesses to share updates, promotions, events, and other content directly on their Google listing.

These posts appear in your GBP profile and can also show up in local search results and Google Maps, making them a powerful tool for engaging potential customers.

For HVAC and Plumbing businesses, GBP Posts are especially important because they help you:

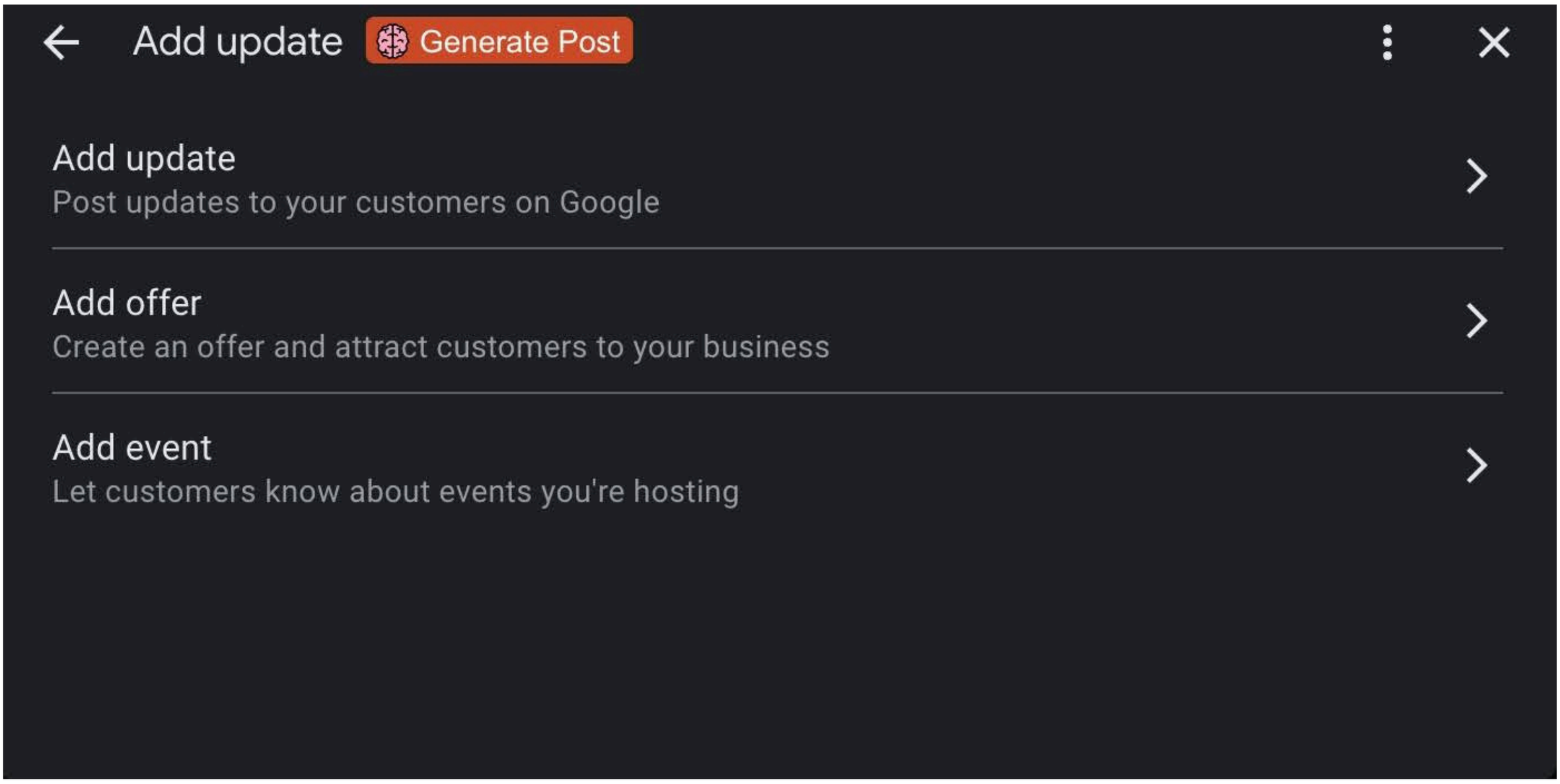
- Stay Visible and Relevant
- Highlight Seasonal Services
- Showcase Promotions and Discounts
- Drive Immediate Action
- Stand Out in Local Searches

These Posts might not boost your rankings but it can surely help you get more leads and conversions.



Things to keep in mind-

- Post in a short and concise manner.
- Don’t mention random URLs in your posts
- Don’t use stock photos or videos, Use images of your clients or team.
- Do not post blog post
- Do not post Social media posts
- Always add a call to action button at the end.

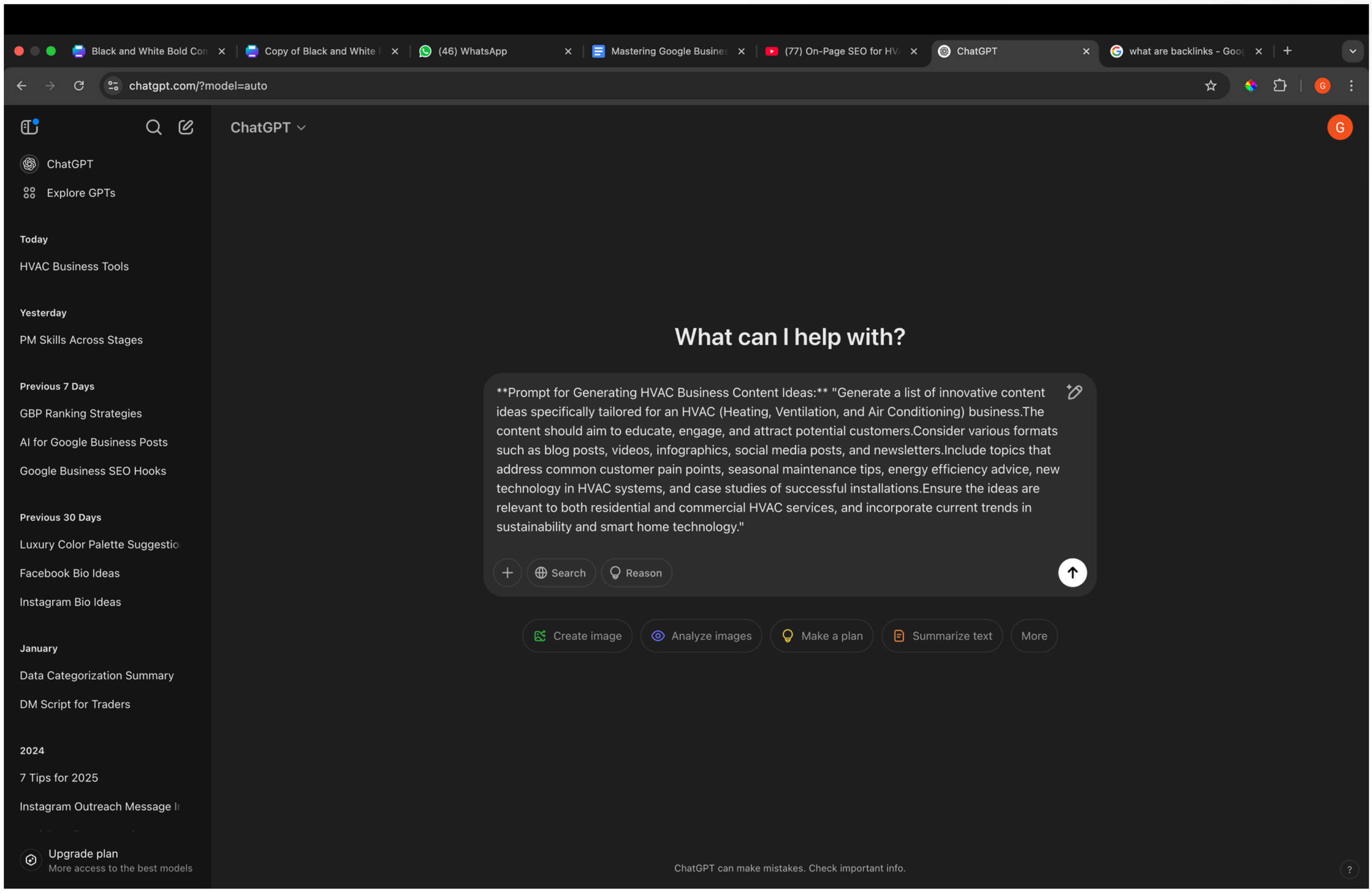


LEVERAGING AI TOOLS TO CREATE ENGAGING POSTS FOR HVAC BUSINESS

Leveraging AI tools can help you create engaging posts for your Google Business Profile (GBP) that attract more customers and improve visibility. Here’s how you can do it:

a. AI-Generated Content Ideas

- Use AI to generate topics for your HVAC or Plumbing Business.
- Prompt you can use to generate ideas-



Prompt for Generating HVAC/Plumbing Business Content Ideas: "Generate a list of innovative content ideas specifically tailored for an HVAC (Heating, Ventilation, and Air Conditioning) business.The content should aim to educate, engage, and attract potential customers.Consider various formats such as blog posts, videos, infographics, social media posts, and newsletters.Include topics that address common customer pain points, seasonal maintenance tips, energy efficiency advice, new technology in HVAC systems, and case studies of successful installations.Ensure the ideas are relevant to both residential and commercial HVAC services, and incorporate current trends in sustainability and smart home technology."

b. AI-Powered Image & Video Creation

- Use AI tools like Canva AI, Adobe Firefly, or DALL·E to design high-quality images with text overlays.

c. AI Chatbots for Engagement

- Integrate AI-powered chatbots like Google’s Business Messages to answer customer inquiries instantly for your HVAC business.

Strategies for driving customer engagement through content

Use offer posts

1. Add a really good image or video (You can use Canva)
2. Type your offer Title and Description- Add some keywords as they might help in GBP rankings.
3. Complete all the details and link your page.

Things to keep in Mind-

- Post at least once a week
- Use High-quality images and videos
- Align content with customer

3.2 Photo & Video Optimisation Hacks

Don’t ignore photos and videos as they have an impact, they show that the business is active. They can also help you get more interactions & Impressions which can lead to more business

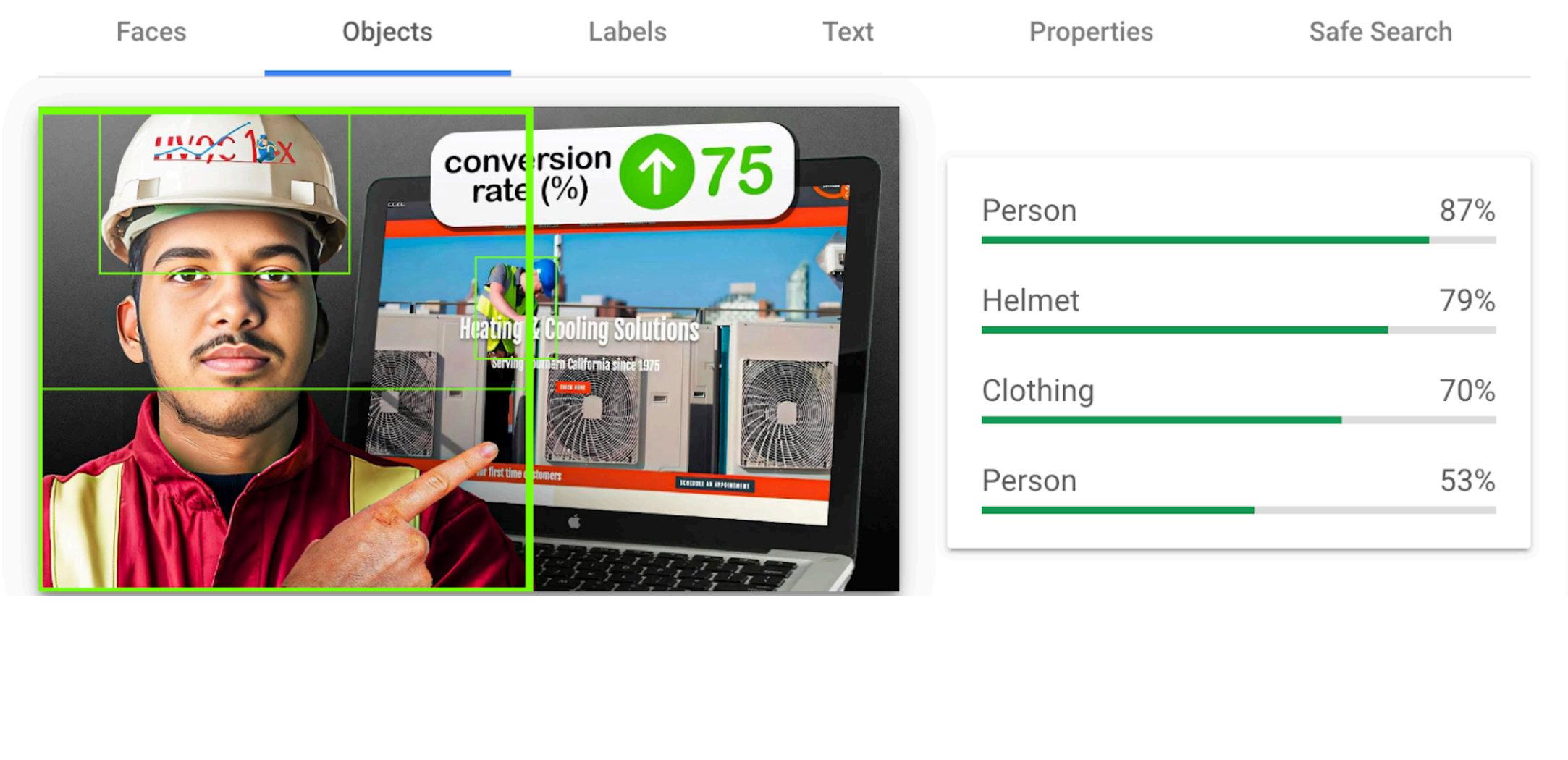
Techniques for uploading high-quality, optimized media

- Image size- 540x405
- Tools you can use- Adobe, Canva
- Make sure to include your logo and keyword in your image

How to use GoogleVision AI For more Local SEO-

It is a powerful tool that analyzes images & extracts valuable information using machine learning. When applied to local SEO, businesses can use Google Vision AI to improve their Google Business Profile (GBP) ranking and overall online presence.

1. Image Optimisation for GBP Rankings



Google Vision AI identifies objects, text, and even emotions in images. Since Google uses image content to understand businesses better, you can use this tool to ensure your photos align with your industry, services, and target keywords.

How to do it:

- Upload your business images to Google Vision AI and analyze what Google "sees" in them.
- If the AI isn’t recognizing relevant elements (e.g., it doesn’t detect food in restaurant photos or fitness equipment in a gym's images), replace or enhance your images.
- Add images that match your business type, ensuring Google associates them with relevant search terms.

2. Strengthening GBP Relevance

Google assigns the services and rankings to businesses based on multiple signals, including images. If your visuals don’t match your selected business category, you might have a hard time establishing relevance.

How to do it:

- Use Google Vision AI to analyze competitors' images and see which labels their visuals trigger.
- If top-ranking competitors have images labeled with certain keywords (e.g., "fine dining" for a restaurant), ensure your photos trigger similar labels by posting relevant content.

How visuals impact local visibilit

Visuals play a significant role in your HVAC/Plumbing Google Business Profile (GBP) ranking and can affect your business’s visibility, interaction, engagement, and overall performance in local search results. Here's how visuals can influence your GBP ranking:-

- Increased Engagement- The more users interact with your profile by clicking, viewing, or interacting with photos and videos the better your chances of ranking higher.

- Improved Click-Through Rate- Profiles with compelling visuals are more likely to stand out in local search results. This can lead to a higher CTR.

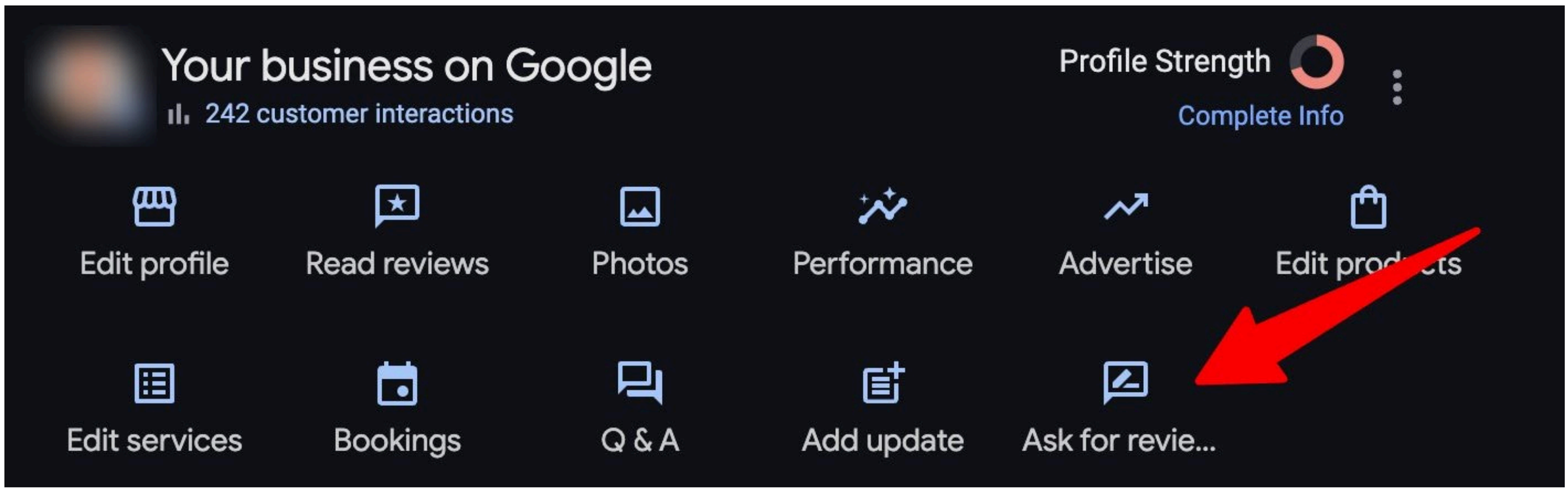
- Better Local SEO Signals- Google uses various factors to determine local relevance, and visual content is one of the signals.

