

ASAP Appliance

Industry-Best Website Planning Document

SEO and AEO Strategy

Site Navigation Structure

Below I've outlined a draft of all the likely pages we'd have in a fully fleshed out site. It's a lot but by chipping away at it we'll be able to build out a "best of industry" site that will scale with you as you add markets and technicians.

Elements in green are the ones we'll launch with and then we can prioritize and start building out all the additional elements afterwards. We can discuss whether we want to do the additional sections as "projects" or as part of our monthly engagement (or a bit of both)

Home

About (About ASAP)

- Our Team (hub)
 - Individual team/technician pages (this will be very strategic for SEO/AI Search Optimization when these are also cross referenced by location)
- Reviews
- Blog

Services (Services Overview hub)

- Washer & Dryer Repair & Installation
- Refrigerator & Freezer Repair & Installation
- Dishwasher Repair & Installation

- Oven Repair & Installation
- Range & Stovetop Repair & Installation
- Appliance Installation
- FAQ
- Dealer Support

Brands (Brands Overview hub)

- Tier 1 Brands (NOTE: Exact order and brands included TBD - tiers are just to show the rough order we might add them)
 - Miele
 - Wolf
 - Sub Zero
 - Asko
 - Dacor
 - JennAir
 - LG
 - Samsung
 - Bosch
 - Whirlpool
 - KitchenAid
 - GE
 - Maytag
 - Frigidaire
- Tier 2 Brands
 - Electrolux
 - Fisher & Paykel
 - Kenmore
 - Thermador
 - Viking
 - Bertazzoni
 - Gaggenau
- Tier 3 Brands
 - Amana
 - Danby
 - Inglis
 - Huebsch

- Marvel
- Lynx
- La Cornue
- Brigade
- Cove
- Stirling Marathon
- White Westinghouse

Locations (Locations Overview hub)

- Victoria (city page)
 - Oak Bay
 - Saanich
 - Esquimalt
 - View Royal
 - Colwood
 - Langford
 - Central Saanich
 - North Saanich
 - Brentwood Bay
- Sooke
- Sidney
- Duncan
 - Shawnigan Lake
 - Cobble Hill
 - Lake Cowichan
 - Chemainus
 - Crofton
- Nanaimo
 - Ladysmith
 - Parksville
 - Qualicum Beach
 - Lantzville
 - Cedar
- Campbell River
- Courtenay

- Comox
- Cumberland
- Kelowna (city page)
 - West Kelowna
 - Lake Country
 - Peachland
- Vernon
- Penticton
 - Summerland
 - Naramata
 - Oliver
 - Osoyoos

Contact

Blog

Notes:

- We'll build out the blog structure but not populate it or make it public to start. The blog can be efficiently leveraged to boost SEO and AEO for your top priority services, brands and markets.
- We'll talk more about which sections/pages to start building out after the initial launch.

Sections & Rationale

Home Page

The home page has one job: convert visitors and establish authority fast. Most people landing on it already know they need appliance repair. The page needs to confirm they are in the right place, build trust quickly, and make it easy to take the next step.

What the Home Page Should Do for SEO and AEO

The home page is not a deep SEO asset on its own. It should target the broadest keyword ("appliance repair BC" or "appliance repair") and leave the heavy lifting to the

section pages. Its SEO value comes from being the strongest link equity hub on the site, passing authority down to services, brands, locations, and team pages.

For AI Search Optimization/AEO, the home page is often the first page an AI search engine encounters when assessing the business. It needs to clearly answer: what do you do, where do you do it, who does it, and why should I trust you.

What to Include

- Clear headline stating what ASAP does and where
- Brief value statement covering factory authorization and experience
- Services overview linking to the services hub
- Brands section with logos linking to the brands hub
- Service areas map or list linking to the locations hub
- Team section featuring key technicians with links to their profiles
- Reviews snippet with aggregate rating
- Clear CTAs throughout (phone number, booking link)

Schema

- Organization
- LocalBusiness with areaServed covering the full service region
- AggregateRating pulled from reviews

About Section

About ASAP Page

The About page is where trust gets built with both visitors and search engines. It should tell the company story in a way that reinforces E-E-A-T: real history, real credentials, and real people.

