



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)**

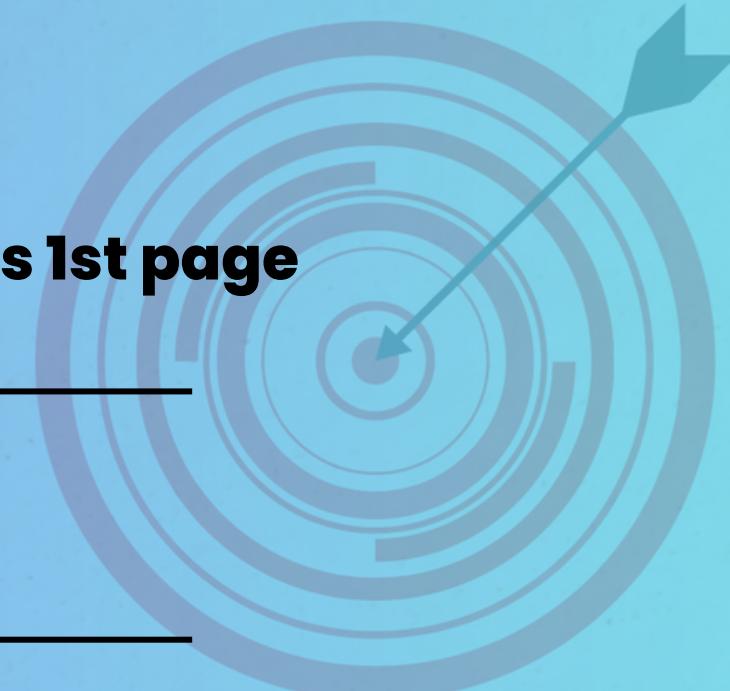


Goals

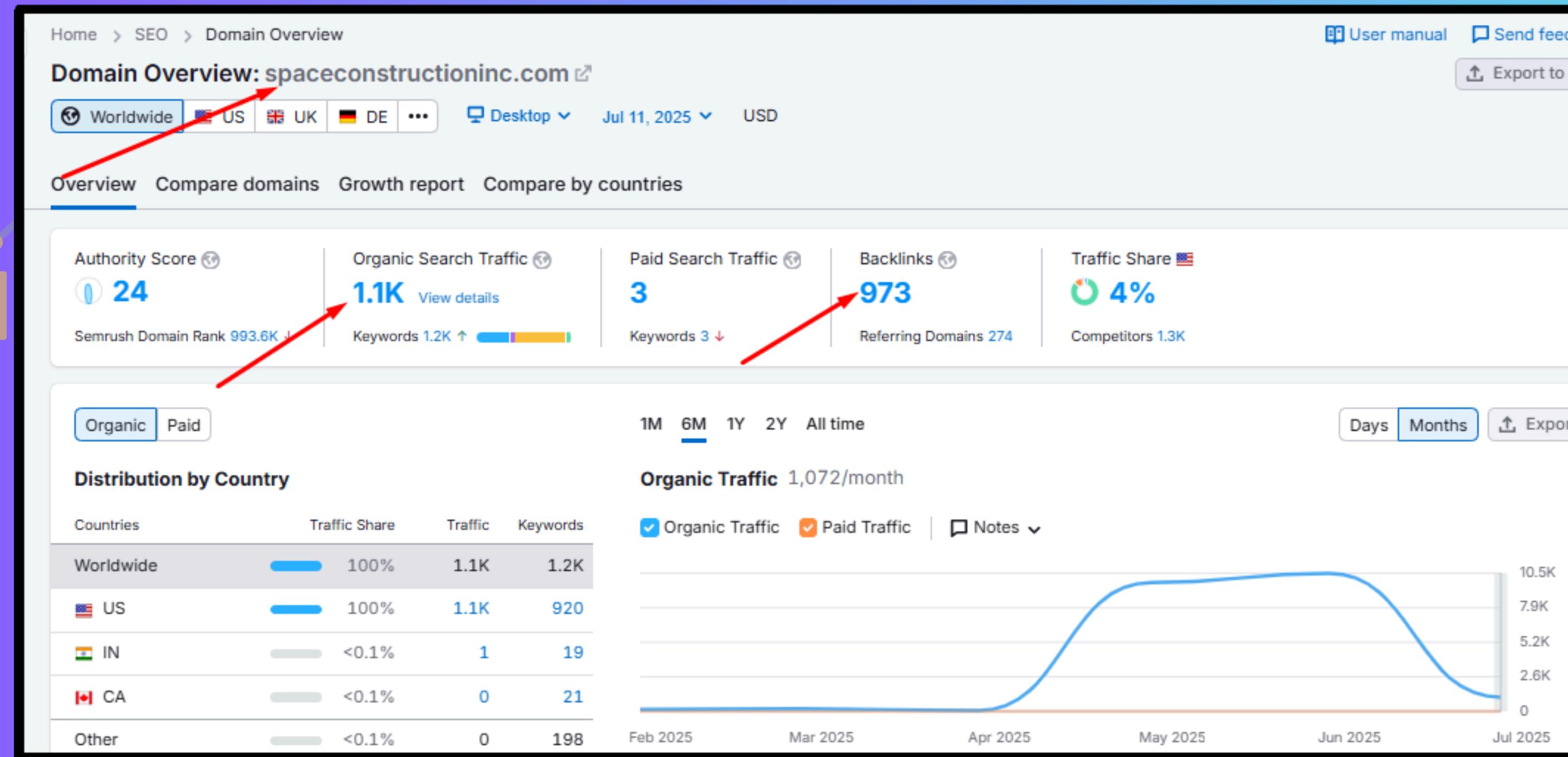
01. **Rank 100+ remodeling and construction keywords on Google's 1st page**