- Higher Conversion Rate- High-quality visuals help you build trust, which in turn can lead to higher conversion rates as Visual content is often more persuasive than text alone.

3.2 Generating and Managing Reviews

Reviews are one of the biggest ranking factors when it comes to ranking. Make sure to have at least the same amount of reviews as your top-ranking competitors.

Reviews act as a social proof and can influence potential Customers. A higher number of reviews can boost your business Credibility.



What not to do-

- Automated E-mails & messages can come off as impersonal and spammy.
- Customers appreciate genuine engagement and automated requests can deter them from leaving a review.
- You might also get penalized from some platforms for using automated message.

What you should do-



The process you can Follow-

- Go to your Google My Business
- Go to read Reviews and click on get more reviews
- Copy that link
- Go to QR Code Monkey and Paste the URL to Generate your QR code
- You can place this QR on your Business Card to get reviews easily.

Advanced review generation strategies -

- You can use tools like HighLevel or any other reputation management software to collect reviews from customers.
- Review gating- You can use this strategy as well. Through this you can only let the positive reviews go to your profile & the negative ones will go to a Feedback form
- Where you can call them and ask what went wrong & how you can fit it.

B**uilding trust with Google and potential customers through authentic reviews**

- Do not ignore negative reviews as they are an opportunity in disguise.
- Acknowledge negative reviews and try to solve them.

Examples of Replies you can use-

For Positive Reviews- Thank you for your kind words, [Customer Name]! We're thrilled you had a great experience with our satisfaction is our top priority. We look forward to serving you again soon.

For Negative Review- Dear [Customer Name],
We sincerely apologize for your unsatisfactory experience with our [SERVICE] in [CITY]. At [Business Name], we strive for excellence in every interaction, and we're disappointed to hear we fell short of your expectations.
We take all feedback seriously and would like to address your concerns personally. Could you please contact our customer service team at [phone number/email at your earliest convenience? We'd appreciate the opportunity to understand the situation better and make things right.
Your experience is not representative of our usual standards. and we're committed to resolving this issue. We value your business and hope to have the chance to regain your trust.
Thank you for bringing this to our attention. We're dedicated to continuous improvement and your feedback helps us enhance our [SERVICE] for all our customers in [CITY]
Sincerely, [Your Name] [Your Position] [Business Name]

3.3 Fill the service areas information and opening hours information carefully-

Make sure to add service area information to your profile, you can also see the service area of your competitors to better analyze information.

If you are open 24X7 or even if you can pick up calls make sure to add that here as it will give you a competitive edge.

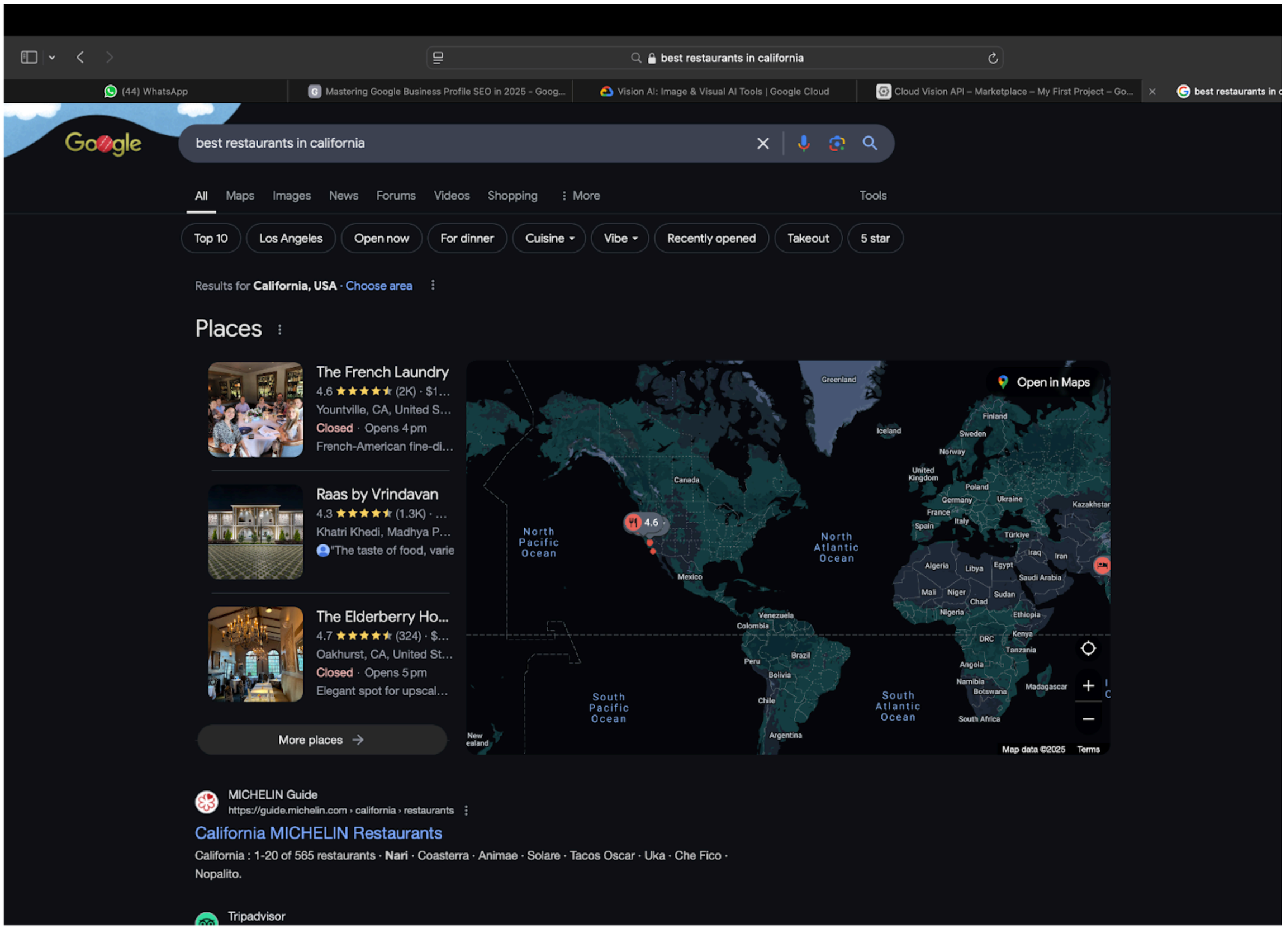
Add FAQs as well to your profile. This will help your profile visitors learn and get solution to their problems right away.

Make sure to regularly update business hours especially during holidays

3.4 On-page Optimization Hacks

In simple words It’s Optimizing the text and Structure of a page within your website.

Let’s say a person searches for “HVAC Services near me” into google if your website isn’t optimised for this keyword they might not see your business.



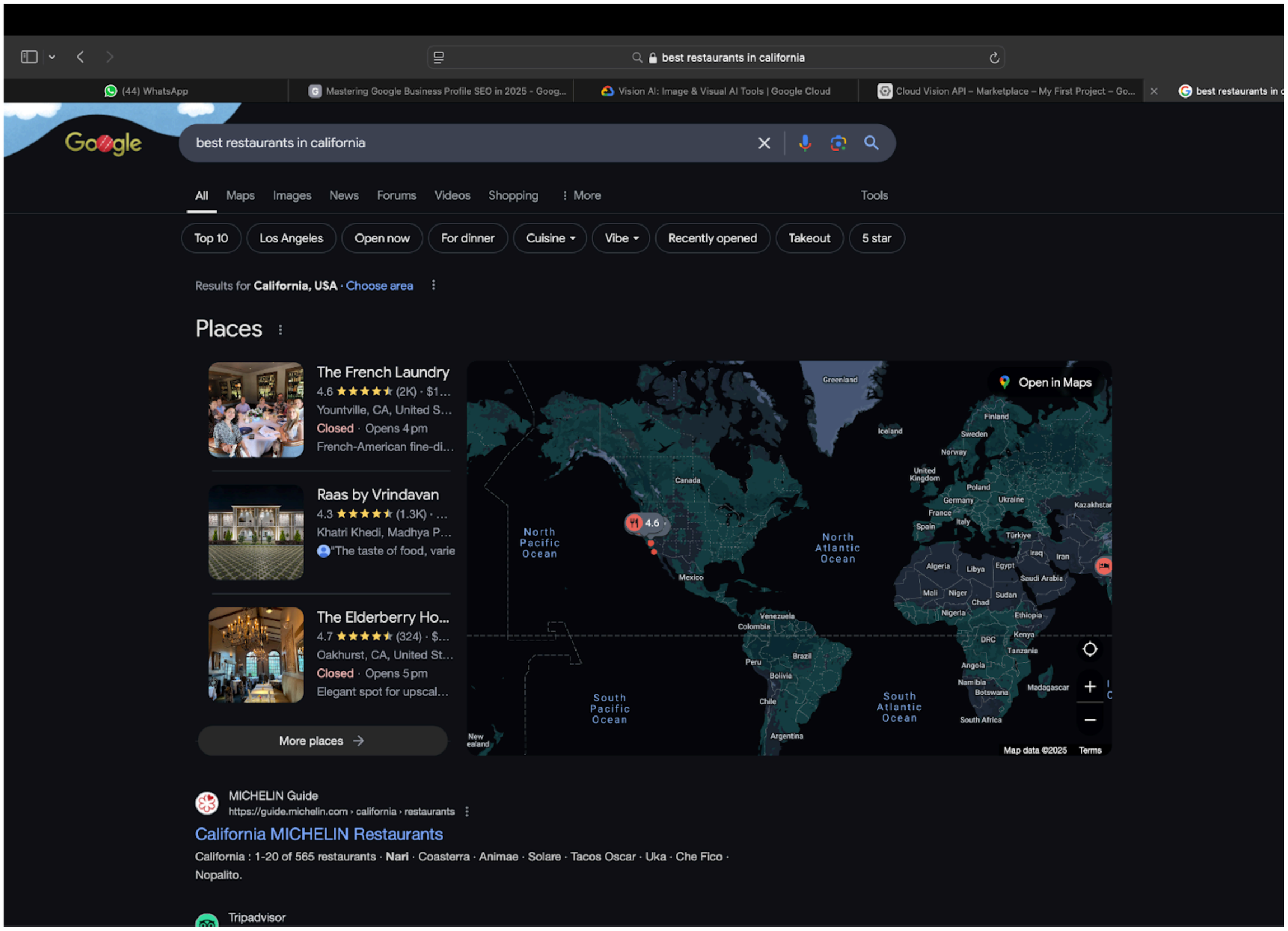
On-page SEO ensures your website is visible to your target audience. So it’s important to make sure we optimize this website.

Key elements of on-page SEO that influence GBP ranking-

If you want to rank higher your Homepage has to be optimised.

Here are the steps you can follow-

1. Analyze the top 3 competitors who are ranking use free tools like Ahref.



2.Things you have to look at: Title, Word count, Description, and Headings.

3. Make sure to internally link these with respective service pages.

4. If you have more than one location, list them on the homepage and link them with respective pages as well.

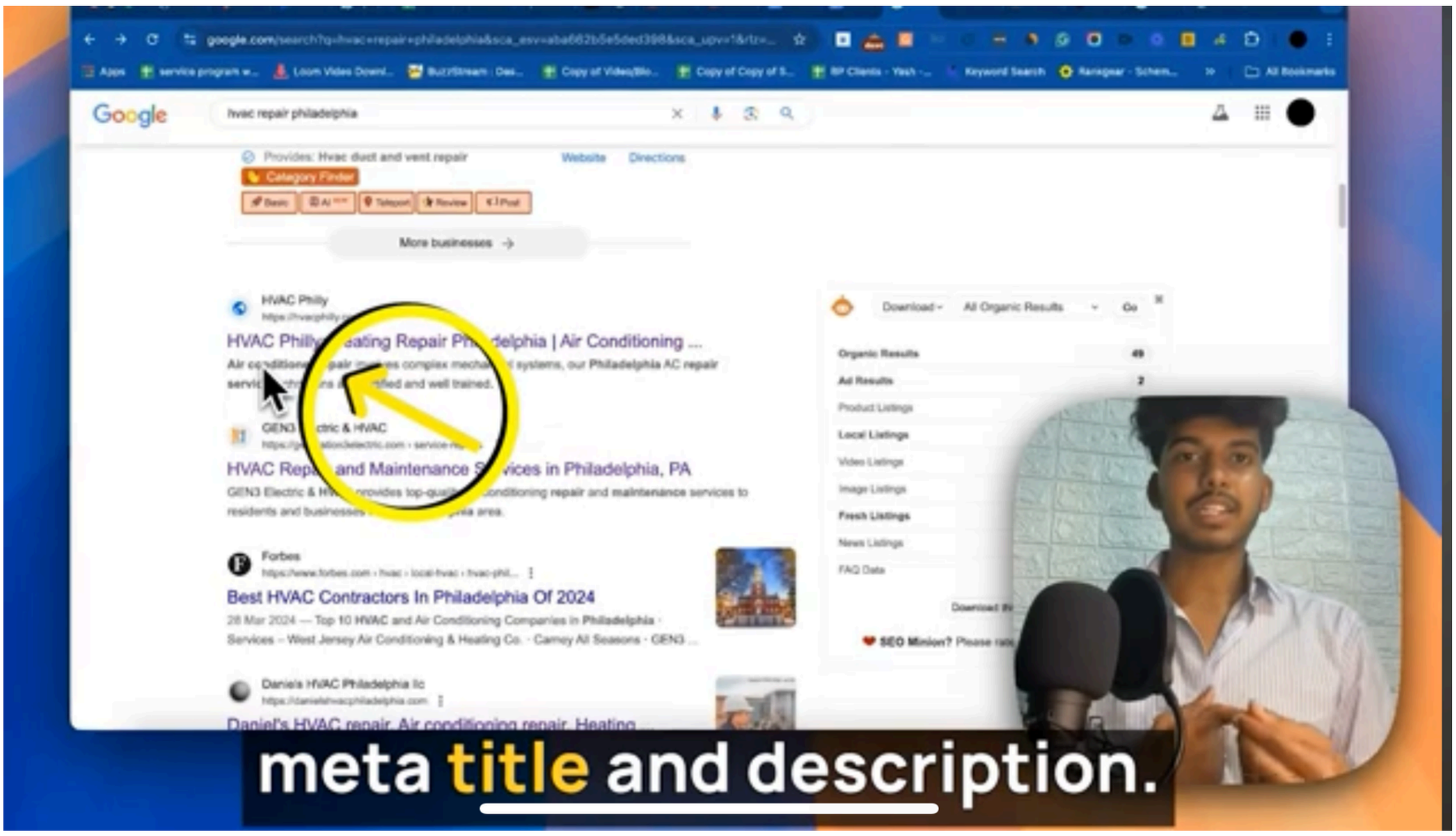
Step-By-Step Process-

Step 1: Choose a Keyword for Each Page

- Identify a primary keyword for each page on your website.
- Example: The homepage could focus on HVAC/Plumbing services in [Your City].
- Service pages should target specific keywords such as AC repair in [Your City], furnace installation in [Your City], Frozen Pipe Repair in [Your City], Sump Pump Service in [Your City].
- Keywords should be terms your potential customers are searching for.
- Make sure you make dedicated pages for each of your service offerings.

Step 2: Utilize Keywords in Critical Areas

1. Meta Title & Meta Description
    - Meta title and description appear in search results and should include the main keyword.
    - Example: (This can be applied to Plumbing as well)
        - Title: "Trusted AC Repair in [Your City] | 24/7 HVAC Services"
        - Description: "Fast, reliable AC repair services in [Your City]. Call now for expert HVAC solutions!"



- Headings (H1, H2, H3, etc.)
    - H1 (Main Title) should describe the page’s main focus.
    - H2 and H3 subheadings should help organize content while including relevant keywords.
    -

Step 3: Create High-Quality Content

- Content should be unique, informative, and engaging.
- Avoid generic or AI-generated text; make sure your content reflects your company’s personality and expertise.
- Include details like:
    - Your services (installation, maintenance, repair, etc.).
    - What makes your company different (years of experience, customer service, etc.).
    - Your team and story (humanizing your brand builds trust).
- Google rewards well-structured, informative content, helping you rank higher.

Step 4: Optimize Website Design for User Experience & Conversion

- Mobile Friendliness
    - Ensure your website is responsive and easy to navigate on all devices.
- Branding & Visual Appeal
    - Use a professional color scheme, logo, and branding that resonates with customers.

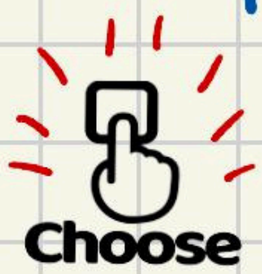
- Call-to-Action (CTA) Placement
- Ensure the CTA (e.g., "Call Now" or "Book Online") is visible.
- Example: A clickable phone number at the top of your website.
- A “Book Online” button in the hero section (first visible area on the homepage).
- Why Choose You?
    - Clearly list what sets you apart (e.g., veteran-owned business, 30+ years of experience, 24/7 service, etc.).

Step 5: Improve Conversion Rate Optimization (CRO)

- Make your website easy to navigate and ensure important information is easily accessible.
- Key elements:
    - Clear Contact Information (Phone, Email, Address).
    - Service Areas to target local searches.
    - Customer Reviews & Testimonials to build trust.
    - Special Offers & Financing Options to attract more customers.

