

# Local SEO & GMB Optimization



**Space Construction Inc. (Dallas → Flower Mound, TX)**





# Project Overview

01.

Client: Space Construction Inc.
02.

Industry: Remodeling & Construction
03.

Initial Target Areas: Dallas, Farmers Branch, Plano
04.

Website: <https://spaceconstructioninc.com/>
05.

Project Duration: 6 Months (Phase 1) + Ongoing (Phase 2)





# Goals

**01. Rank 100+ remodeling and construction keywords on Google's 1st page**

---

**02. Build visibility across Dallas, Farmers Branch, and Plano**

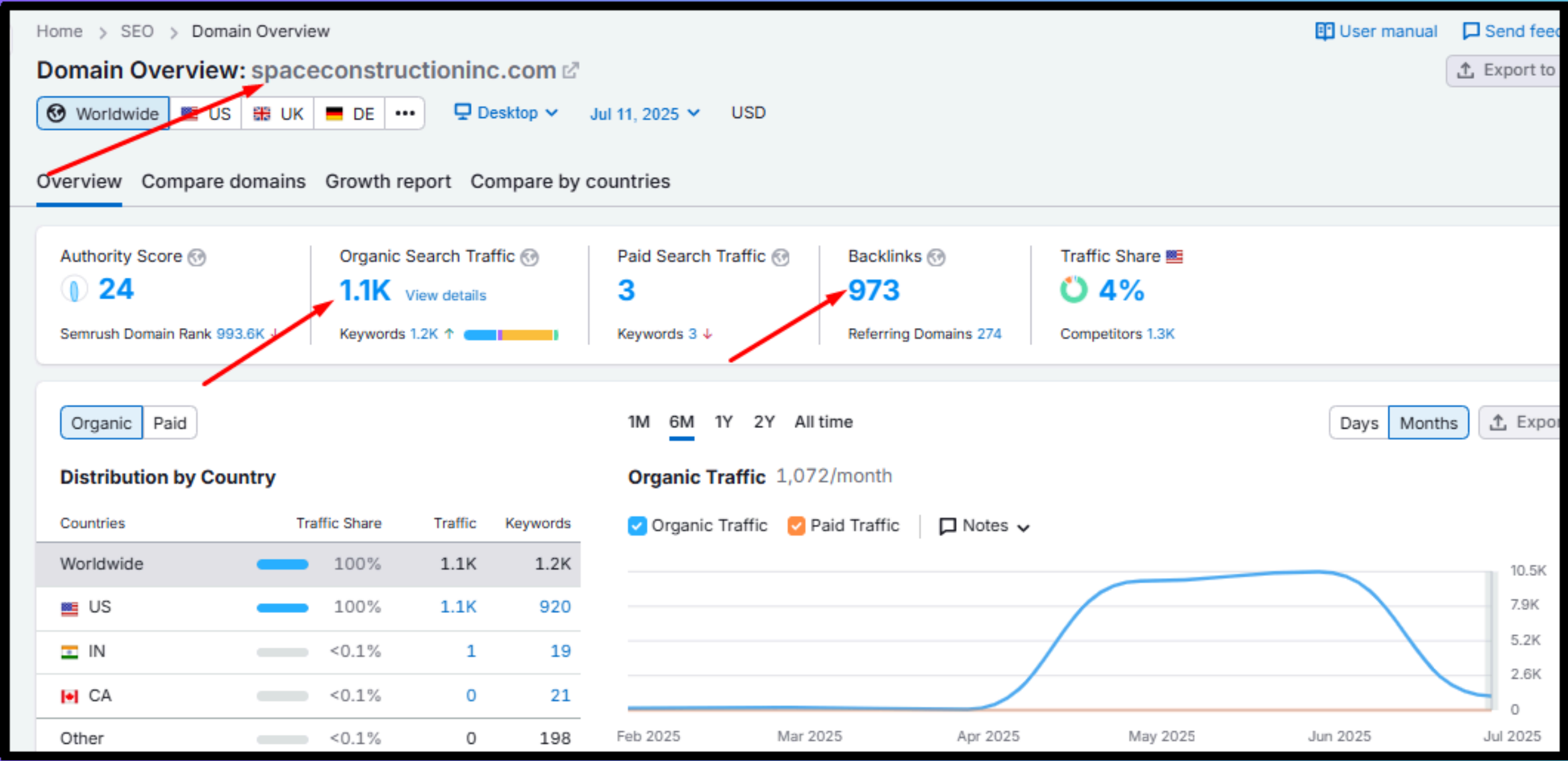
