



Local SEO & GMB Optimization



UHS Remodeling (Plano, TX)



Project Overview



01. **Client: UHS Remodeling**

02. **Industry: Remodeling Contractor**

03. **Location: Plano, TX**

04. **Website: <https://uhsremodeling.com/>**

05. **Project Duration: 6 Months**

06. **Objective: Rank 100 target keywords on Google's 1st page across Plano and surrounding areas.**



Goals

01. Rank all 100 remodeling-related keywords on Google's 1st page.

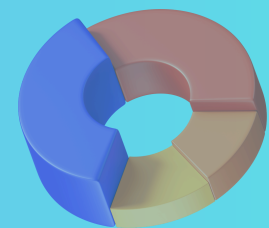
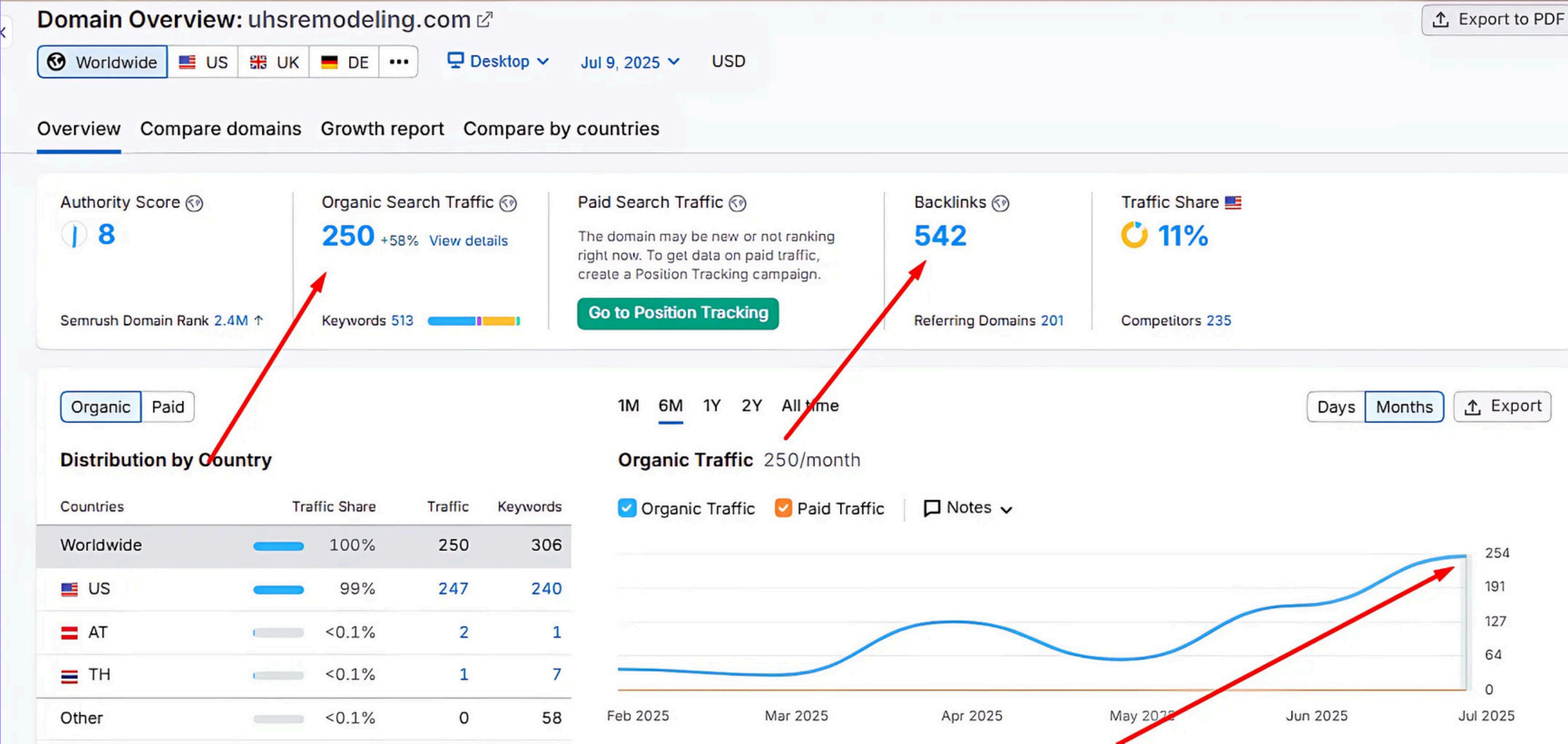
02. Achieve Top 3 rankings for high-conversion terms.