TOP-RATED ROOFER TULSA, OK | ABC ROOFING (H1)

↳ Briefly introduce the company and highlight its commitment to providing quality [ROOFING] services in [CITY]



WHY CHOOSE ABC ROOFING IN TULSA? (H2)

↳ Highlight unique selling points and experiences specific to service [CITY] residents and business



SERVICES WE OFFER (H2)

↳ Discuss the range of roofing services offered in [CITY] including residential, commercial and emergency services



SERVICE 1 (H2, LINK IT TO THE RESPECTIVE SERVICE PAGE)

↳ Brief about the service



SERVICE 2 (H2, LINK IT TO THE RESPECTIVE SERVICE PAGE)

↳ Brief about the service



SERVICE 3 (H2, LINK IT TO THE RESPECTIVE SERVICE PAGE)

↳ Brief about the service

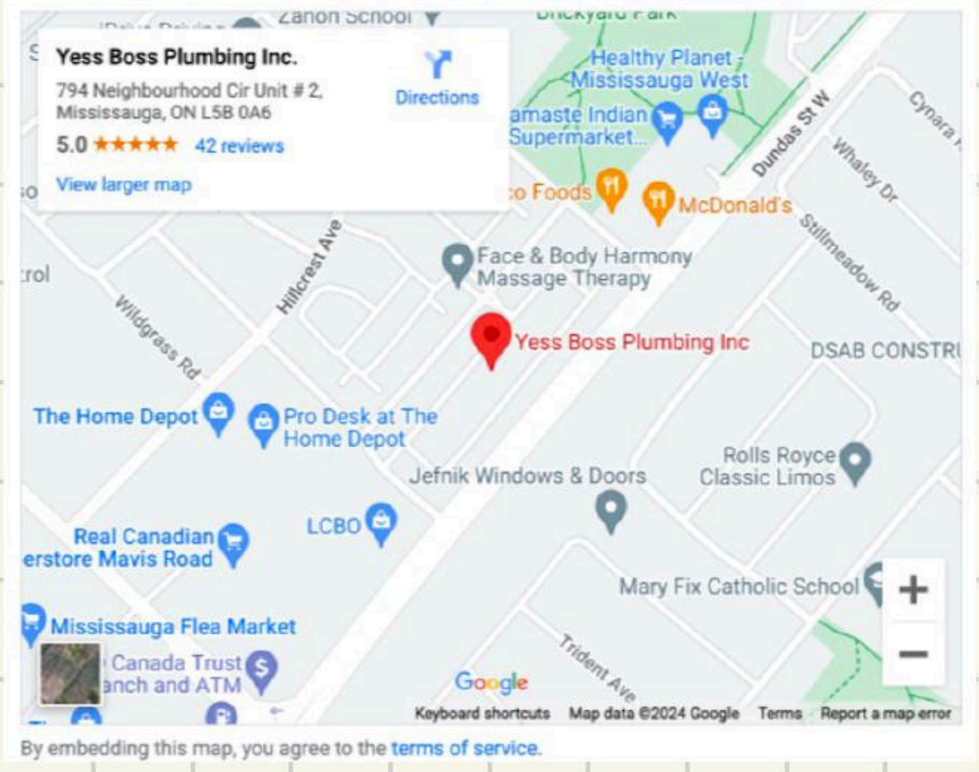


ROOFING COMPANY TULSA, OK FAQS :-

↳ Address common questions related to {specific} services in [CITY]

Made with Goodnotes

MAP EMBED



CONTACT INFORMATION

↳ Include multiple contact options (phone number, email, contact from) and encourage visitors to reach out for consultations or quotes

CALL-TO-ACTION(CTA):

↳ Use a clear CTA urging visitors to contact for services, eg.; "Call Us Now for Expert Electrical Solutions in [CITY]."

SOME OF THE AREAS WE SERVE(H2)

↳ List all nearby town/ and neighbourhoods

Nearby Towns and Suburbs

- Communications Hill is 1 mile to the south.
- Willow Glen is 1 mile to the west.
- Seven Trees is 2 miles to the south-east.
- San Jose is 2 miles to the north-west.
- Sunol-Midtown is 2 miles to the west.
- Buena Vista is 2 miles to the west.
- Burbank is 3 miles to the west.
- Fruitdale is 3 miles to the west.
- Alum Rock is 4 miles to the north-east.

P.S Link to their respective page if you have 'em.

Made with GoodNotes

Schema Markup

Schema markup (also called structured data) is a type of code added to your website that helps search engines understand and display your business information more effectively. It may provide detailed information about:

- Business Name
- Address
- Phone Number (NAP)
- Reviews & Ratings
- Opening Hours
- Services & Products

Schema helps Google better interpret your website content, leading to richer search results (like stars in reviews, business hours, and location maps).

Some Tools that you can use to Build Schema for your website without needing to learn how to code are - TechnicalSEO Schema Markup Generator Tool and RankMath or you can use this Template and Customize it according to your need.

```
{
  "@context":"https://schema.org",
  "@graph":[
    {
      "@type":"Organization",
      "@id":"YOUR_WEBSITE_URL/#organization",
      "mainEntityOfPage":"GOOGLE_SEARCH_URL_FOR_YOUR_BUSINESS",
      "name":"YOUR_BUSINESS_NAME",
      "identifier":[
        "GOOGLE_KGID_1",
        "GOOGLE_KGID_2",
        "GOOGLE_KGID_3"
      ],
      "alternateName":[
        "ALTERNATE_BUSINESS_NAME_1",
        "ALTERNATE_BUSINESS_NAME_2",
        "ALTERNATE_BUSINESS_NAME_3"
      ],
      "description":"BRIEF_DESCRIPTION_OF_YOUR_BUSINESS",
      "telephone":"YOUR_BUSINESS_PHONE",
      "url":"YOUR_WEBSITE_URL",
      "logo":"YOUR_LOGO_URL",
      "disambiguatingDescription":"DETAILED_DESCRIPTION_OF_YOUR_BUSINESS",
      "foundingDate":"YEAR_YOUR_BUSINESS_WAS_FOUNDED",
      "address":{
        "@type":"PostalAddress",
        "postalCode":"YOUR_ZIP_CODE",
        "addressRegion":"YOUR_STATE",
        "addressCountry":"YOUR_COUNTRY",
        "streetAddress":"YOUR_STREET_ADDRESS",
        "addressLocality":"YOUR_CITY"
      },
      "contactPoint":{
        "@type":"ContactPoint",
        "contactType":"Customer Service",
        "telephone":"YOUR_CUSTOMER_SERVICE_PHONE",
        "areaServed":[
          {
            "@type":"Country",
            "name":"YOUR_COUNTRY",
            "description":"DESCRIPTION_OF_YOUR_SERVICE_AREA",
            "url":"YOUR_WEBSITE_URL"
          },
          {
            "@type":"State",
```

```
"name":"YOUR_STATE",
            "description":"YOUR_STATE_DESCRIPTION",
            "url":"YOUR_WEBSITE_URL"
          },
          {
            "@type":"City",
            "name":"YOUR_CITY",
            "description":"YOUR_CITY_DESCRIPTION",
            "url":"YOUR_WEBSITE_URL"
          }
        ]
      },
      "image":{
        "@type":"ImageObject",
        "name":"YOUR_BUSINESS_IMAGE_NAME",
        "url":"YOUR_IMAGE_URL"
      },
      "founder":[
        {
          "@type":"Person",
          "name":"FOUNDER_NAME",
          "jobTitle":"Founder",
          "url":"YOUR_WEBSITE_URL",
          "worksFor":"YOUR_WEBSITE_URL",
          "email":"FOUNDER_EMAIL"
        }
      ],
      "award": [
        "AWARD_1",
        "AWARD_2",
        "AWARD_3"
      ],
      "knowsAbout": [
        {
          "@type": "Thing",
          "name": "YOUR_SERVICE_1",
          "description": "DESCRIPTION_OF_YOUR_SERVICE_1"
        },
        {
          "@type": "Thing",
          "name": "YOUR_SERVICE_2",
          "description": "DESCRIPTION_OF_YOUR_SERVICE_2"
        }
      ],
      "hasOfferCatalog": {
        "@type": "OfferCatalog",
        "name": "YOUR_BUSINESS_SERVICE_CATALOG",
        "itemListElement": [
          {
```

```
"@type": "Offer",
          "itemOffered": {
            "@type": "Service",
            "name": "SERVICE_NAME",
            "description": "SERVICE_DESCRIPTION"
          }
        }
      ]
  },
    "hasPart":[
      {
        "@id":"YOUR_WEBSITE_URL/contact#contact"
      },
      {
        "@id":"YOUR_WEBSITE_URL/about#about"
      },
      {
        "@id":"YOUR_WEBSITE_URL/testimonials#testimonials"
      }
    ]
  }
]
}
```

Validator.Schema.org

This is a free tool used to test and validate schema markup on web pages. This tool allows you to:

- Enter a URL of the page and check if schema markup is present
- Identify schema types used
- Determine whether schema implementation needs improvement

4. Leveraging Backlinks & *Citations for Local SEO*

Backlinks are links from other websites that point to your website. They're also called inbound links, incoming links, or simply "links"

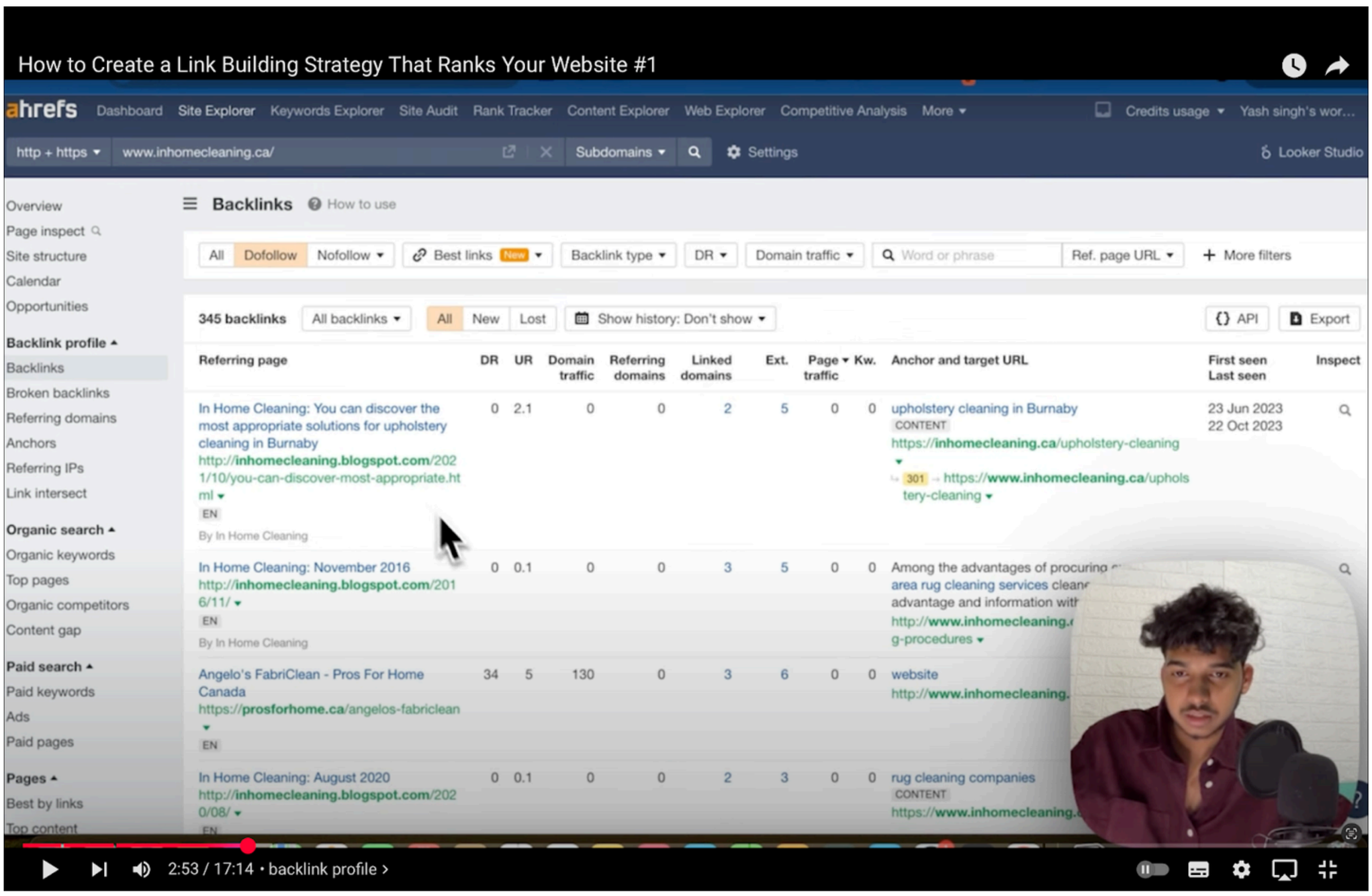
4.1 Building High-quality Backlinks

- How to Decide Your Budget

Step-by-Step Guide to Creating a Custom Link-Building Strategy for your HVAC/Plumbing Business.

Step 1: Conduct a Link Audit

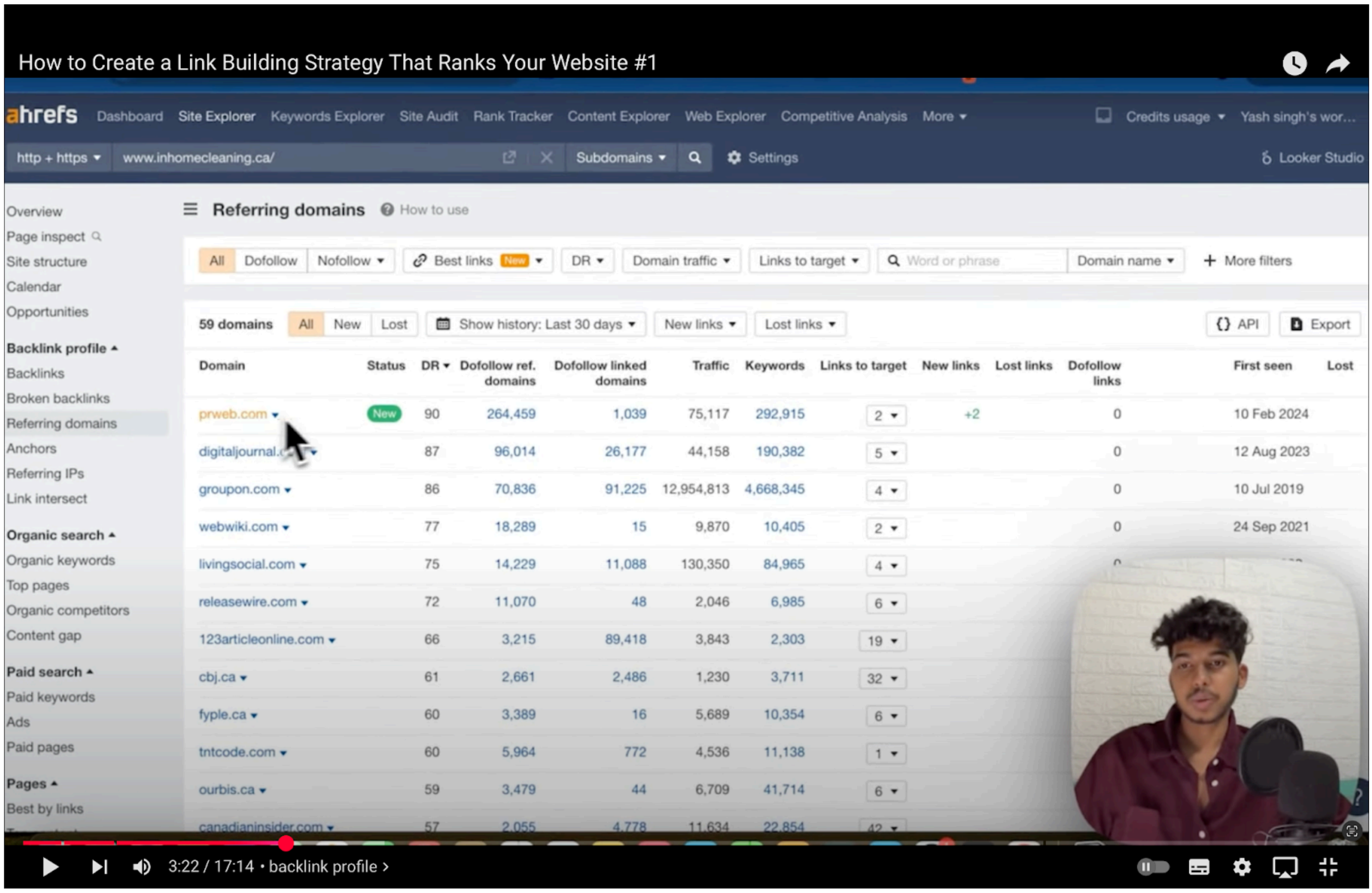
1. Analyze your current backlink profile.



2. Research competitors' backlink profiles using tools like Ahrefs.

3. Identify strong and weak points in your link-building strategy.

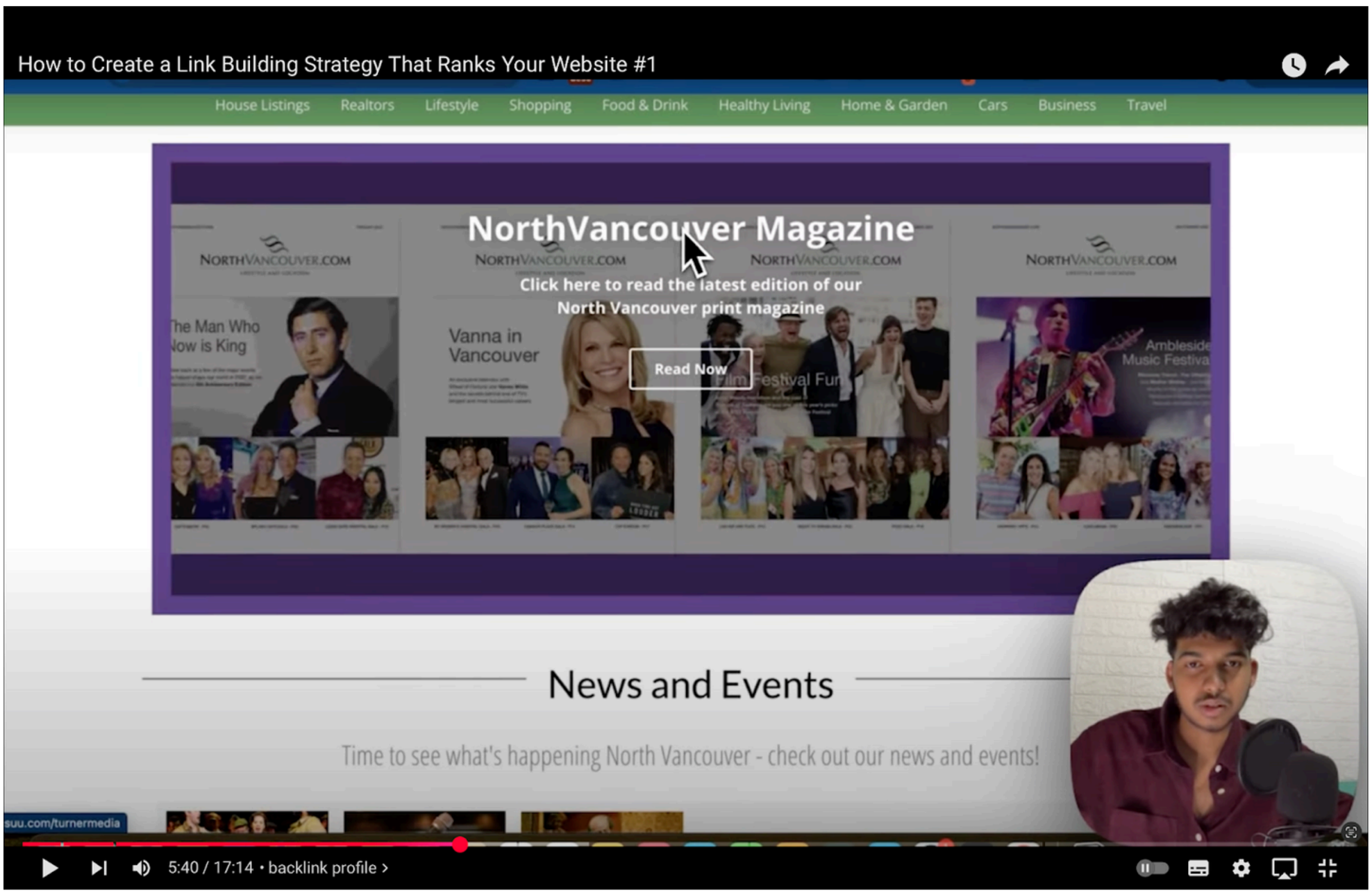
4.Assess the ratio of referring domains to total backlinks.



