

SEO: Case Studies

Real-world results from local HVAC & plumbing businesses that dominated their markets through strategic SEO and Google Business Profile optimization.



CASE STUDY 1 OF 8

Service Champions

Plumbing, Heating & AC — Brea, California

SERVICE CHAMPIONS

Plumbing · Heating · AC



SERVICE CHAMPIONS · BREa, CA

Introduction

About the Client

Service Champions is a Plumbing, Heating & AC service provider based in Brea, CA, with over 20 years of experience serving Southern California homeowners.

The Challenge

In a highly competitive market, Service Champions struggled with low online visibility and was being overshadowed by larger regional players in search results.

Goals

Top SERP Rankings

Build search presence to drive more inbound calls

Organic Conversions

Increase search-driven revenue and leads

Keyword Growth

Improve rankings across high-intent local keywords



Strategy & Execution

→ GMB Optimization

Enhanced Google Business Profile to improve local map and Knowledge Panel visibility

→ Negative Keywords

Minimized wasted spend by aggressively filtering irrelevant search terms

→ Keyword Strategy

High-quality keyword targeting with extensive landing page optimization

→ Ad Extensions & Call Tracking

Used GTM-based call tracking and ad extensions to maximize call volume and optimize performance

Overall Ranking Impact

#1

Top Keyword Positions

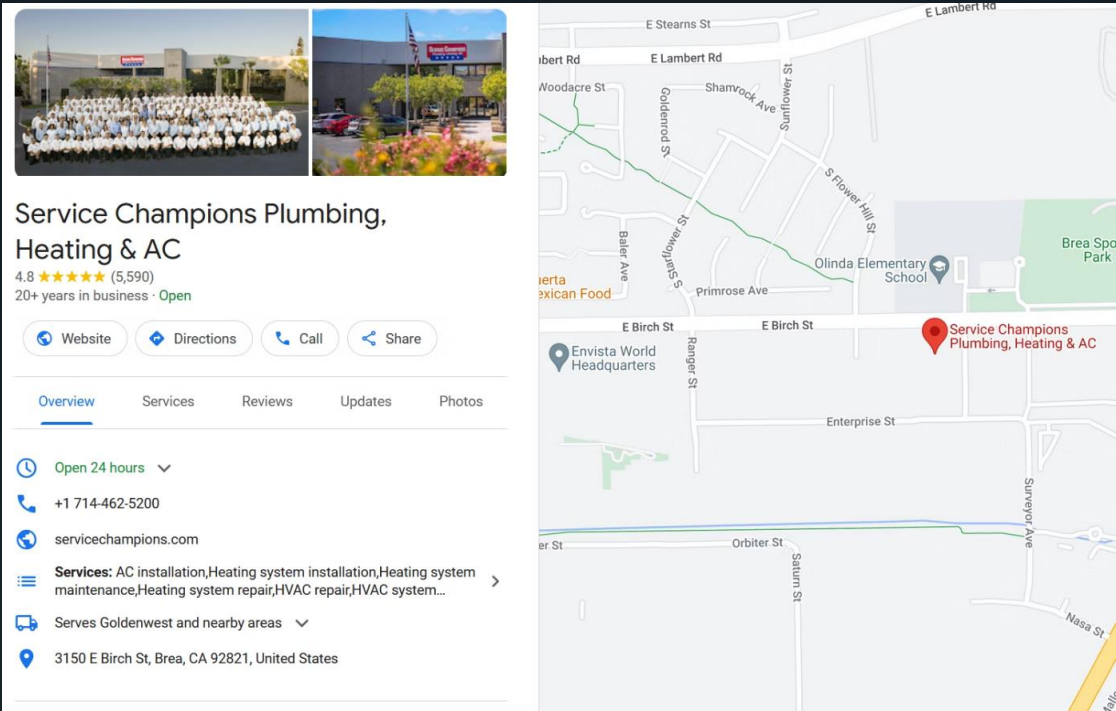
Multiple priority terms ranked #1 in Brea

6+

Keywords Ranked

High-intent HVAC terms on first page

Google Business Profile Optimization



A hyper-local targeting approach placed Service Champions prominently in Google Maps, local search results, and the Knowledge Panel — driving direct calls from high-intent customers.

Top Performing Keywords

Keyword	Rank
AC Repairs in Brea	#1
Furnace Repair Brea	#1
HVAC Repairs in Brea	#2
Heater Repair Service In Brea	#3
Heating and Air Conditioners Service	#4
Furnace Repair Costa Mesa	#5

CASE STUDY 2 OF 8

Sierra Air Inc.

Heating & Cooling — Reno, Nevada

SIERRA AIR INC.

HEATING • COOLING • PLUMBING

SIERRA AIR · RENO, NV

Introduction

About the Client

Sierra Air is an HVAC & Plumbing service provider based in Reno, NV, with over **30 years** of experience delivering heating and cooling solutions across Northern Nevada.

The Challenge

Despite decades of service, Sierra Air had low local online visibility and was losing ground to newer, more digitally aggressive competitors in search results.

