



CASE STUDY

Search Berg's comprehensive SEO strategies helped Global Heating and Cooling Inc. rank **number one** for **40 keywords** through local Google My Business Listings!

A Little About Global Heating And Cooling Inc.

Global Heating and Cooling Inc. is an HVAC contracting and repair company based in Chicago. They specialize in offering high-quality ventilation, heating, and air-condition installation solutions at affordable rates.

With an experience of over 15 years in the industry, Global Heating and Cooling Inc. have acquired the professional expertise and skills to assist all clients in meeting their heating and cooling needs.

They serve commercial and residential locations in Chicago with their premier services that include inspections, installations, repairing, maintenance, and troubleshooting of water heaters, radiators, and other heating and cooling systems.

Additionally, Global Heating and Cooling Inc. use quality equipment to help clients overcome any discrepancies in heating and cooling systems that may be adding to their electricity bills.

Identifying A Few Marketing Obstacles

Before working with Search Berg, Global Heating and Cooling Inc. struggled with an **online presence** as they couldn't get the attention of its target audience.

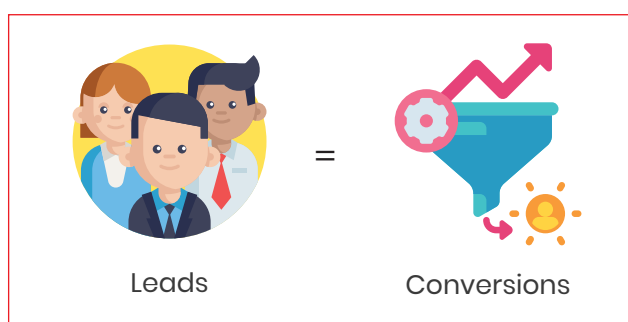
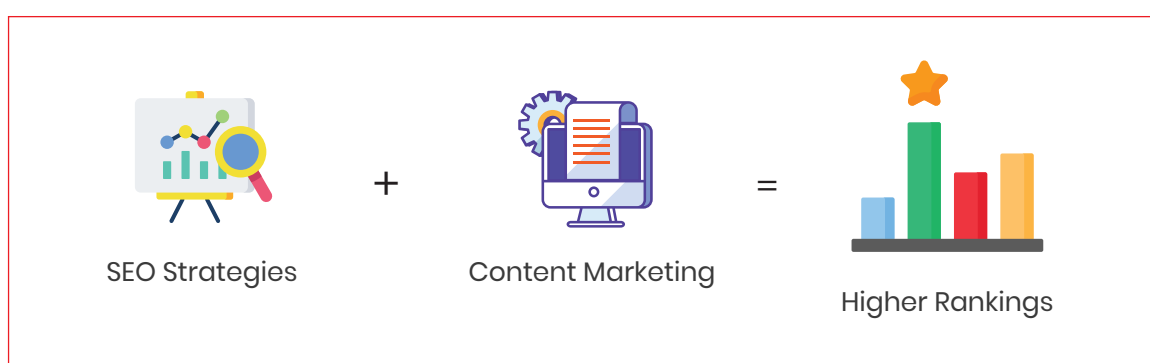
Since they were in a highly competitive industry, to outrank their competitors, they had to market their services where their competitors weren't present: the internet.

Trying to make their website **rank higher** on industry-specific keywords and to **reach out to the local audience**, Global Heating and Cooling Inc. turned to Search Berg for help.

The Game Plan

Our strategies revolved around combining SEO activities like content marketing and GMB optimization to **attract local customers** and consequently **increase rankings**.

They wanted to rank their website higher for **more leads**, which would ultimately mean **more conversions**.



Setting The Stage For Success The Search Berg Way!

After conducting a thorough analysis of their current digital marketing strategy, Search Berg understood that Global Heating and Cooling Inc. was struggling with customer outreach, which was heavily impacting the demand for their services.

We came up with a comprehensive SEO strategy for them that included:

- GMB profile creation to put their business on the map
- Google post management to draft useful content that promotes their services
- Google My Business Listings optimized for their target locations
- Brand management to connect with potential local customers
- Quality citation building to create local listings on reputable websites and generate credibility
- Content marketing for heightened visibility of their brand

The results? See for yourself!