5.Focus on "Do Follow" backlinks as they contribute the most to rankings.
6.Categorize existing backlinks into different types:
    - Web 2.0 links (Blogspot, etc.)
    - Press releases (PR Web, Digital Journal, etc.)
    - Citations and directory listings
    - Bookmarking websites (not as effective in 2026)

Step 2: Competitor Research

1. Analyze competitor backlink profiles.
2. Identify additional backlink sources such as:



- Hyperlocal links (local news websites, community sites, etc.)
- Educational (.edu) links
- Links from local Chamber of Commerce websites

3. Compare competitor rankings and backlink quality to identify gaps.

Step 3: Define Your Budget

1. Use Google Keyword Planner to analyze search volume for target keywords.
2. Determine the average monthly searches for your industry and location.
3. Calculate potential revenue by estimating conversion rates and average ticket size.
4. Set a budget based on expected ROI:
    - If your SEO budget is $2000, I’d spend at least $500/m on Backlinks.
5. Consider profitability when deciding on monthly marketing spend.
6. You can allocate 25% of your overall SEO budget to link Building.

Step 4: Link Diversity & Execution

1. Diversify backlink sources to include:
    - Guest posts from high-authority sites
    - Hyperlocal news and business directories
    - Educational and institutional backlinks
    - Press releases and citation building
2. Avoid low-quality or spammy links.
3. Implement and track link acquisition progress over a 60-90 day period.



Step 5: Monitor and Adjust

1. Check the impression and calls tab in your Google My Business to learn how many calls have you gotten to actually see if your strategies are working or not.
2. You can also use tools like Ahrefs & Semrush.
3. You can also track your GBP rankings with tools like Local Dominator to track and measure improvements.

By following these steps, you can build a strong and effective backlink profile to improve your website's search engine rankings and drive more traffic.

- **Types of backlinks in local SEO you can use-**

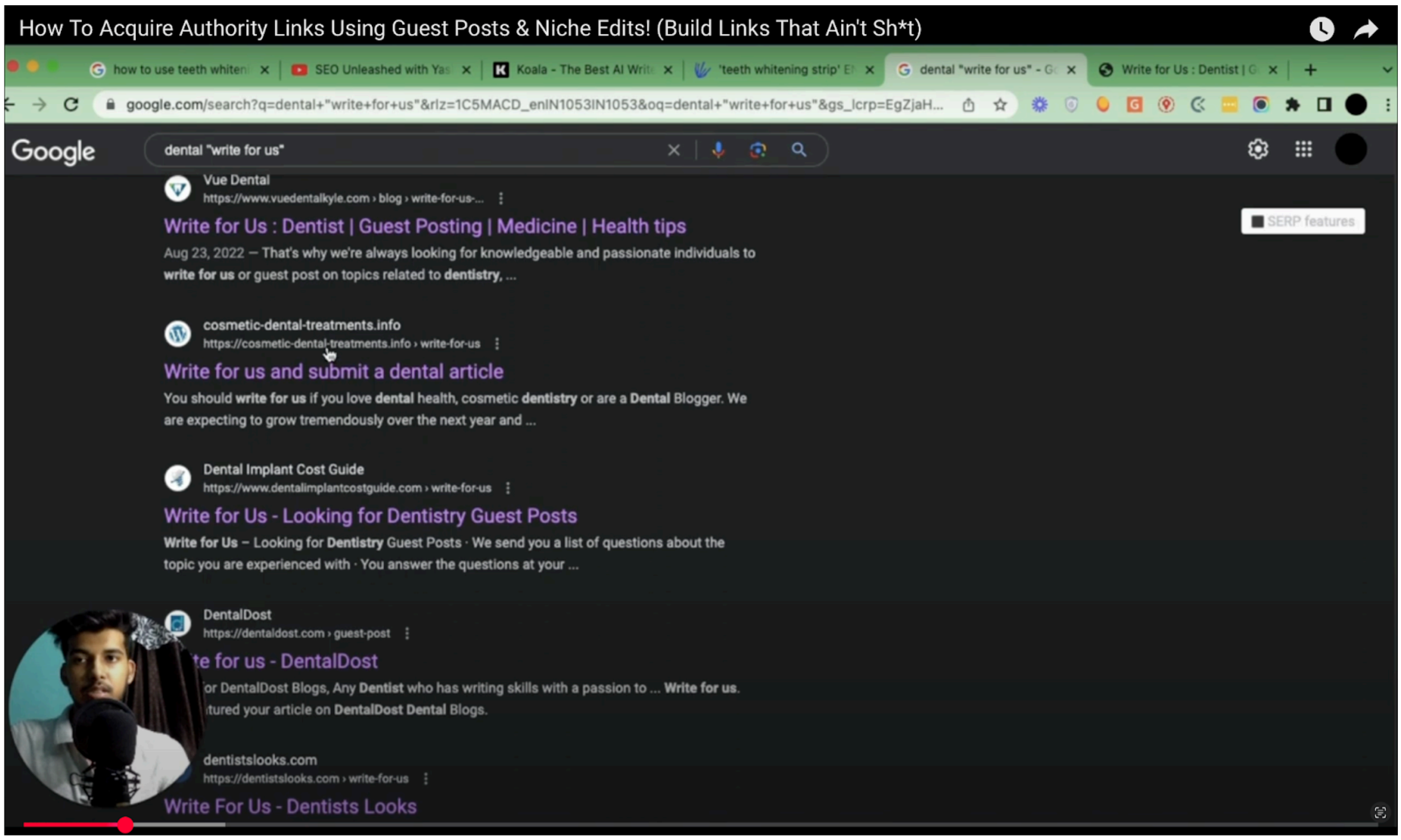
Backlinks are an important part of all SEO strategies and they do impact Rankings. Some types of links you can use for your business-

- **Niche Edits-** They are basically links you can get from an existing article on a third-party website that is already ranking. You might have to pay for this.
- **Guest Posting-** It's basically writing content on third-party websites and you get a link from that content.
- **PBNs-** Private Blog Network (PBN) links are links from a network of privately owned websites to another website. The purpose of a PBN is to improve the search engine ranking of the main website.
- **Press Release Links-** Its a hyperlink included within a press release that directs readers to a specific webpage, usually on the company's website, to learn more about the information being announced in the press release
- **Web 2.0 Links -** Web 2.0 sites are dynamic and allow users to create their own pages, comment, post images or links, and interact with other users in a variety of different ways Backlinks from these websites are called Web 2.0 Links.

Step-by-Step Guide to Acquiring Guest Post, Niche Edit Links, PBNs, Press Release Links and Web 2.0 Links.

- Finding Guest Post Opportunities

1. Search for Websites Accepting Guest Posts
    - Use Google to search for guest post opportunities in your industry.
    - Example search query: "[Industry] write for us" (e.g., "HVAC write for us", “Plumbing write for us”).
    - This will display websites that accept guest posts in your niche.



2. Qualify Websites
    - Now use tools like Ahrefs & Semrush and check the following:
        - Traffic
        - Keywords of that website
        - Primary Traffic Region

    Now create a list of websites that qualify and accept guest posts.

3. Contact Website Owners

Do not submit a full article immediately. Instead, send a query with the proposed title.

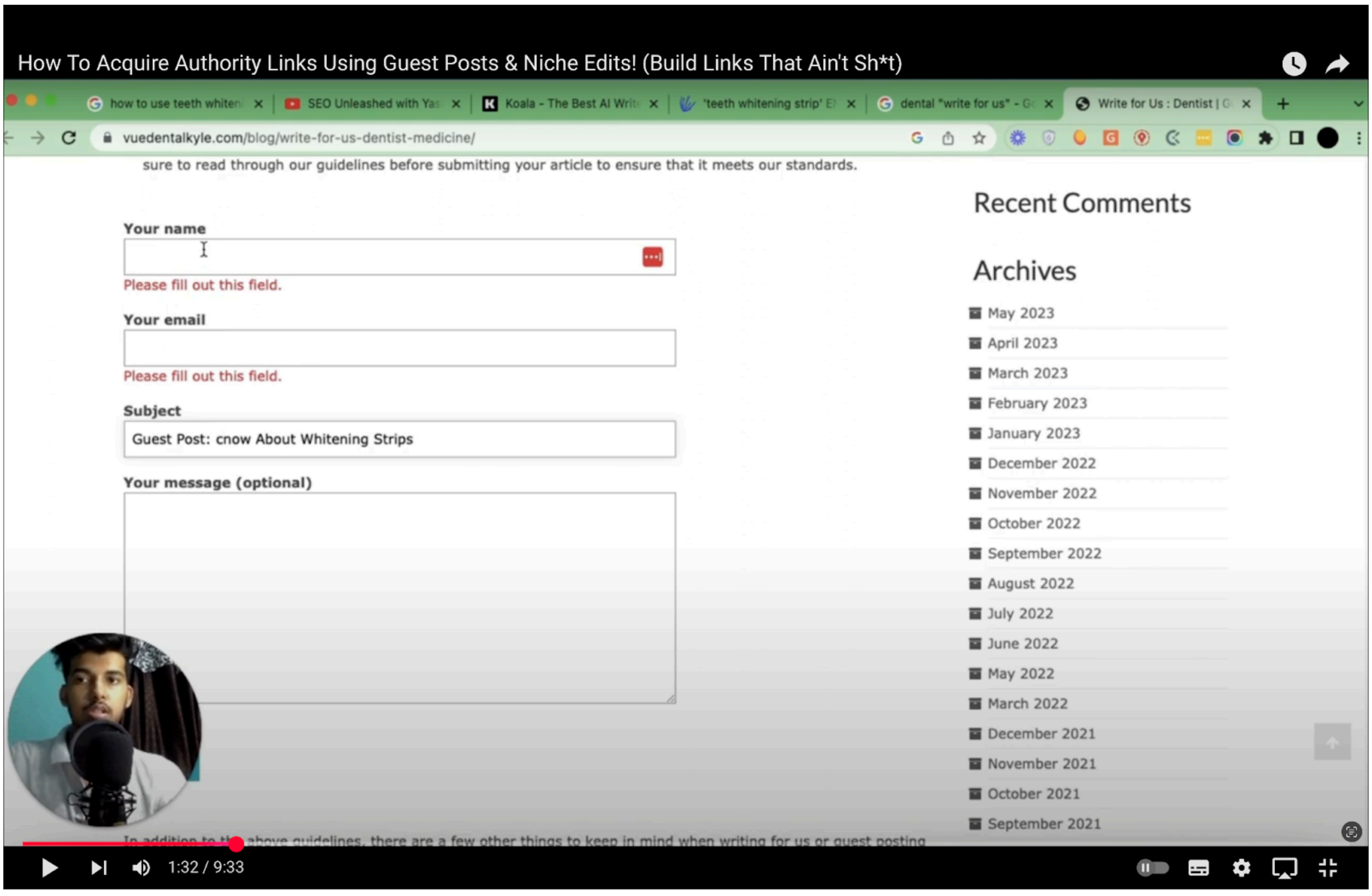
Some website owners may request payment in exchange for a link.

4. Filling Out the Contact Form

Enter your name, email, and a subject line like "Guest Post Inquiry."

Example subject: "Collaboration Request: Content Request For XYZ Website"

Use tools like answerthepublic.com to find content ideas.



5. Strategic Link Placement
    - Rather than linking all to a single page, try diversifying your link to several of your inner and home pages. Most of the links would be directed to the homepage as it looks natural but then sprinkle some to other important pages and informational pieces.
    -
6. Content Creation
    - Use AI tools like Claude or Deepseek to generate well-written content.
    - Insert target keywords to optimize the content for SEO.

Prompt you can use:

Prompt #1 in Claude

Extract LSI Keywords from Article 1, Article 2, and Article 3 for the seed keyword of "Enter Keyword/Title/Question".

Prompt #2

Based on Article 1, Article 2, and Article 3, you will Leverage the MECE (Mutually Exclusive, Collectively Exhaustive) framework, construct a comprehensive outline for a long-form article on the given topic: "[Enter Keyword / Title]". Your outline should include a compelling, succinct title for the piece, estimated word counts for each sub-section, and a carefully curated list of semantically related FAQ questions developed through vector representation techniques.

In this task, you'll analyze the documents provided to create an optimal SEO-friendly structure that incorporates relevant keywords and semantic entities. Do not draft the actual article, only provide the detailed blueprint for our English writers.

Prompt #3

Are there any additional sections you feel would be important for this article, that could provide more value that would help outrank the competitors articles provided. If so, please let them.



Then include them into the structure we've already created as new sections, or within previous sections, whatever
makes the most sense.

Prompt #3A:

Please incorporate these new sections into the previous structure as you see fit. Please give me the updated structure when you are done.

Prompt #4 (For introduction)

Use markdown formatting to write 100 words for [ENTER SECTION] section, use bolded words, include lists and table where relevant. Try to use as many of the LSI keywords from the LSI keywords list as possible.

Prompt #4

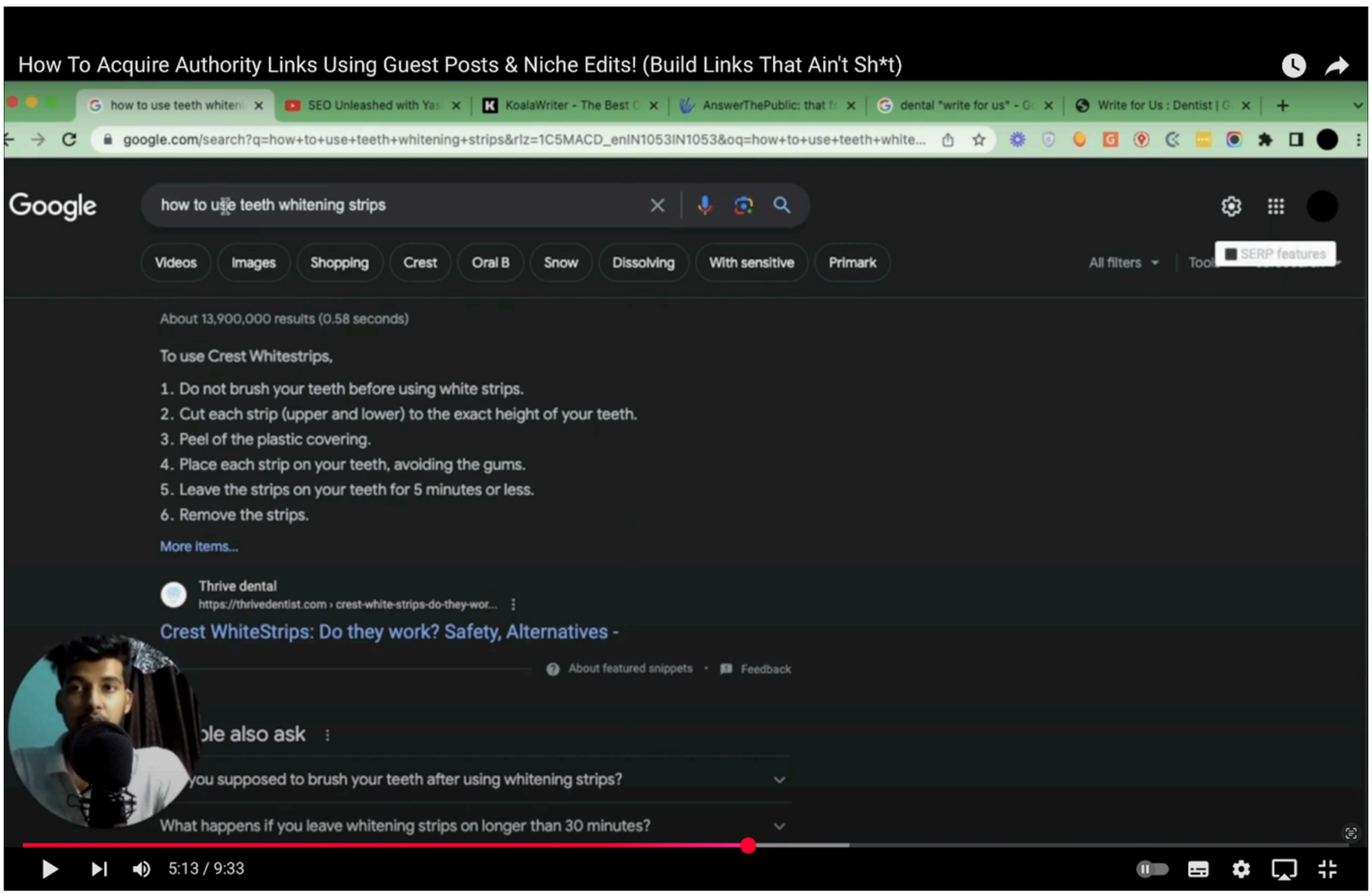
Ex 1- Write X words for section X in a conversational and engaging tone, using markdown formatting. Feel free to get creative and add some professionalism! Use bolded words for LSI keywords/keywords/semantic entities, and break up any long sections with bullet points or tables to make the content easy to digest. Aim to use as many of the LSI keywords as possible in a natural way.
Remember, we want this to read like you're explaining something entertaining to a friend. Make it relatable, fun, and graspable without feeling forced. The focus should be on engaging the reader.