Goals

Local SERP Dominance

Rank at the top for local HVAC searches

Drive More Calls

Convert organic visibility into inbound service calls

Keyword Rankings

Improve local keyword positions across core service lines



Strategy & Execution

→ GMB Optimization

Strengthened local search presence through Google Business Profile improvements

→ Landing Page Optimization

Refined service pages to align with high-intent local search queries

→ Local Keyword Ranking

Ranked targeted local keywords directly from optimized website pages

→ Call Tracking via GTM

Implemented Google Tag Manager for precise call attribution and campaign optimization

Overall Ranking Impact

#1

Keyword Sweep

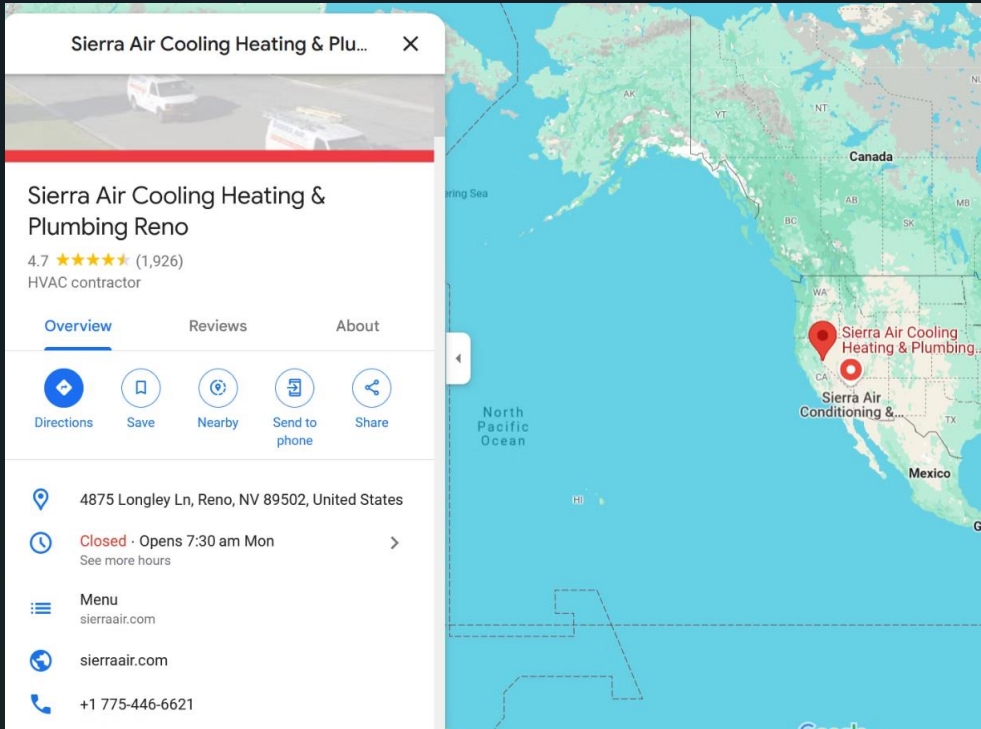
7 of 7 tracked keywords ranked #1 in Reno

7

Keywords Ranked

All core HVAC terms reached top position

Google Business Profile Optimization



Sierra Air's optimized GMB listing now appears prominently in Google Maps and local search, driving qualified leads directly from Reno-area homeowners searching for HVAC service.

Top Performing Keywords

Keyword	Rank
Reno Heating And Air	#1
HVAC Reno NV	#1
HVAC Contractors Reno	#1
Air Conditioning Service Reno	#1
AC Repair Reno	#1
Heating Reno NV	#1
Commercial HVAC Reno NV	#1



CASE STUDY 3 OF 8

Scottsdale Air

Heating & Cooling — Scottsdale, Arizona

SCOTTSDALE AIR · SCOTTSDALE, AZ

Introduction

About the Client

Scottsdale Air Heating & Cooling is a trusted HVAC provider based in Scottsdale, AZ, with over **70 years** of service experience in the greater Phoenix area.

The Challenge

Despite a long-standing reputation and strong service catalog, Scottsdale Air had low organic search visibility and was failing to capture high-intent local traffic online.

