



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**



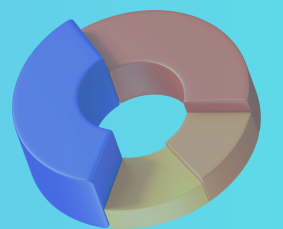
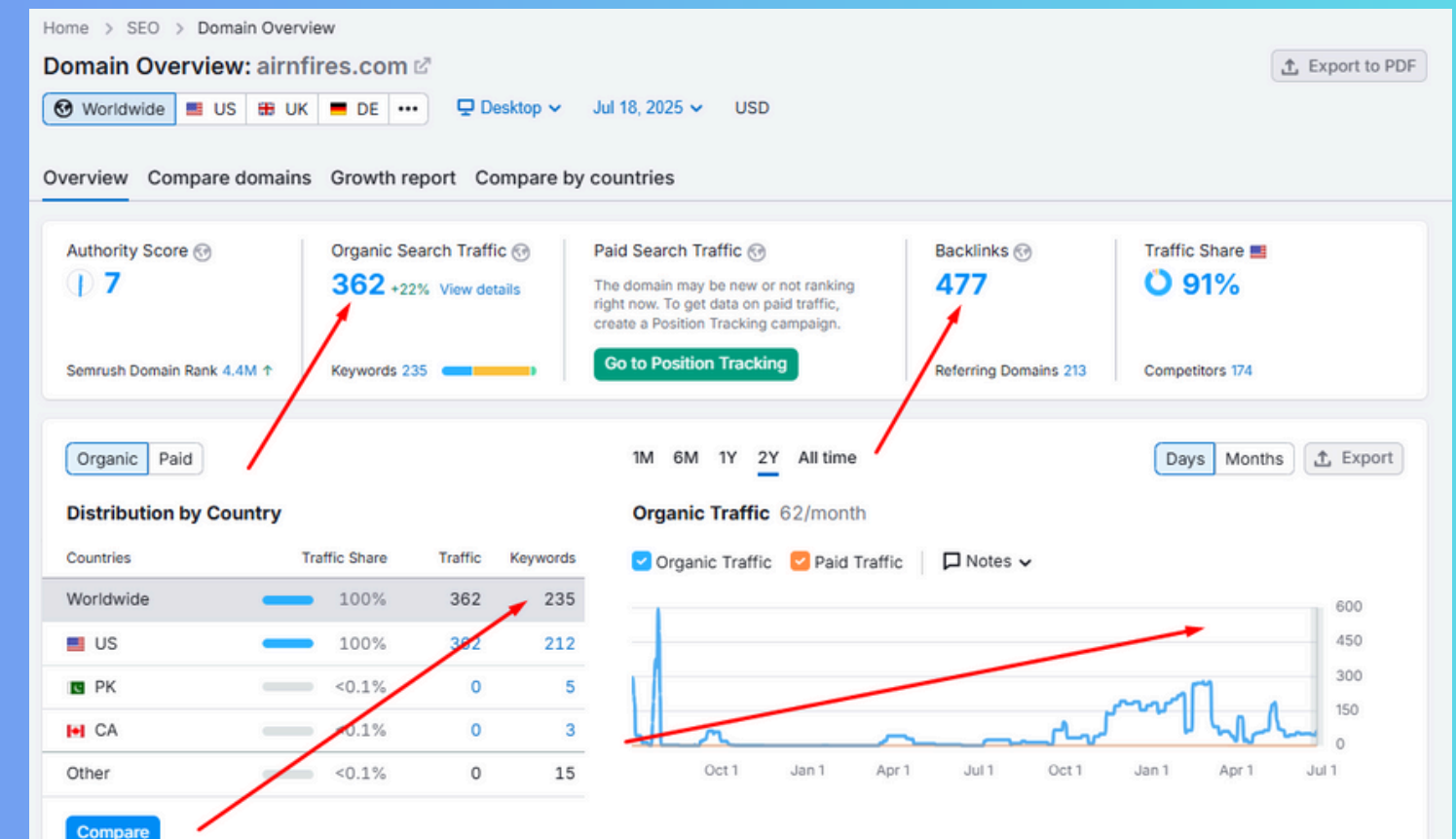
Goals

