

seo case study

HVAC



Campaign Information

Industry: HVAC

Location: Greenville, SC

Campaign Start Date: 05/15/2018

SEO Hours per Month: 40

Campaign Type: Local

Goal: Build authority for both operating business locations

Results

Once we finished building their website, we started ranking our client on the first page of Google. Their custom site gave us a strong foundation for the campaign and allowed us to focus on business directories, custom blog posts, and offsite link building. After stabilizing, we targeted new keywords to expand their reach and began focusing on both of their physical locations. With 14 keywords currently on page 1, our team will ramp up marketing efforts to help them dominate their industry.

Performance

KEYWORD PHRASE	START	CURRENT
residential heating greenville sc	16	1
heating system services greenville sc	22	2
preventative hvac servicing greenville sc	5	2
hvac contractor greenville sc	101	2
residential hvac contractor greenville sc	29	3



62%

Avg increase for all keyword ranks

#1

Current top rank

18

Keywords in Google's organic top 10

Top SEO Tasks

- 544 links built
- 67 custom blog publications
- 127 business directory submissions
- 197 articles engaged
- Onsite recommendations and custom copy creation