

seo case study

HVAC School

Campaign Information

Industry: Education — HVAC Technical Institute

Campaign Type: Local

Location: Chicago, IL

Campaign Start Date: 06/26/2012

SEO Hours per Month: 50

Goal: Build and maintain a long term, local SEO campaign



Strategy

Our team started the campaign by ranking several keywords on the first page within just a few months. We implemented back end optimizations on our client's site to help Google index it more effectively and new content was written for the site to engage visitors. To maintain growth speed, our teams built an extensive link portfolio which built authority and trust with both Google and users. After several years of dedication, our teams have seen incredible success. With over 85 keywords on page one of Google, we are thrilled to continue working with our client to help them dominate in their industry.

Results

KEYWORD PHRASE	PAGE	RANK
hvac training chicago	2 ↗ 1	15 ↗ 1
refrigeration training chicago il	4 ↗ 1	32 ↗ 1
commercial hvac training chicago il	11 ↗ 1	101 ↗ 1
refrigeration certification chicago il	11 ↗ 1	101 ↗ 1
commercial hvac classes chicago il	11 ↗ 1	101 ↗ 1

Performance

85

**Keywords on Page
1 of Google**

1

**Average Rank for
All Keywords**

3500+

**Work Items
Completed**