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



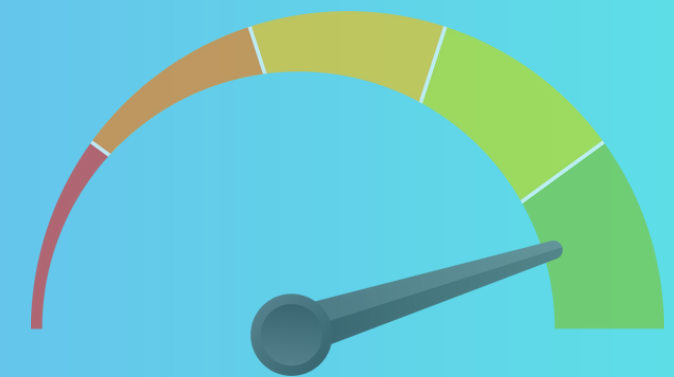
- 40 keywords ranked on Page 1 of Google
- 20 keywords reached Top 3 positions, including several #1 spots
- 40 additional keywords appeared on Page 2, indicating solid indexing momentum
- Organic traffic improved by 3.2×
- Lead volume (form fills + calls) increased by 280%

GMB RESULTS

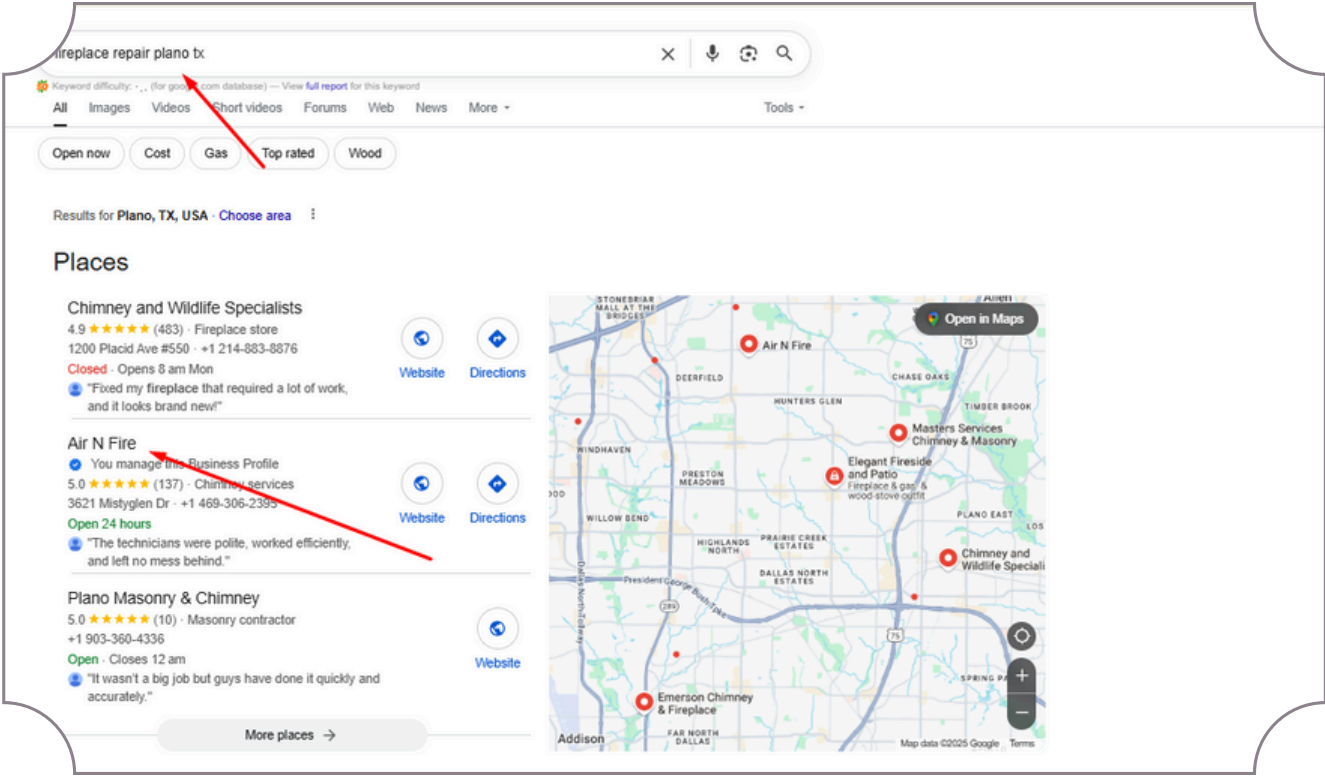


Examples of Ranked Keywords (Within 4 Months):

