

Rockstaff Consulting Expands AI SEO Services for New England Contractors from Dover, NH

Dover-based digital marketing agency expands its AI SEO and online authority services to help established contractors and home service businesses adapt to changing search behavior.



Dover, New Hampshire Oct 17, 2026 ([IssueWire.com](https://www.issuewire.com)) - Rockstaff Consulting, LLC, a digital marketing agency specializing in the skilled trades, has announced an expansion of its AI search optimization and digital authority services for established contractors and home service businesses. Headquartered in Dover, New Hampshire, the agency serves businesses throughout New England, the Northeast, and across the United States.

Founded in 2021 by Stephen Jones, Rockstaff Consulting helps contractors strengthen their visibility across traditional search engines and AI-powered discovery platforms, including ChatGPT, Google AI Overviews, and Gemini. Its expanded focus addresses the changing ways homeowners research, evaluate, and select service providers.

For contractors, the shift toward AI-powered search introduces new considerations beyond traditional Google rankings. Homeowners can now ask AI platforms to identify local service providers, compare companies, and explain which businesses may be suitable for a particular project.

An established roofing, plumbing, or HVAC company, for example, may rank prominently in conventional search results without necessarily appearing in an AI-generated response to a homeowner's service-related question. Traditional search visibility and AI-generated citations or recommendations are related but distinct aspects of online discovery.

Rockstaff Consulting addresses these challenges through AI SEO, local search optimization, Google Business Profile management, technical SEO, content optimization, online authority and reputation development, and digital PR. The agency also provides website design and search strategies supporting lead generation and geographic expansion.

The company's approach draws on Jones's more than 20 years of experience in the trades, including estimating, project management, business operations, and working with contracting teams.

"I spent more than 20 years in the trades, so I understand what it takes to build and grow a successful contracting business," said Stephen Jones, founder of Rockstaff Consulting. "Today, many contractors are seeing fewer leads even though they've invested in SEO for years and still rank well on Google. The way customers search is changing, and we want to help these businesses stay ahead by getting found, trusted, and recommended in AI search—not just traditional search results."

Rockstaff Consulting's expanded services reflect its continued focus on helping established service businesses build credible online identities while adapting to changes in how prospective customers discover and evaluate contractors.

About Rockstaff Consulting, LLC

Rockstaff Consulting, LLC is a Dover, New Hampshire-based digital marketing and AI search optimization agency founded in 2021 by Stephen Jones. Serving contractors and service-based businesses nationwide, the agency specializes in AI SEO, local SEO, Google Business Profile optimization, website design, technical SEO, digital PR, and online authority development.

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