---

**03. Increase lead volume from search traffic.**

---

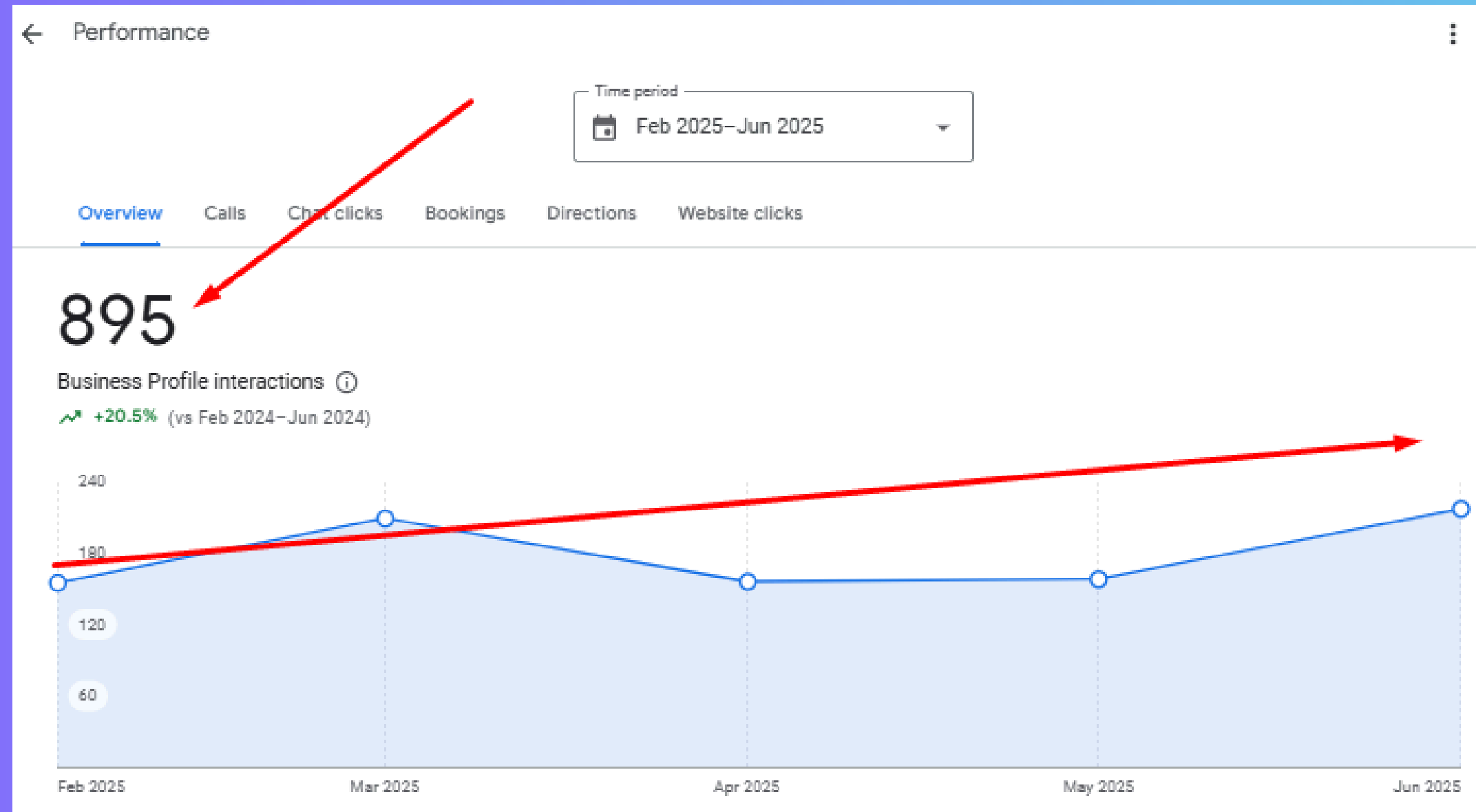


# Results (Within 4–5 Months)

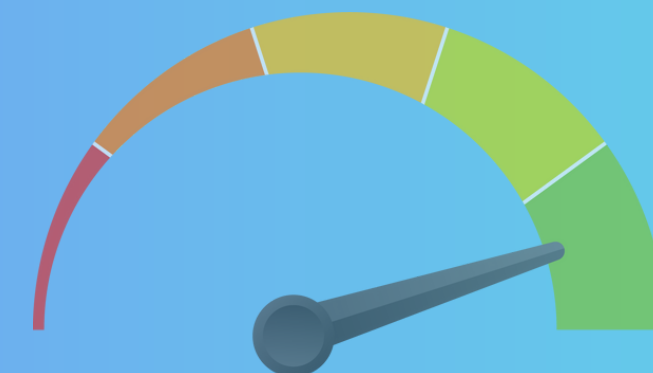




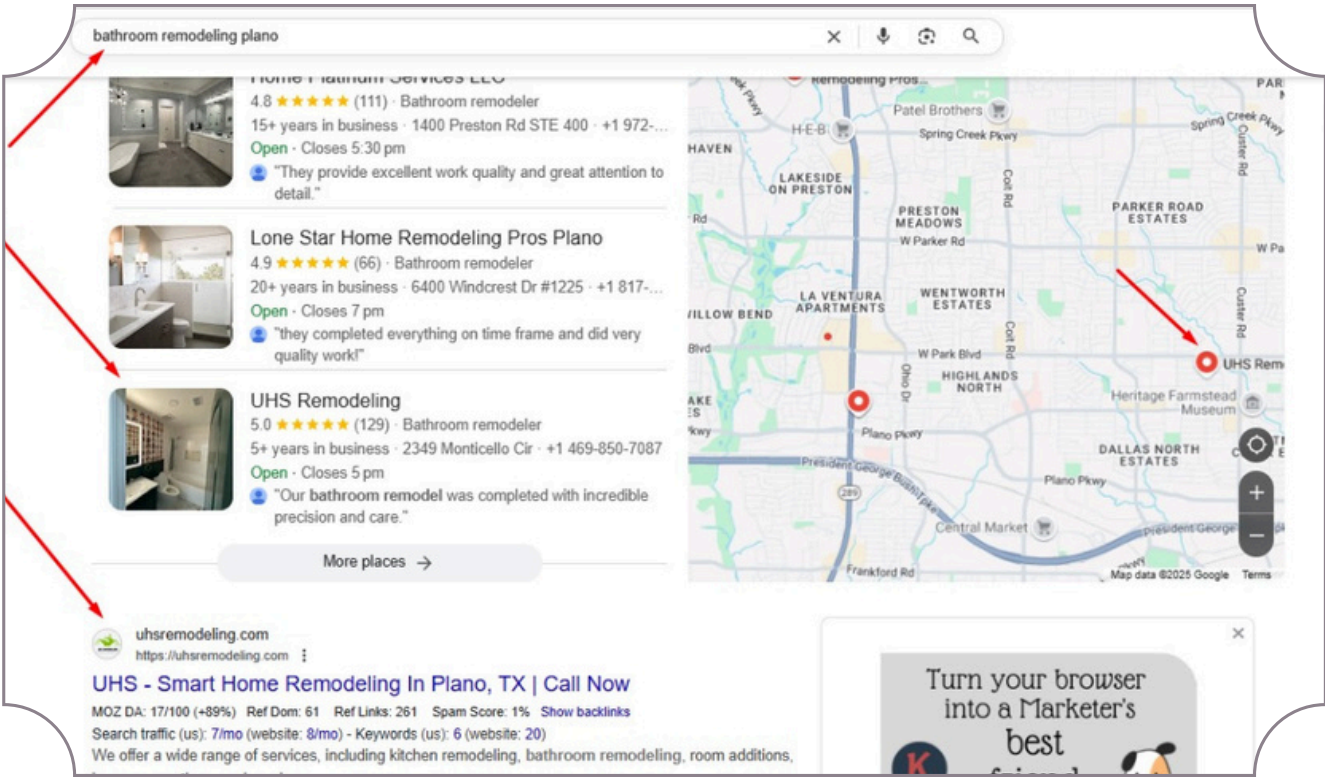