Credits to John for this prompt.

7. Submitting Guest Post Requests
    - Submit contact forms to multiple websites.
    - Expect a response rate of about 2-3 replies per 10 submissions.
    - Some websites may allow free guest posts, while others charge a fee.
8. Budget Considerations
    - If on a tight budget, prioritize free guest posting opportunities.
    - If you have a budget, invest in paid guest post links from reputable sites. It eases the freakin game!

Getting Niche Edit Links

1. Understanding Niche Edits
    - A niche edit is getting a backlink from an existing article instead of creating a new post.



2. Finding Existing Content
    - Search for informational articles related to your niche.
    - Example search query: "How to use teeth whitening strips."
3. Reaching Out to Website Owners
    - Contact website owners of existing articles and request a link insertion.
    - Example message: "I noticed you have an article about [topic], and I have a great resource on my site that would add value for your readers."
4. Higher Response Rate
    - Since you are offering valuable content, response rates are generally higher for niche edits compared to guest post requests.
    - Expect replies from 6 out of 10 messages sent.
5. Evaluating Paid Links
    - If website owners request payment, assess whether the site has high traffic and good SEO metrics.Check site authority using tools like Moz.com or Ahrefs.com.
6. Budget Considerations
    - If your budget allows, invest in paid niche edits from high-authority websites.
    -

Getting PBNs-

Private Blog Network (PBN) links can be a powerful but risky SEO strategy if not done correctly. Here's a structured approach to acquiring PBN links:

Make sure to buy from someone who you trust as they may backfire

1. Buy PBN Links from Providers

Many agencies and SEO experts sell PBN links. If you take this route, ensure:

- They don't leave footprints (similar hosting, identical themes, same IPs)
- You are buying from a trusted seller, not a dou*hebag.

You can use sellers like tradeopsconsulting.com

2. Find Existing PBN Owners

Join SEO groups, forums, or Telegram channels where people sell guest posts and PBN links.

3. Rent PBN Links

Instead of outright buying, some sellers allow monthly rentals, reducing upfront costs.

Risks of PBNs

- Google penalizes sites using PBNs if detected. Minimize risk by:
- Mixing PBN links with high-quality natural backlinks
- Using different anchor texts Avoiding interlinking within your PBN

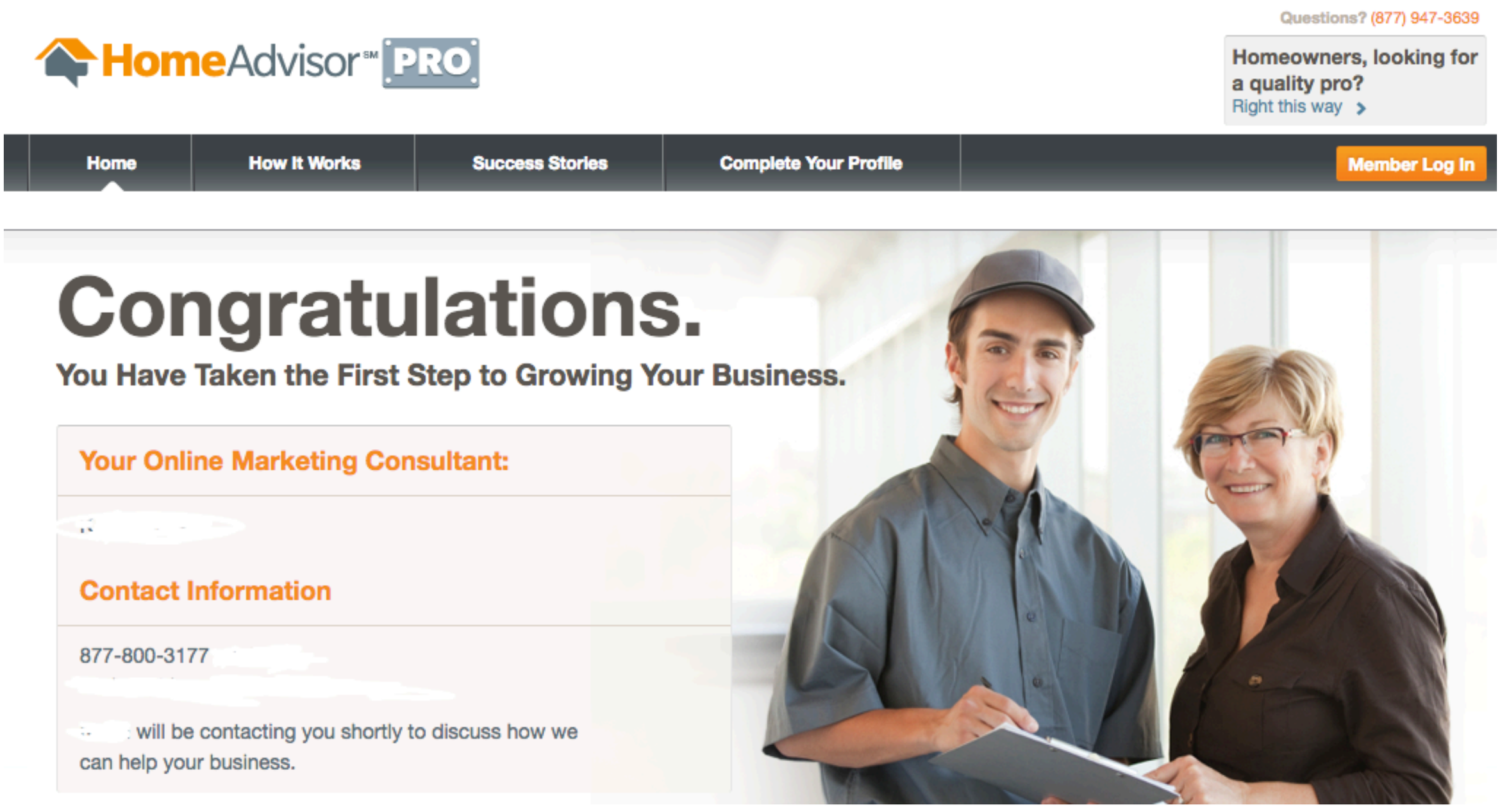
Getting PR Links-

1. Create Newsworthy Content
   - Press Releases: Announce major updates like product launches, partnerships, or milestones.

Directories

List your HVAC/Plumbing business on all national and HVAC/Plumbing Directories but make sure they are relevant.

Ex- Home Advisor, ACCA. Make sure the details related to Phone No., Address & website remain same across all Directories.



- Research & Reports: Publish industry insights, trends, or survey results.

2. Leverage PR Distribution Services
   - Free Press Release Sites: PRLog, OpenPR, PR.com
   - Paid PR Services: PRNewswire, Business Wire, EIN Presswire you can also buy it from vendors on Fiverr, Legiit.

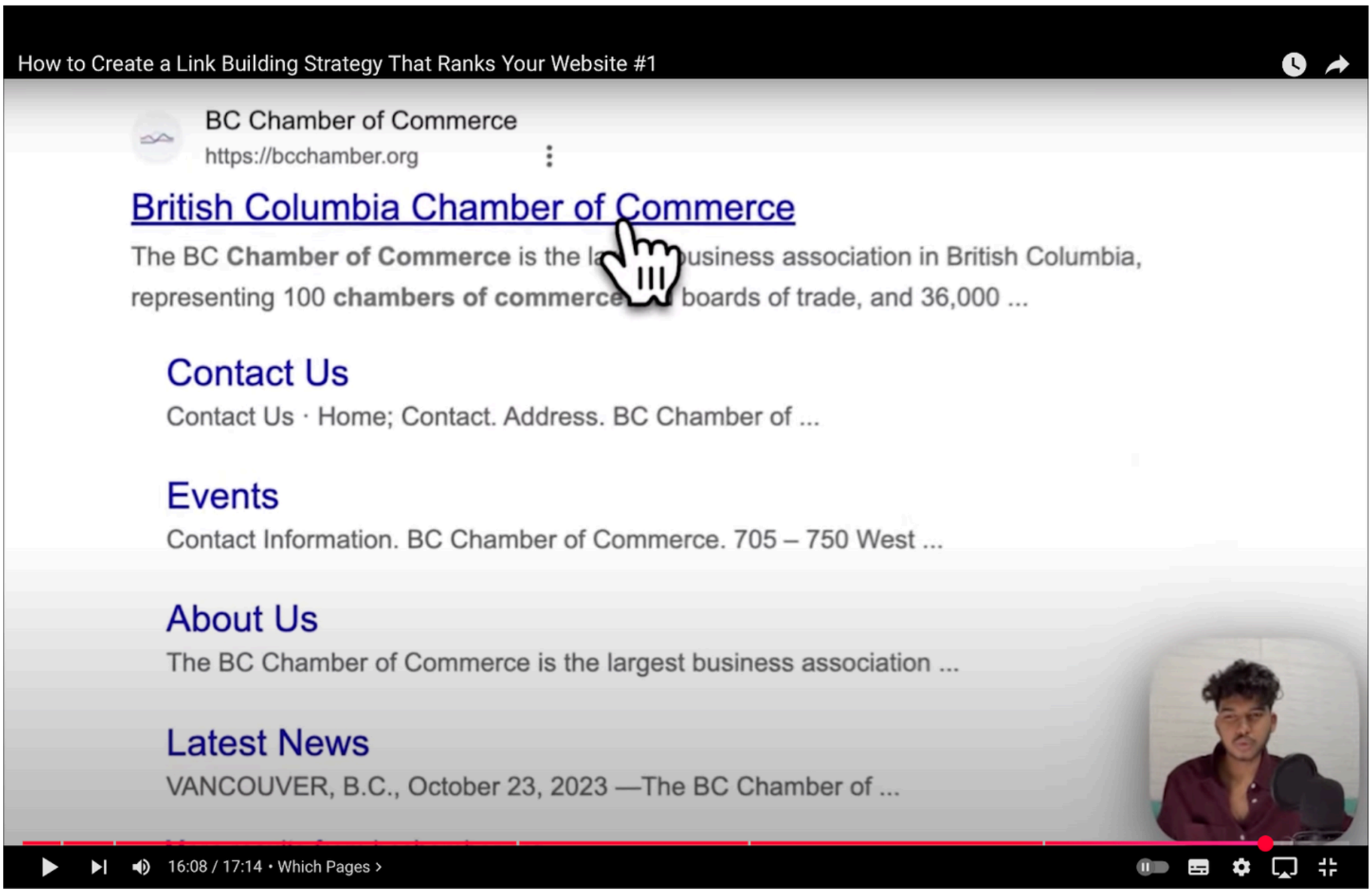
Getting Web 2.0 Links-
Links from these websites are called WEB 2.0 links; there are many others you can find online. ex- Wordpress.com, Tumblr.com, Blogger.com and Jimdo.com

Alternative Approaches

- Skip Outreach: You can hire a virtual assistant (VA) or an outreach service to handle guest post and niche edit requests for you.
- Use SEO Tools: Platforms like Moz, Ahrefs, or Mangools can help evaluate potential backlink opportunities.
- By following these steps, you can effectively acquire high-quality backlinks to improve your website's ranking and authority.

- Hyperlocal backlink strategies that work effectively

Hyperlocal Backlinks are a great way to rank higher in Google Business Rankings.



- This is the strategy not a lot of people know about, Just search for “Your City + Chamber of Commerce” on Google (Example- Chamber of Commerce Austin Texas)
- You will get a lot of results.
- Sign up with one or two of them and try to build links. This might cost you between $99-$200 per month, but these links work pretty well.

4.2 Citation Building

- Citations are online references that contain your business information (Name, Phone no. and Address) and are uploaded to third party websites (Online Directories).

Recommended citation services and how to use them

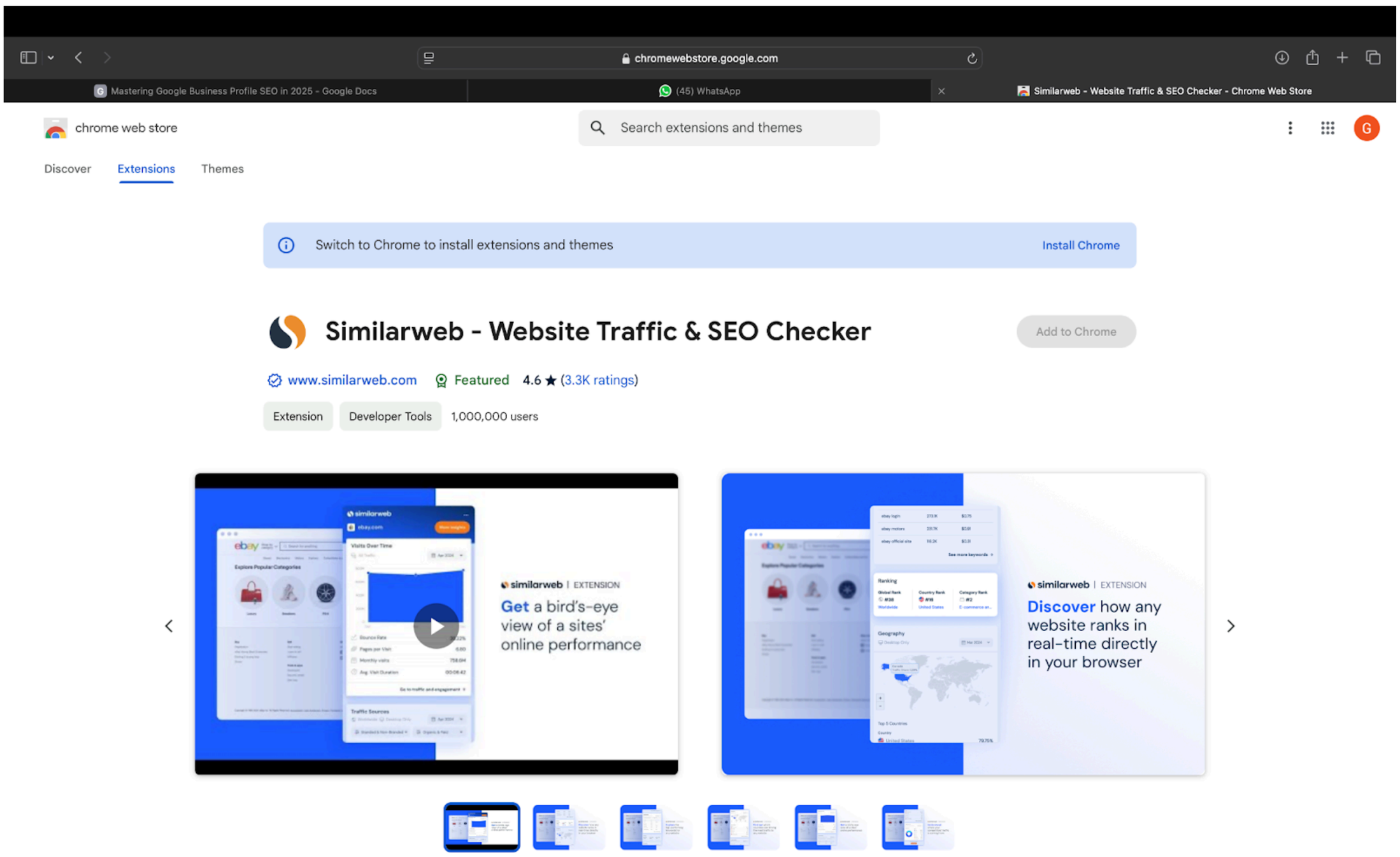
- You can use the GMB briefcase to find directories where your competitors are listed and then use it to list yourself as well.
- You can also hire someone to do this for you.

4.3 Vetting Backlinks for Quality

How to identify high-quality backlinks

Here are the important Metrics you need to look at:-

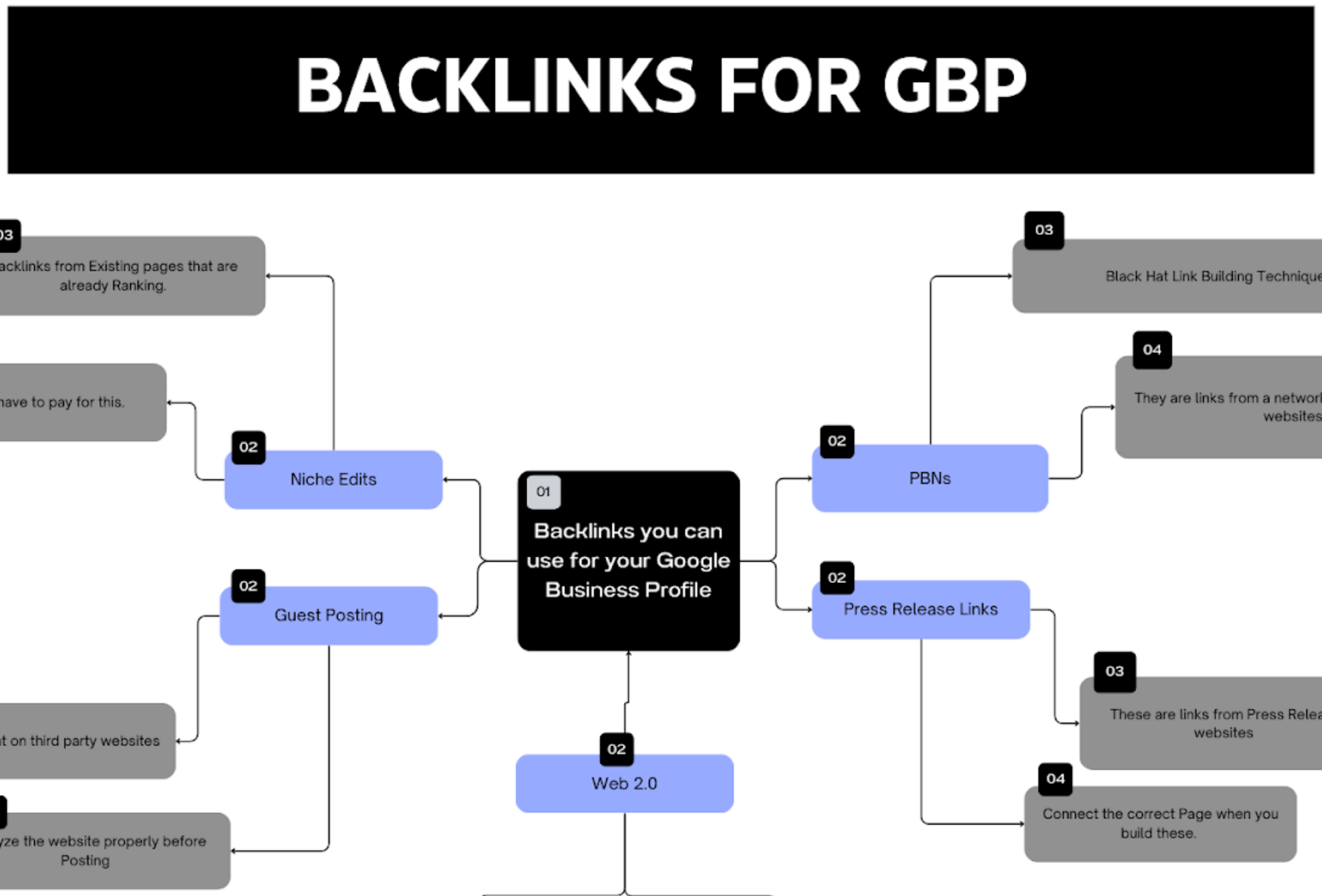
- Traffic From that website - Check the amount of traffic the website is getting you can use a free tool called Similarweb for this.



