

Helping a Home Service Company **Become the First Choice in Local Search**

How Consistent SEO Helped a Plumbing and HVAC Company Nearly Double Online Customer Requests



5
#1 RANKINGS
JUNE 2026



+212.6%
ENGAGED VISITS
2024 TO 2026



+93.6%
WEB LEADS
2024 TO 2026

Overview

A family-owned plumbing and HVAC company had built a strong reputation through quality work and customer referrals. However, its online presence wasn't keeping pace with its local reputation, making it harder for new customers to find the business. Simplified Marketing's goal was simple: **help more local customers find the company online and turn those searches into calls and service requests.**

The Challenges



People couldn't easily find the **business** online when they needed plumbing or HVAC services.



Many of the company's key service **website pages weren't appearing near the top of Google** search results, so fewer people were discovering them.



The company wanted more phone calls and inquiries from people already looking for their services.

The Shift



Redesigned the website, **making it easier for customers to find** information, build trust, and contact the business.



Improved the web page content for plumbing, HVAC, emergency repair, and water heater services because those were the services local customers were searching for most.



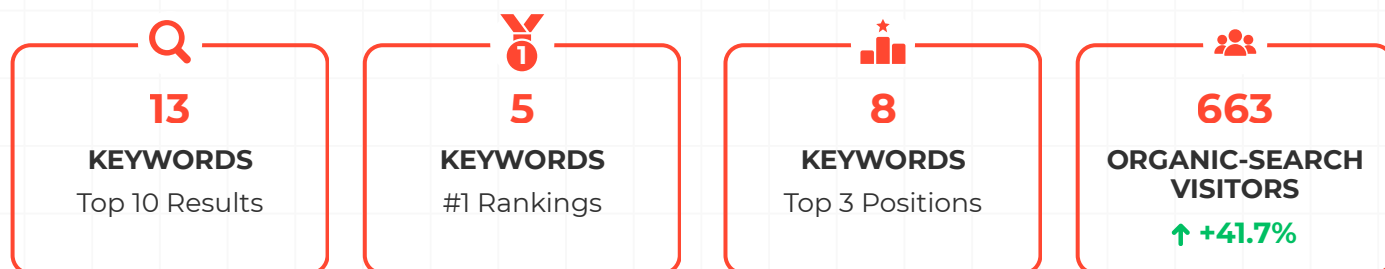
Tracked rankings, website activity, and customer inquiries throughout the campaign, **using the data to adjust and improve the SEO strategy** over the next three years.