# GMB RESULTS



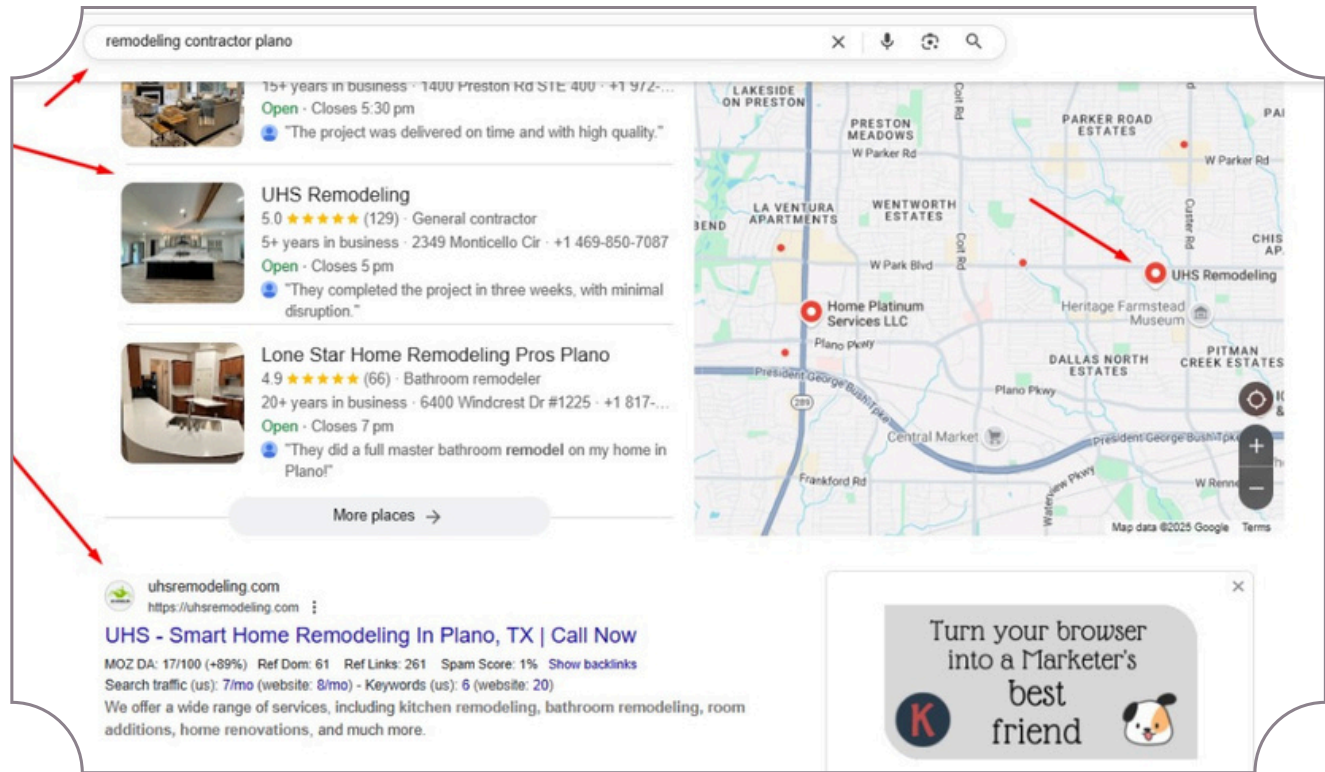
- **95%+ of 100 keywords ranked on the Google 1st page**
- **40+ keywords ranked in Top 3 positions**
- **Multiple core keywords ranked at #1**
- **Massive growth in organic traffic and lead volume in Plano**



