

PLUMBING & HVAC CASE STUDY

Despite providing a critical service, it can be difficult for HVAC companies to stand out among the competition. At Shoreline, we recognized that the best way to improve our client's online presence was by increasing their local standing in the community. To do this, we developed a robust campaign of long-tail keywords and click-through traffic, uniquely targeted to potential residential and commercial customers in the area.

Before all else, we identified and enhanced customer intent with a rigorous informational update across all major search engines. From physical address to phone numbers, we ensured that our client's contact info was correct, complete, and consistent across the board. Next, we developed and distributed on- and off-page content optimized for SEO and social media, allowing us to fully reach our audience.

When they first approached us, our client was ranking for only ten keywords. Within one year of campaign implementation, campaign momentum was in full throttle, with this local HVAC company ranking on the top page for over 400 keywords! A growth of more than 3960%, this search engine success was closely mirrored in page views (33.01% increase), overall site traffic (41.75% increase), and most impressive, an increase of 46.87% in Google Organic Sessions.

↑ 41.75%

OVERALL SITE TRAFFIC



↑ 98.19%

INCREASED GOALS



↑ 46.87%

ORGANIC SESSIONS