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

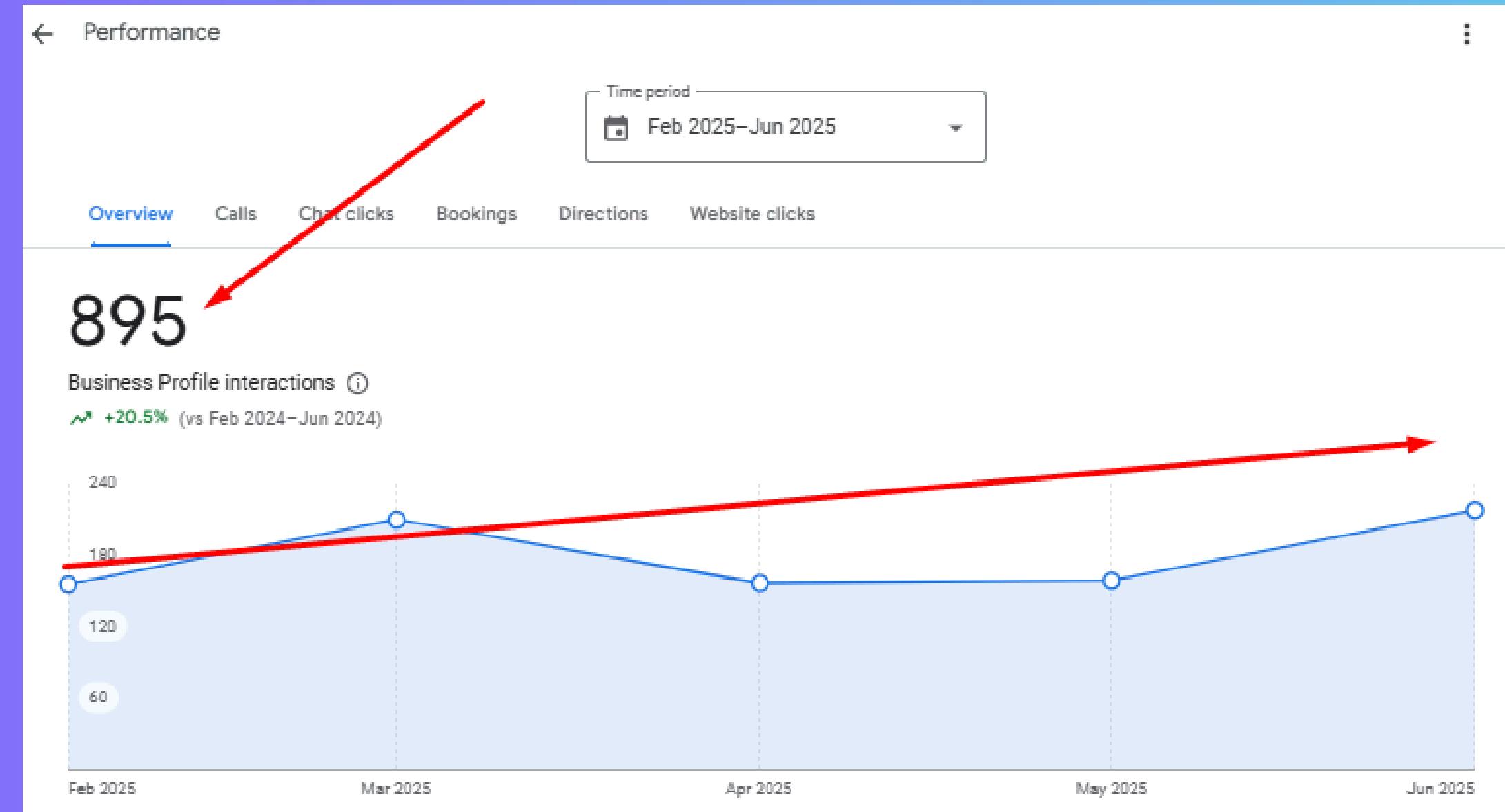
03. **Increase lead volume from search traffic.**



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**



3 Map Pack Results

Our Client

Local & Map Keywords Ranking

Bathroom Remodeling Plano

The screenshot shows a search results page for the keyword "bathroom remodeling plano". The results are displayed in a map pack format, showing three local businesses: "Home Platinum Services LLC", "Lone Star Home Remodeling Pros Plano", and "UHS Remodeling". Each result includes a small image, a brief description, and a "Call Now" button. To the right of the results is a map of Plano, TX, with a red dot indicating the location of UHS Remodeling. The map shows various neighborhoods and landmarks. At the bottom of the page, there is a snippet of text from the UHS Remodeling website.

