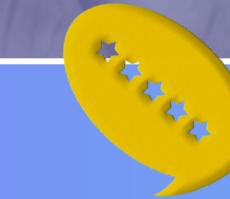




Local SEO & GMB Optimization



Air N Fire – Local Domination in Plano & Surrounding Cities





Project Overview

01. **Client: Air N Fire**
02. **Industry: HVAC, Chimney, Dryer Vent, and Fireplace Services**
03. **Initial Target Area: Plano, TX + Frisco, Allen, McKinney, Richardson**
04. **Website: <https://www.airnfires.com>**
05. **Project Duration: 6 Months (Phase 1) + Ongoing**



Goals

01. **Target 100 highly relevant, local-intent keywords**
02. **Rank on Google's 1st page for core services like chimney sweeping, air duct cleaning, fireplace repair, and dryer vent cleaning**
03. **Increase search visibility and monthly lead generation via organic SEO + GBP**
04. **Build hyper-local presence in Frisco, Allen, McKinney, and Richardson**

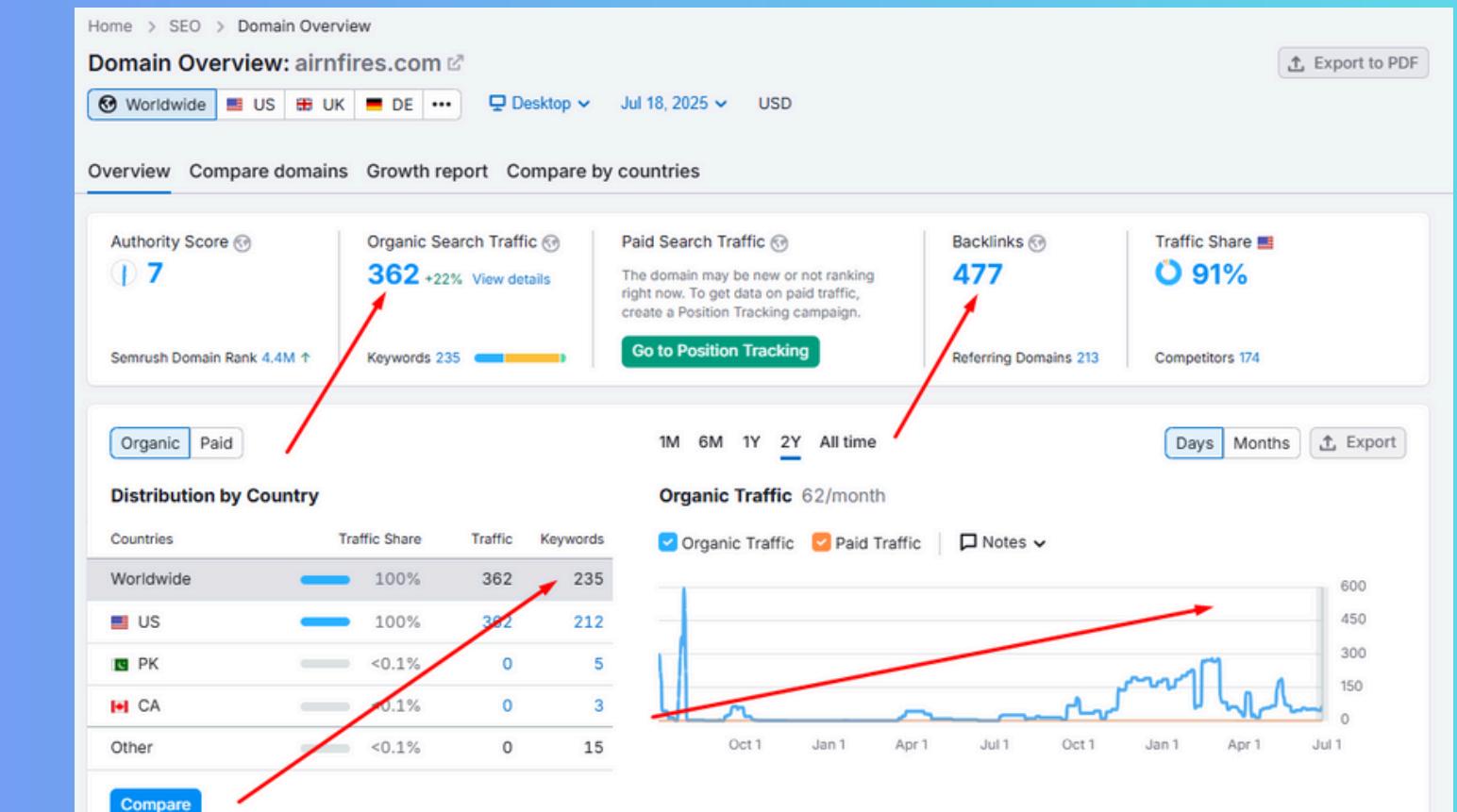


Phase 1 Strategy

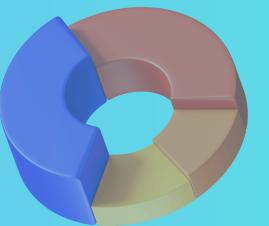


- **Rewrote all service and location pages using semantic SEO, topical clustering, and NLP keyword integration**
- **Created unique geo-targeted pages:**

- ▶ “Chimney Repair in Plano”
- ▶ “Air Duct Cleaning McKinney”
- ▶ “Dryer Vent Cleaning Frisco”
- ▶ “Fireplace Inspection Allen”



- **Optimized GBP (Google Business Profile) with weekly post updates, geo-tagged images, and local Q&A**
- **Built backlinks through business directories, home service guest posts, and press syndications**
- **Added local schema markup, FAQ schema, service type rich results, and improved mobile speed**

