

SEO Success

The company is a local HVAC contractor chain



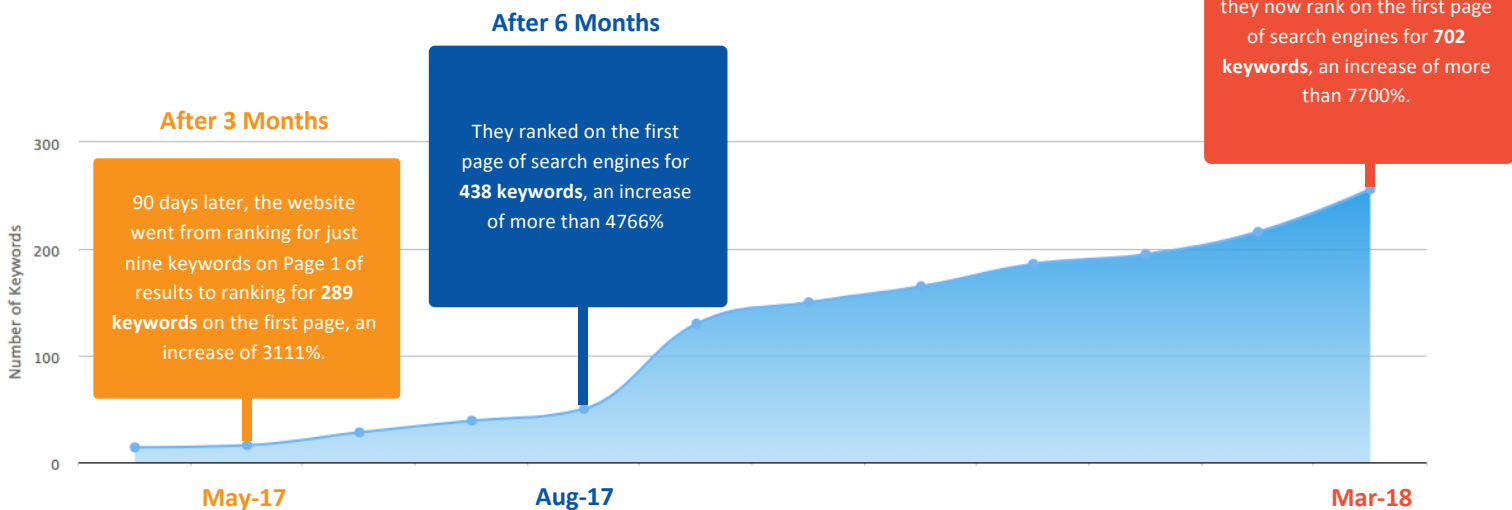
Before SEO

An HVAC contractor chain came to us in February 2017 with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services, they had just nine keywords ranking on the first page of major search engines.

Our Approach

- We identified how potential customers were searching through extensive keyword research.
- We designed and implemented an SEO campaign that included on-page and off-page optimization around their targeted keyword terms.
- We ensured that all names, addresses, and phone numbers were correct, complete and consistent across key sites, including top tier directories such as Google My Business, Apple Maps and Bing Local.
- We developed and distributed SEO friendly content on relevant websites.
- We also optimized Facebook Fanpage.

Keywords Ranking on First Page in Major Search Engines*



Google Analytics data

97.56%
Increase in overall website traffic. **243** Overall visits received in Jan 2018.

177.27%
Increase in Google organic Sessions. **183** Organic visits received in Jan 2018.

60.35%
Increase in website page views. **550** Page views received in Jan 2018.

*Major Search Engines defined as Google and Bing