Goals

SERP Visibility

Capture top local rankings in Scottsdale & Phoenix

Organic Revenue

Convert increased visibility into calls and conversions

Keyword Positions

Dominate local HVAC terms across service areas



Strategy & Execution

→ GMB Optimization

Fully optimized Google Business Profile for Scottsdale map pack visibility

→ Landing Page Optimization

Refined pages for relevance, conversion, and local SEO signals

→ Keyword Targeting

Implemented high-quality keyword strategy across service and location pages

→ Performance Assessment

Audited current performance, identified gaps, and prioritized improvements

Overall Ranking Impact

#1

Primary Keywords

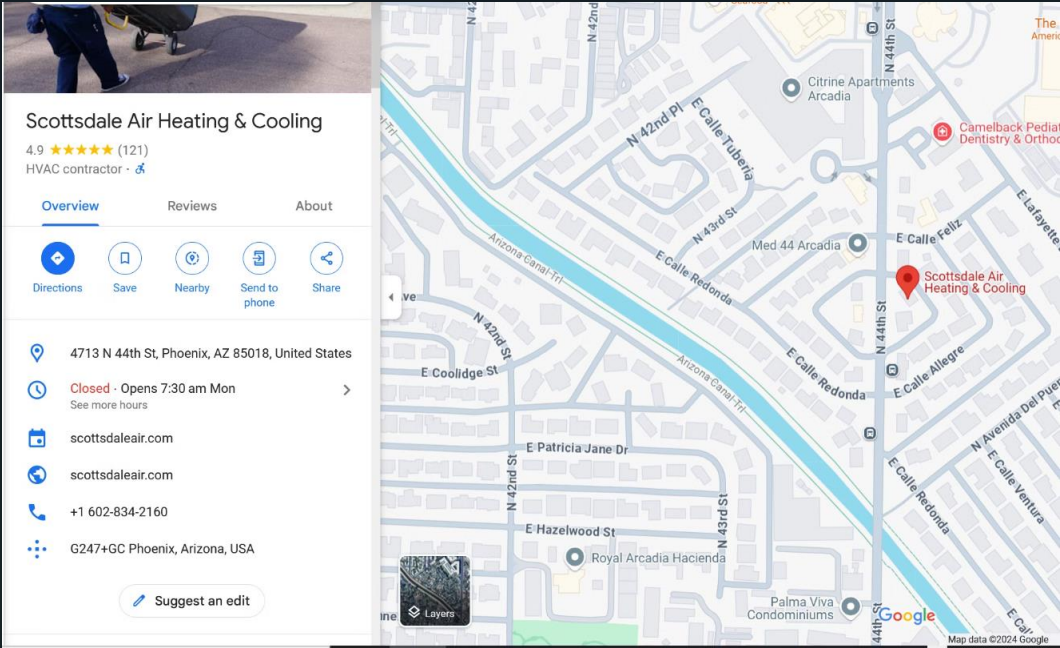
Top positions for Scottsdale HVAC terms

5+

Keywords in Top 5

Including competitive Phoenix-area terms

Google Business Profile Optimization



Scottsdale Air's GMB listing was fully optimized to capture searchers in Scottsdale, Phoenix, and surrounding areas — appearing in Maps and the local pack for all core service queries.

Top Performing Keywords

Keyword	Rank
HVAC Service Scottsdale AZ	#1
Scottsdale HVAC	#1
Scottsdale Heating and Cooling	#1
AC Repair In Scottsdale	#1
AC Companies Phoenix AZ	#1
Furnace Repair Phoenix AZ	#5



SWAN
PLUMBING, HEATING & AIR CONDITIONING
“The Home Comfort Experts”

CASE STUDY 4 OF 8

Swan Plumbing, Heating & Air

HVAC & Plumbing — Loveland & Denver, Colorado

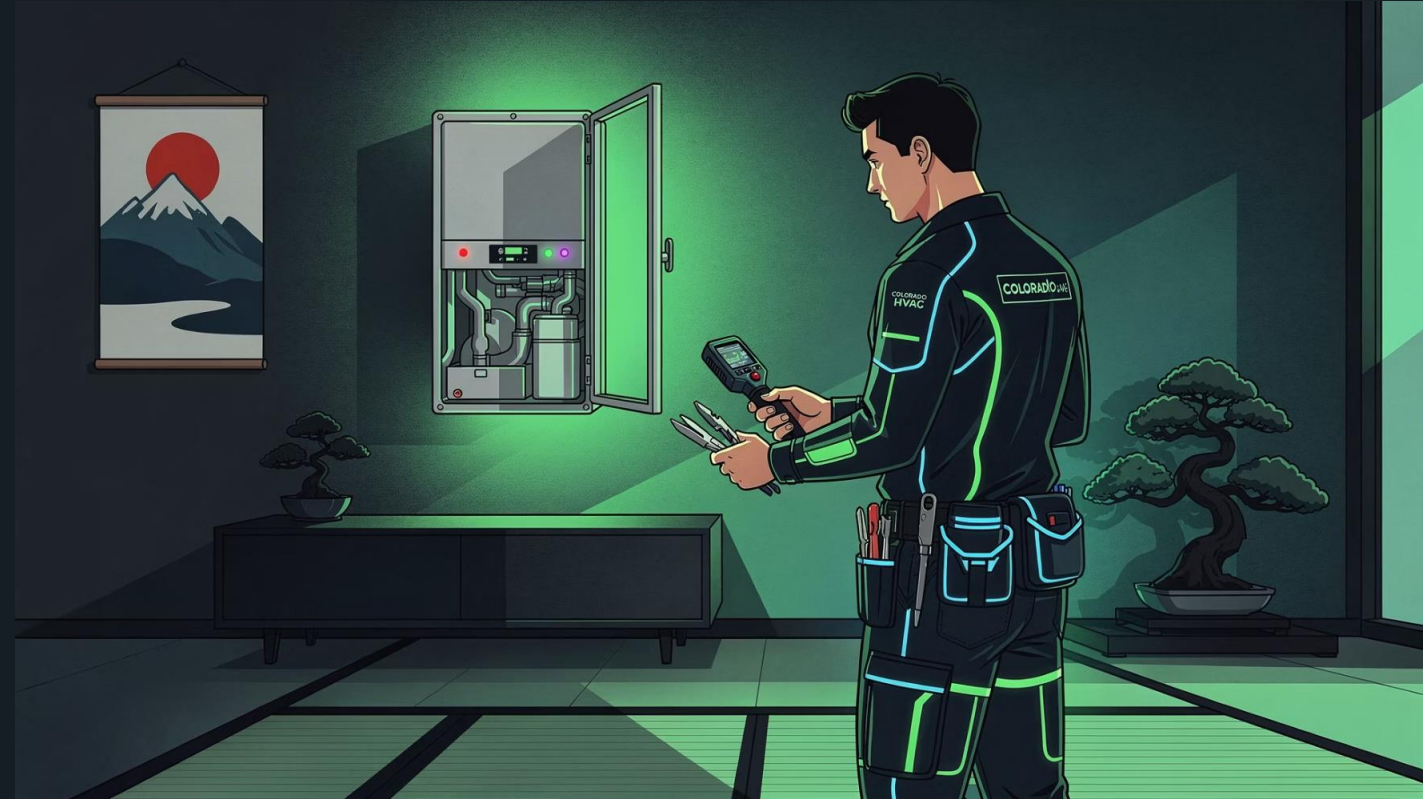
Introduction

About the Client

Swan Plumbing, Heating & Air is an HVAC & Plumbing service provider operating across **Loveland and Denver, CO**, with over **19 years** of trusted service in Colorado homes and businesses.

The Challenge

Swan had low organic search visibility despite a strong service catalog, making it difficult to compete with larger regional brands in Google's local results.



