

HVAC SEO CONTENT CASE STUDY

This Carrier HVAC dealer hadn't updated their website in a couple of years, and realized they had numerous competitors pushing them off of Google.

AT A GLANCE

CHALLENGES

- Client had outdated website
- Competitors with new websites were taking away our client's leads
- Needed competitive strategy to win back leads

RESULTS

- New modern website built with totally revamped content strategy
- Boosted rankings 687%
- 352% lead increase in 9 months, with a 611% increase at 14 months

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 client is a Carrier HVAC dealer in the Midwest who was being beat out by at least a dozen different competitors on Google.

They hadn't updated their website in a couple of years, and hadn't been tracking their presence online until it was almost too late. They came to us to fix the situation and take their market back.

SOLUTIONS WE IMPLEMENTED

We took over their website and recreated it to fit a modern, responsive setup with strong lead generating calls-to-action. We then developed a great deal of content for their new website, and added additional content on all of their service pages.

With a mass of optimized content in place, we then created a roadmap for continual content additions to keep their website fresh and active.

RESULTS THE CLIENT SAW

Google Rankings

By creating a modern website with optimized content, we increased their Google rankings from zero to 25 1st page rankings in 6 months, and a total 687% ranking increase over an 18 month period.

Website Traffic

The new content installed on the website created a flood of new traffic. While the first 6-months only saw a moderate increase from 5 daily visits to 85 daily visits, this increased to over 500 daily visits after 12 months. 85% of this newfound traffic was directly to our client's service pages.

Leads

Organic growth from content doesn't create leads overnight, but leads grew month over month, with a 352% increase at 9 months, and a 611% increase by our 14th month of adding new keyword-targeted content to their new website.