



Local Marketing Plus SEO Launches Comprehensive Marketing Package for Local Service Businesses

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Local Marketing Plus SEO has announced the launch of a new marketing package tailored for local service businesses, including plumbing, HVAC, and electrical contractors. The program is designed to enhance lead generation and provide transparent, data-driven marketing insights by combining local search optimization, Google Business Profile management, and targeted advertising campaigns customized for trades industries.

The local service marketplace is highly competitive, with many businesses vying for attention amid shifting customer behaviors. Homeowners seeking emergency services like burst pipes or heating failures expect immediate availability and fast responses, while others plan upgrades or routine maintenance well in advance. These distinct customer needs require marketing approaches that capture urgent demand and also support longer-term planning searches. Local Marketing Plus SEO develops strategies aimed at helping companies remain visible at both stages of the decision-making process.

The Digital Economy and Society statistics from Statistics Canada reveal a significant trend in Canada's

retail sector: estimated retail e-commerce sales are projected to reach \$40.3 billion by 2025. This figure highlights the growing reliance of Canadian consumers on the internet for research and purchasing decisions. For local trades businesses such as plumbing, HVAC, and electrical services establishing a competitive online presence has become essential for attracting new clients and sustaining business growth.

The package centers on a focused local search engine optimization (SEO) approach. Businesses receive service-area pages optimized for geographically relevant keywords to improve visibility in organic search results near their physical location. Local Marketing Plus SEO also manages business information such as name, address, and phone number (NAP) across major online directories, helping maintain consistency that supports search engine trust and local rankings. Select partnerships and directory listings are used to build relevant backlinks and reinforce a company's presence in both search results and the local community.

Google Business Profile management complements these efforts by optimizing the company's listing with detailed services, photos, and posts to help inform potential customers. The program also includes support for generating, monitoring, and responding to customer reviews, which play a role in how prospective clients choose between service providers in Google's map results.

To supplement organic visibility, Local Marketing Plus SEO manages pay-per-click (PPC) campaigns through Google Ads and Local Services Ads, focusing on high-intent search queries such as "emergency plumbing repair" or "HVAC installation near me." Ads are geo-targeted to local service areas, and performance is tracked through call analytics, form submissions, and other conversion data. These metrics are used to report on cost per lead and lead volume over time, providing clients with measurable indicators of campaign performance.

An example of this integrated approach can be seen in the experience of Bees Knees Plumbing and Heating, serving the Kelowna and Vernon regions. After adopting Local Marketing Plus SEO's marketing strategy, the company also implemented AI voice technology on its website to handle after-hours phone inquiries. According to owner Kevin Ukkonen, the AI system now captures and routes inquiries that arrive outside regular business hours so they can be queued for follow-up by staff. Internal call logs are used to monitor the number and timing of these inquiries, giving the business additional data about after-hours demand and response needs. This example illustrates how combining marketing infrastructure with tools such as AI voice systems can support accessibility and responsiveness for trades businesses.

Industry data underscores the importance of investing in digital marketing. Deloitte Digital's recent research reports that organizations increasing their digital marketing budgets and adopting marketing technologies are more likely to report measurable sales and revenue growth compared with those that do not. Combined with broader e-commerce trends, these findings suggest that in 2025 and beyond, transparent, data-driven marketing strategies are increasingly important for companies seeking to remain competitive and

demonstrate return on their marketing investments.

“Digital marketing for local service providers has become more complex,” said Jo Ann McLellan, CEO at Local Marketing Plus SEO. “Our focus is on helping trades businesses understand how their customers are searching, and on providing clear reporting around leads, calls, and campaign performance so they can make informed decisions about their marketing budgets.”

Local Marketing Plus SEO offers local businesses a complimentary consultation and marketing assessment designed to identify opportunities for enhanced lead generation and budget optimization in their specific markets.

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For more information about Local Marketing Plus SEO, contact the company here: Local Marketing Plus SEO
Jo Ann McLellan
1-800-330-5883
info@localmarketingplus.ca
Address: 347 Leon Ave #210, Kelowna, BC V1Y 8C7

Local Marketing Plus SEO

Local Marketing Plus is a Kelowna-based digital marketing consultancy specializing in local SEO strategies for trades and service-based businesses across North America. The firm focuses on leveraging emerging technologies and voice search optimization.

Website: <https://localmarketingplus.ca/>

Email: info@localmarketingplus.ca

Phone: 1-800-330-5883