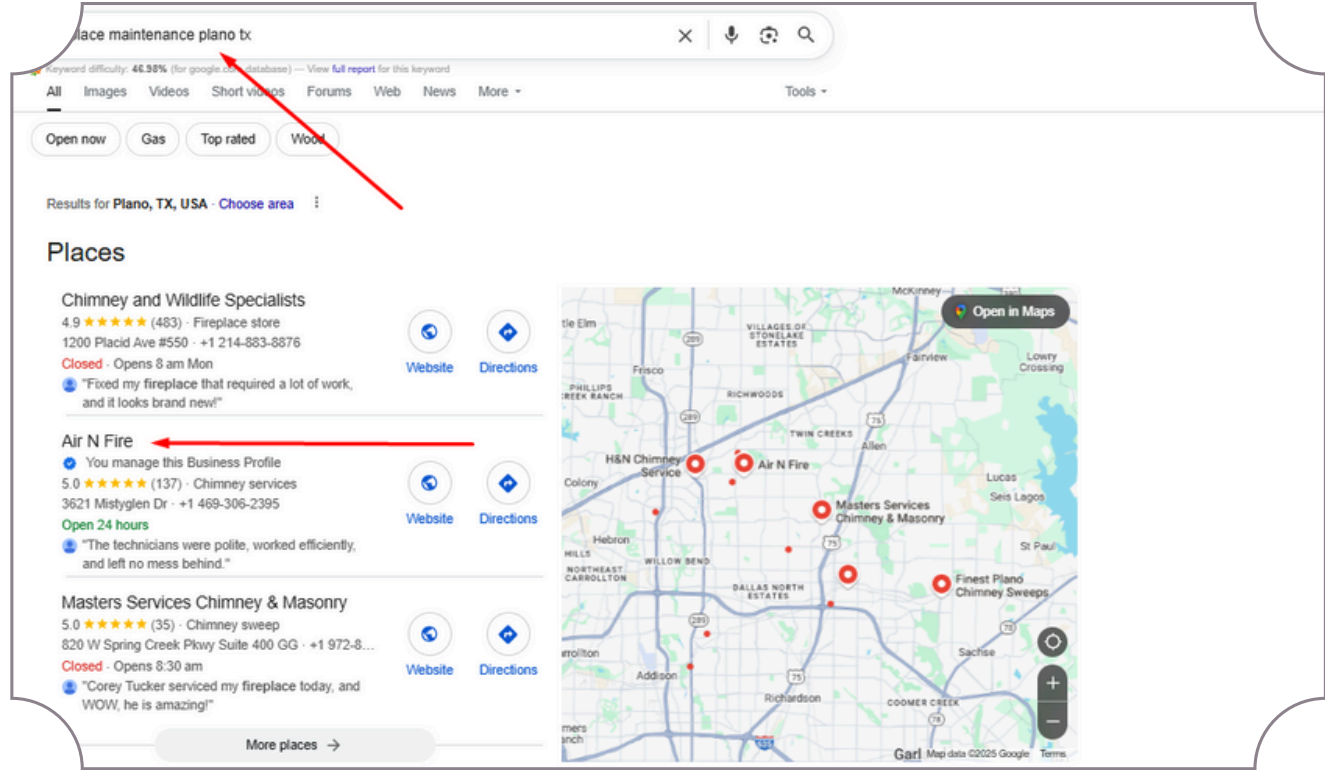
- air duct cleaning plano tx
- furnace flue cleaning plano tx
- Fireplace repair plano tx
- dryer vent cleaning plano tx
- chimney inspection plano", "furnace flue cleaning plano tx
- fireplace maintenance plano", "air duct repair frisco", "chimney cleaning allen tx



