# JAN-PRO NZ — 4-Month Organic Search Plan

jan-pro.co.nz · November 2026 – February 2027 · prepared 28 Oct 2026, updated 11 Nov 2026 by Bridge Media

Baseline: **~60 organic clicks / 90 days** | 20 indexable pages → **~45+**

Strategy: **city pages · franchise push · authority hub**

## 1. Where we start

- **The site is now fully ours to publish.** jan-pro.co.nz runs on the new website we host (since 10 Nov, after a week back on the old Webflow site from 3 Nov). Every change in this plan can ship without waiting on a Webflow publish, and each release is checked automatically before it goes live. The site is also monitored every 3 hours.
- **20 indexable pages:** home, 5 region pages, 5 service pages, franchise page, plus utility pages. Thin `/location-directory/location/*` duplicates are live but excluded from the sitemap.
- **Search Console (apex property, last 90 days):** ~32,500 impressions, ~60 clicks, almost all homepage + contact. Brand terms rank #1. The **www property is still unverified**, so query data has blind spots and anomalies (e.g. position 1.2 at 0.1% CTR) until that lands.
- **GA4 (fresh stack, live 22 Oct):** 351 sessions in week one — Organic 38, Paid 17, and already 4 sessions referred from **chatgpt.com**. AI-assistant-phrased queries also appear in GSC ("best commercial cleaning companies for wellington offices with strict health protocols").
- **Franchise terms are in striking distance now:** *cleaning franchise auckland* pos 14, *cleaning franchise* pos 17, *cleaning franchise nz* pos 21, *cleaning business for sale auckland* pos 28 (DataForSEO).
- Inherited defects at the start: no structured data (JSON-LD), empty meta descriptions on Auckland + Christchurch, 4 broken asset links. **The first two are fixed (live 10–11 Nov).**

- **Legacy URLs with equity are 404ing:** the old `/cleaning-services/<service>/<city>` pattern still earns GSC impressions and GA4 landings but returns 404 on the new site. Free wins via 301s.

Data sources: Google Search Console (apex property we own), GA4 G-BJVQSVGJQ4, DataForSEO (NZ, Google). Ahrefs is plan-gated on the current subscription, so DR/backlink figures are not included; link-building targets in Month 4 are chosen qualitatively.

## 2. The strategy — three moves

**Move 1 — Service × City pages (the CrestClean playbook).** NZ's market leader wins almost every city-level term with dedicated city pages (*commercial cleaners auckland* #4, *wellington cleaning company* #4, *commercial cleaning hamilton* #6, *cleaning companies tauranga* #7…). JAN-PRO has **zero** service×city pages — our region pages carry the whole load. The demand is city-shaped: *cleaning companies auckland* 880/mo, *commercial cleaning auckland* 480, *cleaning companies wellington* 390, *commercial cleaning hamilton* 260, *commercial cleaning wellington* 210. We build the matrix — but **only for regions JAN-PRO actually serves** (Auckland, Waikato/Hamilton, Bay of Plenty/Tauranga, Wellington, Christchurch).

**Move 2 — Franchise recruitment push.** The franchise page already sits pos 14–28 on commercial-intent recruitment terms. This is the fastest ranking win on the site and feeds the master-franchise pipeline directly.

**Move 3 — Compliance & guides hub (topical authority + AI answers).** CrestClean's single biggest organic asset is a Site Safe / health-and-safety explainer ranking #9 on a 9,900/mo term. JAN-PRO's equivalent is a WorkSafe / HSWA 2015 compliance hub — it builds topical authority, earns links, replaces the site's incorrect US "OSHA" boilerplate, and formats cleanly for AI assistants (which are already sending us traffic).

**Standing rules that bind every page we ship:** customers sign a 24-month contract — never "no lock-in" / "no contract" / "walk away anytime"; approved de-risk language is *fixed monthly price in writing · no hidden fees · no surprise variations · trial before you sign* and "free, no-obligation quote". NZ compliance language only (WorkSafe / HSWA 2015, never OSHA). Four values verbatim: Care / Professional / Ownership / Relationship. Roboto, Royal Blue #001E60, Green #78BE21. Low NZ search volume never gates a build — volumes guide priority, not existence. Every page needs sign-off before it ships.