Goals

SERP Presence

Rank at the top of local HVAC searches in Loveland & Denver

Organic Revenue

Grow search-driven calls, leads, and conversions

Keyword Rankings

Improve positions for all core service and location terms

Strategy & Execution

→ GMB Optimization

Strengthened Google Business Profile for both Loveland and Denver service areas

→ Negative Keywords

Filtered out non-converting traffic to reduce cost per call and boost ROI

→ Keyword Strategy

Built a robust keyword architecture targeting HVAC and plumbing searches across both markets

→ Call Tracking

Deployed GTM-based call tracking to attribute and optimize every inbound call

Overall Ranking Impact

#1

Keyword Positions

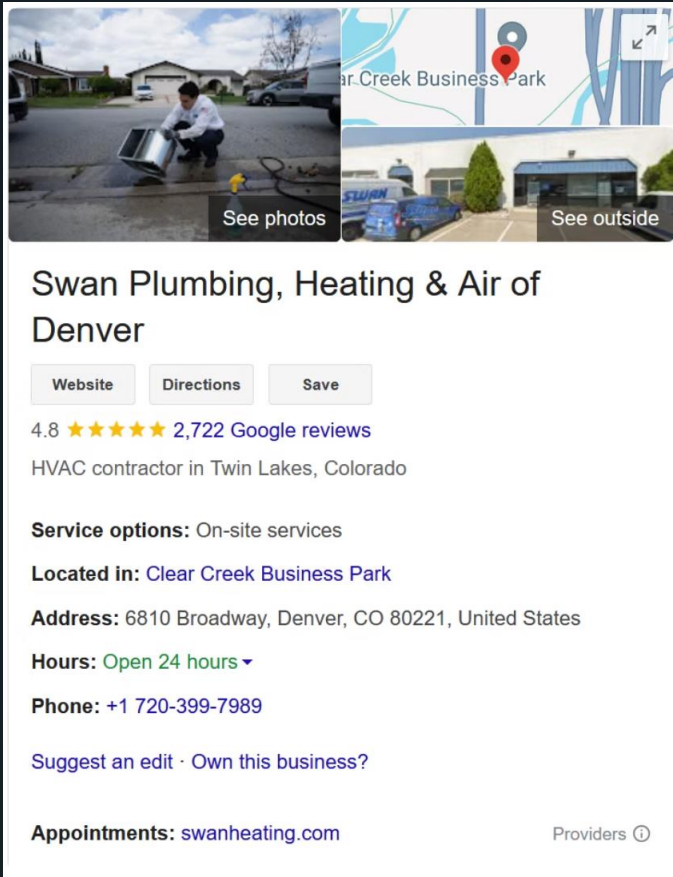
5 of 6 tracked keywords ranked #1

2

Markets Covered

Loveland and Denver both ranking

Google Business Profile Optimization



With hyper-local GMB targeting for both service territories, Swan Plumbing secured top map pack visibility across the Loveland and Denver metro areas.

Top Performing Keywords

Keyword	Rank
HVAC in Loveland	#1
Furnace Contractor	#1
HVAC Companies Loveland CO	#1
Plumbing and Heating Denver	#1
Furnace Repair Loveland	#1
Air Conditioning Service Loveland CO	#1



