

OVERVIEW

Client

HVAC Company

Objectives

The client came to us due to low traffic to their site. They did not think that their site was generating as many appointments as it should, and the site was not ranking well for keywords related to their core services.

The client's primary goal was to grow their online presence, increasing traffic to their site, ultimately leading to more appointments booked.

Products Utilized

Organic SEO

STRATEGY & SOLUTIONS

- For the past two-three years, the strategy has been to focus on creating blog content relevant to the client's services, updating and optimizing the service page content, and creating additional service area pages to make increase geo-relevancy in nearby areas.
- A good amount of this blog content is based on FAQs. This approach has performed well in driving traffic to the site and converting those users.
- A link-building strategy was implemented and we worked the past year to build out various content pages to increase the domain authority of the site.
- We built out these core pages and increased authority with geo-related links such as "AC Repair Phoenix" or "Drain Cleaning Gilbert" which built up the authority on the main site, leading to more sales and calls turning into repairs/ maintenance.
- By building these content pages, we have seen better keyword rankings for queries related to the specific services offered, resulting in a massive boost in traffic and new users.
- A Progressive Web App and Amplified Mobile Page have also been added on top of their site, driving high page speed scores and making the site very easy to use on mobile devices.
- The faster the site, the more likely it is a user will stay around, leading, and there is much more of an opportunity of getting that person's business. Overall, things have been going really well and they continue to see growth and have seen record numbers for the past few months.

RESULTS

36.7%

More traffic

3.53%

More users

9.97%

More calls

206.36%

Goal completions
from all traffic

303.27%

Increase in
keyword visibility