

SEO Case Study

Commercial & Residential Furnace Cleaning

National Campaign

\$2000 Spend/Month

4 Keywords on
Page 1

26 Average Ranking
for All Keywords

SEO Strategy

Our client is an indoor air quality specialist offering a variety of services for both residential and commercial customers. They currently have 14 different franchise locations in Western Canada. Their SEO goal is to acquire more residential customers and drive revenue so they can expand their franchise across Canada.

To bring in these new customers, we began with a thorough audit of their website and made recommendations based on the information we found. We had our client dedicate separate pages to their residential services and created new content outlining what each service entailed. This created a more positive experience for their customers, as the residential services were no longer getting lost amongst their commercial offerings. We were then able to recommend short and long tail keywords to drive more traffic to their site.

Keyword	Start Rank	Start Page	Current Rank	Current Page
Commercial Furnace Cleaning Services	21	3	↑ 2	↑ 1
Home Indoor Air Quality Testing Services	9	1	↑ 7	1
Air Conditioner Cleaning Services	16	2	↑ 11	↑ 1
home air duct cleaning services	8	1	12	1
Residential Air Conditioner Cleaning Services	20	2	↑ 15	2