

HVAC Digital Marketing
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AJ Madison Case Study

280K	48.3K	68
Monthly Organic Visitors	Ranking Keywords	Domain Rating

Company: AJ Madison

Location: Brooklyn, New York

Industry: E-Commerce / Home & Kitchen Appliances Retail

Website: www.ajmadison.com

Product Range: Refrigerators, Dishwashers, Ovens, Washers, Dryers, Air Conditioners & More (150+ Brands)

SEO Performance Metrics

Metric	Score	Status
Domain Rating	68	Excellent
Referring Domains	937	Strong
Organic Keywords	48.3K	Exceptional
Monthly Traffic	280K	High Performance
Traffic Growth	+6.6%	Positive Trend
AI Visibility	67%	Strong Presence

AI Citations

AI Platform	Citations	Pages
AI Overview (Google)	569	422
ChatGPT	937	742
Perplexity	683	364
Gemini	557	790
Copilot	621	428

Initial Situation

When AJ Madison, the industry's foremost appliance authority, engaged our digital marketing services, the Brooklyn-based e-commerce retailer faced the challenge of maximizing organic visibility in an increasingly competitive online appliance marketplace. Founded in 2001, AJ Madison had built a strong reputation for offering over 150 appliance brands, but needed to capture a larger share of the millions of monthly searches for home appliances.

Key Challenges:

- Intense competition from major retailers like Home Depot, Lowe's, and specialized appliance sites
- Need to rank for thousands of product-specific and brand-related keywords
- Converting high organic traffic into qualified appliance purchases
- Standing out in a crowded marketplace dominated by big-box retailers
- Maximizing visibility across multiple appliance categories and brands (150+ manufacturers)

Competitive Landscape

The online appliance retail sector is one of the most competitive e-commerce verticals, with massive players like Home Depot, Lowe's, Best Buy, and Amazon dominating search results. Specialized appliance retailers like AppliancesConnection, Abt Electronics, and PC Richard also compete aggressively for organic visibility. Success required not just traditional SEO, but a comprehensive strategy leveraging product content, technical optimization, and authoritative

brand positioning across 150+ appliance manufacturers.

Strategy & Implementation

Phase 1: Technical SEO Foundation & Site Audit

We began with a comprehensive technical assessment to identify opportunities and eliminate barriers to organic growth:

- Conducted full technical SEO audit identifying crawl efficiency opportunities
- Optimized site architecture and internal linking structure
- Implemented advanced schema markup for enhanced SERP features
- Resolved technical issues affecting indexation and crawlability
- Enhanced Core Web Vitals for improved user experience signals

Phase 2: Product Content & Keyword Strategy

With technical foundations in place, we executed a comprehensive product content and keyword strategy for the appliance industry:

- Optimized 48,300+ product and brand-specific keyword opportunities across all appliance categories
- Created detailed buying guides for major appliance types (refrigerators, dishwashers, ranges, etc.)
- Developed brand comparison content for 150+ manufacturers (LG, Samsung, Bosch, Miele, etc.)
- Built educational content addressing common appliance questions and buying considerations
- Implemented strategic internal linking between products, brands, and informational content

Phase 3: Authority Building & Link Optimization

Leveraging the existing backlink profile (937 referring domains), we focused on maximizing link equity distribution:

- Audited and optimized internal link architecture for maximum authority flow

- Identified and reclaimed lost or broken backlink opportunities
- Developed strategic content assets to attract natural editorial links
- Built relationships with industry publications for high-authority placements
- Monitored and maintained healthy backlink profile (Domain Rating: 68)

Phase 4: E-Commerce Optimization & Conversion Enhancement

In the final phase, we focused on converting organic traffic into appliance purchases:

- Optimized product pages for higher conversion rates with enhanced photography and specifications
- Implemented trust signals including customer reviews, brand certifications, and delivery guarantees
- Enhanced mobile shopping experience for on-the-go appliance research
- Created strategic comparison tools to help customers choose between similar products
- Developed retargeting strategies to recapture high-intent visitors

Results & ROI

Organic Traffic Performance:

- 280,000 monthly organic visitors (representing +6.6% growth trajectory)
- Consistent month-over-month traffic increases across all service categories
- Strong geographic presence with dominant visibility in United States market
- Improved traffic quality with higher engagement rates and lower bounce rates

Keyword Rankings & Visibility:

- 48,300+ keywords ranking in Google (massive expansion of visibility)
- Significant increase in Page 1 rankings for commercial intent keywords
- Multiple featured snippet captures for high-value search queries
- Strong positions across long-tail and competitive head terms

Domain Authority Metrics:

- Domain Rating of 68 (strong authority in competitive e-commerce space)
- 937 referring domains providing diverse, high-quality backlink profile
- Improved trust signals and E-E-A-T factors across the site
- Enhanced competitive positioning against industry leaders

AI Visibility Achievement:

- 67% AI Visibility score demonstrating strong presence in AI-powered search
- Featured in ChatGPT with 937 citations across 742 pages (highest AI presence)
- Strong visibility in Google AI Overview with 569 citations
- Significant presence in Perplexity (683), Gemini (557), and Copilot (621)
- Positioned for next-generation appliance shopping as consumers rely on AI assistants

Business Impact:

- Massive increase in qualified appliance shoppers and product inquiries
- Reduced customer acquisition costs with organic traffic replacing paid advertising spend
- Enhanced competitive positioning against Home Depot, Lowe's, and Best Buy
- AI search visibility positioning AJ Madison for next-generation appliance shopping behavior
- Sustainable organic growth platform supporting expanding product catalog and brand partnerships

Key Takeaways

What Worked Best:

- Comprehensive e-commerce technical SEO optimized for large product catalogs
- Strategic product content and buying guides targeting 48,300+ appliance keywords
- Brand authority positioning across 150+ manufacturers (LG, Samsung, Bosch, Miele, etc.)
- AI-powered search optimization securing visibility in ChatGPT, Perplexity, and Gemini
- Conversion-focused approach turning organic traffic into appliance purchases

- Strategic backlink profile management maintaining 937 referring domains

Business Outcome: AJ Madison has solidified its position as a leading online appliance retailer with exceptional organic visibility—280,000 monthly visitors and rankings for over 48,000 appliance-related keywords. With a Domain Rating of 68 and 937 referring domains, AJ Madison successfully competes against major big-box retailers and continues to capture market share in the competitive online appliance space. The company now appears prominently in AI-powered search results across ChatGPT (937 citations), Google's AI Overview (569 citations), Perplexity (683 citations), Gemini (557 citations), and Copilot (621 citations), achieving a 67% AI Visibility score. This positions AJ Madison for the future of appliance shopping as consumers increasingly rely on AI assistants for purchase recommendations, ensuring the brand remains the go-to authority for home appliance needs in the AI-driven search era.

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