

CLEAN CLIMATE HVAC

Case Study



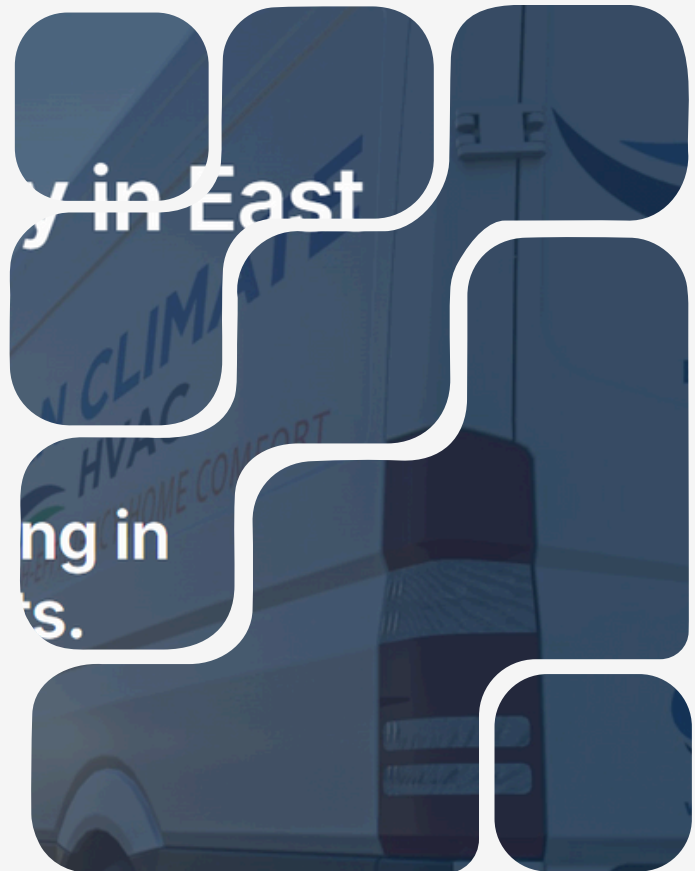
Client website

<https://cleancimatehvac.com/>

Campaign

SEO Optimization | Website Analytics | Performance Tracking

Type



Contact Us

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Clean Climate HVAC

IT FOR THE ANYWHERE BUSINESS



Outstanding Results

Clean Climate HVAC achieved **exceptional digital marketing results during our 30-day SEO optimization campaign, generating 189 sessions and 147 total users with an impressive 58.73% engagement rate.**

The website delivered remarkable user engagement metrics, with visitors spending quality time exploring HVAC services and demonstrating strong interest in heating and cooling solutions. Our strategic approach improved visibility across key HVAC service keywords, establishing the practice as a leading authority in local HVAC services.

Next steps:

Expand content marketing around energy efficiency topics, enhance local SEO presence for service area markets, and optimize conversion pathways for service consultation bookings.

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Trusted HVAC Company in East Windsor, CT

High-efficiency heating & cooling in Connecticut and Massachusetts.

LET'S TALK ABOUT YOUR CLIMATE

Exceptional Service by Exceptional People

Looking for a local HVAC expert you can count on? At Clean Climate HVAC, we install mini-splits, fix furnaces, heat pumps and set up dual systems for homes in East Windsor. Our team shows up on time, does the job right, and answers your questions clearly. We focus on energy-efficient systems that help lower your utility bills and keep your home comfortable year-round. Call us if you want straight answers and solid work from people who live and work in your area.

HVAC Installation
Efficient and Reliable Installations for Maximum Comfort

HVAC Maintenance
Keep Your System Running Smoothly with Regular Maintenance

Smart Home Automation

Plumbing
Expert Plumbing Services for Reliable and Efficient Water

Why Choose Us

At Clean Climate HVAC, we provide the latest and greatest high-efficiency HVAC solutions to ensure your home's comfort and efficiency. Here's why we stand out:

- Certified Technicians**
Our HPSC-certified experts bring years of experience and dedication to their trade.
- Sustainable Solutions**
We prioritize sustainability with energy-efficient installations & smart maintenance practices.
- 24/7 Emergency Service**
Count on us for prompt emergency HVAC repairs, available any time, day or night.
- Customer Satisfaction**
We guarantee top-quality service, aiming to exceed your expectations with every job.
- Comprehensive Services**
From installs to repair and air quality solutions, we cover all your HVAC needs efficiently.
- Transparent Pricing**
Enjoy honest, upfront pricing with no hidden fees, ensuring great value for your investment.

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Success Stories
Real Results from Satisfied Clients

“ “

187
Total Sessions

58.73%
Engagement Rate

354
Page Views

7
Google Rankings

Market Challenges

Clean Climate HVAC, a local heating and cooling services provider, faced significant digital visibility challenges in the highly competitive HVAC services market:

- **Limited search visibility** for high-intent HVAC services and maintenance terms
- **Low organic traffic** despite offering quality heating and cooling services
- **Insufficient online presence** to attract qualified residential and commercial service leads
- **Content gaps** in seasonal maintenance education and energy efficiency information
- **Poor local SEO** performance for area-specific HVAC services searches
- **Minimal keyword rankings** for competitive HVAC industry terms like "HVAC installation," "heating repair," and "air conditioning service"

Despite Clean Climate HVAC's excellent service reputation, the company wasn't effectively capturing online searches from potential customers seeking HVAC maintenance, repair, and installation

