

Good Name Brands LLC Launches AI Search Services for West Texas Concrete and Dirt Work Contractors

Founded by former commercial construction professional Christian Garcia, the Lubbock agency helps West Texas contractors improve AI search visibility, Google Business Profiles, and websites.



Lubbock, Texas Oct 20, 2026 ([issuewire.com](https://www.issuewire.com)) - Good Name Brands LLC, a digital marketing agency based in Lubbock, Texas, is announcing the launch of its AI search visibility services for concrete and dirt work contractors throughout West Texas. Founded by Christian Garcia, a former

commercial construction superintendent and project engineer, the agency focuses on helping contractors strengthen their digital presence so potential customers can more easily discover their businesses online.

The agency's primary focus is AI-powered search visibility, supported by Google Business Profile optimization and website creation. As consumers and businesses explore AI-powered tools to research service providers and find local contractors, maintaining an accurate and informative online presence is becoming an important consideration for companies seeking to be discovered through these platforms.

For concrete and dirt work contractors, a strong reputation is often built through completed projects, dependable service, and recommendations from previous customers. However, that reputation may not be fully represented online. Contractors can spend most of their time managing crews, operating equipment, coordinating jobs, and delivering projects, leaving limited time to maintain business listings, develop their websites, and communicate their capabilities online.

Good Name Brands was established to help address this gap. The agency works with contractors to improve how their businesses are presented online, including the information available through Google Business Profiles, company websites, and content that helps AI-powered search tools better understand their services and areas of expertise.

A practical starting point for contractors is ensuring that their online information clearly explains the services they provide, the locations they serve, and the types of projects they handle. Consistent, useful information across a business's digital presence can help prospective customers better understand whether a contractor fits their needs. While no agency can guarantee that a business will appear in a particular AI-generated recommendation, Good Name Brands aims to help contractors build a stronger foundation for online discoverability.

Garcia's experience in commercial construction informs the agency's focus on the trades and the practical demands contractors face.

"Working in commercial construction showed me how much effort goes into building a good reputation. I started Good Name Brands to help good contractors communicate the value of their work online and become easier for potential customers to find, including through the growing use of AI-powered search."

[Founder quote for Christian Garcia's review and approval]

About Good Name Brands LLC

Good Name Brands LLC is a Lubbock, Texas-based digital marketing agency serving concrete and dirt work contractors throughout West Texas. Its primary services focus on AI-powered search visibility, Google Business Profile optimization, and website creation, with additional digital marketing support available.

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