

# HVAC Contractor Case Study

This is a HVAC company out of New York



## Client Details

A NY HVAC Contractor came to us in February of 2017 with a minimal online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase phone calls. They also wanted to track incoming phone calls and Internet leads as well as build their social media presence.

## Our Approach

- We identified how potential customers were searching for NY HVAC contractors through extensive **keyword research**.
- We designed & implemented a detailed marketing campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business, Apple Maps** and **Bing Local**.
- We developed and distributed **friendly content** on relevant websites and social media sites.
- We built them a Facebook page and Twitter page and posted weekly.

## Keywords Ranking on First Page in the Major Search Engines

### After 3 Months

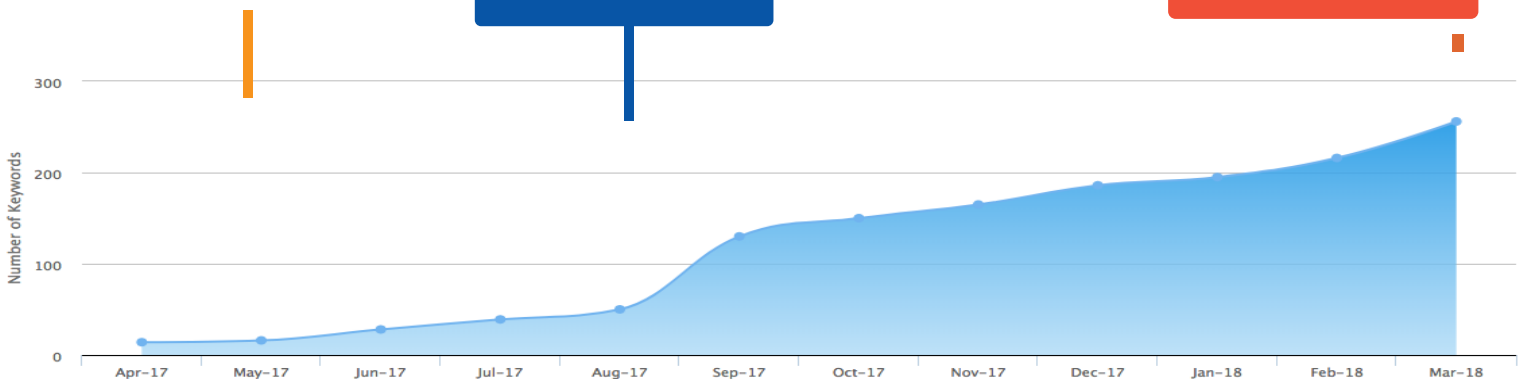
90 days later, the website went from ranking for just 9 keywords on Page 1 of results to ranking for **289 keywords** on the first page. An increase of 3111%.

### After 6 Months

They ranked on the first page of search engines for **438 keywords**. An increase of more than 4766% since

### By March 2018

Client is now ranked on the first page of search engines for **702 keywords**. An increase of more than 7,700%.



**97.56%**

Increase in Overall Website Traffic. **243** Overall visits received in Jan 2018.

**177.27%**

Increase in Google Organic Sessions. **183** Organic visits received in Jan 2018.

**60.35%**

Increase in Website Pageviews. **550** Pageviews received in Jan 2018.