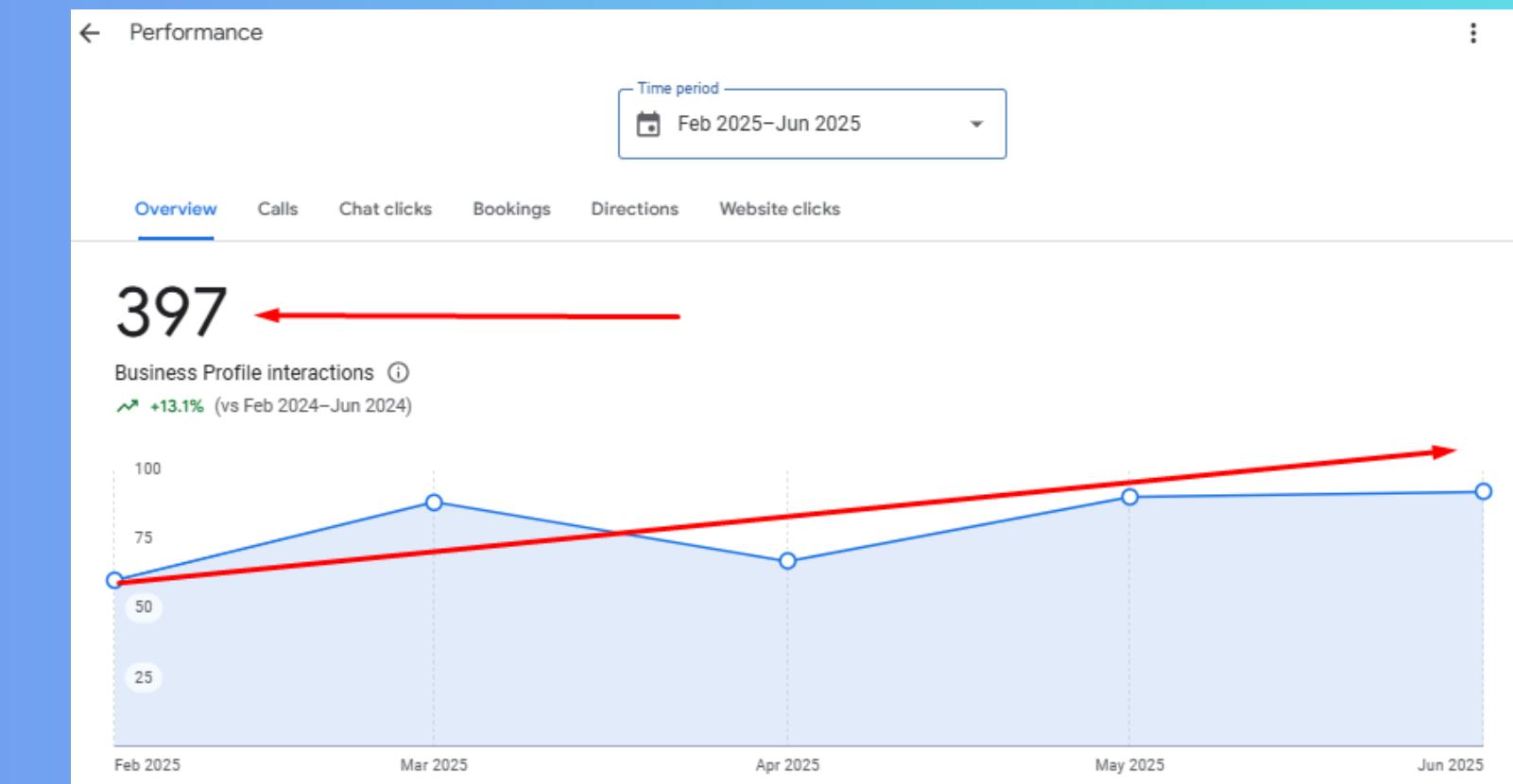


Results in First 4 Months

- **40 keywords ranked on Page 1 of Google**
- **20 keywords reached Top 3 positions, including several #1 spots**
- **40 additional keywords appeared on Page 2, indicating solid indexing momentum**
- **Organic traffic improved by 3.2x**
- **Lead volume (form fills + calls) increased by 280%**



GMB RESULTS



Examples of Ranked Keywords (Within 4 Months):

- **air duct cleaning plano tx**
- **furnace flue cleaning plano tx**
- **Fireplace repair plano tx**
- **dryer vent cleaning plano tx**
- **chimney inspection plano", "furnace flue cleaning plano tx**
- **fireplace maintenance plano", "air duct repair frisco", "chimney cleaning allen tx**



3 Map Pack Results