Heating / Cooling / Plumbing & Moore

CASE STUDY 5 OF 8

Moore Home Services

Heating, Cooling & Plumbing — Santa Rosa, California

MOORE HOME SERVICES · SANTA ROSA, CA

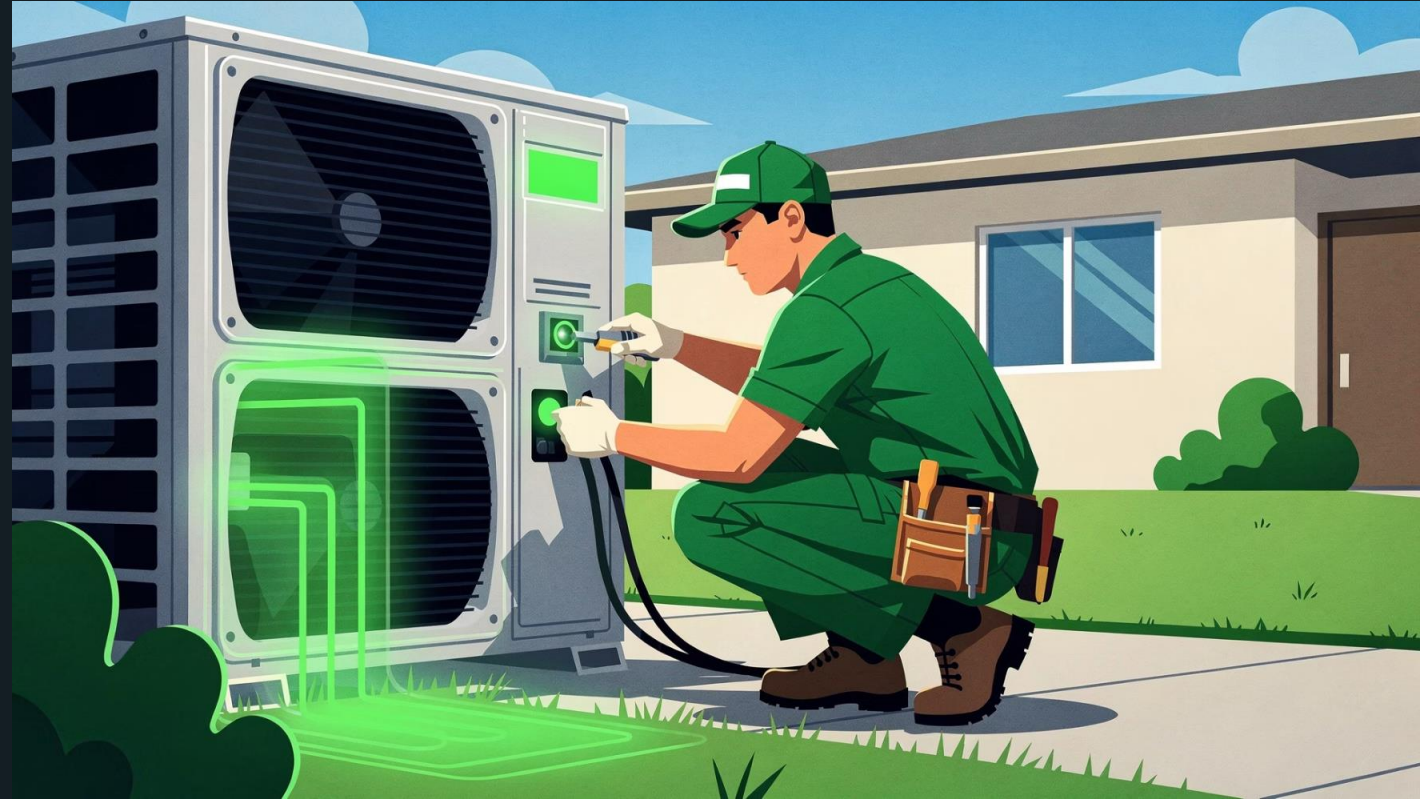
Introduction

About the Client

Moore Home Heating, Cooling & Plumbing is a full-service HVAC & Plumbing provider in **Santa Rosa, CA**, with over **16 years** serving the North Bay region.

The Challenge

Despite a strong product and service catalog, Moore Home had low organic search visibility and was missing out on high-intent local customers searching online for HVAC services.



Goals

SERP Rankings

Build top-of-page presence for Santa Rosa HVAC searches

Organic Leads

Drive more inbound calls and form submissions

Keyword Visibility

Rank #1 for high-intent local service queries

Strategy & Execution

→ GMB Optimization

Optimized Google Business Profile to dominate Santa Rosa's local map pack

→ Landing Page Optimization

Refined service pages for local relevance, speed, and conversion

→ Keyword Strategy

Targeted high-intent HVAC terms specific to Santa Rosa and surrounding areas

→ Ad Extensions & Call Tracking

Maximized call volume using extensions and GTM-based attribution

Overall Ranking Impact

#1

All Core Keywords

Ranked #1 for every tracked Santa Rosa term

5

Keywords Ranked

Sweeping the top position across service lines

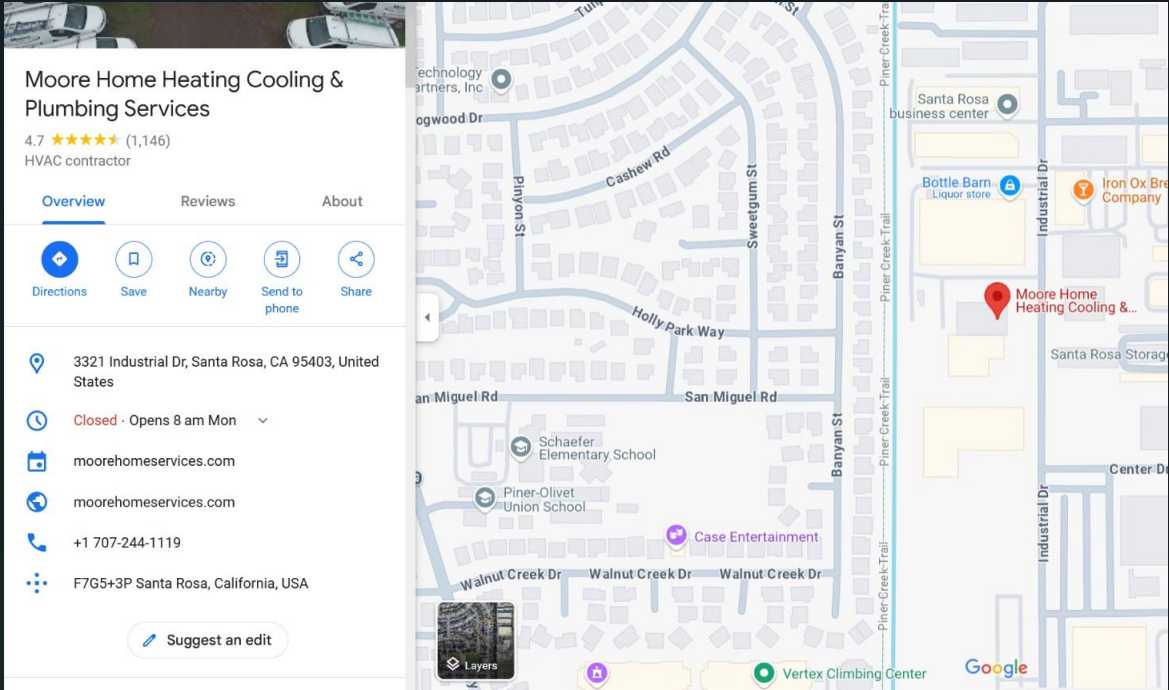
Google Business Profile Optimization



Moore Home's GMB listing was optimized to capture the full spectrum of Santa Rosa HVAC searches, placing the brand front and center in Maps and the local knowledge panel.

