

FREE GUIDE — JASON MCKINNON COACH

STOP GUESSING.

How To Find The Exact Jobs

People Are Searching For In Your Area

(Before Your Competitors Do)

A practical guide for plumbers, electricians, cleaners,
and every local service business ready to stop being invisible.

WHAT YOU WILL LEARN

Find real jobs before your competitors do

jasonmckinnoncoach.com

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Your Work Is Good. But Nobody Can Find You.

If you are a plumber, electrician, cleaner, or any local service business — and your work is inconsistent — this is not because you are bad at what you do.

It is because your business is invisible for the exact things people are searching when they need your service.

THE TRUTH MOST BUSINESSES NEVER HEAR

There is work in your area right now.

People are searching for exactly what you do, right now, today.

You are just not showing up for it.

The Real Problem

You have probably been told:

- "Post on social media"
- "Run ads"
- "Build a better website"

And maybe you have tried some of it. But nothing sticks. Some weeks are busy. Some weeks are dead. And you do not really know why.

Because nobody showed you how to find what people are actually searching for.

THE CYCLE MOST BUSINESSES ARE STUCK IN

- Try something — social media, ads, a new website
- Get inconsistent results — busy one week, dead the next
- Not know why it worked or why it stopped
- Go back to guessing
- And guessing keeps you invisible

The Industry Lie

Most advice focuses on big keywords like:

- "plumber near me"
- "electrician Brisbane"
- "cleaning services"

These look good. But they are:

- Highly competitive — dominated by large companies with big budgets
- Expensive to chase — even with ads, the cost per click is punishing
- Not where real jobs come from

THE HONEST REALITY

Big generic keywords are a race you cannot win as a small local business.

The companies ranking for "plumber near me" have been building their online presence for years and spending thousands of dollars a month on ads.

There is a different game to play. And it is wide open.

The Shift

The real work is hidden in small, specific searches. Not the big generic terms everyone is chasing — but the exact phrases people type when they have a real problem right in front of them.

REAL SEARCHES THAT BECOME REAL JOBS

- "Rheem hot water system leaking"
- "toilet won't stop running"
- "Bosch dishwasher error code E15"
- "split system not cooling Chermside"
- "safety switch tripping after rain"

These do not get thousands of searches. But they do not need to. Because these people are not browsing. They are not comparing options. They have a problem and they want it fixed. Now.

Low search volume does not mean low value. It means low competition and high intent.

How To See This For Yourself

This is where everything changes. Instead of guessing, you can actually see what people are searching — in your area, for your type of work, right now.

Use a keyword tool

Start with Google Keyword Planner — it is free and requires only a Google account. There are also paid tools like Ahrefs and Semrush that give more specific data, but free tools are more than enough to get started.

Type in your service or a common problem — not your job title, but the thing. "hot water system." "split system." "blocked drain." The tool will show you what real people are searching and how often.

WHAT THE KEYWORD TOOL REVEALS

- The exact phrases people type when they have your type of problem
- The brands they mention — Rheem, Daikin, Bosch, Rinnai, Fujitsu
- The symptoms they describe — leaking, not cooling, won't start, error code
- How often each search happens in your area
- Which searches are specific enough to win without a big budget

The Breakthrough

Here is where most people make a critical mistake.

They look at a keyword showing 10 to 50 searches per month and immediately dismiss it. "That's not enough traffic," they think. "It's not worth it."

WHY LOW VOLUME SEARCHES ARE YOUR BIGGEST OPPORTUNITY

- Local — these people are physically near you
- Specific — they know exactly what brand they have and what problem they face
- High intent — they are not browsing, they are ready to call someone
- Low competition — almost nobody has a page targeting these exact terms
- 10 searches per month means up to 10 potential jobs you are currently invisible for

Almost nobody is targeting these searches. Because everyone is chasing big numbers. That is your opening.

That is not traffic. That is potential jobs. And right now, nobody in your area is showing up for them.

A Real Example

Let us look at one search:

THE SEARCH: "RHEEM HOT WATER SYSTEM LEAKING"

This single search tells you everything you need to know:

Now compare that to "plumber near me."

THE DIFFERENCE

- "plumber near me" — vague, competitive, could mean anything
- "Rheem hot water system leaking" — specific, urgent, a real job waiting to be claimed

This person is not comparing prices. They are not filling out three quote forms. They need someone today. The first business that shows up for that search gets the call.

Check The Competition

Now do this. Right now, if you can.

Open Google. Search: "Rheem hot water system leaking [your suburb]"

Look at what comes up. You will usually see:

- Forums and Reddit threads
- Generic manufacturer articles
- Big national directories
- Weak or completely irrelevant pages

WHAT YOU WON'T SEE

A local trade business with a Page specifically about that problem, in your area, written in plain language, with a phone number clearly displayed.

That is the gap. That is your opportunity.

And it exists for dozens — sometimes hundreds — of searches in your service area.

Simple Action Steps

Here is exactly what to do — starting today. You do not need a developer, a marketing agency, or a big budget.

1

Open Google Keyword Planner

Go to ads.google.com — create a free account if you do not have one. You do not need to run ads. Navigate to Keyword Planner and choose "Discover new keywords."

2

Enter your trigger word

Type the thing — not your job title. "Hot water system." "Split system." "Oven." "Blocked drain." The tool will reveal what your customers actually search for.

3

Read the results carefully

Look for brand names, problem descriptions, and symptom phrases. Write down every combination that matches a job you regularly do.

4

Check Google for each one

Search each term on Google. Look at who is showing up — and more importantly, who is not. Every gap you find is a page you could build.

5

Build your list

Write down every opportunity you find. This list becomes your content roadmap. Every item on it is a potential job that nobody is currently winning.

The Gap

Now you know what people are searching. You can see the opportunity. You probably already have a list of searches your competitors are not showing up for.

But there is a gap between seeing the opportunity and capturing it.

KNOWING IS ONLY THE FIRST STEP

- How do you actually show up for these searches?
- What kind of Page do you need to build?
- How do you structure it so Google finds it and customers call?
- How do you turn this into a consistent flow of inbound enquiries?
- How do you build on it over time without spending hours every week?

This is where most people get stuck. Knowing what people search is only the first step. What happens after is what determines whether you get consistent work — or go back to guessing.

What Changes Next

If you get the next part right, everything changes.

- You stop guessing what brings in work
- You stop chasing random jobs
- You start showing up for searches your competitors have missed
- You build a system that keeps working without constant effort

But to turn what you have just learned into actual enquiries, you need to know what to do next — how to build the Pages that rank, how to connect them, how to ask for reviews that compound your authority, and how to read the data so you always know where to focus.

That is what the full guide covers. Step by step. Written for trade business owners who have never touched SEO. No jargon. No theory. Just exactly what to do and in what order.

You Can See The Jobs. Now Go And Get Them.

You now know what your customers are searching for.

The full guide shows you exactly how to show up for those searches — how to build pages that rank, collect reviews that build trust, and create a system that brings consistent work in without chasing. No agency. No ad spend. No guesswork. Just a method that works.

[Show Me How To Get Consistent Enquiries →](#)

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The gap between knowing what people search and actually showing up for it is exactly where most trade businesses stay stuck. The full guide closes that gap — step by step, in plain English, starting today.