Key elements to cover:

- Founded in 2011 by Trevor Gains
- Growth to 17 factory-trained technicians
- Service area scope: Vancouver Island, Okanagan, and beyond
- Factory authorization credentials and what they mean for the customer
- Company values and approach to service
- Link to the team hub

This page is also a strong AEO asset. When an AI search engine evaluates whether ASAP is a credible source for appliance repair queries, a detailed About page with verifiable credentials, history, and real people is exactly what builds that confidence.

Schema: Organization, LocalBusiness, AboutPage.

Reviews Page

A dedicated reviews page consolidates social proof in one place. It becomes a standalone citation source for AI search engines answering questions like "is ASAP Appliance reliable?" or "what do customers say about ASAP?"

What to include:

- Aggregate rating prominently displayed
- Featured Google reviews (pulled via widget or curated manually)
- Reviews organized by location or technician where possible
- A clear link to leave a review on Google

Keep this page current. A reviews page with nothing newer than a year ago works against you. Even a small number of recent reviews beats a large number of old ones.

Schema: Review, AggregateRating.

Services Section

Structure

A services hub with individual appliance pages is the best approach.

```

/services/                                     (hub)
/services/washer-dryer-repair/
/services/refrigerator-freezer-repair/
/services/dishwasher-repair/
/services/oven-repair/
/services/range-stovetop-repair/
/services/appliance-installation/
/services/faq/
/services/dealer-support/

```

The hub page lists all service types, signals breadth to Google, and gives AI search engines a single page to reference when answering "what appliances do you repair?"

Appliance Pages

Rather than a separate installations page, we'll cover both repair and installation on each appliance page. Most people searching for "dishwasher installation" or "washer

dryer installation" are looking for the same company they would call for a repair. Keeping both on one page captures both intents and creates deeper, more useful content.

Each appliance page should include:

- Common repairs and symptoms for that appliance type
- Brands serviced for that appliance
- Installation services where applicable
- FAQs specific to that appliance (important for AEO)
- Links to relevant brand pages and location pages
- Service schema with areaServed set to the service region

Target 600 to 900 words per page. Appliance-specific content is not hard to make genuinely useful here. Common failure points, what to expect from a service call, and when repair makes more sense than replacement are all topics that serve the reader and the algorithm.

FAQ Page

The FAQ page under Services is a standalone AEO asset. It aggregates the most common questions across all appliance types, brands, and service scenarios into a single, well-structured page.

This is different from the FAQs embedded on individual appliance and location pages. Those are specific to their context. This page answers the broader questions that do not belong to any single section: how does the booking process work, what is the service call fee, do you offer warranties, what brands do you service, how quickly can you respond.

These are exactly the kinds of questions AI search engines use to evaluate a business before citing it. A comprehensive FAQ page that answers them clearly is one of the highest-value AEO investments on the site.

What to include:

- Process and booking questions
- Pricing and warranty questions
- Coverage area questions
- Brand and appliance type questions
- Factory authorization questions

Keep questions written the way a customer would actually ask them. Optimize for the conversational queries that show up in AI and voice search.

Schema: FAQPage.

Dealer Support Page

Dealer support serves a different audience than the main services section. The people landing on this page are appliance dealers, property managers, builders, and developers who need reliable installation and service for multiple units, not a homeowner with a broken fridge.

The content and tone should reflect that. This audience is evaluating ASAP as a business partner, not just a service call. What they want to know:

- What kind of dealer or builder relationships does ASAP support
- Volume capabilities and service agreements
- Factory authorization credentials (especially relevant for warranty installs)
- Contact process for trade accounts

This page does not need to be long, but it needs to speak directly to the trade audience. A page written for homeowners that has been lightly edited will not convert this segment.