03. Dominate local search across Plano and nearby areas.

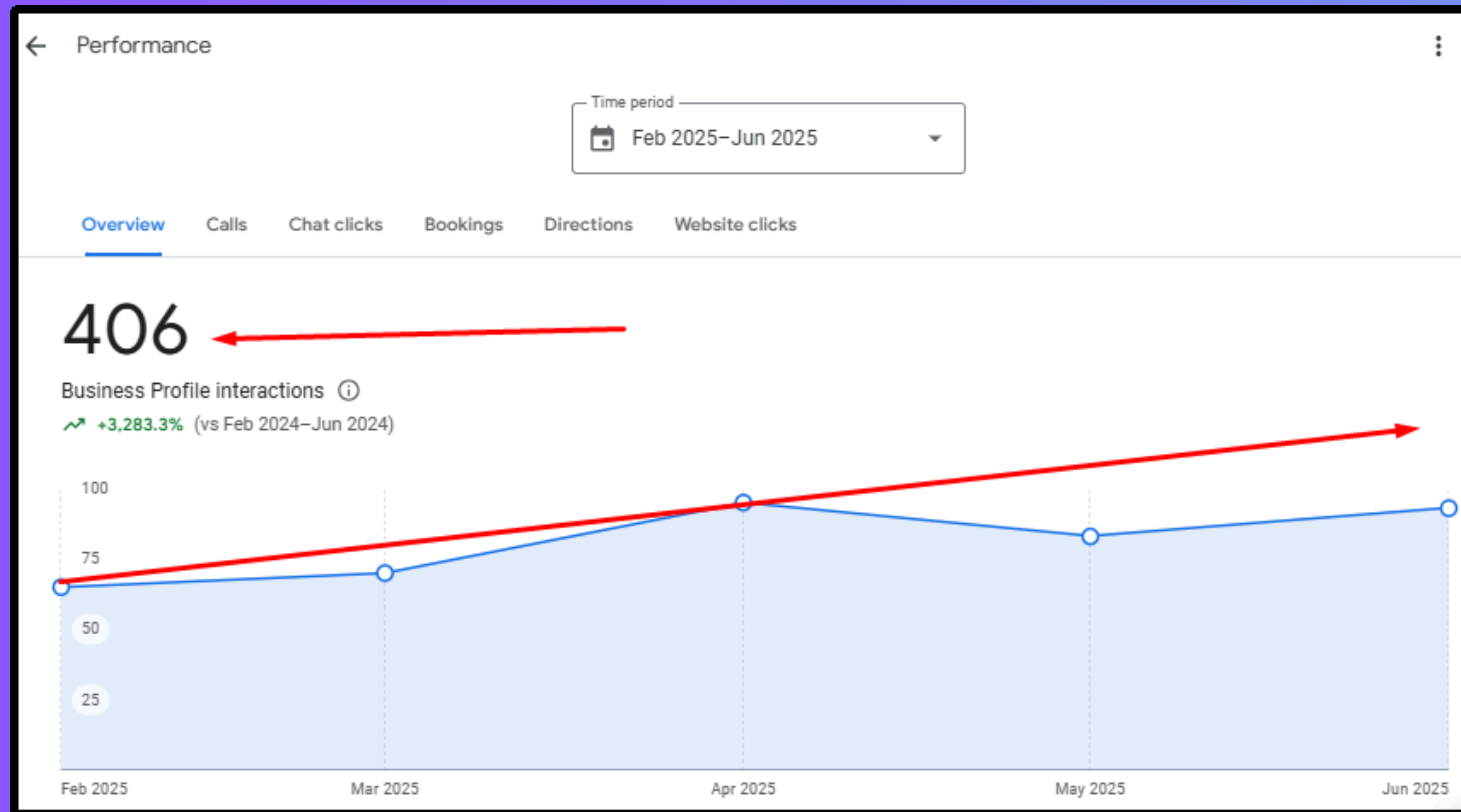
04. Increase leads and organic traffic significantly.



