

seo case study

HVAC Company

Campaign Information

Industry: HVAC Contractors

Location: **Bethel Park, Pennsylvania**

Campaign Start Date: 4/12/2023

SEO Hours per Month: 20

Campaign Type: Local SEO

Client Goal: Start ranking higher in SERPs by creating supportive content and pages.

Results

For this HVAC company, we made it a priority to focus on more unique and specific keywords related to their services, such as “furnace system repair,” rather than focusing on broad terms such as “HVAC.” By targeting specific services offered by the client, it narrowed the field of competition and focused all of the client's campaign resources to the success of these terms. To help support these terms further, we suggested creating individual landing pages and informative content for their specific services. Having supportive, unique content for all services provided by the client is preferred by both Google and potential clients to help show all of what the HVAC client could provide to a potential customer.

Performance

KEYWORD PHRASE	START	CURRENT
hvac bethel park pa	11	3
air conditioning repair bethel park pa	23	6
furnace repair bethel park pa	27	6
Furnace System Repair bethel park pa	29	9
Furnace System Repair Dormont PA	101	42



9

keywords within top 10 Google results

#3

Current top rank

98

Total work items completed to date

Top SEO Tasks

- 10 Offsite Articles Engaged
- 13 Custom Blog Publications
- 46 total links built