Keep a dedicated contact method or form on this page so trade inquiries do not get mixed in with residential service calls.

Brands Section

This is a significant content opportunity. A large brand roster with no brand pages means leaving high-intent traffic on the table.

Structure

```
/brands/    (hub)
/brands/lg/
/brands/samsung/
/brands/bosch/
/brands/miele/
/brands/whirlpool/
... etc.
```

The hub page lists all brands serviced and links to individual brand pages. It also gives AI search a clear citation source for "what brands do you service?"

Tiering the Brand Pages

Not every brand warrants the same investment. Tier them by search volume and service relationship.

Tier 1: Full pages, priority content

Start with the factory-authorized brands: Miele, Wolf, Sub Zero, Asko, Dacor, JennAir. These are high-value, high-intent searches. Someone searching "Miele appliance repair" is looking for exactly what ASAP offers. Factory authorization should be prominent on these pages.

Add the high-volume consumer brands alongside them: LG, Samsung, Bosch, Whirlpool, KitchenAid, GE, Maytag, Frigidaire.

Tier 2: Solid pages, leaner content

Mid-tier brands with real but lower search volume: Electrolux, Fisher & Paykel, Kenmore, Thermador, Viking, Bertazzoni, Gaggenau.

Tier 3: Basic pages

Lower-volume brands (Marvel, Lynx, La Cornue, Brigade, Huebsch, and similar). A page is still worth having for indexation and completeness, but the content investment is minimal.

What Goes on Each Brand Page

- Brief brand overview and what they are known for
- ASAP's relationship with the brand (factory authorized or general service)
- Appliances serviced for that brand, covered as sections
- Common issues or repairs specific to that brand (strong for AEO)
- FAQs
- Links to relevant appliance pages and location pages
- Service schema with a brand property

Brand x Appliance Subpages

We'll avoid building the full matrix by default. "LG washer repair" and "Samsung fridge repair" have real search volume. "Bertazzoni dishwasher repair" almost certainly does not. Do the keyword research first, then build the subpage (getting the real data on this from our Ads efforts).

A practical threshold: if a brand x appliance term clears 100 monthly searches nationally, or has meaningful local volume, build the subpage. Otherwise, cover it as a section on the brand page.

/brands/lg/washer-dryer-repair/	(build this)
/brands/samsung/refrigerator-repair/	(likely worth it)
/brands/miele/dishwasher-repair/ intent)	(yes, factory auth + high intent)
/brands/lynx/dishwasher-repair/	(probably skip)

These subpages become strong assets when they get built. Specific brand intent, appliance depth, and factory authorization on one page is exactly what ranks for competitive repair queries and gets cited in AI search results.

Team and Technicians

Structure

```
/team/                                     (hub)
/team/scott-smith/
/team/ryan-jones/
... etc.
```

The hub page lists all team members, links to individual profiles, and reinforces the local expert positioning that works for both trust and AEO.

Why This Matters for SEO and AEO

Individual team pages do something the rest of the site cannot. They add real, named people to the business.

Google's E-E-A-T framework (Experience, Expertise, Authoritativeness, Trustworthiness) rewards exactly this. A named technician with credentials, factory authorizations, and a defined service area is a stronger trust signal than a generic "meet the team" page.

For AEO, this is even more important. When an AI search engine answers "who repairs Sub Zero appliances in Victoria," a page that names a factory-authorized technician serving that area is a much stronger citation candidate than a page that just lists brands and service areas.

What Goes on Each Team Page

- Name, photo, and title
- Years of experience
- Factory authorizations held
- Appliances and brands they specialize in
- Primary service area
- A short bio in a human voice
- Links to the location pages they serve
- Person schema nested within LocalBusiness schema

Keep the bios genuine. A short paragraph that sounds like a real person beats 500 words of padded copy every time.

Connecting Team Members to Location Pages

On city and neighbourhood pages, include a "your local technician" section that names and links to the technician serving that area. This adds genuinely unique content to each location page, strengthens the internal link structure, and builds trust with visitors who want to know who is actually showing up.