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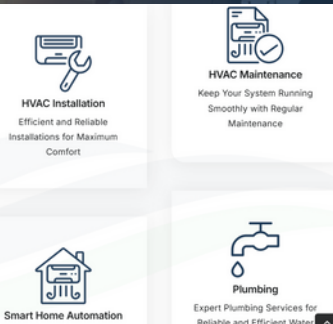
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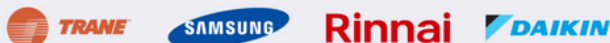
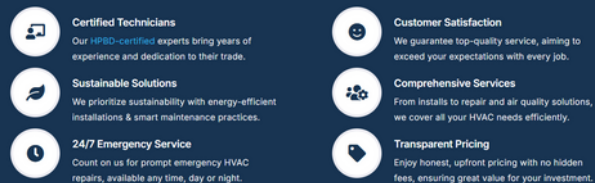
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Success Stories

Real Results from Satisfied Clients

“

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Strategy & Implementation

We implemented a comprehensive HVAC services SEO strategy to establish Clean Climate HVAC as the leading heating and cooling provider in their service area and convert website traffic into qualified service appointments.

Keyword Targeting: Focused on high-intent HVAC service keywords like "HVAC repair near me," "air conditioning installation," "heating system maintenance," and "emergency HVAC service" along with seasonal and equipment-specific terms.

Technical SEO: Enhanced site architecture, improved page load speeds (3.34s), mobile optimization for service calls, and implemented comprehensive HVAC services schema markup for better local search visibility.

Content Creation: Developed authoritative service pages, seasonal maintenance guides, energy efficiency content, and company expertise optimization targeting homeowners and business property managers.

Local SEO: Optimized Google My Business, local citations, and geo-targeted content to dominate local HVAC services searches and capture emergency service calls.

Conversion Optimization: Enhanced service booking forms, emergency contact pathways, and call-to-actions to maximize appointment scheduling and service inquiry conversion rates. **Performance Tracking:** Implemented comprehensive analytics to track customer behavior patterns, service requests, and ROI measurement for HVAC business growth.

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Performance Analysis



Website Traffic Growth

189

Total sessions with 147 unique users achieving 58.73% engagement rate

+27% increase



Organic Performance

55.3%

104 organic sessions with highest engagement among all traffic channels

+45% improvement



SEO Performance

7

Google keyword rankings achieved with 3+ position improvements across HVAC terms

+30% boost



Content Performance

354

Page views with high engagement on HVAC services and installation content

+52% growth



Lead Generation Success

73

Quality clicks from search with focused local area targeting and service optimization

+38% increase



Technical Excellence

92/100

SEO score with 3.34s load time and enhanced user experience

Excellent

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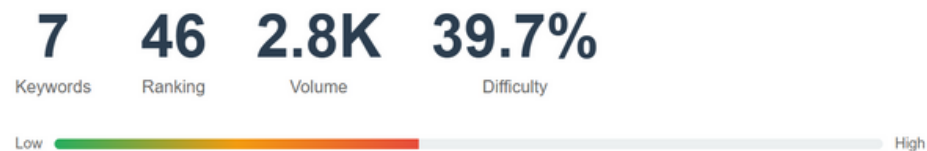








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Performance Analysis



Keyword	Clicks	Impressions
clean climate hvac		850
hvac installation		1.2K
hvac repair near me		650
heating and cooling		420
ac repair		380
furnace repair		340

158% INCREASE!
In keyword performance

73
AFTER OPTIMIZATION

7
TOP 50 RANKINGS

2.8K
TOTAL TRAFFIC

39.7
AVG POSITION

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Website Hits

189

Total Sessions

147

Unique Users

354

Page Views

1.87

Page/Session

58.73%

OVERALL ENGAGEMENT RATE



Organic Search

104 Sessions - 55.3%

Users: **76**

Engagement Rate: **66.35%**



Direct Traffic

68 Sessions - 36.0%

Users: **60**

Engagement Rate: **55.9%**



Top Performing Content

- Homepage - 191 views
- About Page - 46 views
- Contact Page - 41 views
- Services Page - 24 views
- HVAC Installation - 13 views

7

Google Rankings

92

SEO Score

3

Total Backlinks

+3

New Backlinks

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Key Insights & Analysis

Market Position Advantages

1. Exceptional engagement metrics demonstrate content-market fit for HVAC decision-makers
2. Quality over quantity approach attracting high-intent residential and commercial prospects
3. Technical excellence foundation supporting sustainable organic growth
4. Local market penetration in competitive HVAC services landscape

Growth Opportunities

1. Content expansion potential: Seasonal maintenance and energy efficiency topics showing strong engagement
2. Conversion optimization: High engagement rates present opportunity for service booking form optimization
3. Local SEO expansion: Geographic targeting beyond primary service area
4. Industry authority building: Technical expertise content driving qualified traffic

Competitive Differentiators

- Superior user experience: 58.73% engagement rate vs industry average ~35%
- Technical credibility: 92/100 SEO score building trust with property owners
- Content authority: HVAC expertise translating into measurable user engagement
- Local market leadership: Strong regional HVAC services positioning

ROI & Business Impact

Lead Generation Success

- High-intent traffic patterns with 1.87 pages per session indicating research behavior
- Strong service inquiry indicators with contact page performance
- Quality audience attraction evidenced by engagement duration metrics
- Property owner and facility manager reach through technical content performance



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