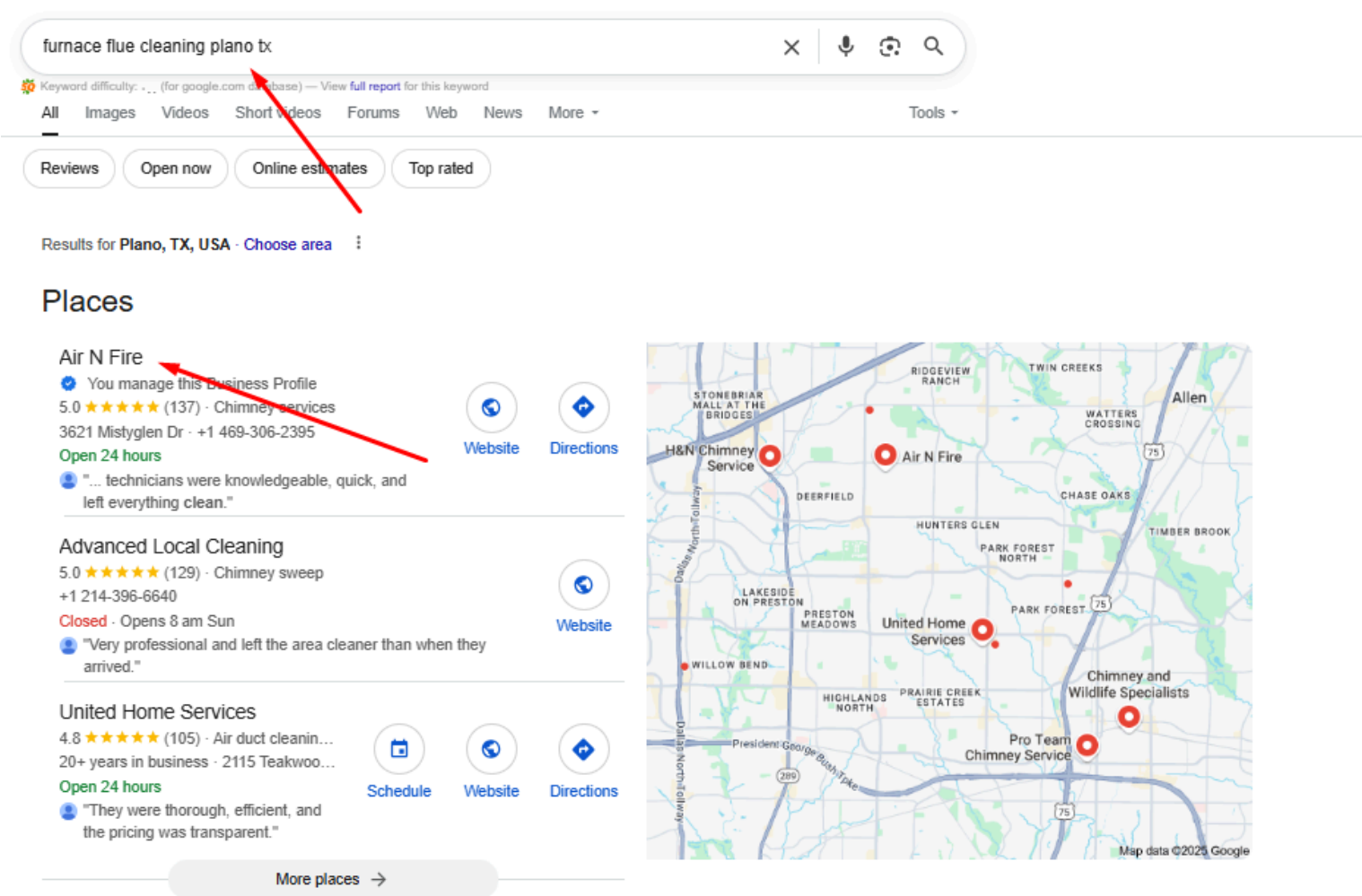
Fireplace repair plano tx



fireplace maintenance plano tx



furnace flue cleaning plano tx



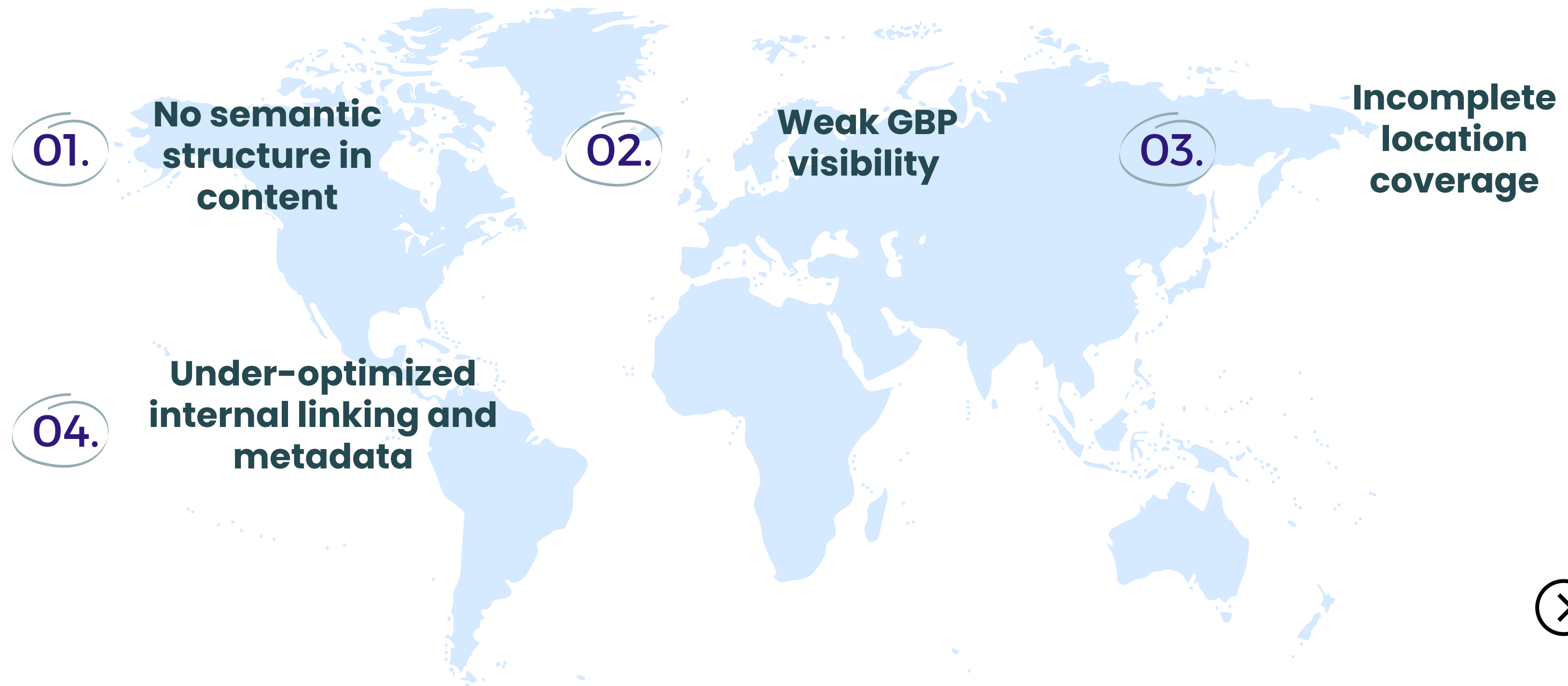
3 Map Pack Results

Local Organic Results





