



Web Design and Marketing Case Study #1

Client

Local Heating and Air Conditioning Specialist

Location

Billings, MT and surrounding area

Objective

Improve overall web presence and search engine visibility. Increase web-based leads, phone calls and email inquiries.

Services Provided

- ✓ Website design and hosting
- ✓ Keyword research
- ✓ Competitive analysis
- ✓ On-page optimization
- ✓ Local directory and maps optimization
- ✓ Local citation and link building

The Story

A local HVAC service company came to us to create and promote a website that reflected their high quality service and professional brand. Despite a strong offline presence and good local brand recognition, they realized that their web presence was lacking and their competitors were attracting potential clients that were using online methods to find them. Keyword rankings were poor and they were not on the first page of the major search engines for several major keywords.

We started by building a clean, aesthetically pleasing and search-engine-friendly website. With a great website in place, we then performed keyword research and competitive analysis to determine which primary keywords to optimize the site for. After finalizing a list of primary keywords, we worked on optimizing the existing

content of the site and also added and optimized new content. We optimized their local search engine presence and directory listings and worked to increase the number of local citations and relevant, industry-specific backlinks.

Results

Client's website now ranks highly on the first page of organic and local/maps results for almost all keywords in each service area within their industry, including multiple number 1 organic and maps listings for highly searched keywords. Non-branded search engine traffic has increased by 42% and branded search engine traffic has increased by 22%. Client receives a steady stream of branded and non-branded search engine traffic to their website.

