JP MARKETING

IDEA BANK

50 SEO Blog Topics for Home Service Contractors

Ready-to-write blog ideas that help you show up on Google and AI search

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Why blogs still work

Blogs help people find you **before** they're ready to buy. They also help Google and AI tools see you as an expert.

Today, lots of people ask questions in ChatGPT, Google's AI answers, and other AI tools. These tools pull answers from helpful pages. A good blog post that answers a real question can get you mentioned.

But only if it's **really helpful**. Thin, boring posts don't work anymore.

Words to know

Word	What it means
SEO	Search Engine Optimization: doing things so Google shows you more.
Map Pack	The 3 businesses on the map at the top of a local Google search.
Service page	A page about ONE thing you do.
Backlink	A link from another website to yours. Like a vote of trust.
AI search	Tools like ChatGPT, Gemini, Perplexity, and Google's AI answers.
Schema	Hidden code that labels your info for computers.
Search intent	Why someone is searching: to learn, to compare, or to buy.
Outline	The list of headings you plan before you write.

How to pick which blogs to write first

Start with these 3 groups. They bring the most leads:

1. **Cost questions** ("How much does...")
2. **Problem questions** ("Why does..." / "What should I do if...")

3. **Compare questions** ("X vs. Y" / "How to choose...")

Then add local and seasonal posts.

50 blog ideas for Home Service Contractors

Cost

#	Blog title
1	How much does a new AC unit cost in Houston?
2	AC repair costs: common fixes and price ranges
3	How much does a tankless water heater cost to install?
4	Slab leak repair cost in Texas
5	Is a maintenance plan worth the money?
6	How much does drain cleaning cost?
7	Sewer line replacement cost: trenchless vs. dig

Problems and fixes

#	Blog title
8	Why is my AC blowing warm air?
9	Why is my AC frozen?
10	AC running but not cooling: 7 causes
11	Water heater making popping noises
12	Why does my drain keep clogging?
13	Signs of a slab leak
14	Why is my water bill so high?
15	Furnace smells like burning: is it safe?

Repair or replace

#	Blog title
16	Repair or replace your AC? The $5,000 rule
17	How long do AC units last in Texas?
18	Tank vs. tankless water heater
19	Heat pump vs. AC + furnace
20	When to replace your water heater
21	What SEER2 rating do you need in Texas?

Seasonal

#	Blog title
22	Spring AC checklist before the Texas heat
23	How to prep your home for a Texas freeze
24	Hurricane season HVAC and plumbing prep
25	Fall furnace safety checklist
26	Holiday plumbing tips (don't pour grease!)
27	Best thermostat settings for summer

Local

#	Blog title
28	Best AC brands for Houston humidity
29	Cypress homeowners guide to water heaters
30	HVAC rebates for Texas homeowners (check current programs)
31	Common plumbing problems in older Cypress homes
32	How hard water in NW Houston affects your pipes

Choosing a pro

#	Blog title
33	How to choose an HVAC company in Cypress
34	Questions to ask before hiring a plumber
35	What does a licensed HVAC tech mean in Texas?
36	Red flags with cheap AC installs
37	Why upfront pricing matters
38	Are cheap AC tune-up coupons a trap?

AI search friendly (question style)

#	Blog title
39	How often should I change my AC filter?
40	Can I run my AC if it's leaking water?
41	How long does it take to install a new AC?
42	Is it normal for an AC to run all day in Texas summer?
43	What size AC do I need for a 2,000 sq ft house?
44	Should I turn off my water heater during a freeze?
45	How long does a tankless water heater last?
46	Can a plumber fix a slab leak without breaking the floor?
47	Why does my house smell like sewer?
48	What temperature should I set my thermostat in winter?
49	Do I need a permit to replace an AC in Texas?
50	Is duct cleaning worth it?

The simple blog template

Use this every time:

1. **Title:** The question people ask (use the city if it fits).
2. **Quick answer:** Answer the question in the first 2 to 3 sentences. This is what AI tools grab.
3. **The details:** Explain more with headings and short paragraphs.
4. **A table or list:** Prices, steps, pros and cons. Easy to skim.
5. **Local info:** Mention Cypress and nearby areas when it makes sense.
6. **Your experience:** Share what you see every day. This is the part AI can't fake.
7. **FAQ:** 3 to 5 short questions and answers.
8. **Next step:** Link to your matching service page and say how to reach you.

> **Tip:** Every blog should link to at least one service page. The blog brings people in. The service page turns them into customers.

How often to post

Your time	Plan
Very busy	1 great post a month
Some time	2 posts a month
Growing fast	1 post a week

One great post beats four lazy ones.

Make it AI-friendly

- Put a short, direct answer at the top
- Use the exact question as a heading
- Add real numbers (prices, times, steps) when you can

- Add an author box: who wrote it and why they know this
- Update old posts every year with new info
- Don't stuff keywords. Write for people.

Checklist for each blog

- [ ] Title is a real question or topic people search
- [ ] Quick answer in the first 2 to 3 sentences
- [ ] Headings that are easy to skim
- [ ] At least one list or table
- [ ] Your own experience or examples
- [ ] Link to a service page
- [ ] Author name and short bio
- [ ] A real photo
- [ ] FAQ section
- [ ] Clear next step

Sample outlines you can copy

Sample outline: "How much does a new AC unit cost in Houston?"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Cypress
6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Sample outline: "Why is my AC blowing warm air?"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Cypress
6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Sample outline: "Repair or replace your AC? The $5,000 rule"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Cypress
6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Sample outline: "Spring AC checklist before the Texas heat"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
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Common questions

Can I use AI to write my blogs?

AI can help with outlines and first drafts. But you must add your real experience, check every fact, and make it sound like you. Pure AI copy-paste posts don't do well.

How long should a blog post be?

Long enough to fully answer the question. Usually 800 to 1,500 words. Short is fine if the answer is short.

How long until a blog ranks?

Often 2 to 6 months. Some never rank, and that's OK. Keep the ones that work updated.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.