Our Client

Local & Map Keywords Ranking

Fireplace repair plano tx

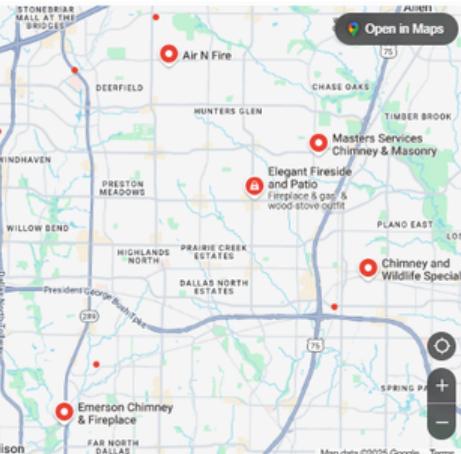
fireplace repair plano tx

Places

- Chimney and Wildlife Specialists
4.9 ★★★★★ (483) · Fireplace store
1200 Placid Ave #550 · +1 214-883-8876
Closed · Opens 8 am Mon
"Fixed my fireplace that required a lot of work, and it looks brand new!"
- Air N Fire
You manage this Business Profile
5.0 ★★★★★ (137) · Chimney services
3621 Mistyglen Dr · +1 469-306-2395
Open 24 hours
"The technicians were polite, worked efficiently, and left no mess behind."
- Plano Masonry & Chimney
5.0 ★★★★★ (137) · Masonry contractor
+1 903-360-4336
Open · Closes 12 am
"It wasn't a big job but guys have done it quickly and accurately."