For larger cities with multiple technicians, list all of them. For smaller communities served by a technician based in a nearby hub city, a brief mention and link is enough.

A Note on Keeping This Current

Team pages require ongoing maintenance. When someone leaves, we will not delete the page but will redirect it to the hub or update it to reflect the change. Ghost profiles and broken links undermine the trust signals the section is meant to build.

Build a team page into the onboarding process. By the time a new technician is in the field, their page should be live.

How Team Pages Connect to the Broader Architecture

- Team pages link to their primary location pages
- Team pages link to the brands they are factory-authorized for
- Location pages link to their assigned technician profiles
- Brand pages reference factory-authorized technicians by name where relevant
- The homepage features key team members as a trust signal

Services, brands, and locations tell Google what ASAP does and where. The team section tells Google who does it. That combination is difficult for a competitor with a thinner site to match.

Location Page Strategy

Overall Architecture

Use a clean, scalable URL structure from day one.

<code>/locations/</code>	(hub page)
<code>/locations/victoria/</code>	(city page)
<code>/locations/victoria/oak-bay/</code>	(neighbourhood page)
<code>/locations/kelowna/</code>	(city page)
<code>/locations/penticton/</code>	(city page)

The `/locations/` hub page matters. It becomes a linkable, indexable asset that lists all service areas and signals geographic coverage to Google. It also gives AI search engines a single source to cite when answering "where do you service?"

City Pages

The city page is your primary SEO asset for most locations.

Each city page should target [appliance repair] [city] as the primary keyword. It needs a unique intro, at least one city-specific content element, and enough substance to be genuinely useful. Thin pages are a liability.

Each city page should include:

- A unique H1 and intro paragraph with local context
- The appliances serviced and brands covered
- An embedded Google Map
- A list of neighbourhoods or communities served
- NAP and a link to the GBP if one exists for that location
- Locally-relevant FAQs (important for AEO)
- Schema markup: LocalBusiness, Service, and FAQPage

Target 600 to 900 words per page. For appliance repair, local context is easy to add. Think about the housing stock in that area, common appliance brands, or seasonal demand patterns.

Neighbourhood Pages: When to Build Them

For larger cities like Victoria and Kelowna, neighbourhood pages are worth building.

Search volume exists at the neighbourhood level. "Appliance repair Oak Bay" is a real query. Neighbourhood pages let us capture long-tail traffic the city page cannot rank for without becoming unfocused.

We'll build a neighbourhood page when we can write at least 400 words of genuinely distinct content. We will not create thin pages just to occupy the URL.

For smaller cities like Penticton and Vernon, we will skip neighbourhood pages at first. Add neighbourhood content as sections on the city page. Split them into separate pages later if the market grows and the content warrants it.

GBP Locations vs. Service-Area-Only Locations

This is the most important structural decision on the site.

Cities with a GBP:

The city page becomes a true local landing page tied to that listing. NAP must be consistent across the page, the GBP, and the schema. We will use LocalBusiness schema with the verified address. These pages can rank in the local pack and in organic results.

Cities without a GBP:

These pages still have organic SEO value. We'll use ServiceArea schema with the areaServed property set to the city or region name. Do not use a fabricated address or a virtual mailbox just to get a map pin. These pages can rank organically, but they will not appear in the local pack.

For service-area locations on GBP, set the listing up as a Service Area Business and hide the address. Google prefers this over a fake address.

Avoiding Duplicate Content

The biggest risk with location pages is templated content where only the city name changes. Google has gotten good at identifying it.

Each page needs at least one genuinely distinct element:

- A city-specific intro (local housing context, service notes, common appliance brands in the area)
- Community-specific FAQs
- Local testimonials or job references
- Unique imagery where possible

Use a shared template for structure and schema. We will inject unique content blocks per location. We'll build a content brief template that forces this discipline before we start writing pages.