Here's All That We Accomplished

Search Berg's SEO strategy showed results almost immediately!

We created industry-relevant and engaging content for Global Heating and Cooling Inc. with attention-grabbing blogs. We also conducted three location-based Google optimization campaigns to divert local traffic to the client's website.

Our monthly progress reports showed an improvement in their overall ranking on Google. A few keywords that had no traction had **shot up straight to the top of the first page results.**

Global Heating and Cooling Inc. were now ranking as number one **24 industry-relevant keywords** on Google's SERPs for their Hermitage listing. Additionally, they also ranked **number one for 15 other keywords** from their Clark and Ashland listings.

Comparative Analysis Of The Keyword Rankings For The Hermitage Listing

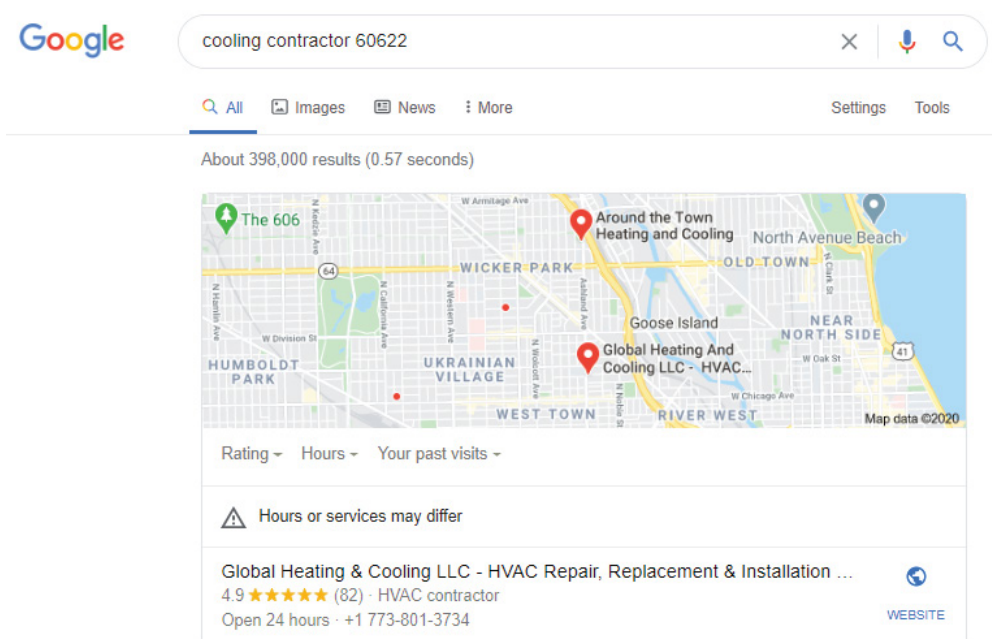
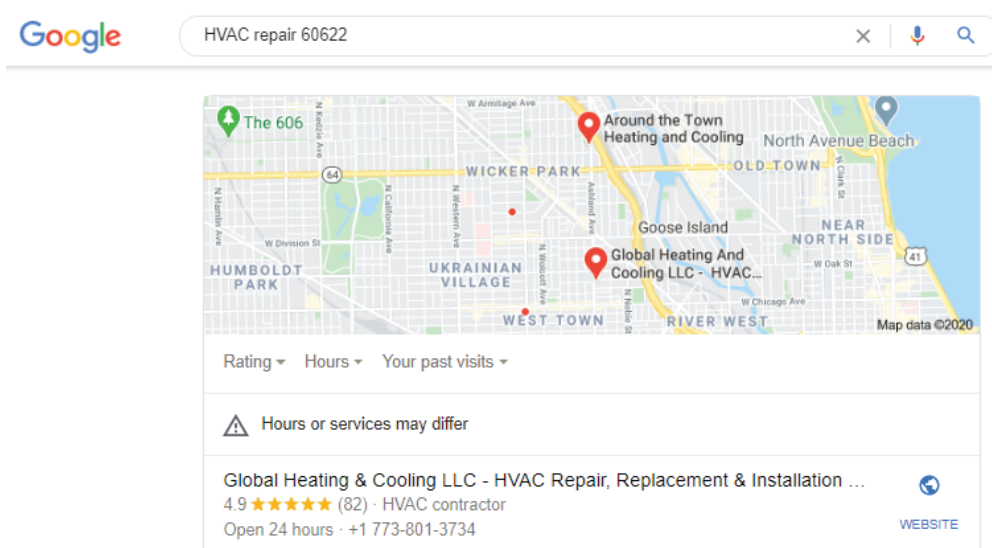
The table shows some of these keywords, their ranking before the client came to us, and their ranking after we employed our SEO strategies.