More places →

Open in Maps



fireplace maintenance plano tx

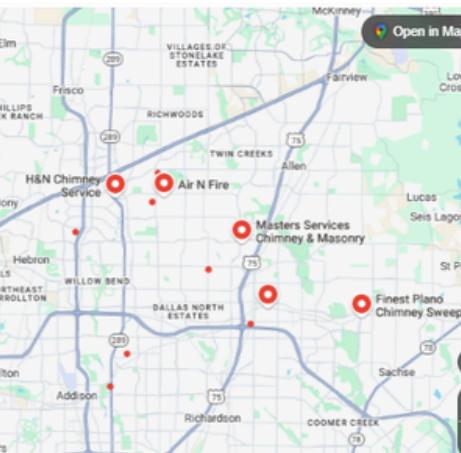
fireplace maintenance plano tx

Places

- Chimney and Wildlife Specialists
4.9 ★★★★★ (483) · Fireplace store
1200 Placid Ave #550 · +1 214-883-8876
Closed · Opens 8 am Mon
"Fixed my fireplace that required a lot of work, and it looks brand new!"
- Air N Fire
You manage this Business Profile
5.0 ★★★★★ (137) · Chimney services
3621 Mistyglen Dr · +1 469-306-2395
Open 24 hours
"The technicians were polite, worked efficiently, and left no mess behind."
- Masters Services Chimney & Masonry
5.0 ★★★★★ (35) · Chimney sweep
820 W Spring Creek Pkwy Suite 400 GG · +1 972-8...
Closed · Opens 8:30 am
"Corey Tucker serviced my fireplace today, and WOW, he is amazing!"

More places →

Open in Maps



Local Organic Results

furnace flue cleaning plano tx

furnace flue cleaning plano tx

Places

- Air N Fire
You manage this Business Profile
5.0 ★★★★★ (137) · Chimney services
3621 Mistyglen Dr · +1 469-306-2395
Open 24 hours
"... technicians were knowledgeable, quick, and left everything clean."
- Advanced Local Cleaning
5.0 ★★★★★ (129) · Chimney sweep
+1 214-396-6640
Closed · Opens 8 am Sun
"Very professional and left the area cleaner than when they arrived."
- United Home Services
4.8 ★★★★★ (105) · Air duct cleaning...
20+ years in business · 2115 Teakwo...
Open 24 hours
"They were thorough, efficient, and the pricing was transparent."