Internal Linking

- The /locations/ hub links to every city page
- Every city page links to its neighbourhood pages
- Service pages link to relevant city pages ("We repair appliances in these communities")
- The homepage links to the /locations/ hub and the top priority markets
- Blog posts link to city pages where relevant

This builds a strong topical and geographic authority cluster across the site.

Schema by Page Type

Homepage: Organization, LocalBusiness

Service pages: Service, Offer

City pages (with GBP): LocalBusiness, FAQPage

City pages (no GBP): HomeAndConstructionBusiness with areaServed, FAQPage

Neighbourhood pages: Same as city, narrower areaServed

Scaling to More Locations

Get the template right before you scale. The things that matter most as you add cities:

1. A content brief template that forces unique content per location
2. A schema template with swappable variables
3. Clear rules for when a location gets a city page, a neighbourhood page, or just a mention on an existing page
4. A process for setting up and verifying GBPs before the page goes live

The sites that win at local SEO and AEO have real depth per location. A name swap is not enough. Plan the content process now, before you are managing 30 or 40 cities.

Location Page Decision Guide

Large city, has GBP: Full city page + neighbourhood pages

Large city, no GBP: Full city page with areaServed schema, no fabricated address

Small city, has GBP: City page, hold on neighbourhood pages

Small city, no GBP: City page with SAB schema, minimal investment until volume justifies more

Neighbourhood in large city: Separate page if 400+ unique words are possible, section on city page otherwise

Blog

The blog appears both as a top-level menu item and under About. Top-level placement signals that content is a priority and makes it easy to find. The About placement gives it a logical home in the site hierarchy.

Why the Blog Matters for AEO

AI search engines pull heavily from how-to content, explainers, and comparison articles. A well-maintained blog is one of the strongest AEO investments available for a local services company.

The queries that get answered by AI search and voice search are often informational: "why is my fridge not cooling," "how long do dishwashers last," "is it worth repairing a 10-year-old washing machine." A blog that answers these questions well becomes a citation source, and citations build domain authority over time.

Content Priorities

Appliance-specific content

- Common problems and symptoms by appliance type

- Repair vs. replace guides by appliance age and brand
- Maintenance tips to extend appliance life

Brand-specific content

- Brand reliability comparisons
- Common issues with specific models
- What factory authorization means for that brand

Local content

- Seasonal appliance tips relevant to BC climates
- New home and renovation appliance installation guides
- Coverage area spotlights

Trust and credibility content

- Behind-the-scenes technician features
- Factory authorization explained
- What to expect from a service call

Contact Page

The contact page has a straightforward job. Make it as easy as possible to reach ASAP, and remove any friction that might cause someone to leave before booking.

What to Include

- Primary phone number prominently displayed
- Location-specific phone numbers listed clearly
- Service booking form or link to booking system
- Business hours
- Primary office address (Victoria)
- Embedded Google Map
- Service area overview with link to the locations hub
- Dealer/trade contact option (separate from residential)

SEO and Schema

The contact page is not a deep SEO asset but it still matters for local signals. Use LocalBusiness schema with the verified NAP. Make sure the address and phone numbers match exactly what is on the GBP and across all location pages.

Keep the page simple. The goal is conversion, not content.

How the Sections Work Together

The internal linking between services, brands, locations, team, and blog is where the architecture compounds.

- Appliance pages link to relevant brand pages
- Brand pages link to relevant appliance pages and to location pages
- Location pages reference the appliances and brands serviced in that area
- Team pages link to location pages and to the brands they are authorized for
- Blog posts link to relevant service, brand, and location pages
- The homepage links to all five hubs

This creates overlapping topical clusters that reinforce each other. It also gives AI search engines a clear, navigable structure to work from when answering brand-specific, location-specific, or appliance-specific repair queries.

Services, brands, and locations tell Google what ASAP does and where. The team section tells Google who does it. The blog tells Google that ASAP is the expert worth citing. That combination is difficult for a competitor with a thinner site to match.