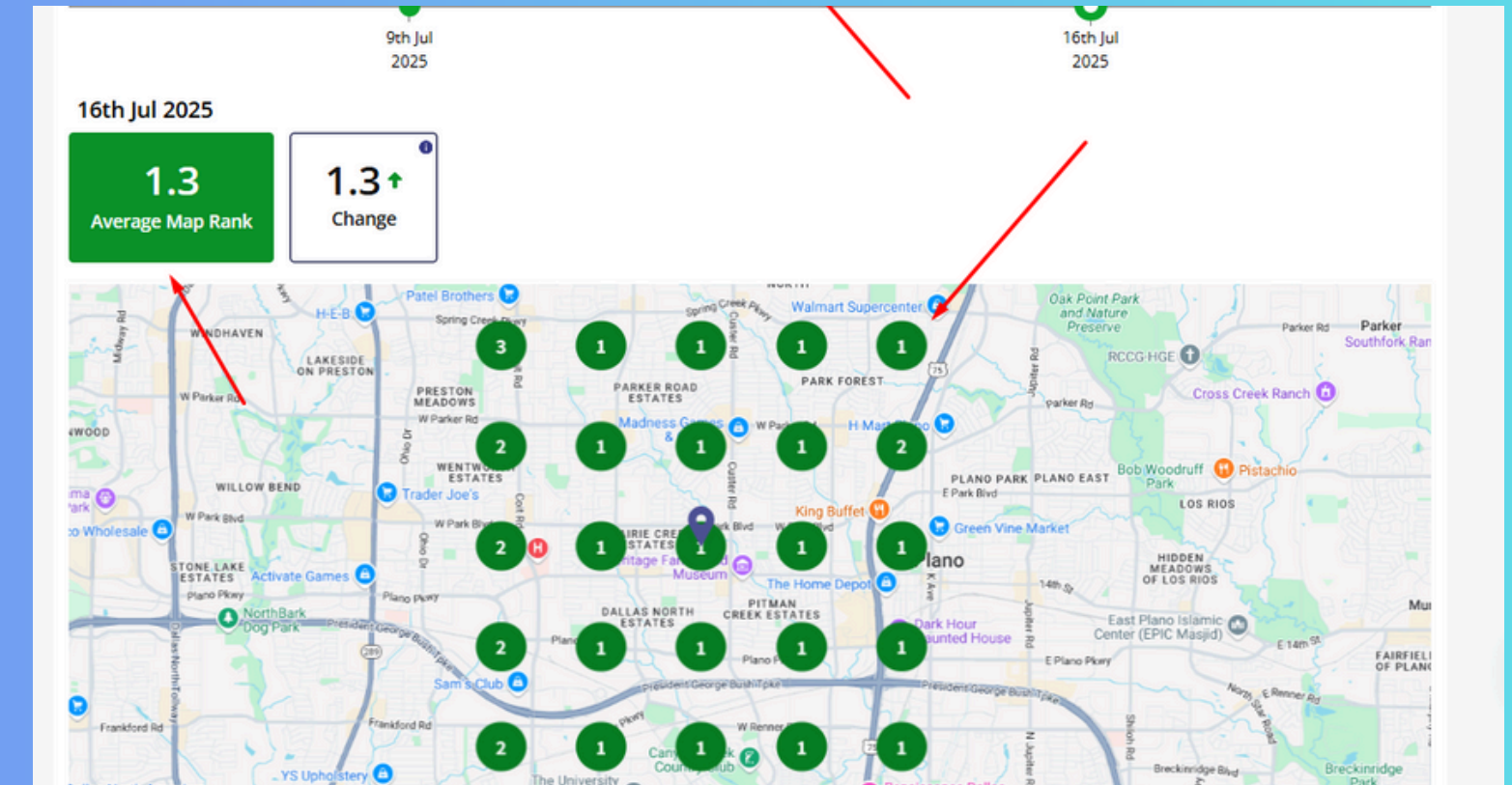
Results (Within 4–5 Months)