Top Performing Keywords

Keyword	Rank
Air Conditioning Santa Rosa CA	#1
Furnace Repair Santa Rosa	#1
HVAC Repair Santa Rosa	#1
Santa Rosa Air Conditioning	#1
Heating Repair Santa Rosa	#1





CASE STUDY 6 OF 8

Bell Bros HVAC & Plumbing

Heating, AC & Plumbing Repair & Installation — Sacramento, California

BELL BROS · SACRAMENTO, CA

Introduction

About the Client

Bell Bros is a full-service HVAC & Plumbing repair and installation company based in **Sacramento, CA**, with over **70 years** of trusted service in the greater Sacramento region.

The Challenge

Despite seven decades of brand equity, Bell Bros was losing organic search ground to newer competitors and struggling with low visibility for key local service terms.



Goals

Search Presence

Reclaim top SERP positions in Sacramento

Organic Conversions

Increase search-driven leads, calls, and revenue

Keyword Rankings

Rank #1 across HVAC, plumbing, and specialty services

Strategy & Execution

→ GMB Optimization

Optimized Google Business Profile across multiple Sacramento-area service centers

→ Thematic Campaign Structure

Categorized campaigns by location and service type for maximum relevance and Quality Score

→ Keyword & Landing Page Strategy

Built high-quality keyword architecture paired with deeply optimized service landing pages

→ GTM Call Tracking

Tracked every inbound call to enable data-driven campaign optimization

Overall Ranking Impact

#1

Across 6 Categories

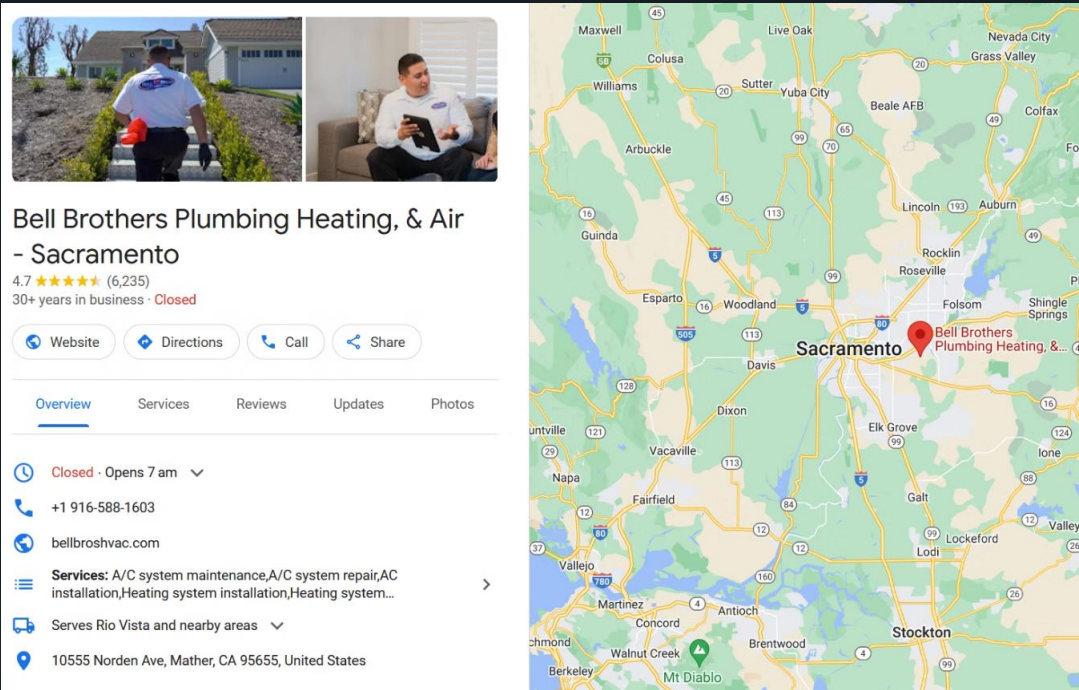
HVAC, plumbing, insulation, water, and more

6+

Keywords Ranked

Top positions for all core service lines

Google Business Profile Optimization



Bell Bros' GMB profile was optimized to dominate local search across Sacramento — covering everything from HVAC and plumbing to specialty services like water filtration and attic insulation.

Top Performing Keywords

Keyword	Rank
HVAC Sacramento	#1
Plumber Sacramento CA	#1
Air Conditioning Sacramento	#1
Attic Insulation Sacramento	#1
Heater Repair Sacramento	#1
Sacramento Water Filtration	#1

