

Local HVAC Business Experiences SEO Transformation

RESIDENTIAL AND COMMERCIAL HVAC INSTALLATION COMPANY



“Shubham do everything well — Shubham consistently meets all their monthly goals; their work quality, prompt delivery, and frequent communication via email and Zoom contribute to the project’s success. The team is proactive and provides great suggestions.”

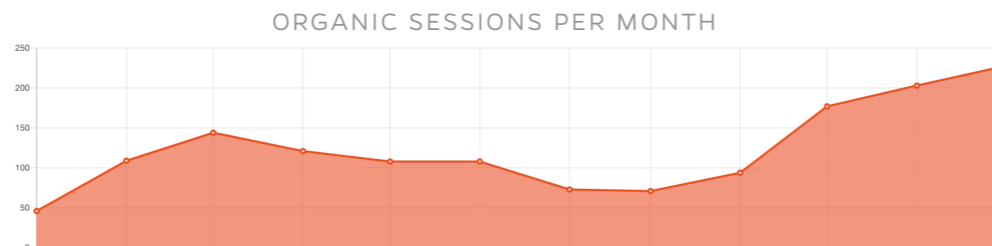
MICHELE CARLSON
ACCOUNTING & OFFICE MANAGER

CHALLENGE

Gene May Heating & Cooling, a prominent HVAC installation company, struggled with online visibility. With only seven target keywords ranking on Google and less than 50 organic sessions a month, the need for an effective SEO strategy was evident. Their limited online presence restricted potential lead generation.

STRATEGY

Shubhvita Clicks was hired for ongoing SEO services. The primary objective was to bolster the client’s position on Google search result pages. They approached this challenge with a multi-pronged strategy: refining keyword targeting, producing relevant blog content, and fostering frequent communication to ensure alignment with the client’s vision. A significant emphasis was placed on timely implementation of landing pages and blog posts. Moreover, they proposed and executed a dual approach focusing on both link-building and page optimizations for comprehensive on-site and off-site performance enhancement.



- ▶ Organic sessions **up 336% (YoY)**
- ▶ Record high **128 valid leads** generated

OUTCOMES (OVER 18 MONTHS)

- ▶ Ranking soared from 7 to 24 target keywords.
- ▶ Organic sessions/month up from under 50 to over 200.
- ▶ A record high of 128 valid leads were generated.

The client’s proactive involvement and Shubhvita Clicks’s dedication to quality, punctuality, and strategic insights played pivotal roles in achieving these outcomes.