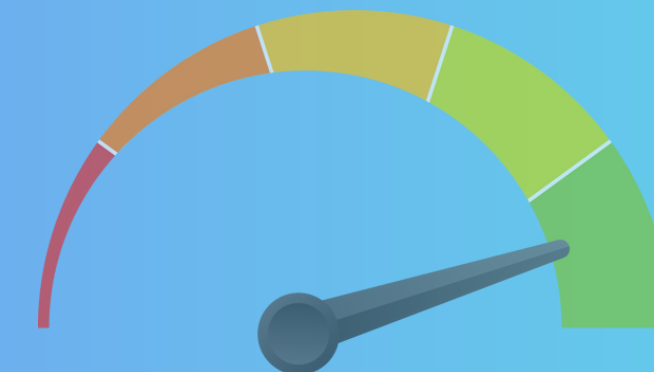
GMB RESULTS



BRIGHTLOCAL RESULTS



- **95% of 100+ keywords ranked on Page 1 of Google**
- **40+ keywords ranked in Top 3 positions**
- **Core rankings achieved in 4–5 months**
- **Notable keywords**
 - **"bathroom remodeling dallas tx" (#2)**
 - **"home remodeling contractors farmers branch" (#1)**



Local Organic Results

Residential remodeling contractors in flower mound

home remodeling contractor near me

Businesses

Modern Blu Remodeling

5.0 (58) · Remodeler

20+ years in business · Flower Mound, TX

Open 24 hours · (469) 548-7638

Home-improvement company specializing in kitchen and bathroom remodels, as well as whole-home renovations.

Website

Directions

Space Construction

4.8 (63) · Contractor

5+ years in business · Flower Mound, TX

Closed · Opens 8:30 AM · (469) 397-4600

"The workers were extremely professional, punctual, and clean!"

Website

Directions

William French Home Improvements

4.9 (45) · Remodeler

10+ years in business · Flower Mound, TX

Closed · Opens 9:30 AM · (469) 305-0700

Locally owned home-improvement company specializing in kitchen and bathroom remodeling, plus flooring.

Website

Directions

More businesses →

Patios Contractor in flower mound

Patios Contractor flower mound

Keyword difficulty: ... (for Google.com database) — View full report for this keyword

Yelp

https://www.yelp.com · Home Services

1. TOP 10 BEST Patio Contractor in Flower Mound, TX

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

Get domain authority, visits and engagement data with a free Semrush account - Connect

L: 0 LD: 291M I: 217M whois source Rank: 16

Top 10 Best Patio Contractor Near Flower Mound, Texas · Texas Backyard Living · Allied Outdoor Solutions · Reformed Outdoor Structures · County Line Home ...

Texas Backyard Living

https://texasbackyardliving.com · flower-mound-tx-tex...

2. Fence Installation in Flower Mound, TX

L: 0 LD: 330 I: 204K whois source Rank: 622K

We specialize in new fences, decks, arbors, patio covers, automatic gates, staining, fence repair, concrete, and stonework.

4.8 (379)

Space Construction Inc.

https://spaceconstructioninc.com · patio-contractors

3. Expert Patios and Decks In Dallas, TX

L: 24 LD: 975 I: 4.31K whois source Rank: 1.13M

Flower Mound TX 75028.. (469) 397-4600. Hours of Operation. Monday – Friday: 8:30 AM – 5:30 PM. Saturday – Sunday: Closed. Get A Quote. Space Construction ...

4.9 (345)

construction company in flower mound Tx

construction company in flower mound texas

Keyword difficulty: ... (for Google.com database) — View full report for this keyword

Space Construction Inc.

https://spaceconstructioninc.com

1. Space Construction | Best General Remodeling Contractor In ...

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

Get domain authority, visits and engagement data with a free Semrush account - Connect

L: 520 LD: 975 I: 4.31K whois source Rank: 1.13M

Hired by homeowners all over the Flower Mound area, Space Construction is your locally-owned and operated expert in home remodeling. We can help turn your ...

