The Power of Content Marketing for HVAC: A Case Study on Driving Organic Leads and Keywords Ranking

Presented by SEO Experts Company India
A client who has been operating a HVAC company since 2021 was not receiving the expected organic traffic to his website.

The client came to us in 2022, and our team analyzed the site from an SEO perspective and created a detailed audit report. Following that, we discussed all the client's business pain points.

We noticed that the content on the website was not targeting any specific keywords, which could be causing the website to rank lower in search engine results and not to drag the organic traffic.

Our team at SEO Experts Company India increased this client's organic leads by 435.05% in 11 months.
Here are the **steps** that we undertook after the **analysis** of the **entire website** to achieve the **desired results**.
HERE ARE MORE SPECIFICS ABOUT THE SOLUTIONS WE USED

01. Performed keyword research and tweaked it as per requirements
02. Optimized website content, particularly for landing pages with little interaction.
03. Done internal linking and created the topical authority
04. Quality link building
In order to begin our project, we first sought to comprehend our target audience and their search habits.

To facilitate this, we utilized a variety of tools, such as Google's Keyword Planner, Ahrefs, or SEMrush, to create a thorough list of business-related keywords.

Furthermore, we analyzed metrics such as search volume, competition, and relevance in order to assess the potential significance of each keyword.
Optimized Website Content, Particularly for Landing Pages with Little Interaction

- Firstly, we utilized clear and **descriptive headings** and subheadings to make the content more easily readable and scannable.

- Secondly, we ensured that our content was of **high quality and informative**, catering to the needs of our users.

- Thirdly, we used **descriptive file names** and alt text for images and multimedia to facilitate search engine navigation.

- Finally, we optimized page load times by **compressing images**, minifying code, and utilizing caching techniques.
Done Internal Linking and Created the Topical Authority

The element of internal linking is a **crucial aspect** of on-page SEO, as it aids search engines in comprehending the composition of the website and the interconnection between various pages.

- Used Descriptive Anchor Text
- Link to Relevant Content
- Used a Reasonable Number of Internal Links
- Monitored and updated internal links regularly
The most important ranking factor in Google is the **creation of backlinks**. With the proper backlinking strategy in place, we started gaining links from relevant, **high-quality websites** that helped us raise the overall domain authority of our client's website.
The Results We Achieved

Our client's website's organic leads increased by 435.05% within 11 months!

So, here you have it! The challenges we faced, the strategy we built, and the results we delivered.
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<thead>
<tr>
<th>Keyword</th>
<th>SF</th>
<th>Volume</th>
<th>KD</th>
<th>CPC</th>
<th>Traffic</th>
<th>Change</th>
<th>Paid</th>
<th>Position</th>
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<tbody>
<tr>
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