

# seo case study

## Heating & Air Services

### Campaign Information

**Industry:** HVAC Installation & Repair

**Location:** Owensboro, KY

**Campaign Type:** Local

**Campaign Start Date:** 01/21/2021

**SEO Hours per Month:** 10

**Goal:** Grow website's relevance and trust to increase organic rankings in the Owensboro area



### Strategy

To solidify our client as a premier HVAC installation and repair service, we worked on an extensive backlink portfolio to build trust with Google, grow their online presence, and bring in more traffic. We saw exciting success after only two months as the chosen keywords started appearing on the first page. After six months there was an impressive 183% increase in organic traffic over the previous year. Moving forward, we plan to continue our backlinking efforts with an increased focus on custom content creation as we target additional services and locations to expand our client's reach.

### Results

KEYWORD PHRASE	PAGE	RANK
ac repair owensboro ky	2 ↗ 1	19 ↗ 2
ductless ac systems owensboro ky	2 ↗ 1	16 ↗ 2
air conditioning maintenance owensboro ky	2 ↗ 1	20 ↗ 3
hvac contractor owensboro ky	2 ↗ 1	14 ↗ 4
air conditioning repair owensboro ky	3 ↗ 1	28 ↗ 6

### Performance

10

**Keywords on Page 1 of Google**

183%

**Increase in Organic Traffic**  
year over year

5

**Avg Ranking for All Keywords**