

seo case study

HVAC Services

Campaign Information

Industry: HVAC Contractors

Location: Greenville, SC

Campaign Results: 7 months

Campaign Type: Local

SEO Hours per Month: 40 hours

Goal: Build an effective and authoritative website that's trusted by search engines.



Strategy

In a competitive field such as HVAC services, it's always important to focus on dominating one's physical location before branching out to others. Our team worked hard to build our client's website as a trusted and authoritative source in their industry. Through building an impressive backlink portfolio, along with submissions to business directories, the client was able to see great successes. One is that their chosen keywords reached the top 10 search results within a few months. Along with that, they saw continuous growth in their keyword rankings.

Results

KEYWORD PHRASE	START RANK	CURRENT RANK
hvac contractor greenville sc	101	7 ↑
hvac services greenville sc	101	7 ↑
residential hvac contractor greenville sc	29	7 ↑
residential hvac greenville sc	27	7 ↑
hvac repair greenville sc	24	5 ↑

Performance

22

Keywords in the Top 10 of Google

28

Average increase in keyword rankings

18%

Increase in Organic traffic