

# Aztec House Leveling Case Study

| 50K               | 1,720               | 40                 |
|-------------------|---------------------|--------------------|
| Revenue Generated | Average Order Value | Corporate Projects |

**Company:** Aztec House Leveling

**Location:** Harlingen, TX

**Industry:** Residential & Commercial Foundation Repair

**Services:** House Leveling, Foundation Repair, Concrete Pier Installation, Property Stabilization

**Project Duration:** January 2024 – December 2024

## Initial Situation

When Aztec House Leveling partnered with our digital marketing team, the company faced major visibility challenges despite its strong local reputation. Their website ranked on pages 3–5 for key terms like "house leveling Harlingen TX" and "foundation repair Harlingen," resulting in limited organic leads and a heavy reliance on paid ads.

### Key Challenges:

- Low search visibility (ranking beyond page 3 for core city and service keywords)
- Heavy dependence on paid search campaigns
- Incomplete Google Business Profile and limited local presence
- Low engagement metrics and underperforming website design
- Limited brand awareness in the competitive Rio Grande Valley market

## Competitive Landscape

The Harlingen foundation repair market was highly competitive, with over 50 regional service providers investing heavily in local SEO. Many businesses held stronger web authority and well-optimized Google listings, making organic visibility difficult to achieve.

## Strategy & Implementation

### Phase 1: Technical SEO Foundation (Months 1–2)

We began by establishing a robust technical baseline:

- Improved mobile speed and stability
- Fixed crawl errors and optimized site architecture
- Added structured schema for local and service data
- Ensured mobile-friendly performance across all devices

**Result:** 100% of Core Web Vitals reached "Good" status with fast-loading, mobile-optimized pages.

### Phase 2: Local SEO Optimization (Months 2–4)

We transformed Aztec House Leveling's Google Business Profile into a local lead generator by:

- Completing and optimizing all profile sections
- Adding new photos, geo-targeted posts, and customer Q&A;
- Building consistent NAP citations across 60+ local directories
- Implementing a review-generation system for steady feedback growth

**Outcome:** Local search visibility increased by 89%, and the company began ranking in the local map pack for core service areas within three months.

### Phase 3: Content & On-Page Strategy (Months 3–7)

We developed content centered on trust-building and homeowner education:

- Expanded service pages to highlight expertise and warranty assurance
- Created city-specific and problem-based landing pages (e.g., "Foundation Repair in Harlingen")
- Published educational blogs and FAQs to target common homeowner pain points

## **Phase 4: Link Building & Authority Growth (Months 5–10)**

To strengthen domain authority, we secured high-quality local backlinks through:

- Collaborations with contractors and realtors
- Local press mentions and sponsorships
- Guest posts on Texas home improvement blogs

## **Results & ROI**

### **Search Engine Rankings:**

- "House leveling Harlingen TX" – Achieved #1 ranking (from page 4)
- "Foundation repair Harlingen TX" – Reached Top 3 positions

### **Local Visibility:**

- +89% increase in local search impressions
- Became the top local result for multiple foundational service keywords

### **Business Impact:**

- Over \$50,000 in new revenue generated through organic search
- Significant increase in phone calls and direction requests via Google Maps
- Enhanced brand credibility and first-choice status for Harlingen homeowners

## **Key Takeaways**

### **What Worked Best:**

- Comprehensive Google Business Profile optimization
- Consistent local SEO and citation management

- Hyper-local content and city-based targeting
- Strong technical foundation for performance and trust signals

**Business Outcome:** Aztec House Leveling is now the top-ranking and most trusted foundation repair company in Harlingen, TX. With a measurable boost in organic leads and an 89% visibility increase, the brand has permanently strengthened its position as a leader in foundation safety and long-term residential stability.

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