

[Case Study]: Standard Heating & Air

Discover

// Gaining Share of Voice through SEM + SEO

Standard Heating & Air is one of the longest serving and most respected heating, air conditioning and ventilation service providers in the Twin Cities metropolitan area. While Standard's name has been well-known in the area since 1930, competition online in their space has heated up, creating a challenge for the company to maintain its leadership position while still reaching new customers online. Looking to capture the opportunity online, Standard reached out to SMCpros to build an all-inclusive Search Engine Marketing (SEM) and Search Engine Optimization (SEO) strategy that would bring new energy to the brand while driving new business leads more effectively online.

Develop

To better understand Standard's market and the opportunity at hand, SMCpros completed a comprehensive digital audit and was able to uncover strategies used by local competitors, strategies used in distant markets, and pin-point Standard's strengths to build their digital marketing strategy around. SMCpros also utilized a variety of SEO tools to identify critical keywords that Standard needed to rank higher for organically, optimize the website to align with Google's new Hummingbird algorithm, and develop a strategy to capture a larger share of the local online search traffic relevant to the Standard brand and its services.

Keyword Ranking Report: Google &

STANDARD HEATING & AIR CONSULTING

January Keyword Ranking Report (2.28.14)

Keyword	Google (Current)	Google (previous)	Google Change	Bing (Current)	Bing (Previous)	Bing Change
"twin cities heat installation"	1	not top 100	-99.00%	1	1	0.00%
"bryant furnace installation saint paul"	1	2	-50.00%	3	3	0.00%
"bryant furnace installation st paul"	1	2	-50.00%	3	3	0.00%
"minneapolis furnace replace"	1	1	0.00%	4	2	100.00%
"twin city hvac replacement"	1	9	-88.89%	4	4	0.00%
"minneapolis heating and cooling replacement"	1	1	0.00%	5	5	0.00%
"mn heating and cooling replacement companies"	1	1	0.00%	5	3	66.67%
"mn heating and cooling replacement"	1	1	0.00%	5	8	-37.50%
"st paul furnace replace"	1	2	-50.00%	5	not top 100	95.0%
"st paul heating and cooling installation companies"	1	3	-66.67%	5	6	-16.67%
"minneapolis heating and cooling replacement companies"	1	1	0.00%	6	7	-14.29%
"st paul heating and cooling replacement companies"	1	2	-50.00%	6	6	0.00%
"st paul hvac replacement"	1	3	-66.67%	7	6	16.67%
"minnesota heating and cooling replacement companies"	1	1	0.00%	8	7	14.29%

Deliver

In two months time, SMCpros helped Standard **increase organic traffic by 28%**, **increase paid traffic by 29%**, and drive down bounce rates to under 10% for both paid and organic visitors. SMCpros was also able to boost Standard's organic rankings for important and more profitable keywords to the business including "replacement", "installation", and "new", all of which resulted in online conversions **increasing by over 325% year-over-year**, and with Standard taking back the leadership

Google Search

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[24/7 Heat Replacement](#)
When an Emergency Hits, Call Standard for All Heating Needs.
www.standardheating.com

position in their market with the largest share of organic and paid search traffic volumes online.



STANDARD HEATING AND AIR
Twin Cities' Most Trusted Heating Experts Since 1930.
Call 24/7 for All Your Heating Needs.

STANDARD HEATING & AIR CONDITIONING

Logo: STANDARD HEATING & AIR CONDITIONING

Logos: ENERGY STAR, NATE, ACCREDITED, AIR CONDITIONING