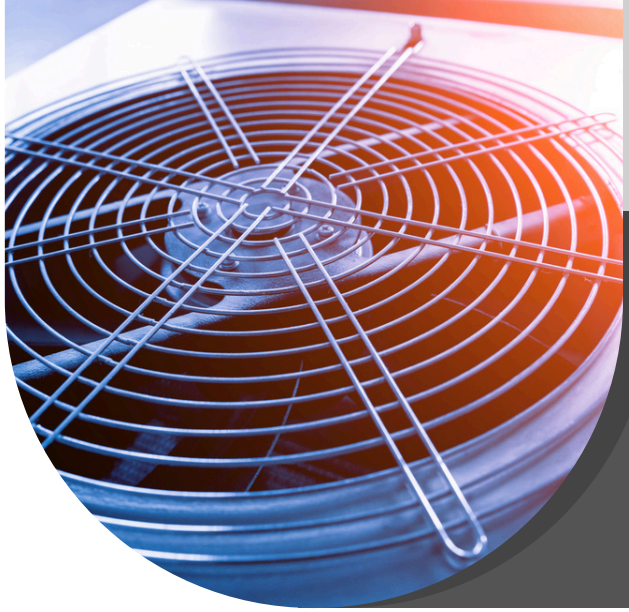


HVAC & PLUMBING CASE STUDY

This HVAC and Plumbing company needed help with their Google My Business profile to generate better visibility and more leads.

AT A GLANCE

CHALLENGES

- Leads have been dropping month over month
- Client fell out of top rankings in local SEO
- Needed increased visibility and new leads from GBP

RESULTS

- Top lead keywords discovered and targeted for local SEO
- Optimized GBP & created net of high value local citations
- 326% increase in leads, resulting in $58k in new monthly revenue

ABOUT THRIVE

We are your profit building partner!

With 20+ years of expertise in web development and digital marketing, we know how to capture the attention of consumers to increase your audience and customer base.

To learn more about how Thrive Business Marketing supports HVAC businesses in their digital marketing and business growth, visit our site:

https://thrivehvac.com

CLIENT PROFILE

Our HVAC & Plumbing client was in need of leads when they came to us in May of 2021.

In the heating and cooling industry, a great deal of leads are generated from Google Business Profile (previously Google My Business), phone calls, or Google Ads. We were brought on to improve their GBP visibility and lead generation.

SOLUTIONS WE IMPLEMENTED

- Extensive keyword research to find relevant keywords including competitive analysis
- Optimize Google Business Profile from top to bottom
- Built relevant niche and local citations
- Optimized onsite for location signals
- Posted weekly on their GBP page to increase additional signals

RESULTS CLIENT SAW

Service Keywords & Ranking

By optimizing their HVAC keywords throughout the Google Local Pack and associated local citations, we increased their keyword rankings by 623%, bringing 21 of their most important keywords to top 3 rankings.

Phone Calls

By implementing effective call tracking, and tying local service optimization to our clients GBP, we saw a 1395% increase in phone calls over 6 months (month 6 vs month 1 of call tracking). This boost also lead to a 326% increase in quality leads, driving more than $58k per month in new revenue.

GBP Actions

Google Business Profile is one of the most prominent areas to be found in local SEO. GPB also offers a number of actions, such as visit website, get directions, hours, and more. Through our optimization efforts, in addition to the increase in calls, we also saw a 520% increase in other GBP actions.