Bathroom Remodeling Plano

The screenshot shows a search results page for the keyword "remodeling contractor plano". The results are displayed in a map pack format, showing three local businesses: "Home Platinum Services LLC", "Lone Star Home Remodeling Pros Plano", and "UHS Remodeling". Each result includes a small image, a brief description, and a "Call Now" button. To the right of the results is a map of Plano, TX, with a red dot indicating the location of UHS Remodeling. The map shows various neighborhoods and landmarks. At the bottom of the page, there is a snippet of text from the UHS Remodeling website.

Local Organic Results

Remodeling Contractor Plano

The screenshot shows a search results page for the keyword "remodeling contractor plano". The results are organic search results, with the top result being "UHS - Smart Home Remodeling In Plano, TX | Call Now". The snippet for this result includes a brief description, domain authority (AS: 0), and a snippet of text from the UHS Remodeling website. Below the snippet, there is a brief description of the services offered by UHS Remodeling. The page also includes a snippet from "Manning Remodeling + Construction, Inc." and a snippet from "Plano Kitchen Remodeling".

Kitchen Contractor Plano

The screenshot shows a search results page for the keyword "kitchen remodeling plano". The results are organic search results, with the top result being "UHS - Smart Home Remodeling In Plano, TX | Call Now". The snippet for this result includes a brief description, domain authority (AS: 0), and a snippet of text from the UHS Remodeling website. Below the snippet, there is a brief description of the services offered by UHS Remodeling. The page also includes a snippet from "Elite Remodeling" and a snippet from "Plano Kitchen Remodeling".



Challenges

01.

No semantic structure in content

02.

Weak GBP visibility

03.

Incomplete location coverage

04.

Under-optimized internal linking and metadata





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



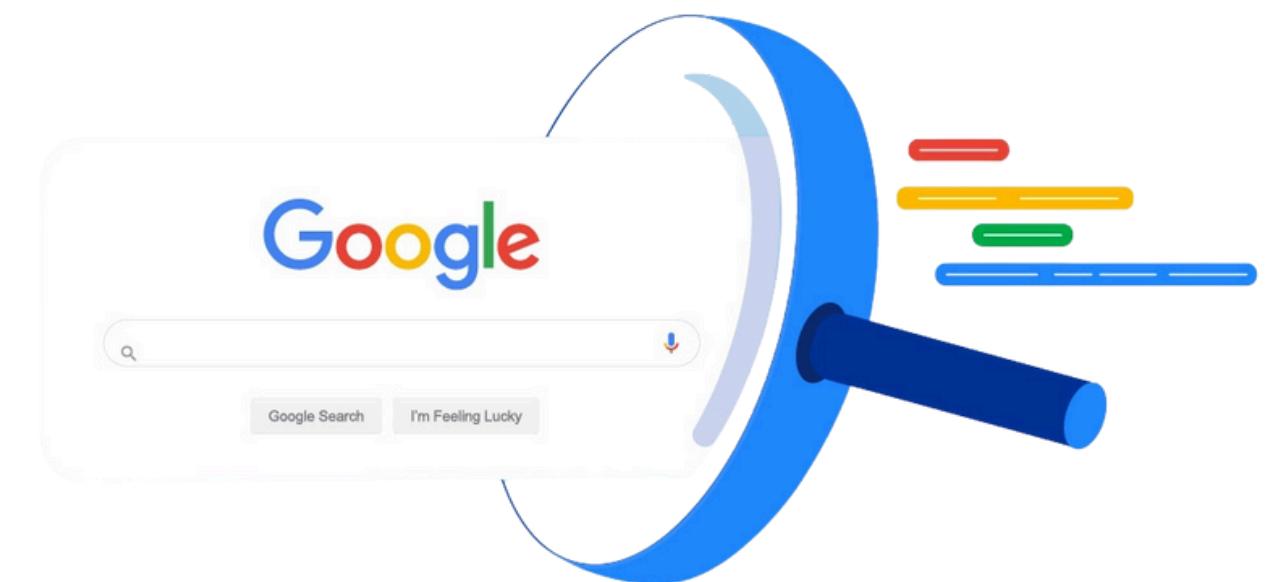
Tools & Tactics Used (Both Projects)

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

Days

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

