

Local Internet Marketing Case Study:

HVAC Company Sports a 454% ROI in Just 2 ½ Months

The screenshot shows the homepage of On Time Air Conditioning & Heating. At the top, there is a navigation bar with the phone number (623) 209-8333 and the text 'Serving Greater Phoenix Metro'. The main header includes the company logo 'ON TIME' and a navigation menu with links for HOME, AIR CONDITIONING & HEATING, PRODUCTS, ABOUT US, and CONTACT US. Below the header is a large banner image of a technician in a white uniform standing next to an AC unit, with a text overlay: 'This summer, let us do the sweating and you do the cool.' Below the banner are four service categories: 'Our Customers' (with a testimonial and 'Read More' link), 'Service & Repair' (with an image of a technician and 'Read More' link), 'Installation' (with an image of an AC unit and 'Read More' link), and 'Family Operated' (with an image of two people and 'Read More' link). At the bottom, there is a 'Same Day AC Service' section with a photo of a technician and text describing the company as a licensed, bonded, and insured contractor. To the right of this section is a '24/7 EMERGENCY SERVICE' box with the phone number 623-209-8333 and a 'Schedule An Appointment' button. Below that is a 'Connect With Us & Save' button with a small tree icon.

**On Time Air Conditioning & Heating, Inc
Phoenix, AZ**

Background

On Time Air Conditioning & Heating was in search of an [Internet marketing firm](#) that could help them attract targeted prospects through the Internet. They wanted their website (www.ontimeairaz.com) to show up in the major search engines results page (SERP's) for more targeted keyword phrases in order to leverage the fact that a substantial amount of people are consistently looking for a company that offers the exact products and services they offer in their city.

The search engine marketing campaign Local Pulse Marketing built and managed for On Time Air Conditioning & Heating included services that focused on achieving the following online marketing goals:

- Rank Their Website at the Top of the Search Engine Results Page (SERP's) for Targeted Keyword Phrases
- Track, Understand & Leverage their Website Analytics
- Gain Additional Market Share by Running a Targeted Google Adwords PPC campaign
- Improve Positioning in Local Maps Listings and Local Directories

When Local Pulse Started with On Time Air Conditioning & Heating, On Time Air was not actively marketing their website through SEO or PPC efforts.

The Strategy

The services provided under the Local SEO & PPC campaigns include:

- Market Research & Competitive Analysis
- Keyword Research & Analysis
- Local Business Listings Submissions & Optimization
- Targeted Search Engine Optimization
- Custom Landing Page Creation (for Google Adwords Campaigns)
- Google Adwords Campaign Built & Monthly Optimization

Local Pulse Marketing conducted in-depth market research and competitive analysis to understand the landscape of the HVAC vertical online in the Phoenix Metro area before building On Time Air Conditioning & Heating's Internet marketing campaign simply because market research directly impacts the build out of each marketing campaign.

The Results

The results listed below were achieved between June 2011 and Aug 2011 (2 ½ months):

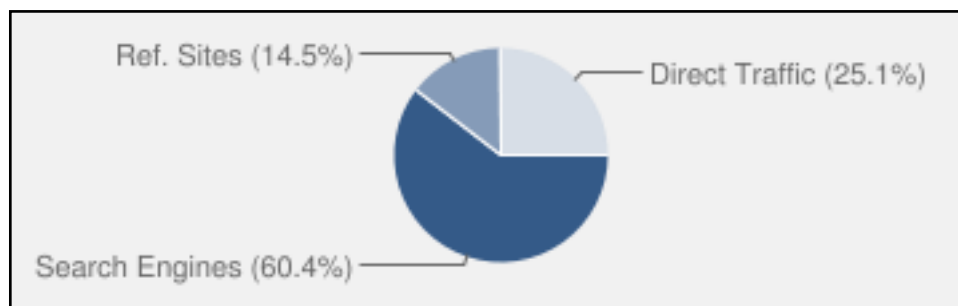
BEFORE THE CAMPAIGN: On Time Air Conditioning & Heating ranked for 5 keywords. They had no analytics or phone tracking in place to measure online

marketing efforts & they were not actively marketing their business through SEO or PPC.