The Result

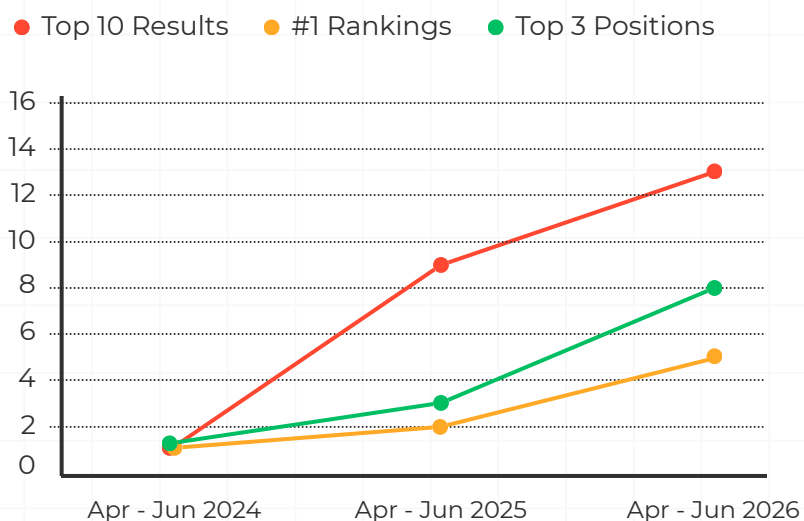
Keyword Performance

Building a Stronger Presence in Google Search

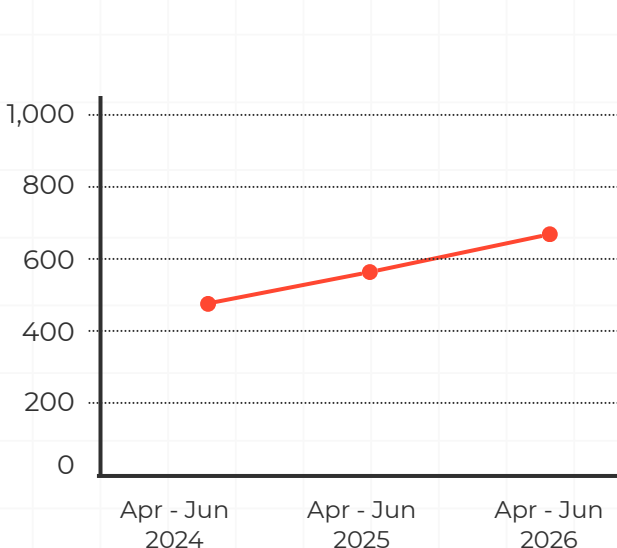
Simplified Marketing focused on improving the website's most important service pages and helped them rank for the plumbing, HVAC, emergency repair, and water heater searches local customers were already making. Over three years, this helped the business appear more often on the first page of Google, giving more potential customers a chance to find the company.



