



# 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 i	Rank i	1d i	7d i	Life i
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