CASE STUDY 7 OF 8

Service Wizard

Heating & Air — Austin, Texas



License # TACLB27125E, M-39879

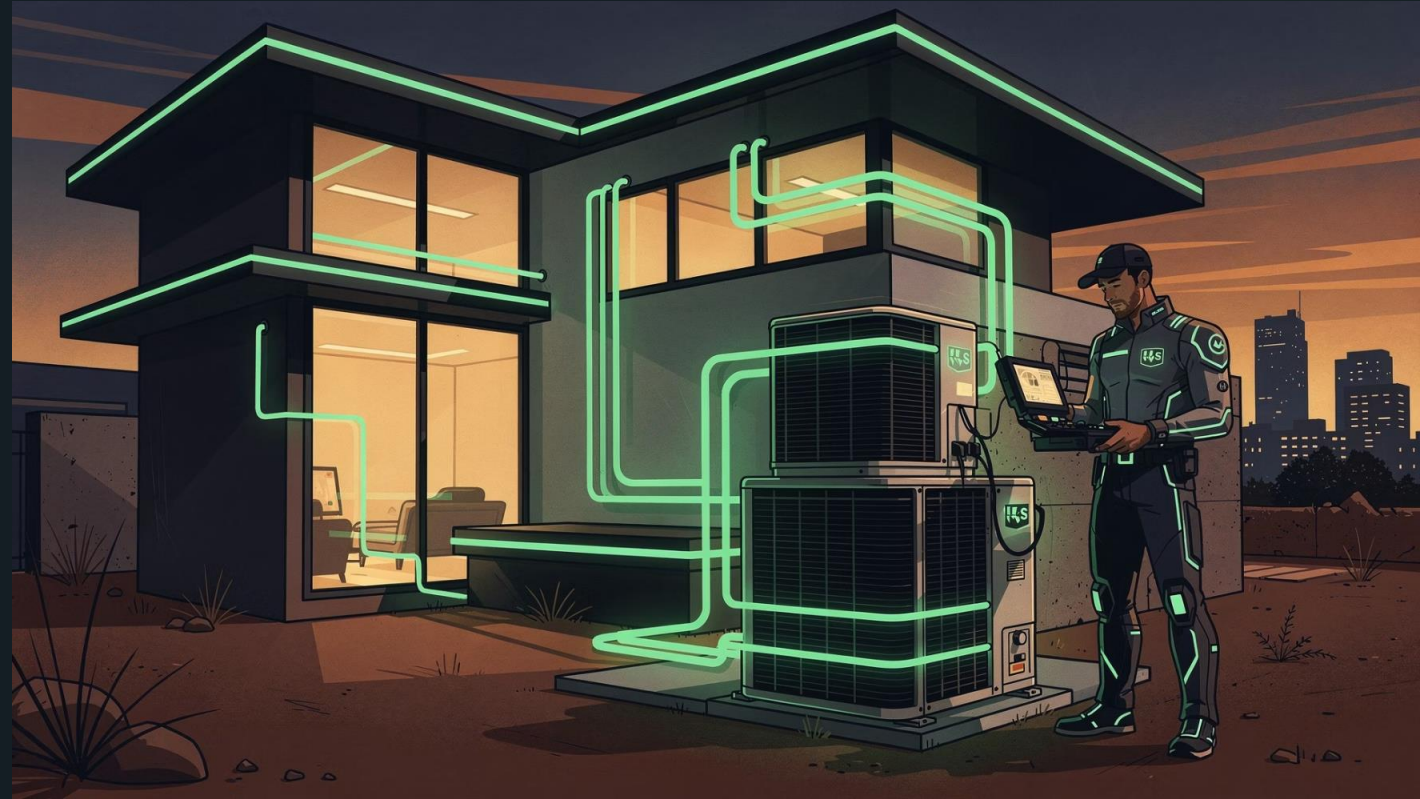
Introduction

About the Client

Service Wizard is a heating and air service provider based in Austin, TX, with over **45 years** delivering HVAC expertise to Central Texas homeowners and businesses.

The Challenge

Despite decades of experience, Service Wizard had low search visibility and was being outranked by competitors in Austin's rapidly growing and competitive HVAC market.



Goals

Top SERP Presence

Rank #1 for Austin HVAC repair and related searches

Organic Conversions

Increase calls and leads from organic search traffic

Keyword Rankings

Capture top positions for high-intent Austin HVAC terms

Strategy & Execution

→ GMB Optimization

Maximized Google Business Profile visibility in Austin and surrounding zip codes

→ Location Exclusions

Applied precise geo-targeting to focus spend on the highest-converting Austin neighborhoods

→ Keyword & Landing Page Optimization

Targeted high-intent Austin HVAC terms with deeply optimized service pages

→ Ad Extensions & GTM Tracking

Drove calls via sitelink and call extensions; tracked every lead with GTM

Overall Ranking Impact

#1

4 of 5 Keywords

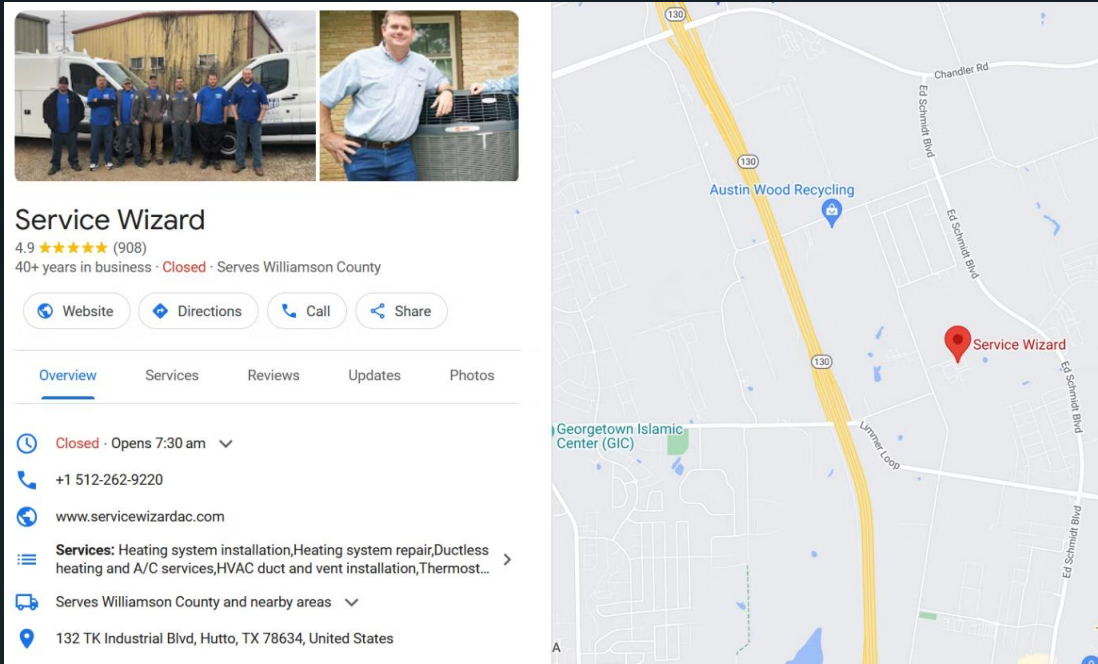
Top position for Austin's most competitive HVAC searches

Top 5

All Keywords

Every tracked term ranks on the first page

Google Business Profile Optimization



Service Wizard's optimized GMB listing placed the brand front and center in Austin's local pack — driving qualified service calls from customers actively searching for HVAC repair and tune-up services.