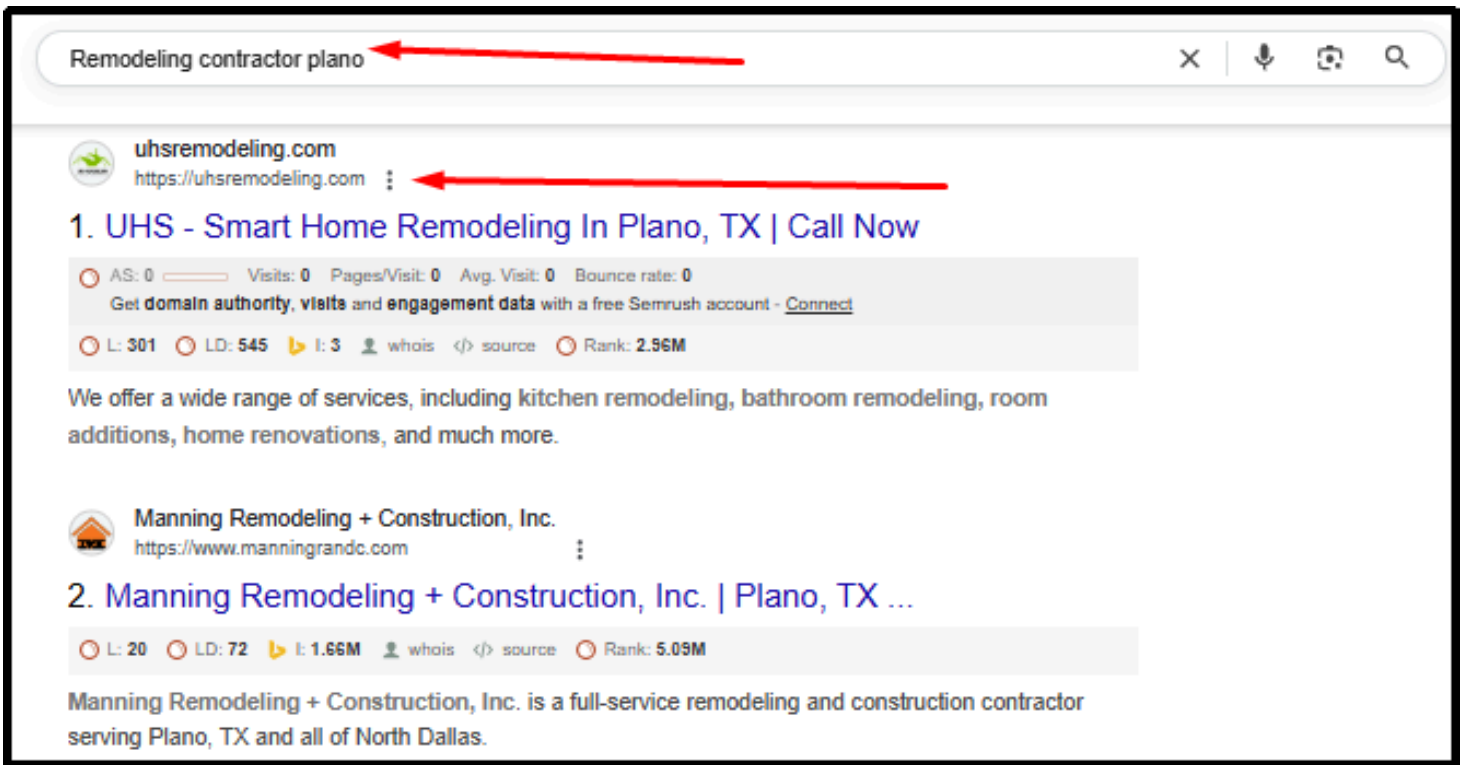
Bathroom Remodeling Plano



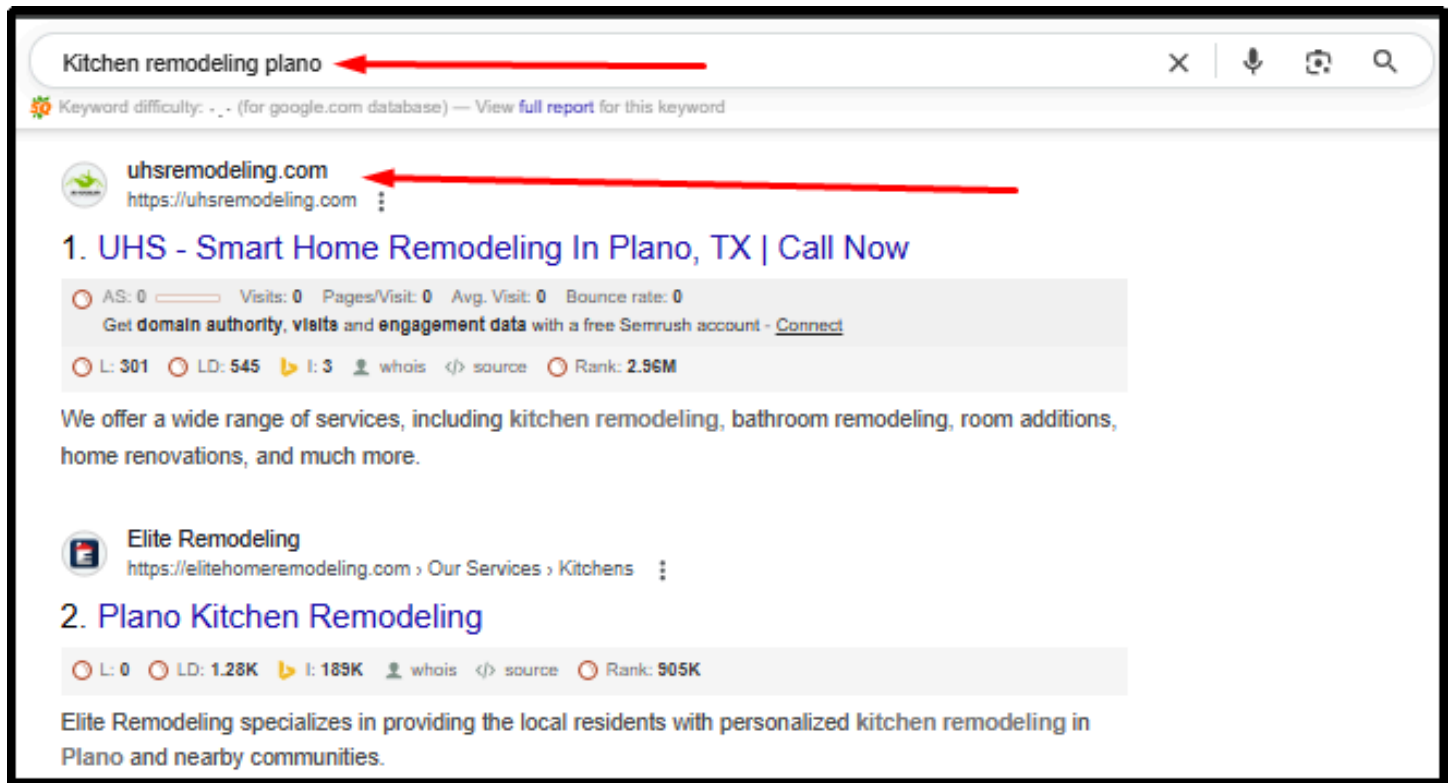
Bathroom Remodeling Plano



Remodeling Contractor Plano



Kitchan Contractor Plano



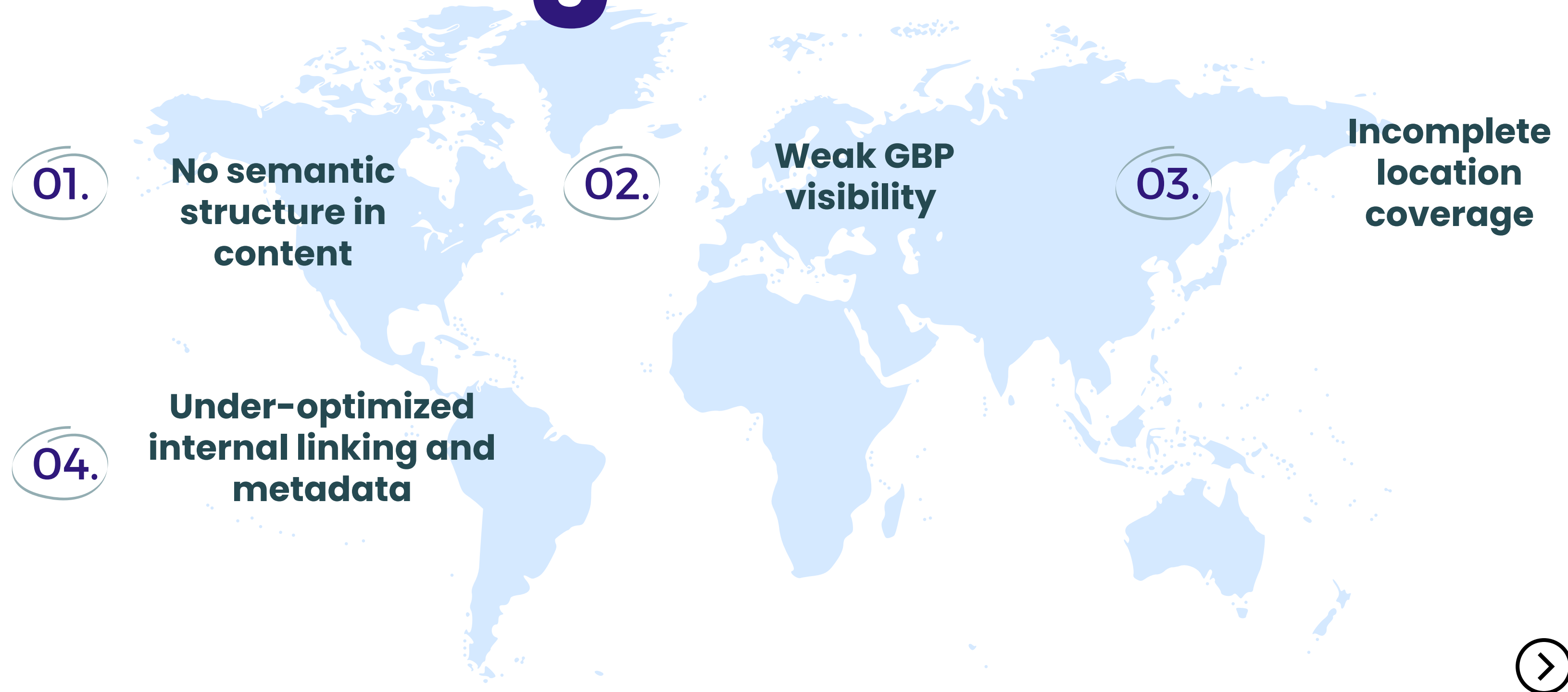
3 Map Pack Results

Local Organic Results





# Challenges



# Strategy & Execution



## Semantic SEO Implementation

- Created structured content outlines using H1-H3
- Integrated long-tail, NLP, LSI, and entity keywords
- Built topical clusters to enhance service page authority

## On-Page Optimization

- Page titles, meta descriptions, heading tags fully optimized
- Internal linking between service & blog pages
- Implemented local business schema + FAQs

## Local SEO Strategy

- Geo-landing pages for Plano zip codes & neighborhoods
- Weekly GBP posts + Q&A management
- Over 50+ local citations and business directories
- Full GBP optimization: NAP consistency, categories, services, geo-images