AFTER THE CAMPAIGN: After two and a half months of consistent search engine marketing, On Time Air Conditioning & Heating ranked for 32 keywords. SEO efforts produced 264 SEO Calls (18% conversion ratio of website visitors to callers), and of those calls 56 people bought/purchased. That only covers the SEO results. On Time Air Conditioning & Heating also produced revenue through the PPC campaign. There were 66 total PPC calls which generated 13 new clients producing a 115% ROI just from PPC efforts. When you combine both SEO and PPC marketing efforts campaign **produced a 454% ROI in just 2 ½ short months.**

The Proof

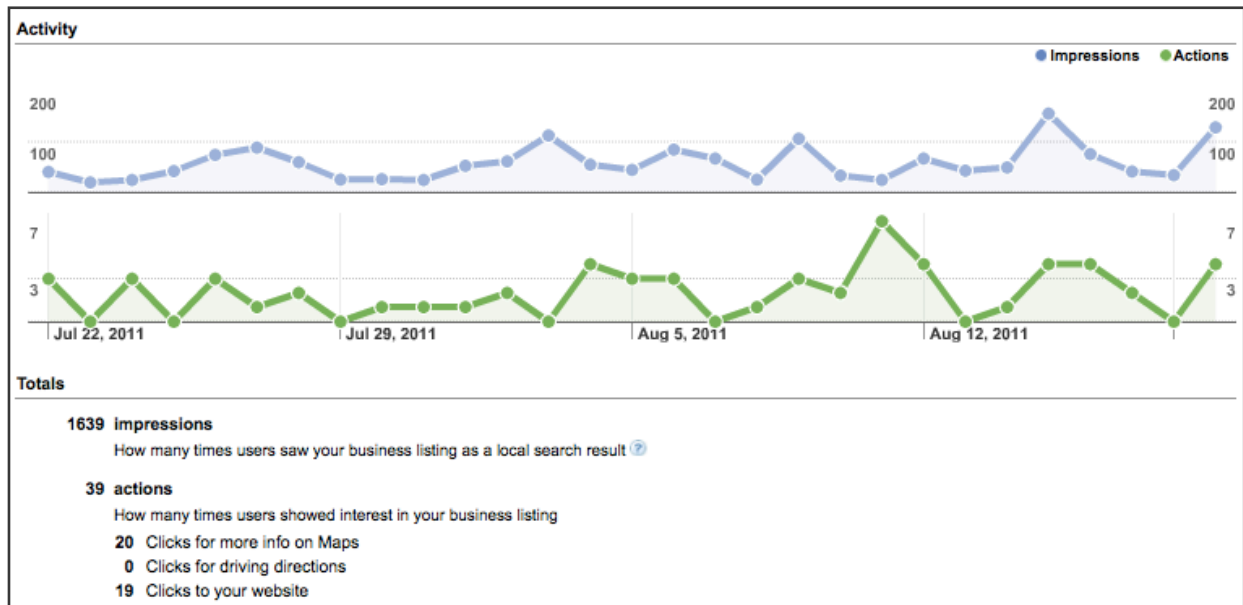
The image below indicates that just over 60% of all website traffic during this campaign came from the search engines which is a direct reflection of On Time Air's search engine optimization and pay per click campaigns.



The image below shows you call tracking for On Time Air Conditioning & Heating. This screenshot represents the phone call activity produced by Internet marketing efforts that came in on July 3rd. All calls with a “ppc” in the adgroup column represent calls generated through pay per click campaigns. Calls with no adgroup listed means those phone calls were generated through organic SEO (search engine optimization) efforts.

Date/Time ▲	Dialed Number	Caller ID	Call Duration	Transfer To Number	AdGroup
2011-07-03 00:54:06			4		
2011-07-03 02:54:54			2		ppc1
2011-07-03 04:02:35			2		
2011-07-03 04:04:54			2		
2011-07-03 09:18:15			3		ppc1
2011-07-03 10:13:18			1		
2011-07-03 10:32:33			3		
2011-07-03 10:38:12			3		
2011-07-03 10:57:48			2		
2011-07-03 11:17:17			2		
2011-07-03 12:20:49			1		
2011-07-03 12:24:39			3		
2011-07-03 13:53:07			1		
2011-07-03 14:00:54			3		
2011-07-03 14:08:27			2		
2011-07-03 14:35:46			2		ppc1
2011-07-03 17:33:36			1		ppc1
2011-07-03 18:26:58			2		ppc1
2011-07-03 18:53:00			3		
2011-07-03 20:07:45			7		
2011-07-03 21:59:43			2		

Local SEO also increased activity over at On Time Air Conditioning & Heating's Google Places Listing. There has been an overall increase in 'impressions' and 'actions' (as indicated by the graph below).



Want more leads, sales & customers for your local business?

Get in touch with us today at (888) 508-5151 or email us at info@localpulsemarketing.com before your competitors do.