

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

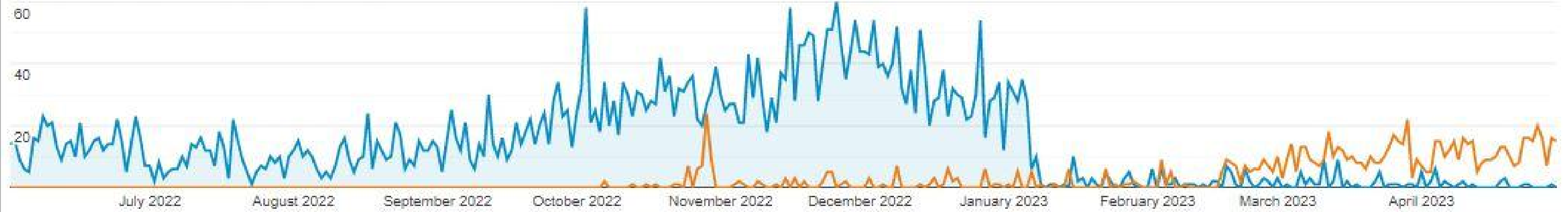
Presented by SEO Experts Company India

Goal Completions VS. Select a metric

Hourly Day Week Month

Jun 1, 2022 - Apr 30, 2023: ● Goal Completions

Jul 2, 2021 - May 31, 2022: ● Goal Completions



Goal Completions

Organic Traffic

435.05%

4,992 vs 933



Goal Value

Organic Traffic

0.00%

\$0.00 vs \$0.00



Goal Conversion Rate

Organic Traffic

-9.84%

3.57% vs 3.96%



Total Abandonment Rate

Organic Traffic

-17.46%

7.85% vs 9.51%



Add to Cart (Goal 1 Completions)

Organic Traffic

308.57%

429 vs 105



Added address (Goal 2 Completions)

Organic Traffic

375.56%

214 vs 45



Added Shipping (Goal 3 Completions)

Organic Traffic

395.45%

109 vs 22



Added Payment (Goal 4 Completions)

Organic Traffic

255.56%

96 vs 27



Checkout Complete (Goal 5 Completions)

Organic Traffic

240.00%

51 vs 15



Email Us (Goal 8 Completions)

Organic Traffic

0.00%

0 vs 0



PROJECT GOAL

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



Performed Keyword Research and Tweaked it as Per Requirements

- 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

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Quality Link Building

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.



<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position
<input type="checkbox"/> + dangerous smells in house	1	100	12	0.00	22		0	1
<input type="checkbox"/> + how to tell if gas stove is leaking	5	40	8	N/A	15		0	1
								
<input type="checkbox"/> + what does a gas leak sound like	5	40	6	N/A	13		0	1
<input type="checkbox"/> + how to tell if your gas stove is leaking	4	30	17	N/A	12		0	1
<input type="checkbox"/> + what smells	2	100	30	0.00	11		0	5



www.seoexpertscompanyindia.com



info@seoexpertscompanyindia.com
hello@seoexpertscompanyindia.com



USA: +1 347 960 4223

India: +91 987 292 7797

THANK YOU