

seo case study

Heating & Air Services



Campaign Information

Industry: HVAC Installation & Repair

Location: Owensboro, KY

Campaign Start Date: 01/21/2021

SEO Hours per Month: 10

Campaign Type: Local

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

Results

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.



19

Keyword rankings improved

200%

Avg increase in backlinks Y.O.Y.

10

Keywords in Google's top 10

Performance

KEYWORD PHRASE	START	CURRENT
ductless heating system owensboro ky	16	2
ac repair owensboro ky	19	3
ductless heating owensboro ky	16	3
ductless ac systems owensboro ky	15	3
air conditioning maintenance owensboro ky	20	4

Top SEO Tasks

- 309 work items completed
- 57 articles engaged
- 48 bookmarking submissions
- 15 article reworks
- 174 links built