Top Performing Keywords

Keyword	Rank
HVAC Repair Austin TX	#1
Austin HVAC Repair	#1
AC Unit Inspection	#1
Austin Furnace Repair	#1
Home AC Tune Up	#5

CASE STUDY 8 OF 8

HELP! Plumbing, Heating, Cooling & Electric

Full-Service Home Services — Cincinnati, Ohio



HELP! · CINCINNATI, OH

Introduction

About the Client

HELP! Plumbing, Heating, Cooling, Electric and Drains is a comprehensive home services provider in Cincinnati, OH, with over 42 years serving the Greater Cincinnati area.

The Challenge

Despite a broad service offering and long track record, HELP! had low search visibility and was failing to rank for the high-intent local queries that drive service calls.



Goals

Search Dominance

Own the top SERP positions for Cincinnati home services

More Calls & Revenue

Directly grow inbound calls and organic-driven conversions

Keyword Coverage

Rank #1 across plumbing, HVAC, and drain categories

Strategy & Execution

→ GMB Optimization

Fully optimized Google Business Profile for Cincinnati's highly competitive local market

→ Landing Page Optimization

Refined individual service pages with targeted content and strong conversion elements

→ Thematic Campaign Structure

Segmented campaigns by service line (plumbing, HVAC, electric) and location for maximum relevance

→ Ad Extensions & Call Tracking

Leveraged every available ad extension to maximize call volume; GTM tracked attribution across all campaigns

Overall Ranking Impact

#1

11 of 11

Every tracked keyword ranked #1 in Cincinnati

11

Keywords Ranked

Complete dominance across all service categories

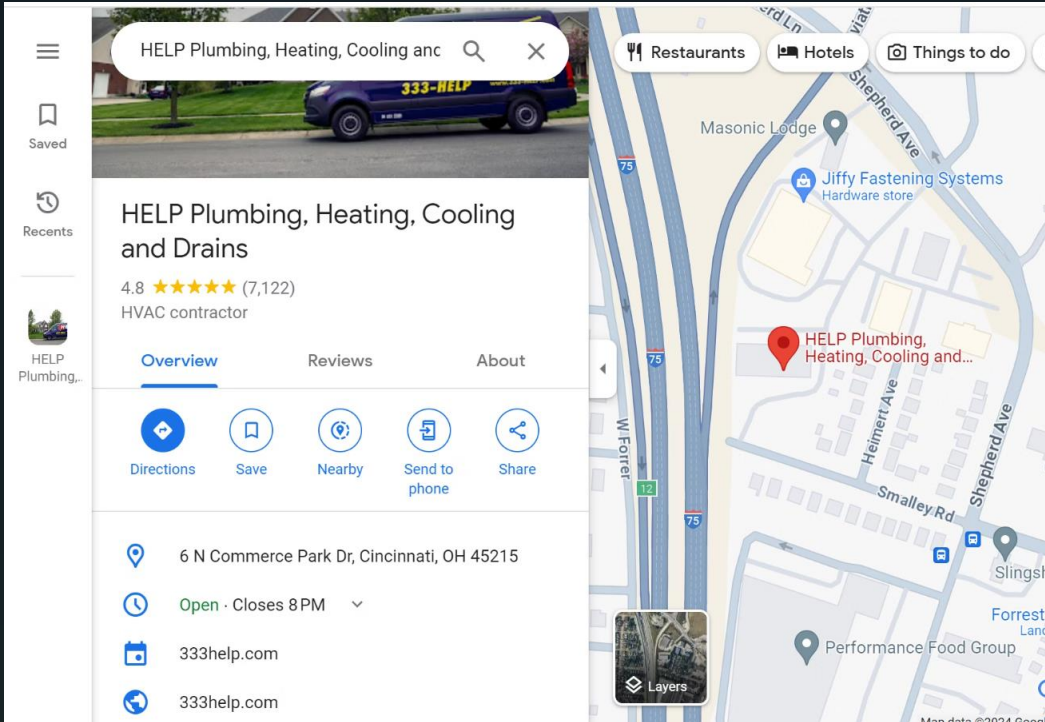
Google Business Profile Optimization



HELP!'s GMB optimization placed them at the top of every major home service category in Cincinnati — achieving a clean sweep of #1 rankings across plumbing, HVAC, and drain services.

Top Performing Keywords

Keyword	Rank
Plumbers Cincinnati	#1
Best Plumbing Cincinnati	#1
Plumbing Cincinnati Ohio	#1
Cincinnati OH Plumbers	#1
Heating and Plumbing Contractors	#1
Plumbing Heating Air	#1
Best Plumbing Cincinnati Ohio	#1
Drain Cleaning Cincinnati Ohio	#1
HVAC Repair Cincinnati OH	#1
Plumbing HVAC Contractors	#1
HVAC and Plumbing Contractors	#1





Thank You

From Brea to Cincinnati, these case studies demonstrate one consistent truth: a strategic, data-driven SEO approach — anchored by GMB optimization, local keyword targeting, and precise call tracking — delivers measurable, first-page results that grow real businesses.

8 Clients

Across 8 U.S. markets from CA to OH

#1 Rankings

Dominant top positions for 50+ local keywords

Proven Playbook

GMB + Keywords + Tracking = Results