

# Local HVAC Business Experiences SEO Transformation

RESIDENTIAL AND COMMERCIAL HVAC INSTALLATION COMPANY



*“They do everything well — Straight North 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

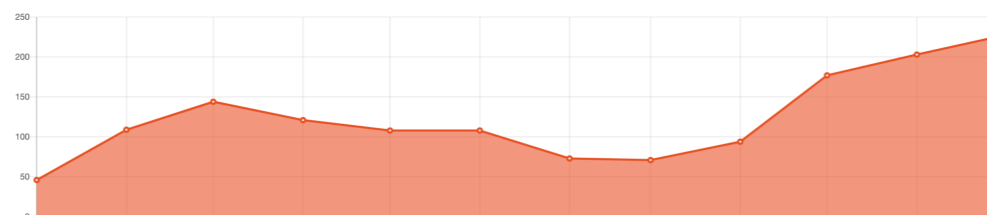
## CHALLENGE

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

Straight North 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 PER MONTH



- ▶ 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 Straight North’s dedication to quality, punctuality, and strategic insights played pivotal roles in achieving these outcomes.



**STRAIGHTNORTH**  
Make every click count.®