## 3. Month 1 — November · Foundations + first city wave

### WEEK 1 — TECHNICAL FOUNDATIONS

- **DONE, live 10 Nov:** robots.txt with sitemap reference, `/sitemap.xml → /sitemap-index.xml` 301, and `jan-pro.co.nz → www.jan-pro.co.nz` 301 (page path kept), so Google sees one address.
- **Unblock Search Console** (in progress): verify the www property (file method), submit the sitemap, link GA4↔GSC, add Ed to GA4, Bing import. *This is the plan's measurement backbone — everything in Month 4 reads from it.*
- **Legacy 301 map:** pull the full legacy-URL list from GSC (16 months) and 301 every `/cleaning-services/<service>/<city>` and blog-era URL to its best current (or Month-1) equivalent via `_redirects`.
- **Inherited defect sweep:** **DONE 10 Nov:** Auckland + Christchurch meta descriptions written. **DONE 11 Nov:** the US "OSHA" wording on the service pages is replaced with WorkSafe / HSWA 2015, and the quote wording now reads "free, no-obligation quote". Still to do: fix the 4 asset 404s, noindex `/search`, and decide the thin `/location-directory/location/*` stubs (recommendation: noindex, keep the directory app working).
- **DONE, live 10 Nov: structured data (JSON-LD) on every page**: the JAN-PRO organisation on the homepage, the five services, and each region as its own branch with its regional manager and contact details. All of it validates. FAQ markup follows as FAQ blocks are added to new pages.

### WEEKS 2–4 — COMMERCIAL CLEANING × CITY (5 NEW PAGES)

- `/services/commercial-cleaning/auckland` · `/wellington` · `/christchurch` · `/hamilton` · `/tauranga`
- Each: unique local copy (suburbs served, local franchisee context, sectors), Mele Tatu-style testimonial placement, FAQ block + FAQPage schema, free no-obligation quote CTA into the existing form, ≥3 inbound internal links (region page, services index, relevant sector page). Legacy city URLs 301 here.

**Exit criteria:** www GSC property verified + sitemap submitted · 301 map live · 5 city pages live and indexed · JSON-LD validating sitewide.

## 4. Month 2 — December · Office cleaning wave + franchise push

**OFFICE CLEANING × CITY (5 NEW PAGES)**

- `/services/office-cleaning/{auckland, wellington, christchurch, hamilton, tauranga}` — *office cleaning wellington* 110/mo, *christchurch* 90, *auckland* 70 (high-CPC, high-intent terms). Cross-link each to its commercial-cleaning sibling.

**FRANCHISE STRIKING-DISTANCE PUSH**

- Expand `/own-a-cleaning-franchise`: process, investment ranges (only client-approved figures), franchisee stories, FAQ + schema. Add one supporting page: `/own-a-cleaning-franchise/auckland` (*cleaning franchise auckland* 90/mo @ pos 14; *cleaning business for sale auckland* 140/mo @ pos 28). Target: top 5 by February.

**SECTOR GAP PAGES (2–3)**

- Commercial carpet cleaning (260/mo cluster CrestClean ranks with a dedicated page), builders clean, body corporate / strata cleaning. These slot into the existing `/services/` pattern.

**Why build through December:** B2B cleaning search is seasonally quiet, but cleaning contracts renew in the new year — pages indexed in December catch the January decision window.

**Exit criteria:** 10–13 new pages live since start · franchise page re-crawled with expanded content · all Month-1 pages indexed.

## 5. Month 3 — January · Compliance & guides hub (topical authority + AEO)

**6–8 AUTHORITY PIECES UNDER /GUIDES/**

- WorkSafe & HSWA 2015 cleaning-compliance guide (the CrestClean Site Safe play, done properly for our sectors)
- What commercial cleaning costs in NZ (honest cost guide — the highest-trust page type in the category)
- How a commercial cleaning contract works (what a 24-month term means, exit on non-performance — honesty as a brand signal)

- Office cleaning checklist · School cleaning & MoE hygiene expectations · Medical & infection-control standards · Aged-care cleaning standards (GSC already shows aged-care queries at pos 2.8 with zero dedicated page)
- How to choose a commercial cleaner (comparison framework, honest tradeoffs)

AEO PASS

- Question-shaped H2s, concise extractable answers, FAQPage schema throughout. GSC shows AI-assistant-phrased queries and GA4 shows chatgpt.com referrals — format for being quoted.
- Sweep remaining OSHA references sitewide → WorkSafe/HSWA (binding copy rule AND a relevance win).

