

# SEO Case Study

With a new website and SEO strategy, we helped this HVAC company significantly increase organic traffic, engagement, and inbound service inquiries in a competitive local market.



## BUSINESS OVERVIEW

The client is an HVAC and air quality service provider offering services such as air duct cleaning, dryer vent cleaning, attic cleanup, and insulation removal.

## OUR STRATEGY

### New Website Design

- New custom designed, conversion focused website with modern navigation

### Local SEO & Conversion Optimization

- Creation and management of Google Business Profile to increase visibility and engagement
- Improved CTAs and service page layouts to drive more inquiries

### Content & Authority Building

- Created topic clusters around core HVAC and air quality services
- Strengthened internal linking between service and blog content

## CHALLENGE & OBJECTIVE

The existing website was slow and unoptimized for search engines, and the company had no existing Google Business Profile.

## THE RESULTS

30%

Increase in Organic Traffic

90%

Increase in Monthly Conversions

## CONCLUSION

Through a combination of intent-driven SEO, technical improvements, and content expansion, the HVAC company significantly improved its online visibility and user engagement. The site now attracts more qualified traffic and is well-positioned to convert that growth into consistent service inquiries and long-term revenue.



*"We've seen a HUGE jump in traffic and engagement! More importantly, we're getting better leads from people actually looking for our services."*