JP MARKETING

ADVANCED GUIDE

How to Cast a Wide Net Across Services, Cities & Search Intent

Advanced local SEO for home service contractors

Free resource from JP Marketing · jpmarketing.co · Updated November 2026

Casting a wide net (the smart way)

To get more calls from Google and AI search, you need to show up for **more kinds of searches**. Not just "ac repair cypress tx".

You grow in 3 directions:

1. **More services** (every service has its own page)
2. **More places** (real city pages for every area you serve)
3. **More intents** (the different reasons people search)

Think of it like a grid. Every box you fill is a new way to be found.

Words to know

Word	What it means
Map Pack	The 3 businesses on the map at the top of a Google search.
Blue links	The regular search results under the map.
Service area business	A business that goes to the customer, not the other way around.
City page	A page on your website about one city you serve.
Doorway page	A thin, copy-paste page made only to rank. Google doesn't like these.
Internal link	A link from one page on your site to another page on your site.
Anchor text	The clickable words in a link.
Search intent	The reason behind a search: need help now, comparing, or just learning.
Orphan page	A page that no other page links to. Hard for Google to find.

Direction 1: The service × city grid

Service	Houston	Katy	Tomball	Jersey Village
AC Repair				
AC Replacement / Installation				
Heating & Furnace Repair				
Heat Pumps				
Duct Cleaning & Repair				
Indoor Air Quality				

Put a ✔ where you have a page that targets that combo (a city page that covers the service counts at first). Then fill the biggest money boxes first.

> **Tip:** You don't need every box. Fill the boxes where you make the most money and do the most jobs. A page for every box = hundreds of thin pages. That can backfire.

Direction 2: Search intent (why people search)

Intent	Example search	Page that wins	Value
Emergency (right now)	ac repair near me open now	Emergency page, Google profile, call ads	Highest
Ready to hire	ac repair houston	Service + city pages, ads	High
Comparing / pricing	how much does ac replacement / installation cost	Cost blog + pricing page	Medium-high
Problem / research	why is my ac blowing warm air?	Problem blogs, FAQs	Medium
Choosing a company	best contractor in cypress	Reviews page, about page, directories	High

Intent	Example search	Page that wins	Value
Planning / seasonal	ac tune-up push + maintenance plans	Seasonal blogs, Google posts	Low-medium

Most contractors only build "ready to hire" pages. The ones who win also cover cost, problem, and comparing searches. Those bring people in earlier, and AI tools love them.

Direction 3: Different kinds of searchers

- Homeowners vs. property managers vs. businesses (commercial page)
- English and Spanish speakers (Spanish pages if you really serve in Spanish)
- Emergency vs. planned
- Budget shoppers vs. premium buyers (financing page vs. high-end page)

Grow with keyword "families"

Build pages around families of related searches, not single keywords. Example for **AC Repair**:

Main page	Covers these searches
AC Repair	ac repair, ac repair near me, ac repair service, ac repair company
Cost of ac repair (blog)	how much is ac repair, ac repair price, ac repair cost cypress
AC Repair FAQs (section)	is it worth it, how long does it take, can you come today

How to find more searches (free)

1. **Google Search Console > Performance:** see searches you already show up for but rank low. Build or improve pages for them.
2. **Google autocomplete:** type 'ac repair ' and see what Google suggests.
3. **People also ask:** the questions box in Google results.
4. **Keyword Planner:** search volume and new ideas.

5. **Your phone calls:** what do people ask? Every question = a page section or a blog.
6. **AI tools:** ask ChatGPT 'What do homeowners in Cypress ask before hiring a contractor?'

Don't spread too thin

- Better 20 great pages than 200 weak ones
- Grow city by city: own your home area, then expand
- Every new page needs links, reviews, and photos to back it up
- Check Search Console every month: are new pages getting seen? If not, improve before adding more

Back it up with ads

For boxes you can't rank for yet (far cities, super competitive terms), use exact-match Google Ads. When your page starts ranking, lower the ad spend there and move it to the next gap.

Your 6-month expansion plan

Month	Add
1	Finish all main service pages
2	City pages for top 5 cities
3	Cost and problem blogs for top 3 services
4	City + service pages for top service in top 3 cities
5	Commercial or Spanish pages (if you serve them)
6	Next 5 cities + check what's working

Checklist

- [ ] Filled out the service × city grid
- [ ] Picked the top 10 empty boxes by money
- [ ] Listed questions from real calls
- [ ] Checked Search Console for low-ranking searches
- [ ] Planned 6 months of new pages
- [ ] Set ads for the gaps

Worked example: picking your next boxes

Here's how Lone Star Air & Plumbing might score the grid. (Made-up numbers to show the idea.)

Box	Avg job $	Jobs/year there	Competition	Priority
AC Repair in Houston	high	many	medium	1
AC Replacement / Installation in Houston	high	some	medium	2
AC Repair in Katy	high	some	high	3
Heating & Furnace Repair in Houston	medium	many	low	4
AC Replacement / Installation in Tomball	high	few	high	later (use ads)

Start at Priority 1. Build that page well. Then move down the list.

Intent cheat sheet

If they search like this…	They want…	Build this
'near me', 'open now', '24/7'	Help right now	Emergency page + strong Google profile + call ads
service + city	To hire someone soon	Service page or city + service page

If they search like this...	They want...	Build this
'cost', 'price', 'how much'	To know if they can afford it	Cost guide blog + pricing info on service page
'why is my...', 'signs of...'	To understand a problem	Problem blog that links to the service
'best', 'reviews', 'vs'	To pick a company	Reviews page, about page, comparison blog

Your monthly expansion routine

1. Open Search Console. Find searches where you show up on page 2 (spots 11 to 20).
2. Pick the 2 with the most money behind them.
3. Improve the page that ranks for them (add photos, FAQs, local jobs, links).
4. Build 1 or 2 new boxes from your grid.
5. Write 1 cost or problem blog that links to them.
6. Check calls and jobs by page at the end of the month.

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.