

HVAC & Plumbing Case Study

Synopsis

This HVAC & Plumbing company was in dire need of leads when they came to us in May of 2021. In this industry, most leads are coming from GMB phone calls or Google Ads. We were brought on to improve their GMB visibility and lead generation.

Goal

Qualified Leads & Conversions

Action Plan

1. Extensive keyword research to find relevant keywords including competitive analysis
2. Optimize GMB profile from top to bottom
3. Built relevant niche and local citations
4. Optimized onsite for location signals
5. Posted weekly on their GMB profile to increase additional signals

Outcome

- Significant improvement for top service keywords
- Core plumbing + location map pack rankings
- **1395.2% increase in phone calls**
- **520% increase in GMB actions to the website**

| Keyword | Start | Rank | 1d | 7d | Life |
|-------------------------------|-------|------|-----|-----|------|
| 📍 boiler installation | 45 | 2 | — | — | ↑ 43 |
| 📍 furnace repair near me | 25 | 9 | ↑ 4 | ↑ 3 | ↑ 16 |
| 📍 furnace repair fairbanks ak | 15 | 3 | — | — | ↑ 12 |
| 📍 plumbing fairbanks | 13 | 1 | — | — | ↑ 12 |
| 📍 plumber fairbanks | 14 | 2 | — | — | ↑ 12 |
| 📍 boiler installation | 10 | 1 | — | ↑ 2 | ↑ 9 |
| 📍 heating system repair | 13 | 5 | — | — | ↑ 8 |
| 📍 boiler tunes | 11 | 4 | ↓ 1 | ↑ 2 | ↑ 7 |
| 📍 furnace repair | 14 | 7 | — | — | ↑ 7 |
| 📍 annual boiler maintenance | 55 | 49 | — | — | ↑ 6 |
| 📍 water softener installation | 13 | 8 | — | ↓ 1 | ↑ 5 |
| 📍 pipe repair | 6 | 1 | — | — | ↑ 5 |

PHONE CALLS

314

↑ 1395.2%

WEBSITE VISIT

125

↑ 594.4%

PHONE CALLS - 13 MONTH YEAR-OVER-YEAR

Dec 1, 2020 - Dec 31, 2021 compared to Sep 12, 2020



GOOGLE MY BUSINESS ACTIONS