- Check traffic by location as well.
- Check what kind of keywords they are ranking for.
- Check the site's user interface. The website shouldn't look like a link-selling website.

Avoiding spammy links that could harm your rankings

Refrain from purchasing shitty backlinks priced at $10-$15 from Fiverr, as they could harm your rankings and negatively affect your website. Therefore, avoid buying backlinks from unfamiliar sources.



4.4 Why Brand search for GBP ranking can be a Game Changer for your HVAC/Plumbing Business?

Importance of brand search for GBP ranking-

Brand searches are when users search for your business name on Google this plays a crucial role in improving your Google Business Profile (GBP) ranking and overall online visibility. Here's why:

1. Higher Relevance & Authority

Google prioritizes businesses with strong brand searches because it indicates legitimacy and customer interest.
Frequent searches for your brand show that people are specifically looking for your products/services, which boosts your GBP ranking.

2. Improves Local SEO & Maps Ranking

When users search for your brand, Google associates your business with high-intent queries (e.g., "Where to buy [Your Brand] sarees").
More brand searches mean higher visibility in Google Maps & Local Page rankings, helping you appear above competitors.
Note: Use local SEO strategies like consistent NAP (Name, Address, Phone Number) and citations to strengthen brand search impact.

3. Builds Trust & Click-Through Rates (CTR)

A recognized brand attracts more clicks, which signals to Google that your business is valuable.
Higher CTR = Higher GBP ranking. Example: If users frequently click on your GBP listing after searching for your brand, Google ranks your business higher in results.

4. Increases Customer Engagement & Conversions

Users searching for your brand are more likely to engage and find you, leading to:

- More website visits
- Higher call and message interactions
- More store visits (if applicable)
- These actions boost your GBP performance signals, further improving your rankings.

5. More Google Reviews & Social Proof

Strong brand searches lead to more customer reviews, which impact GBP rankings.

Google prioritizes businesses with frequent positive reviews & user-generated content.

How to Increase Brand Searches for Better GBP Ranking?

Optimize Your Website for Brand Keywords - Use your brand name in titles, meta descriptions, and content.

Social Media - Promote your brand name on Instagram & Facebook.

Encourage Google Reviews & Engagement - More reviews = higher credibility = More Reach = More Searches

Leverage PR & Influencer Marketing - Feature your brand on blogs, news, and fashion influencers' pages.

Be Omnipresent: Be at as many places as you can. 2026 isn’t about relying on one platform. If you’re relying on one, you’re not serious about your business.

Sneaky tip: Run ads on your brand names (social media ads)

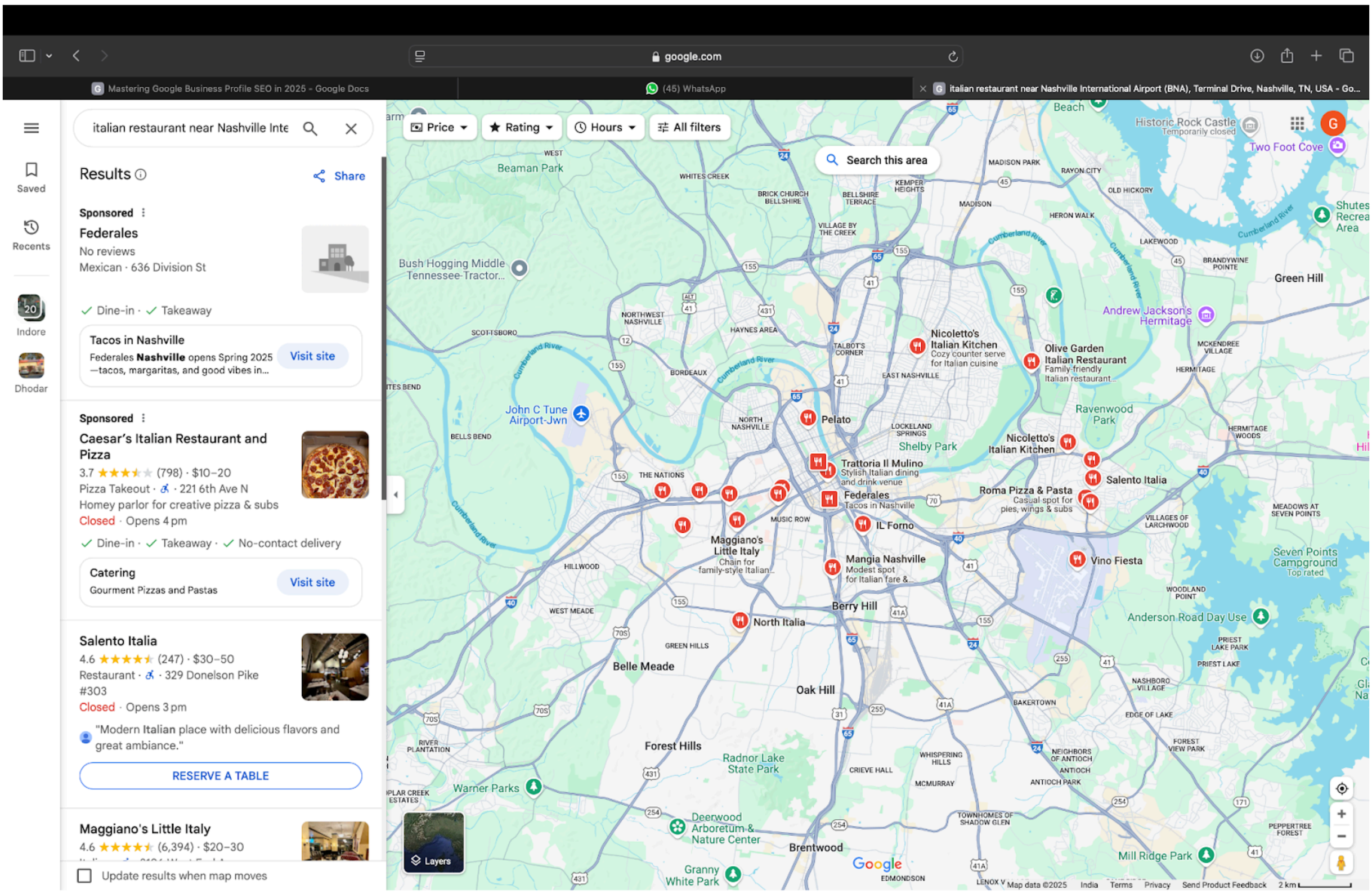


4.5 Why do you need to use Map Embed?

A map embed is a feature that allows you to insert an interactive Google Map onto your website. This helps visitors find your business location easily, boosting local SEO, user engagement, and trust.

How to Embed a Google Map on Your Website

Step 1: Find Your Business on Google Maps

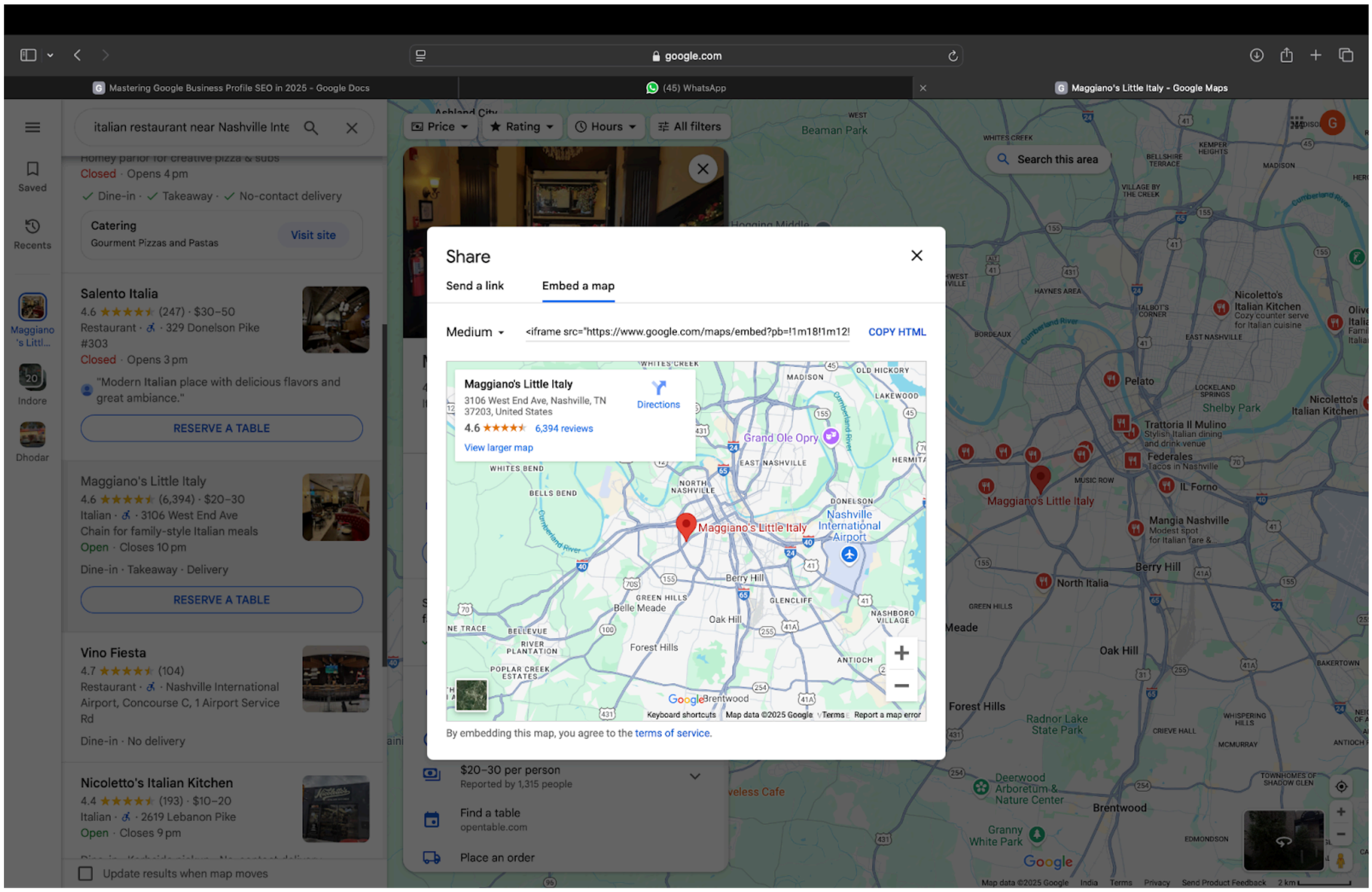


1. Go to Google Maps.
2. Search for your business name or address.

Step 2: Get the Embed Code

1. Click the “Share” button.
2. Select “Embed a map”.

3.Copy the HTML iframe code.



Step 3: Add the Embed Code to Your Website

For WordPress: Add a Custom HTML Block and paste the code.

For Shopify/Wix/Other CMS: Paste the code in the contact or location section.

How to use Google Map Embed

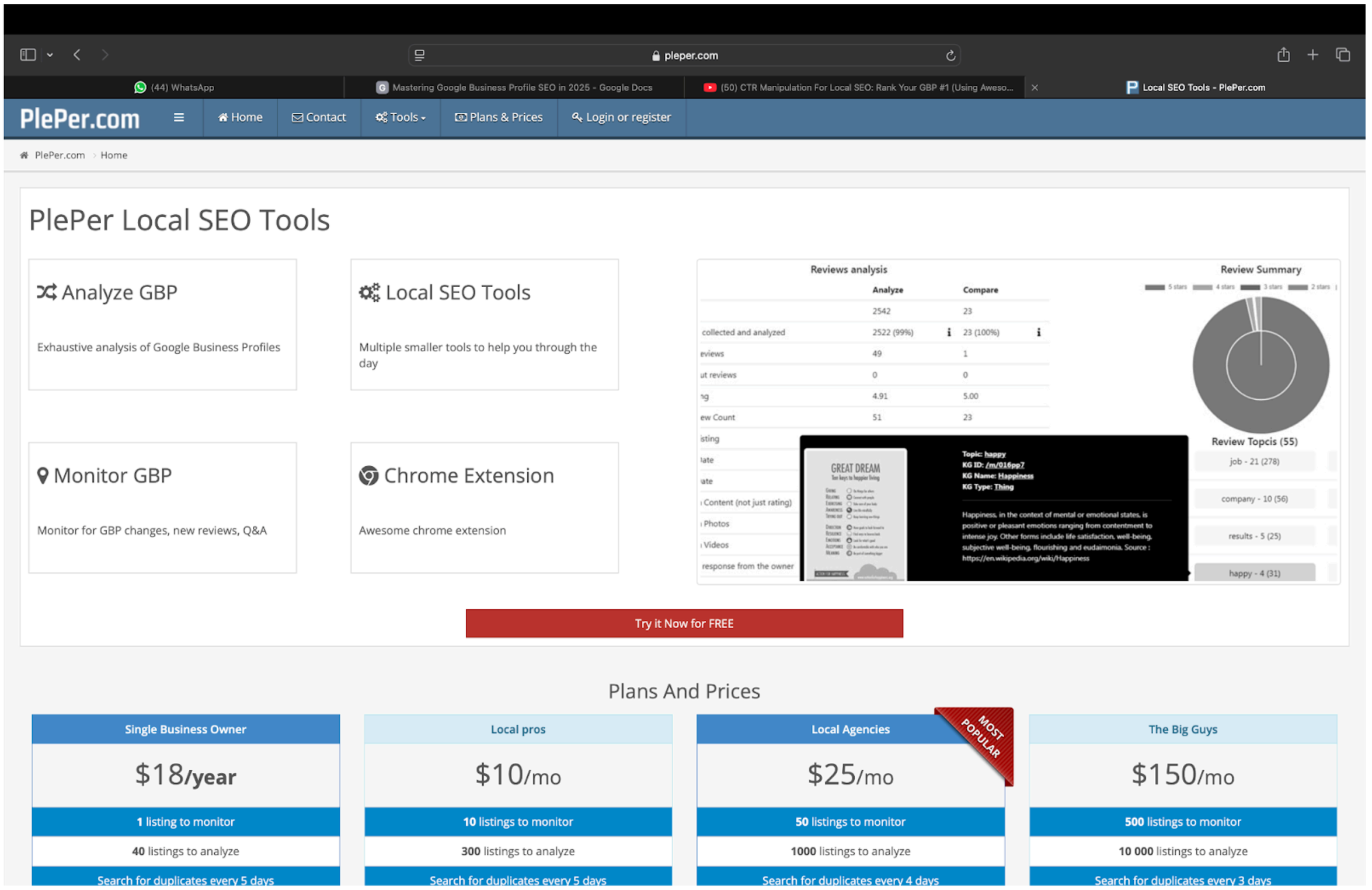
Using Google Map embeds strategically in Web 2.0, PBN (Private Blog Network), Guest Posts, and PR (Press Releases) can help improve Google Business Profile (GBP) rankings and boost local SEO.