Keyword Rankings Growth



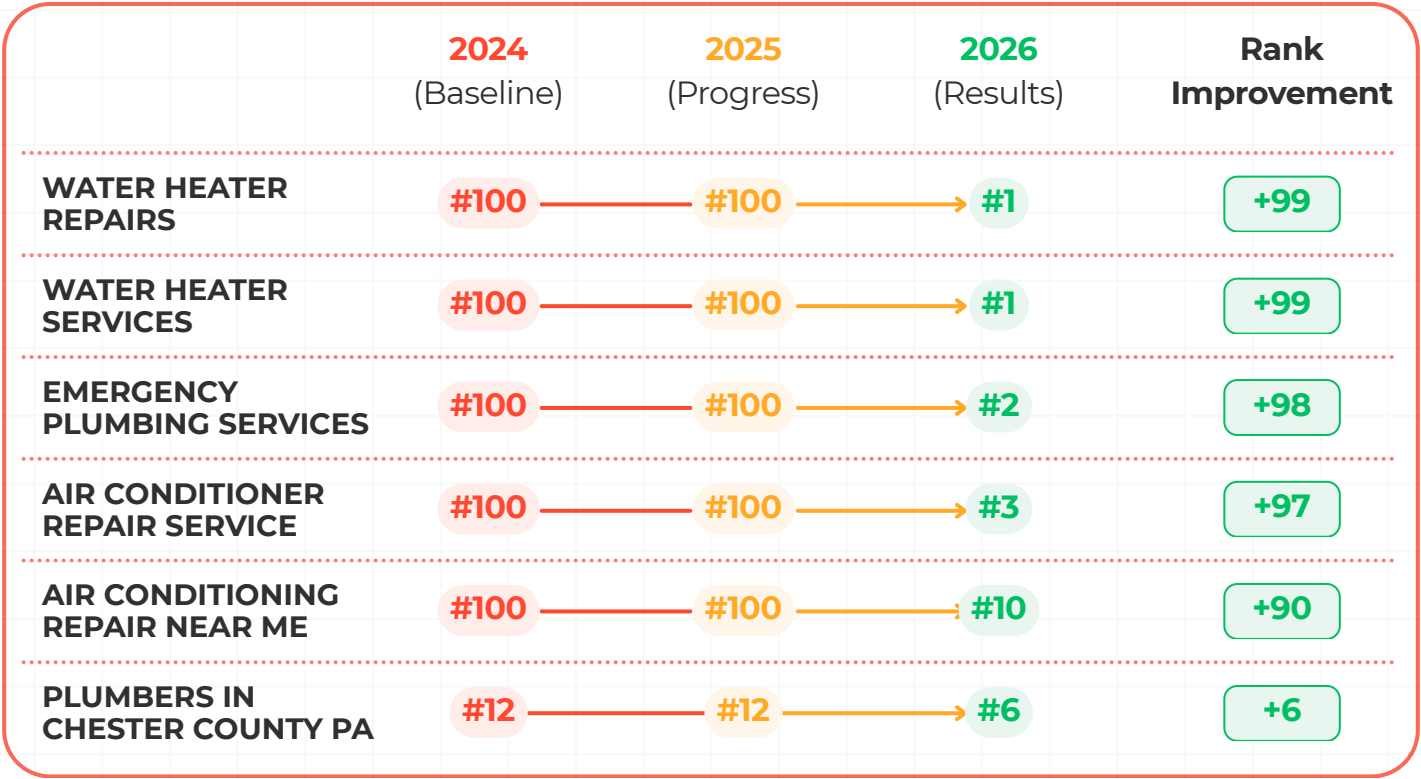
Organic-Search Visitors Growth



Stronger keyword rankings led to more first-page visibility and a **41.7% increase** in organic website visitors.

Key Service Search Terms

Looking at individual search terms (keywords) below shows how much the company's online presence has improved. Several important plumbing and HVAC searches that the company was hardly visible for in 2024 had reached the first page of Google by 2026, with some becoming the top result.



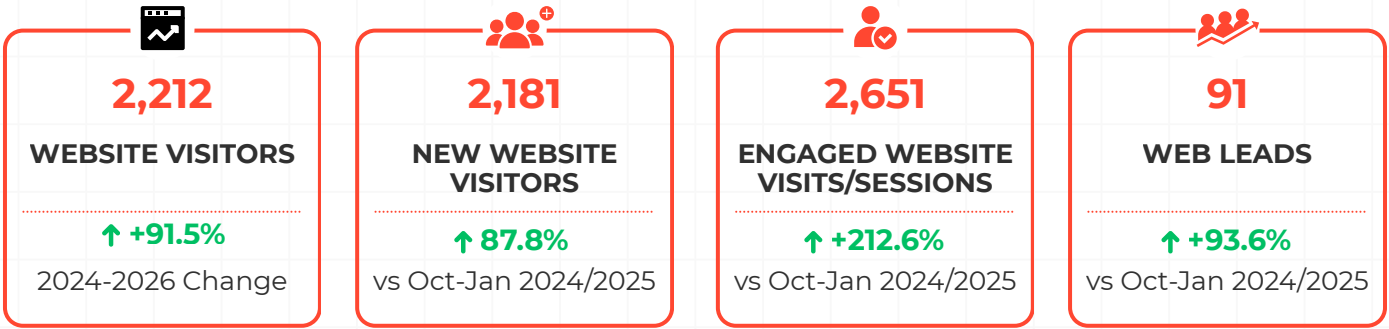
Water heater, emergency plumbing, and air conditioning repair searches all moved much higher in Google's results, making it easier for local customers to find the business when they needed those services.

Website Performance

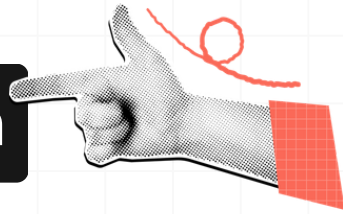
Turning Better Rankings Into More Customer Inquiries

Better rankings meant more local customers could actually find the business online. This increased visibility in Google Search led to more website visitors, higher customer engagement, and more online inquiries.

Comparing the same April–June period each year shows how stronger rankings translated into constant growth across the website.



Conclusion



Over three years, Simplified Marketing helped this company become much easier for local customers to find online. By redesigning important service pages, improving how they appeared in Google Search, and continuously refining the strategy based on performance, the business attracted more website visitors, generated more inquiries, and built a stronger online presence that continues to support long-term growth.



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