

Watkins Heating & Cooling Case Study

80K	1,720	40
Revenue Generated	Average Order Value	Corporate Projects

Company: Watkins Heating & Cooling

Location: Woodbourne, Ohio

Industry: Residential & Commercial HVAC Services

Services: AC Repair, Installation, Maintenance, Heating Systems

Project Duration: January 2024 – March 2024

Initial Situation

When Watkins Heating & Cooling partnered with our digital marketing team, their online visibility did not reflect the company's strong reputation for service excellence. Despite years of experience, the business struggled to attract consistent organic leads and relied heavily on paid channels to drive inquiries and sales.

Key Challenges:

- Low organic visibility for high-value local keywords
- Limited Google Business Profile optimization
- Heavy dependency on paid advertising for lead generation
- Website performance issues affecting engagement and conversions

Competitive Landscape

The Ohio HVAC market is intensely competitive, with dozens of local providers targeting the same cities and service areas. Many had established SEO foundations, making first-page rankings difficult without a targeted local optimization strategy.

Strategy & Implementation

Phase 1: Technical SEO Foundation

We started by perfecting the technical core of WatkinsHeating.com to ensure search engines could properly crawl, index, and rank the site.

- Improved site structure and mobile responsiveness
- Optimized site speed and eliminated technical errors
- Implemented structured schema markup for local HVAC services
- Secured SSL and optimized on-page metadata

Phase 2: Local SEO & Google Business Optimization

Next, the focus shifted to local search dominance. We enhanced the Google Business Profile and built local authority through:

- Optimized GBP with detailed service listings and customer-focused Q&A;
- Added new photos, posts, and service updates to increase engagement
- Built and cleaned up NAP (Name, Address, Phone) citations across major directories
- Created hyper-local content emphasizing Woodbourne and nearby service areas

Outcome: Watkins Heating & Cooling achieved #1 ranking for "hvac Woodbourne Ohio," significantly improving local search exposure.

Phase 3: Content Strategy & Conversion Optimization

We revamped on-site content to build trust and drive conversions:

- Rewrote top service pages focused on installations and repairs
- Created educational blog content around seasonal HVAC maintenance

- Added clear calls-to-action, trust badges, and simplified inquiry forms

Results & ROI

Organic Growth and Revenue Impact: In only three months, Watkins Heating & Cooling unlocked over \$80,000 in new installation sales – all generated through pure organic traffic.

Key Results:

- #1 ranking for "hvac Woodbourne Ohio"
- Sharp increase in organic site visits and qualified leads
- Higher engagement rates through improved website design and content
- Increased installation inquiries without additional ad spend

Key Takeaways

What Worked Best:

- Data-driven local SEO targeting high-intent searches
- Fully optimized Google Business Profile
- High-converting service pages and educational content
- Technical SEO enhancements that boosted visibility and user experience

Business Outcome: In just three months, Watkins Heating & Cooling went from moderate visibility to market leadership in Woodbourne, Ohio. The company now ranks at the top of search results, generating steady installation revenue entirely through organic search, with digital visibility set for long-term growth.

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