## Advanced Link Building

- Guest post outreach in home improvement sites
- Niche-relevant directories and map embeds
- Internal contextual link structure



# Tools & Tactics Used (Both Projects)

01. Google Search Console, Ahrefs, Surfer SEO, BrightLocal
02. Schema Markup, NLP keyword mapping, topical clustering
03. GBP Optimization: Products, Posts, Q&A, Reviews
04. Technical SEO: CWV, Mobile UX, Site Speed
05. Backlink Acquisition: Outreach + Citations + Editorial links



# Final Outcome

- Both businesses experienced complete keyword domination, GBP visibility, and increased organic leads within committed timelines.
- This shows our ability to scale local SEO success using semantic frameworks, geo-targeted strategy, and white-hat link building.
- Ready to take your local business to Google's 1st page? Let's discuss how we can deliver similar results for you!





# Timeline



<b>Audit &amp; Strategy Development</b>	<b>Day 1 – 5</b>	<b>Conduct a full audit, develop the keyword strategy, perform initial optimizations, and outline the content strategy</b>
<b>Technical Fixes &amp; On-Page AIO</b>	<b>Day 6 – 15</b>	<b>Implement technical fixes, optimize on-page AIO elements, and begin content optimization.</b>
<b>Content Creation &amp; Link Building</b>	<b>Day 15 – 30</b>	<b>Start content creation and outreach campaigns to build authoritative backlinks. Continue improving on-page AIO and technical elements.</b>
<b>Keyword Rankings</b>	<b>Day 30 – 45</b>	<b>Strengthen targeted keywords and consistently publish new content. Continue enhancing rankings through AI-driven optimization</b>
<b>Conversion Analytics</b>	<b>Day 45 – 60</b>	<b>Analyze the new traffic and guide visitors to take action—such as making a call, sending a text, or visiting the website.</b>