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

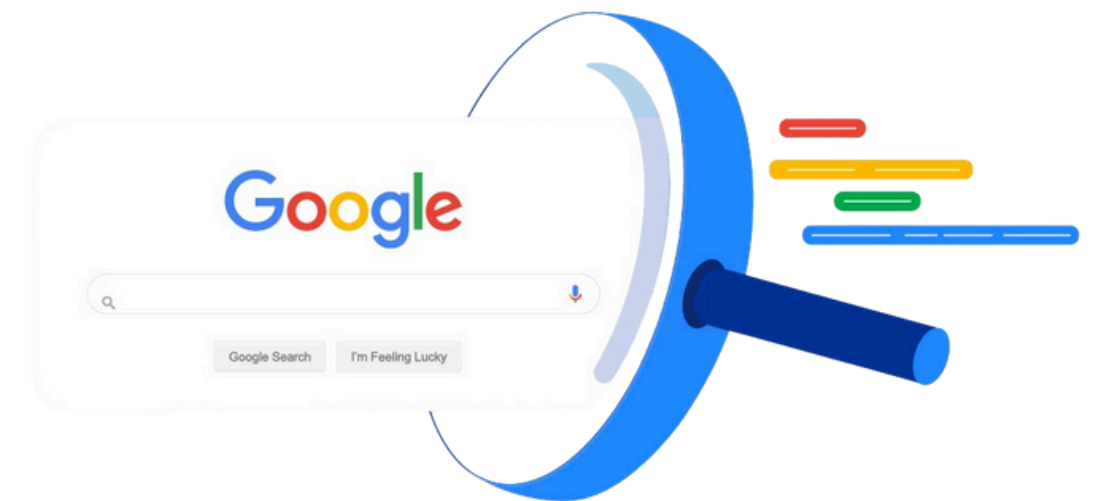
06.

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



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.

