

## JLee Marketing Launches AI Search Optimization Services for Home Improvement Businesses in Dallas–Fort Worth

New agency helps local contractors improve their websites, online visibility, and lead generation as homeowners increasingly use AI-powered search tools.



**Dallas, Texas Oct 22, 2026** ([Issuewire.com](https://www.issuewire.com)) - JLee Marketing, founded by Joseph Lee, is launching digital marketing services focused on home improvement businesses across the Dallas–Fort Worth area. The agency helps contractors improve their online presence through website builds and updates, AI search optimization, and lead generation.

Serving businesses in Lewisville, Flower Mound, Highland Village, Grapevine, Coppell, Denton, and Carrollton, JLee Marketing aims to help local contractors adapt to changing ways homeowners research service providers and decide whom to contact for projects.

As homeowners use tools such as ChatGPT, Google's AI-powered search features, and other AI platforms to research contractors and home improvement services, businesses face additional considerations beyond traditional search rankings. Their websites and online business information need to communicate clearly what services they provide, which communities they serve, and how prospective customers can reach them.

For many local contractors, the challenge begins with the fundamentals of their online presence. Outdated websites, limited service descriptions, incomplete Google Business Profiles, and inconsistent business information across the web can make it harder for search platforms to interpret a company's services and geographic coverage.

JLee Marketing addresses these issues through website development and updates, AI search optimization, and lead generation. Its approach focuses on helping home improvement businesses present accurate, useful information about their work and service areas so prospective customers can more easily understand what they offer.

A practical consideration for contractors is that listing a city on a website is not the same as clearly explaining the services available there. A roofing company, for example, benefits from making its roofing services, project types, and actual service communities easy to identify. Consistent, specific information gives both potential customers and search systems a clearer picture of the business.

Lee brings three years of experience as a Marketing Manager at a local Graduate School in Dallas, along with experience in digital marketing using Meta and Google advertising platforms. He is applying that background to help local home improvement businesses strengthen their digital presence as search behavior evolves.

“Homeowners are changing how they find and choose contractors, and local businesses need to be ready for that shift. I started JLee Marketing to help hardworking DFW business owners improve their online visibility and make it easier for customers to understand who they are, what they do, and where they work.”

### **About JLee Marketing**

JLee Marketing is a Dallas, Texas-based digital marketing agency founded by Joseph Lee. The agency provides website builds and updates, AI search optimization, and lead generation for home improvement businesses in Lewisville, Flower Mound, Highland Village, Grapevine, Coppell, Denton, Carrollton, and surrounding communities.

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