5. Tools you can use to
succeed on Google Maps

5.1 Tools for analyzing your GBP performance

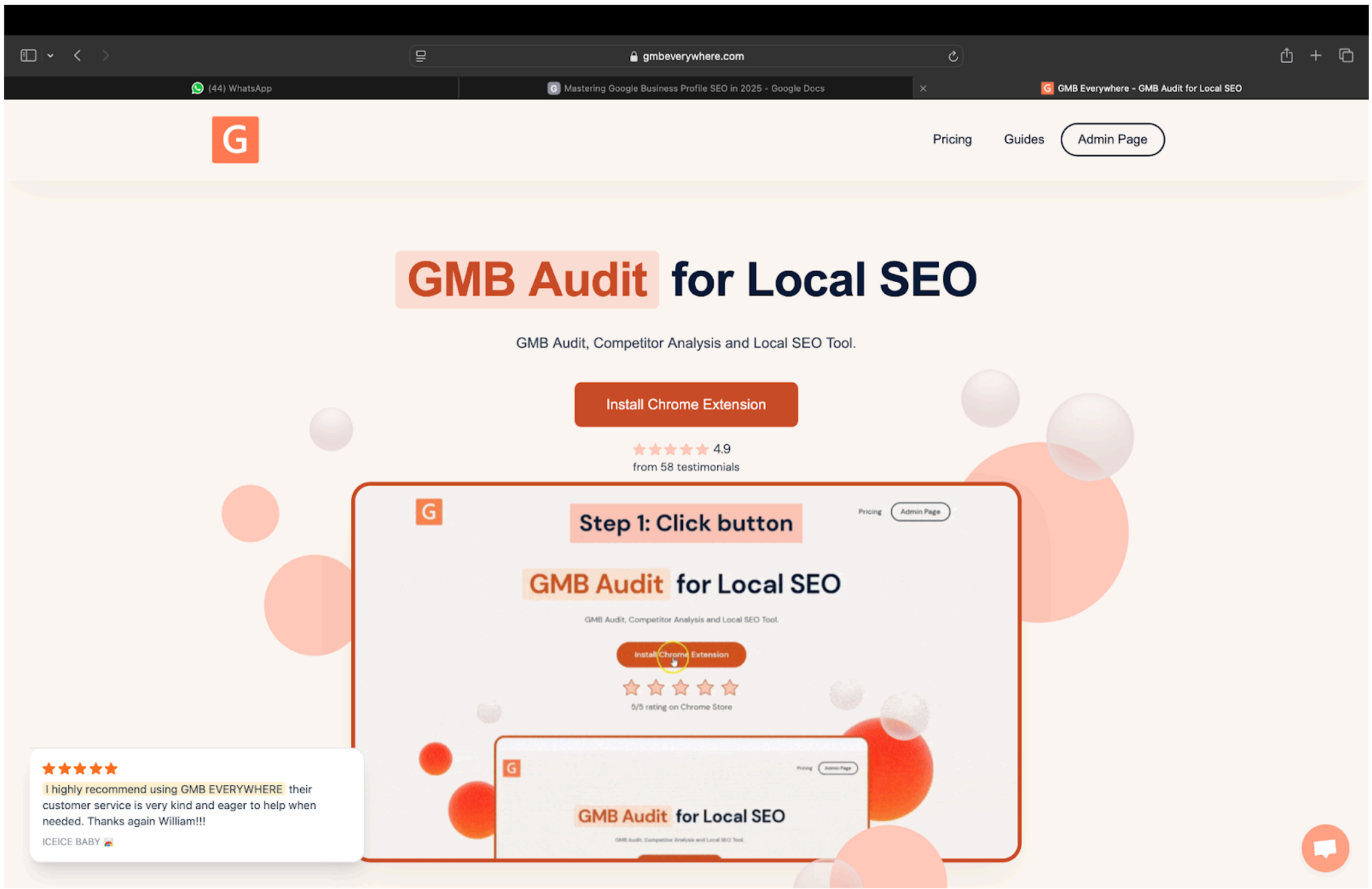
Pleper Local SEO Tool- This is an incredibly helpful tool and is absolutely free. Around half of the tools mentioned here are free, while the others are paid. Investing in paid tools can be beneficial for your business and help you achieve better ROI.

Pleper Local SEO Tool provides valuable insights when you search for any business on Google Maps. It adds a box on the right side displaying:



- Business Name
- Verification Status
- Listed Categories
- Place ID, CID, Business Profile ID
- Address and Phone Number
- Website URL (direct link, not just the domain name)
- Page Speed Insights
- Google Mobile-Friendly Test
- Structured Data Test
- Website Analysis
- WHOIS Information
- Number of Reviews and Overall Rating
- Business Coordinates (useful for local SEO)
- Additional Attributes (service options, Google CID URL, Google Maps link, Google review link, Bing details, etc.)
- Ranking Fluctuations (analyzes recent ranking changes and provides a rating on fluctuations, whether positive or negative)

GMB Everywhere

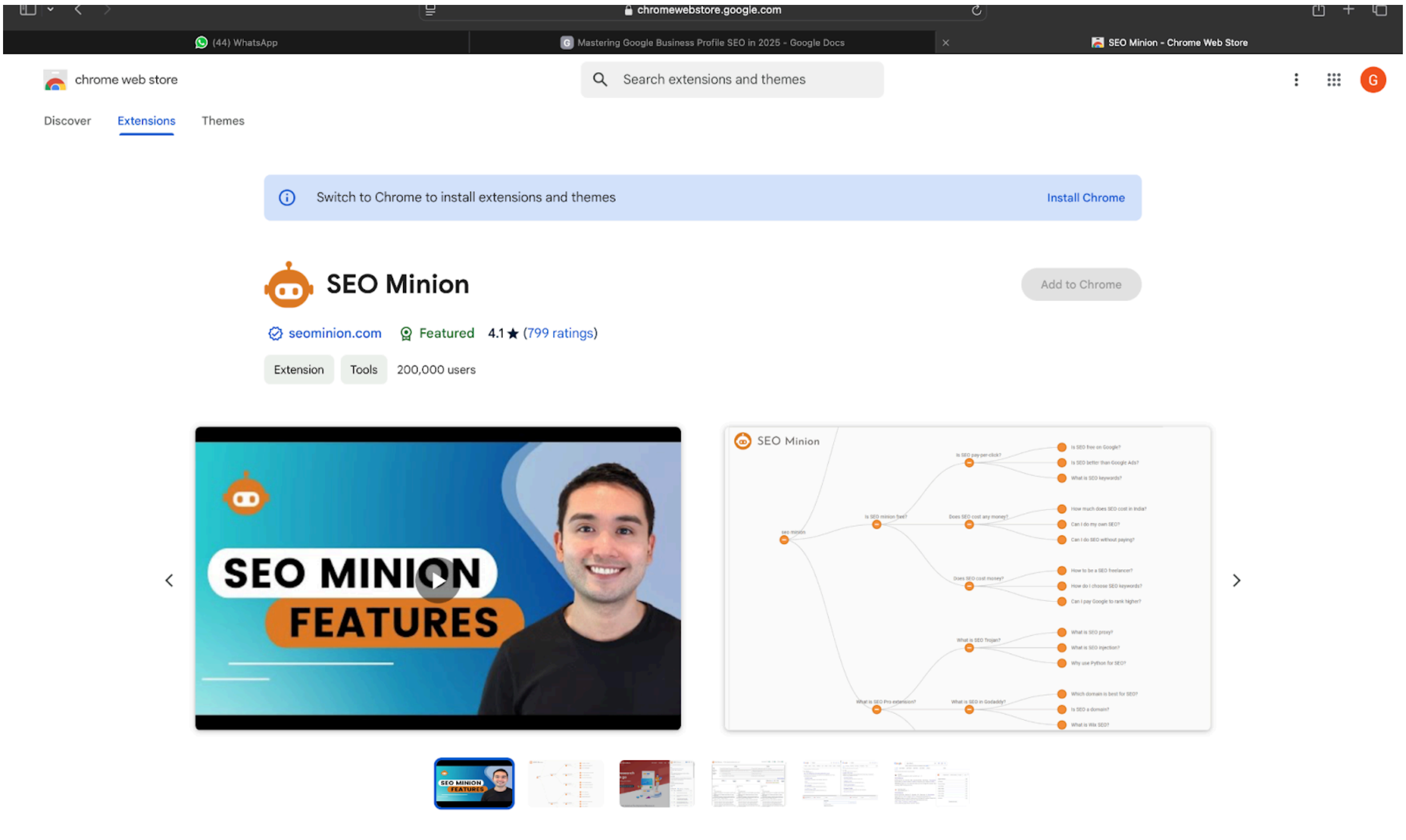


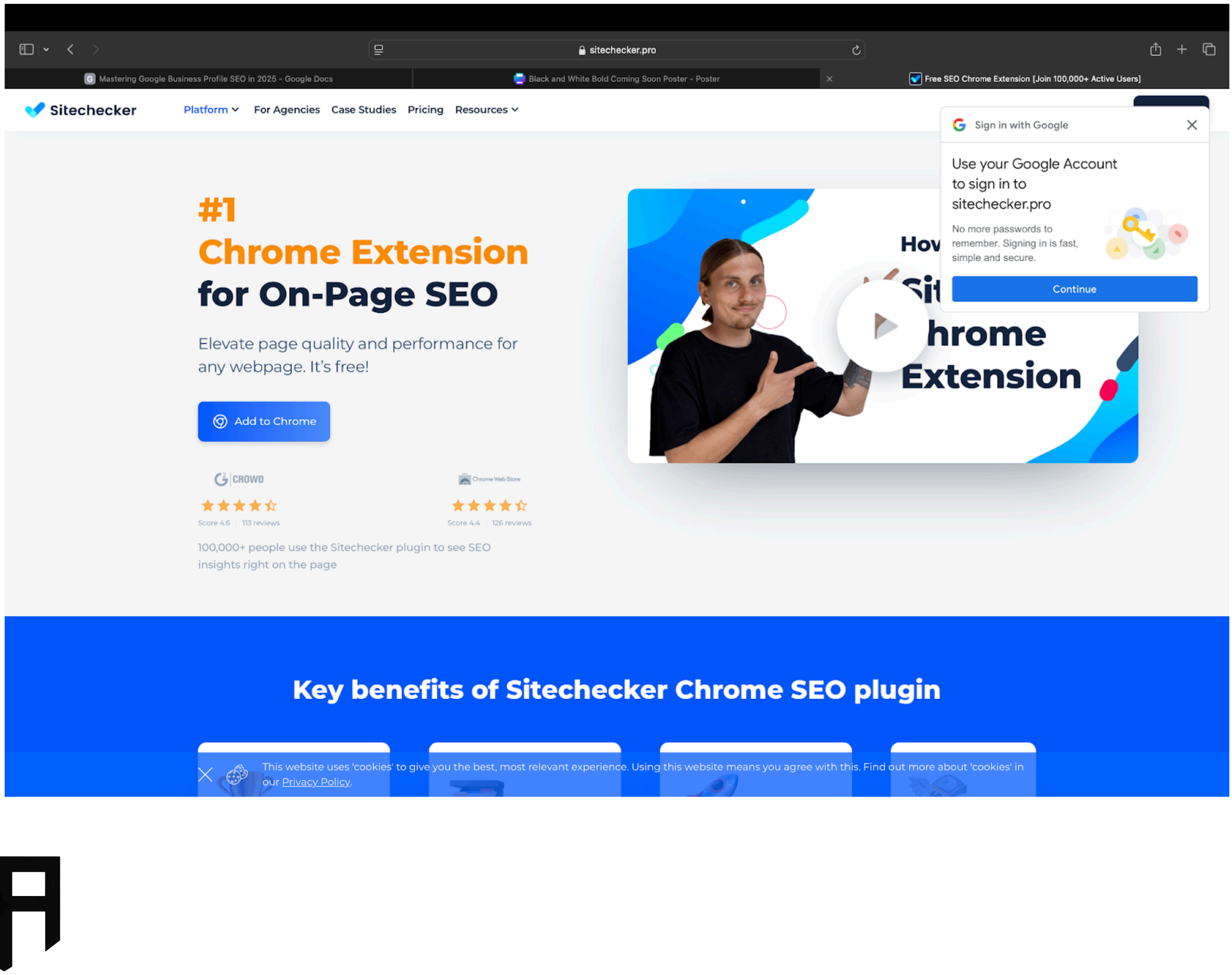
This is another great tool that helps with Google My Business (GMB) / Google Business Profile (GBP) audits. It provides features like:

- GMB Categories
- Basic Audit
- Review Audit
- Post Audit with Teleport (redirects you to a business's exact location or coordinates)
- Business Status, Latitude, Longitude
- Place ID, Business Profile ID
- Review Links, Knowledge Panel ID, and Q&A URLs
- Website Audit Links

The tool offers both free and paid plans. The free version is sufficient unless you're managing a large number of GMB profiles.

SEO Minion(Paid)/Sitechecker(Free)





This tool is incredibly useful for on-page SEO analysis. It provides:

- URL details
- Total Word and Character Count
- Title and Description Analysis
- Canonical URL Details
- Meta Robots (indexing status)
- Heading Structure (H1, H2, H3, etc.)

- Open Graph & Twitter Card Details
- Broken Link Checker
- SERP Preview and SERP Location Checker

Page Optimizer Pro

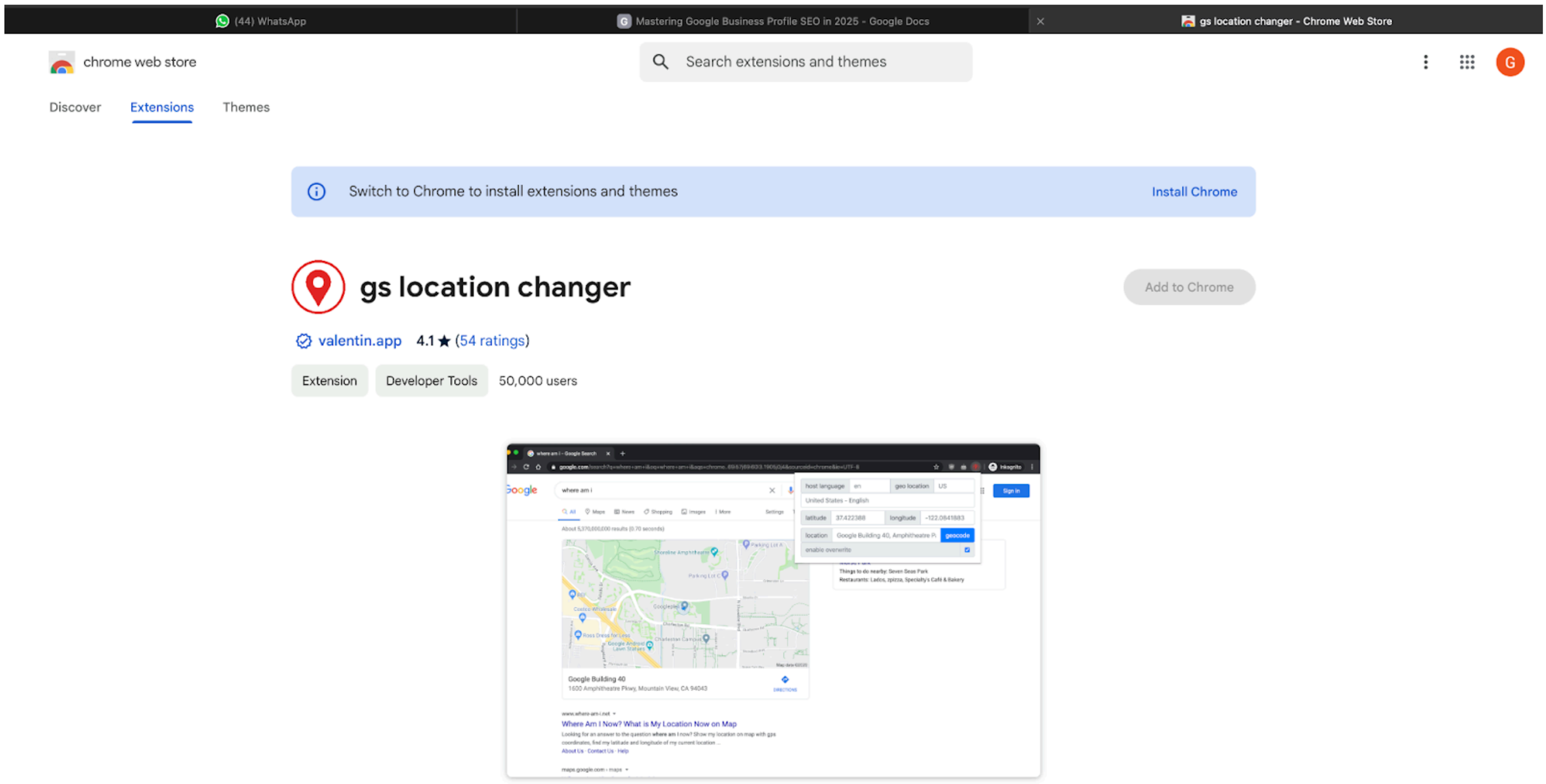
This is a paid tool that helps optimize web pages for SEO. It offers:

- On-Page Audit with detailed insights
- Subheadings, Headings, and Entities Analysis
- Page Word Count Targets
- Google NLP, Schema, and LSI Analysis
- Custom Strategies and Advanced Analysis

Pricing starts at around $34 per month, with higher plans available for advanced users.

5.2 Tools to Track and measure your Performance-

A. GS Location Changer



This free tool allows users to virtually change their location and check Google search results from different regions. This is useful for:

- Checking local SEO rankings
- Understanding search variations across different locations

These tools are essential for businesses and marketers who want to enhance their local SEO, conduct audits, and improve on-page optimization effectively.

B.1 LocalDominator



1. Track Local Search Performance

- Monitor how your business ranks for different keywords in specific locations.
- Helps identify high-performing and low-performing keywords.
- Identify keywords that are important to you and optimise your strategy accordingly.