**Exit criteria:** hub live with 6+ pieces · every guide internally linked to ≥2 money pages · OSHA fully gone.

## 6. Month 4 — February · Measure, boost, expand

DATA-DRIVEN ITERATION (FIRST FULL MONTH OF WWW GSC DATA)

- Striking-distance sweep: every query at pos 5–20 gets a title/meta/content boost on its page.
- CTR fixes where impressions are high and CTR lags benchmark.
- Wave-3 pages only where the data points: suburb-level (North Shore, Manukau, Lower Hutt), gym/fitness cleaning, childcare-term alignment for the preschool page.

OFF-PAGE FOUNDATIONS

- NZ citations: Yellow, Finda, Localist, NoCowboys, regional chambers of commerce.
- Franchise directories (Franchise NZ et al.) linking the franchise hub.
- Google Business Profiles aligned to the five region pages (access via Ed).

CLOSE-OUT

- Internal-link spine audit (no orphan pages, money pages ≥5 inbound links) · 4-month report to Ed with next-quarter roadmap.

## 7. Targets

**3–4×**
organic clicks vs the ~60/90-day baseline (estimate, not a promise — NZ volumes are small and the win is rank position + lead quality)

**Top 5**
on ≥3 city commercial-cleaning terms + the core franchise terms

**45+**
indexable pages (from 20), all schema-marked, zero orphans

**100%**
of legacy-URL equity recovered via 301s; www GSC property reporting cleanly

## 8. Dependencies & blockers

| Item | Who | Status |
|---|---|---|
| Search Console: verify the www property, submit the sitemap, link GA4 and Search Console, give Ed GA4 access, Bing import | Bridge Media | **In progress** |
| Add Ed as a Search Console user + Bing Webmaster sign-in | Bridge Media | Queued |
| Form emails sent from a JAN-PRO address (3 DNS records) | Jeff Smith (Empower) | **Requested** |
| New-page copy sign-off each wave | Greg / Ed | Recurring |
| GBP access for the five regions | Ed | Month 4 |
| Franchise investment figures approved for publication | Ed | Month 2 |

## 9. Appendix — keyword basis (NZ, DataForSEO)

| Keyword | Vol/mo | Our pos today | Plan page |
|---|---|---|---|
| cleaning companies auckland | 880 | — | M1 · commercial-cleaning/auckland |
| commercial cleaning auckland | 480 | — | M1 · commercial-cleaning/auckland |

| | | | |
|---|---|---|---|
| commercial cleaners | 480 | 27 | home + services (boost) |
| cleaning companies wellington | 390 | — | M1 · commercial-cleaning/wellington |
| commercial cleaning hamilton | 260 | — | M1 · commercial-cleaning/hamilton |
| commercial cleaning services | 260 | — | services index (boost) |
| commercial cleaning wellington | 210 | 32 | M1 · commercial-cleaning/wellington |
| office cleaners | 170 | — | M2 · office-cleaning wave |
| cleaning franchise nz | 140 | 21 | M2 · franchise push |
| cleaning business for sale auckland | 140 | 28 | M2 · franchise/auckland |
| commercial cleaning christchurch | 140 | — | M1 · commercial-cleaning/christchurch |
| office cleaning wellington | 110 | — | M2 · office-cleaning/wellington |
| cleaning franchise (+ auckland variants) | 90–110 each | 14–17 | M2 · franchise push |
| office cleaning christchurch / auckland | 90 / 70 | — | M2 · office-cleaning wave |
| commercial cleaning tauranga | 70 | — | M1 · commercial-cleaning/tauranga |
| commercial carpet cleaning (cluster) | ~260 | — | M2 · sector gap |
| builders clean · body corporate · strata · aged care · daycare | 10–30 each | — | M2–M3 (volume doesn't gate builds) |

Volumes: DataForSEO / Google Ads, New Zealand, pulled 28 Oct 2026. Positions: DataForSEO Labs absolute rank (includes SERP features, so organic-only rank is typically better than shown). Ahrefs unavailable on the current plan tier. Apex-property GSC shows position/CTR anomalies that should resolve once the www property is verified — treat pre-verification GSC positions as indicative only.

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