

Local Marketing Plus SEO Releases Contractor Guidance Following Google AI Search Changes

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Local Marketing Plus SEO published new guidance on November 7, 2026, explaining how contractors can apply recent Google AI search developments to their websites and customer inquiry tracking. The article follows Google's October announcements about more prominent website links in AI-generated answers and updated guidance on reviewing AI-written content.

The publication translates those developments into practical recommendations for plumbing, HVAC, electrical, roofing and other service businesses. It focuses on answering questions that affect hiring decisions and measuring whether online inquiries match the services a contractor provides.

?Contractors need their websites to answer the questions people ask before they pick up the phone,? said Jo Ann McLellan, owner and SEO consultant at Local Marketing Plus SEO. ?What work do you do? Do you serve my area? What information do you need to prepare an estimate? Those answers help a prospective customer decide whether to contact your business.?

McLellan has worked in SEO for more than 18 years and connects with SEO mastermind groups around the world to exchange knowledge and discuss developments in search. As owner and SEO consultant at Local Marketing Plus SEO, she works with trades and service businesses on local search optimization, Google Business Profile management, website content and Google Ads.

One development examined in the article is Google's October 15 announcement of changes to links in AI Overviews and AI Mode. Google described increased use of links embedded within AI responses and changes intended to show those links higher in answers more frequently. The article distinguishes these display changes from a confirmed ranking algorithm update.

The guidance recommends that contractors place answers to booking questions beside the relevant service information. These answers can explain appointment procedures, pricing factors, preparation requirements and the equipment details or photographs needed for an estimate.

For example, an HVAC service page could explain what information a customer should provide about an existing system. A roofing service page could describe what happens during an inspection and how findings inform an estimate. This applies established advice about useful content to the specific decisions customers make before contacting a contractor.

A second recommendation concerns measurement. The article advises businesses to review qualified inquiries and booked work alongside search impressions and website visits. A phone-link click does not confirm that a conversation occurred, while a submitted form may concern work outside the contractor's service area or capabilities.

?A useful review follows the inquiry through to what happened next,? McLellan said. ?Did the caller need a service you offer? Were they in your coverage area? Did the conversation lead to an estimate or appointment? That gives a contractor more useful information for marketing decisions.?

The article also addresses AI-assisted content production. Google's guidance on using generative AI content, updated October 1, emphasizes manual fact-checking before publication. It extends that review to page titles, meta descriptions, image descriptions and structured data.

Local Marketing Plus SEO recommends that contractors verify service descriptions, licensing statements, qualifications and warranty terms against their actual business practices. Original project photographs and explanations from the people performing the work can supply specific material for website content.

The article adds a contractor-focused application of existing SEO principles, connecting service information with estimate requests and lead evaluation. Its recommendations do not establish new Google ranking requirements or guarantee inclusion in AI-generated answers, increased traffic or additional bookings.

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Local Marketing Plus SEO

Local Marketing Plus SEO is a Kelowna, BC digital marketing company helping businesses across Canada and the U.S. improve visibility through local and organic SEO, Google Business Profile optimization, websites, content strategy and search consulting.

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