Indeed

https://www.indeed.com · Companies · Construction

2. Construction Companies in Flower Mound, TX

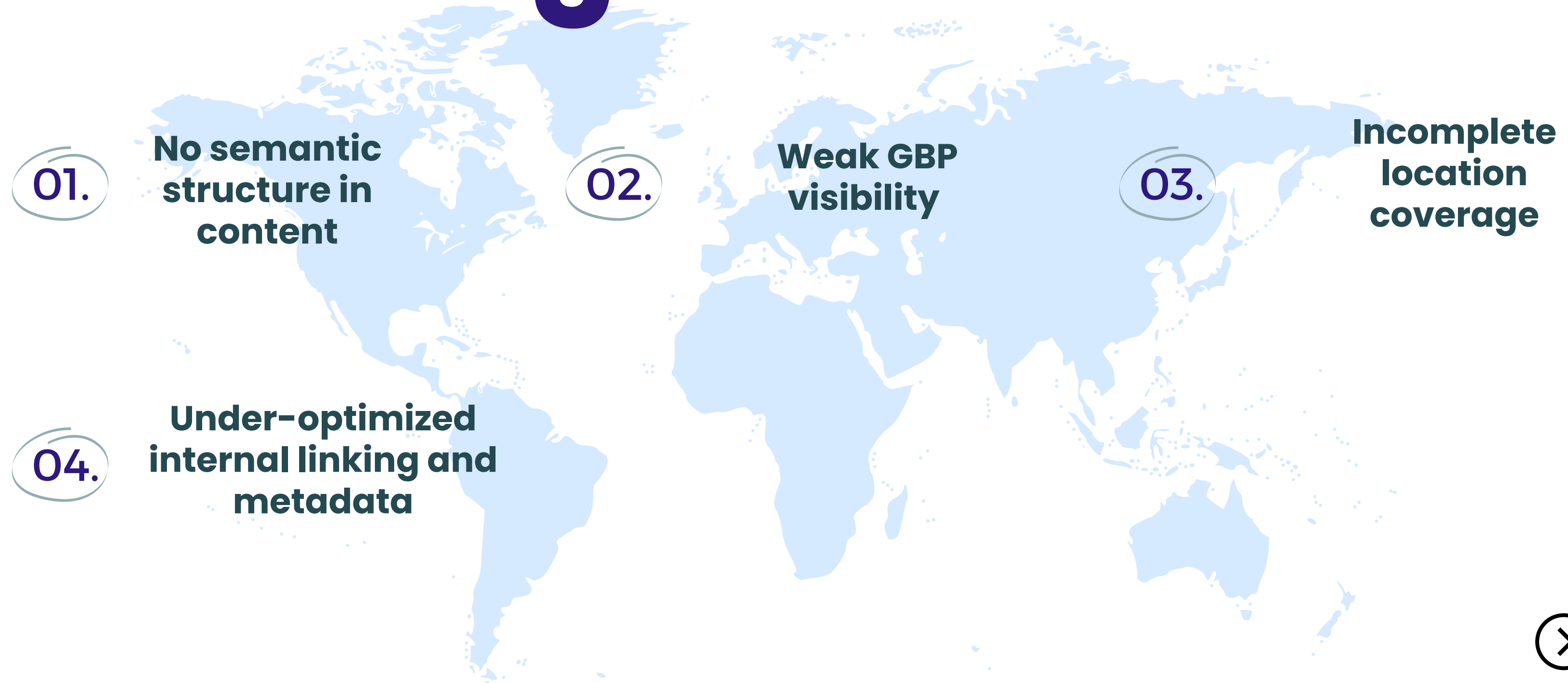
L: 0 LD: 49.7M I: 386K whois source Rank: 39

Construction Companies in Flower Mound, TX · HD Supply · ERI · Tri-Star Construction · CC Construction · ADART · All American Flooring · Lone Star Civil ...





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. 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



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.

