

Broad Lantern Media Expands Local SEO and Web Design Services to Include Home Service Businesses Throughout the Poconos

Mount Pocono agency broadens local SEO and web design work to include HVAC, plumbing, and contractor businesses across Monroe County.

MOUNT POCONO, PA, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- [Broad Lantern](#)

“

We didn't start out chasing map pack rankings for HVAC companies. Home services is where the focus is now, but the instinct for what builds trust carries over.”

Spokesperson, Broad Lantern Media

[Media](#), a Mount Pocono-based digital marketing agency, has expanded its work with local businesses to include a growing focus on home service companies, including HVAC, plumbing, electrical, roofing, and landscaping businesses throughout Monroe County and the greater Poconos region.

The agency's approach centers on a simple idea: a homeowner searching for a plumber at 11pm and someone searching for a life coach at 11pm are doing the same thing, picking whoever looks clearest and easiest to

find in the moment, not necessarily whoever does the best work. Broad Lantern Media combines [local SEO](#) with Google Business Profile optimization and citation cleanup to help businesses win the top positions in local map pack results, paired with [web design](#) built specifically to turn a visitor into a booked call or appointment.

"We didn't start out chasing map pack rankings for HVAC companies. Earlier work was mostly life coaches, wellness practices, spiritual coaches, and therapists, businesses built on trust that's hard to establish online," said a spokesperson for Broad Lantern Media. "What became clear is that the actual problem isn't unique to one industry. Home services is where the focus is now, but the instinct for what builds trust online carries over from where we started."

The agency's core services include local search engine optimization and map pack ranking strategy, fast mobile-first website design, Google Ads and Local Service Ads management, review and reputation management, broader organic SEO, and social media and email marketing. Each engagement follows the same four-stage process: an audit of current rankings and site health, a rebuilt website on a fast WordPress foundation, launch with analytics and call tracking in place

from day one, and ongoing local SEO and content work as competition shifts.

While home service trades represent the agency's primary focus, Broad Lantern Media continues to serve retail shops, restaurants, law firms, dental and medical practices, and wellness and coaching businesses, the client base it built its early reputation on.

Broad Lantern Media is a member of the Pocono Chamber of Commerce and serves clients throughout Monroe County and the surrounding Poconos region.

About Broad Lantern Media

Broad Lantern Media is a Mount Pocono, Pennsylvania-based digital marketing agency specializing in local SEO, web design, and Google Ads management for local businesses. While home service trades, including HVAC, plumbing, electrical, and roofing companies, are the agency's primary focus, Broad Lantern Media also serves retail, restaurants, professional services, medical and dental practices, and wellness and coaching businesses. Broad Lantern Media is a member of the Pocono Chamber of Commerce and serves Monroe County and the greater Poconos region.

Media Contact:

Broad Lantern Media

(570) 218-9268

info@broadlantern.com

broadlantern.com

Broad Lantern Media Team

Broad Lantern Media

+1 570-218-9268

info@broadlantern.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)



Logo for Broad Lantern Media

TikTok

X

Other

This press release can be viewed online at: <https://www.einpresswire.com/article/943641906>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.