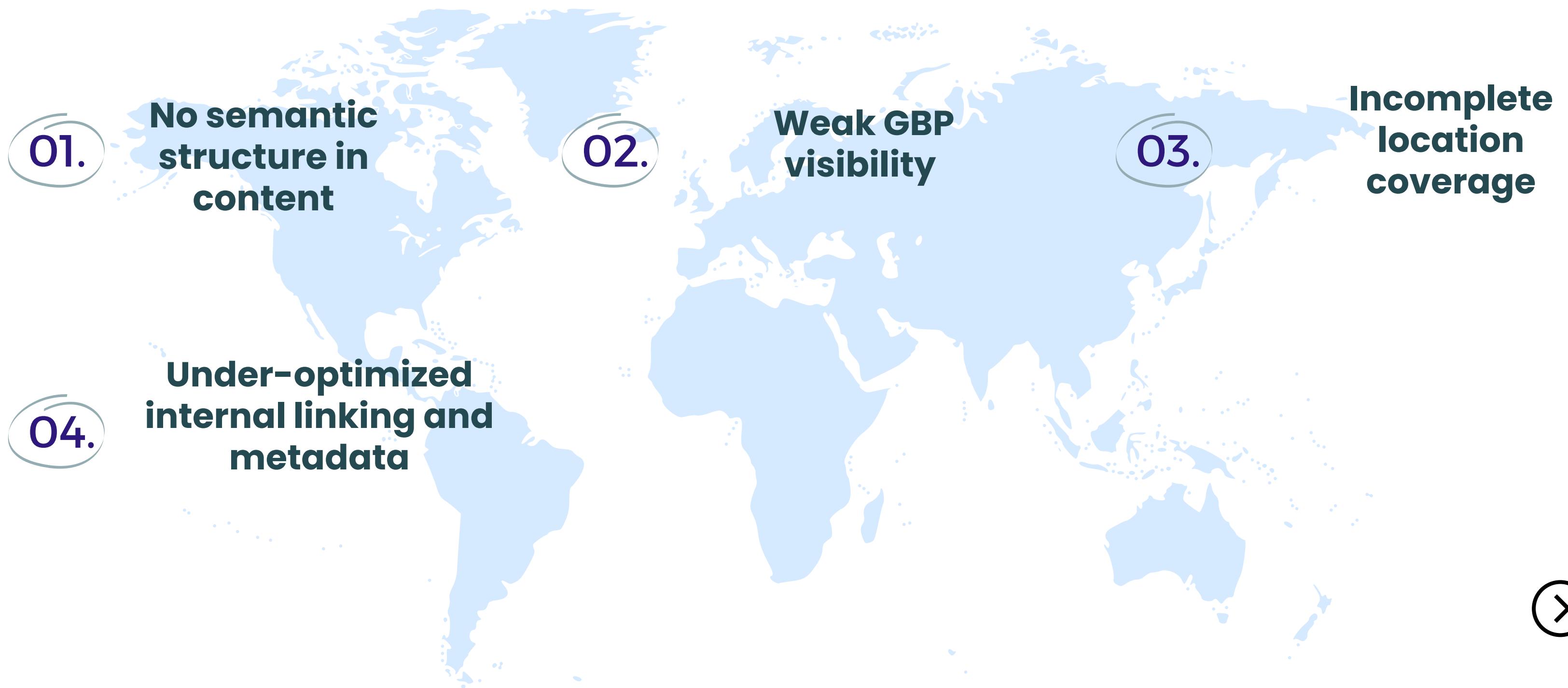
More places →

Open in Maps





Challenges





Strategy & Execution



Phase 2: Relocation to Flower Mound

- Client relocated business and asked for keyword and GBP rankings in Flower Mound within 25-mile radius
- Targeted 20 keywords specifically for Flower Mound service area

Phase 2 Strategy

- Built Flower Mound specific landing pages and interlinked content
- GBP re-optimization with new location
- Geo-tagged image uploads, localized schema, and review strategy
- Built new local citations for the Flower Mound region

Phase 2 Results (1 Month)

- 90% of new target keywords ranked on 1st page
- Top 1 rankings achieved for most local terms
- GBP profile ranks in top 3-pack for multiple services





Tools & Tactics Used (Both Projects)

01. **Google Search Console, Ahrefs, Surfer SEO, BrightLocal**
02. **Local Schema, Service Snippet Markup, FAQ Structured Data**
03. **NLP Keyword Mapping and Topical Clustering**
04. **GBP Optimization: weekly content, reviews, Q&A, geotagged images**
05. **Backlink Outreach: niche directories, city pages, press release publications**
06. **Mobile Optimization & Core Web Vitals**



Final Outcome

- Air N Fire became a top-ranking HVAC and fireplace service brand in Plano and its neighboring cities.
- Within 6 months, they dominated most high-intent keywords, secured multiple #1 positions, and drastically improved lead flow and brand visibility.
- The ongoing campaign now targets remaining Page 2 keywords for complete SERP takeover.



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.