2. Do Competitive Analysis

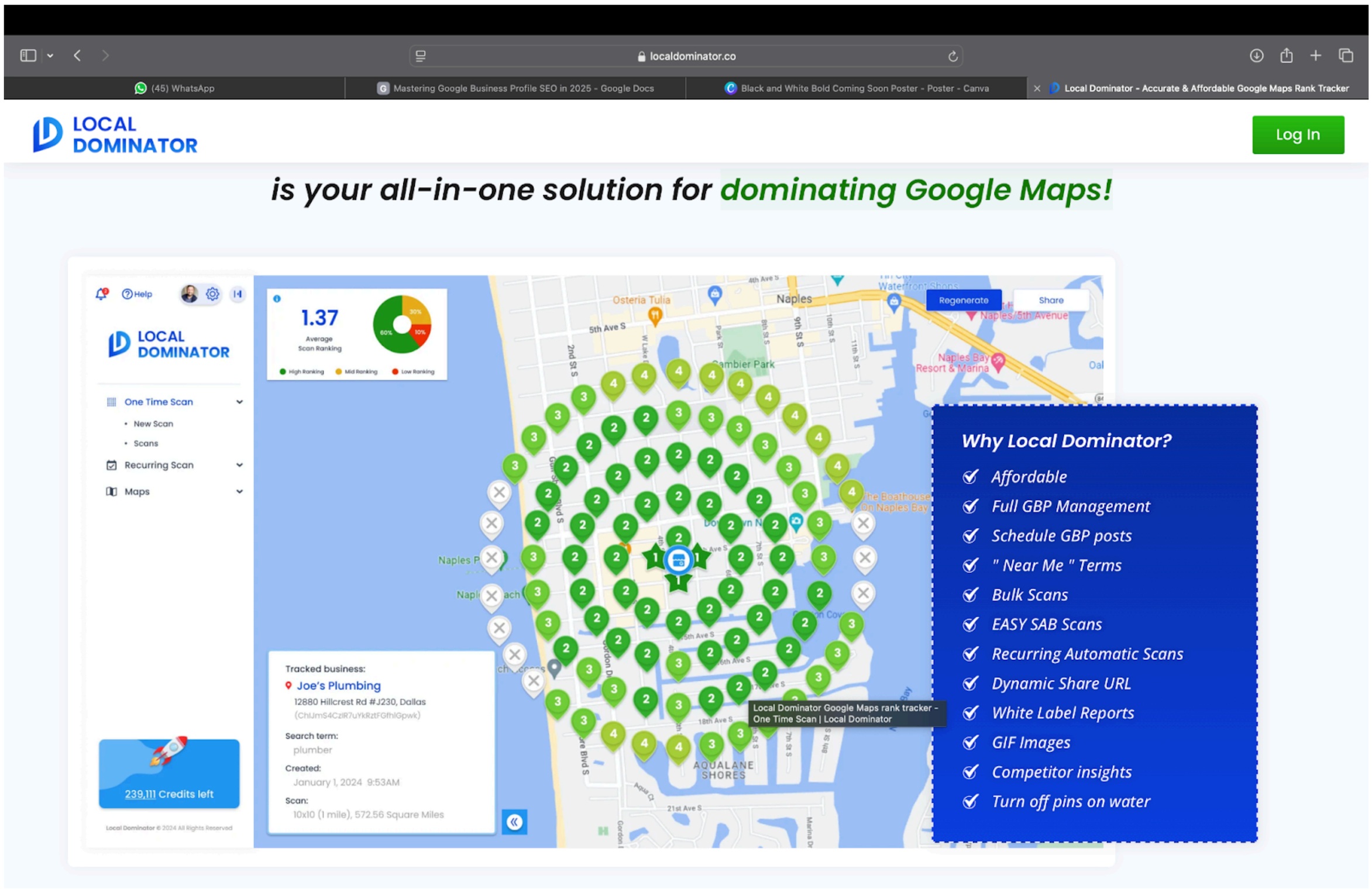
- Compare your rankings with competitors.
- Identifies gaps in your strategy where competitors are outperforming you.

3. Heatmaps & Geo-Ranking Insights

A Local SEO Heatmap is a grid-based map that displays your Google Business Profile's ranking for specific keywords in different locations. Each grid point represents a location where your business appears in local search results (Google Maps and Local Pack).

📌 Example: If you own a restaurant, your heat map might show:

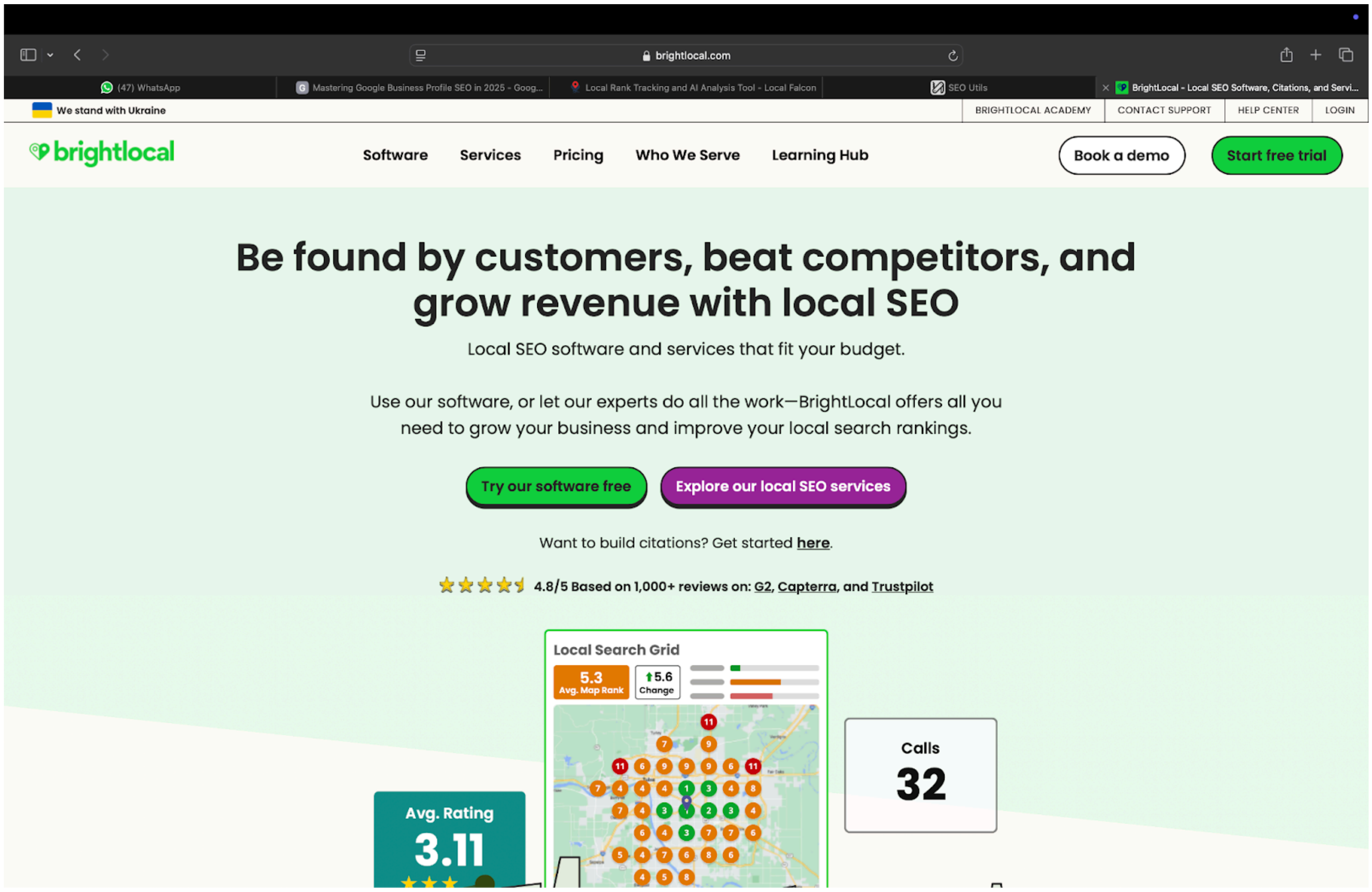
- 🔴 Red zones (Low rankings, e.g., #20+ positions)
- 🟡 Yellow zones (Moderate rankings, e.g., #5-10 positions)
- 🟢 Green zones (Top rankings, e.g., #1-3 positions)
- Helps you understand local search visibility and optimize accordingly.



4. Keyword Optimization

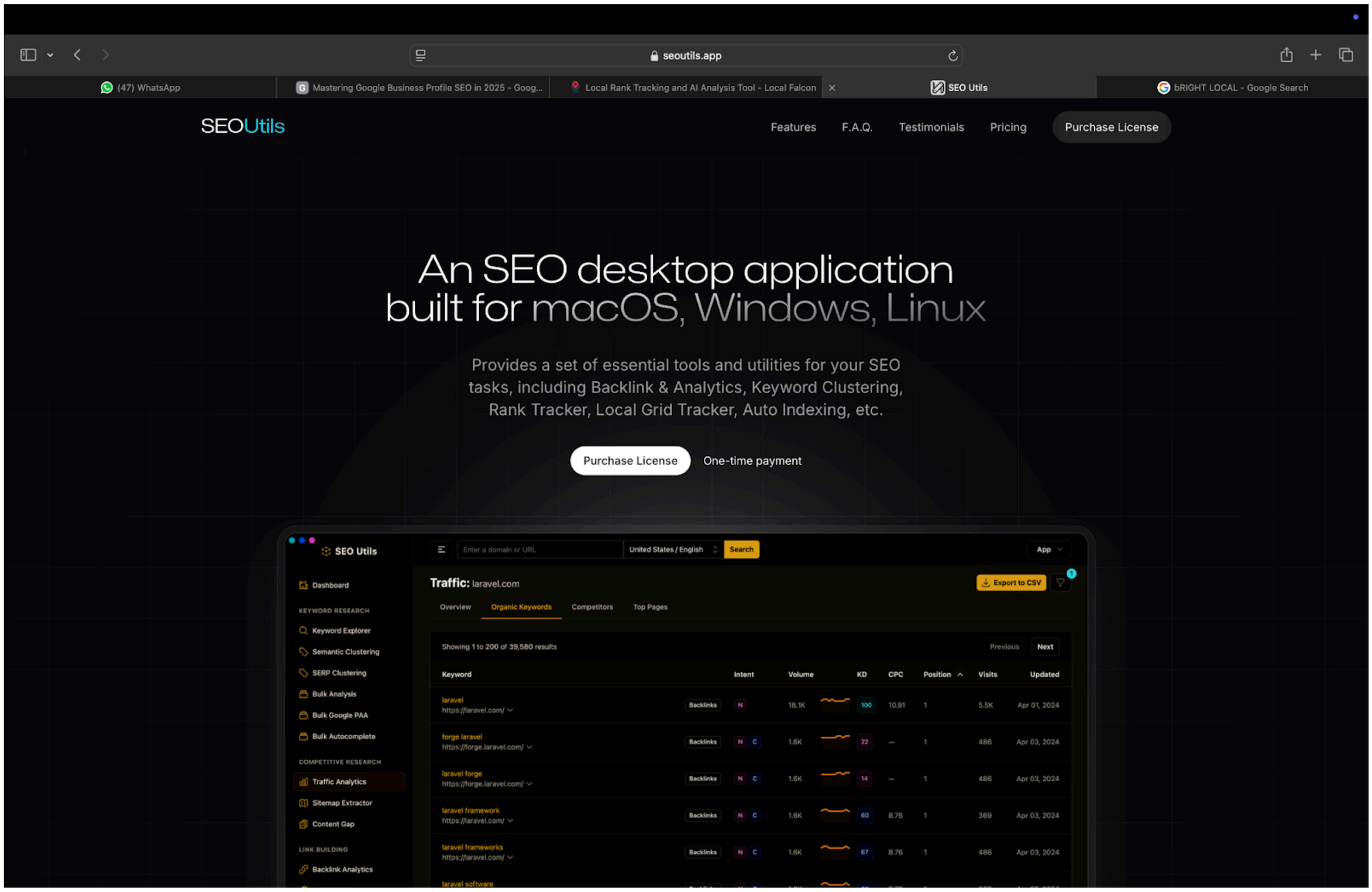
- Identifies the best keywords driving traffic to your GBP.
- You can also use Suggested keyword opportunities for better local ranking.
- Helps fix inconsistencies that may be harming your rankings.

B.2 BrightLocal - All-in-One Local SEO Tool



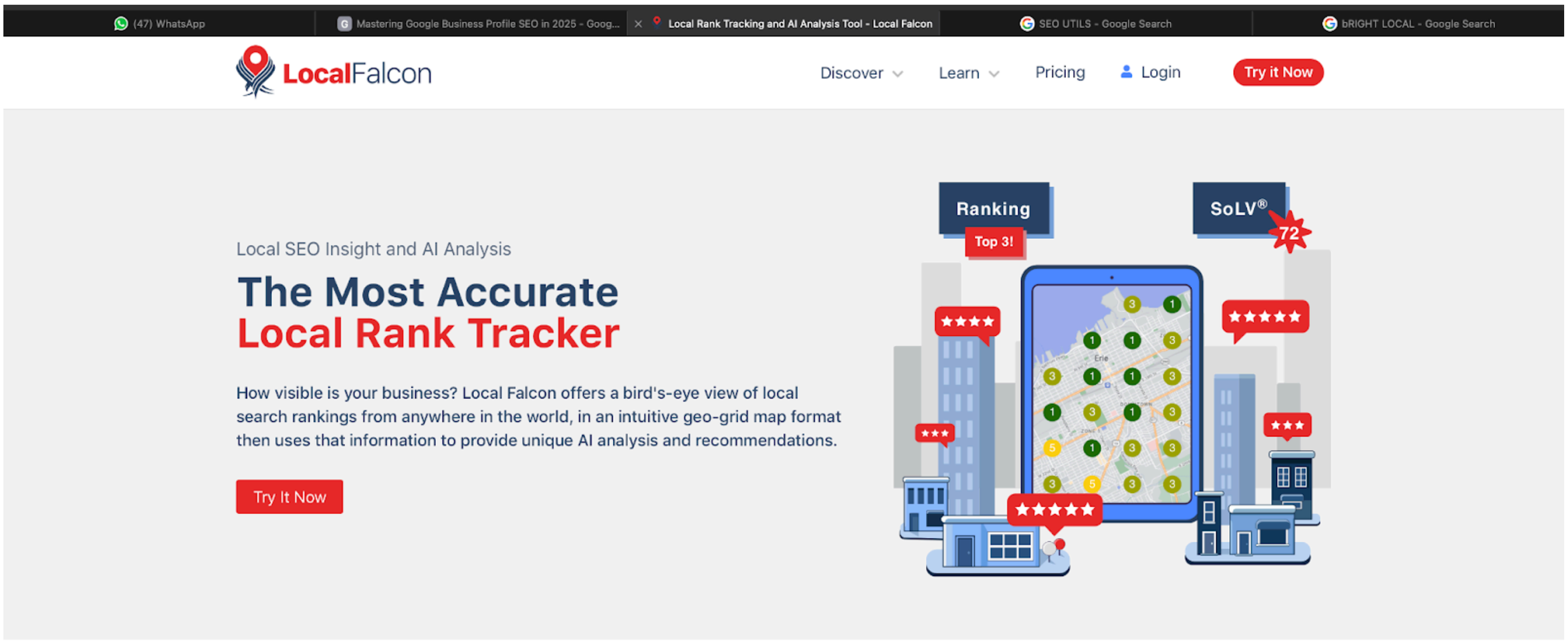
- Best for: Agencies & businesses managing multiple locations.
- Features:
  - Local rank tracking (Google Maps & organic search).
  - GBP audit & citation tracking.
  - Review management & reporting.
  - Competitor tracking.

B.3. SEOutils - GBP Audit & Optimization Tool



- Best for: Quick GBP audits & technical SEO analysis.
- Features:
  - GBP health score analysis.
  - Review and competitor analysis.
  - NAP (Name, Address, Phone) consistency check.
  - Website audits & structured data checks.

B.4. LocalFalcon - Geo-Grid Rank Tracking for GBP



- Best for: Businesses focusing on Google Maps ranking.
- Features:
- Grid-based local rank tracking.
- Visual heatmaps of GBP rankings in different locations.
- Historical ranking trends & competitor analysis.
- Real-time tracking for ranking fluctuations.

Conclusion:

The Recap of the Key Strategies-

Choose the Right Categories & Services to Define your Business– Your categories and Services are the backbone of your profile. It tells Google exactly what your business is about, make sure to state them correctly, and also look at what categories and Services your competitors are using.

2. **Optimizing Your Business Name-** Making your name clear and SEO-friendly while following Google's criteria is crucial. Things you need to keep in mind- **Use** Your Real Name, Include Keywords Wisely, Leverage Your DBA (Doing Business As), Avoid Extra Words, Keep It Simple and Memorable.

3. **Google Business Page posts and how to leverage them-** Your Google Business page posts do matter, they can actually help you get more leads and conversions make sure you optimize them correctly.

4. **Using Photos & Videos to Rank-** Photos and videos on your Google business Profile might impact your Rankings as they help you get more Impressions and Interactions.

5. **How to Handle Reviews on your GBP-** Reviews play an important role when it comes to ranking and conversion on GBP, you need to make sure that you have at least the same amount of reviews as your top-ranking competitors. Use **Advanced review generation strategies to Increase the number and quality of your Reviews.**

6. On-Page Optimization- To rank higher you need to make sure your On-Page SEO is on point. Focus on the Title, Word count, Description and Headings of your Competitors also make sure you add a Schema Markup to get Rich Results.

7. **How to use Backlinks-** Backlinks can be the difference between you getting the 1st or 8th position. Make sure you get high-quality backlinks from the right websites. Some common types of Backlinks you can use are- Initiatives, Guest Posting & Citations.

8. **Map Embeds and CTR Manipulation-** These 2 strategies can help you improve your GBP rankings. Map Embeds Can help you rank and allow you to insert an interactive Google Map onto your website.

This helps visitors find your business location easily, boosting local SEO, user engagement, and trust CTR (Click-Through Rate) Manipulation refers to increasing the percentage of users who click on your link in search results, whether on Google, Google Business Profile (GBP).

9. **Tracking and Improving GBP ranking-** You can use tools like Pleper Local SEO Tool, GMB Everywhere, SEO Minion, Page Optimizer Pro, GS Location Changer, LocalDominator to improve and track your ranking details.

The Future of Local SEO and GBP optimisation

The future of local SEO and Google Business Profile (GBP).

According to most recent data, around 46% of all Google searches have local intent meaning nearly half of all searches are looking for local businesses on Google. This means Local SEO is extremely important.

1. Increased Importance of Local Search

27% of the global population uses voice search on their mobile devices, according to Google. As more people turn to mobile devices and search engines to find local businesses, the importance of appearing in local search results will continue to rise.

2. Google’s Focus on User Experience (UX)

Google is constantly improving its algorithms to deliver the best possible user experience. For GBP optimization, this means that businesses will need to focus on providing complete and accurate information about their business.

3. Leveraging Visual Content

Google already prioritizes businesses with rich media on their profiles, and as visual search and interactive media (like Google 360 photos) become more popular, businesses will need to showcase their offerings through high-quality images and videos.

Congratulations on taking the first step toward boosting your business’s visibility and rankings on Google! Now that you have a powerful set of actionable steps, it’s time to put them into action. I know all these steps might seem overwhelming at first, but remember, each of these strategies acts as a building block that will help you build a better online presence.

Don’t worry about doing everything at once. Start with one step, take small actions, and as you see results, build upon them. It’s not about perfection; it’s about progress. Your Google Business Profile is a dynamic part of your SEO, and with these strategies, you’re positioning yourself for growth and increased visibility.

Want us to look at your GBP personally? Book a call and I will tell you exactly what is holding your rankings back.
https://calendly.com/yashsinghblogger