S. No.	Keywords	Before SEO	After SEO
1	snow melt system installation Chicago	N/A	1
2	hvac installation services	N/A	1
3	hvac installation Chicago	N/A	1
4	HVAC repair 60622	N/A	1
5	cooling contractor 60622	N/A	1
6	Ac maintenance 60622	N/A	1

Table 1: Keyword rankings on Google SERPs for Global Heating and Cooling Inc.

Top Ranking Keywords On Google From The Hermitage Listing

Here's a quick peek at how the high ranking keywords appear on Google's search results...



Google My Business Insights For The Hermitage Listing

The Hermitage listing appeared in **15,988** searches in less than three months.

Figure 1 shows these results.

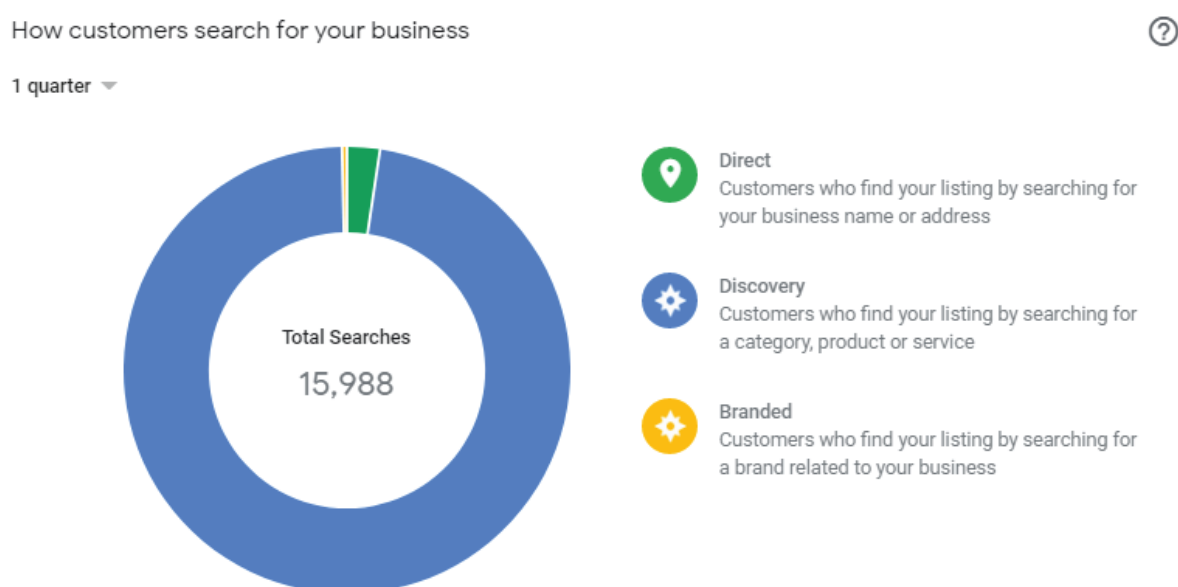


Figure 1: GMB results for the Hermitage listing

Customer Actions Through The Hermitage Listing

Our GMB optimization services helped Global Heating and Cooling Inc. establish industry dominance with high traction keywords. The results? Customer engagement was at an all-time high!

Figure 2 shows:

- **139** people visited the client's website
- **4** messaged them
- And **87 called** via the Hermitage Google My Business listing **in less than three months!**

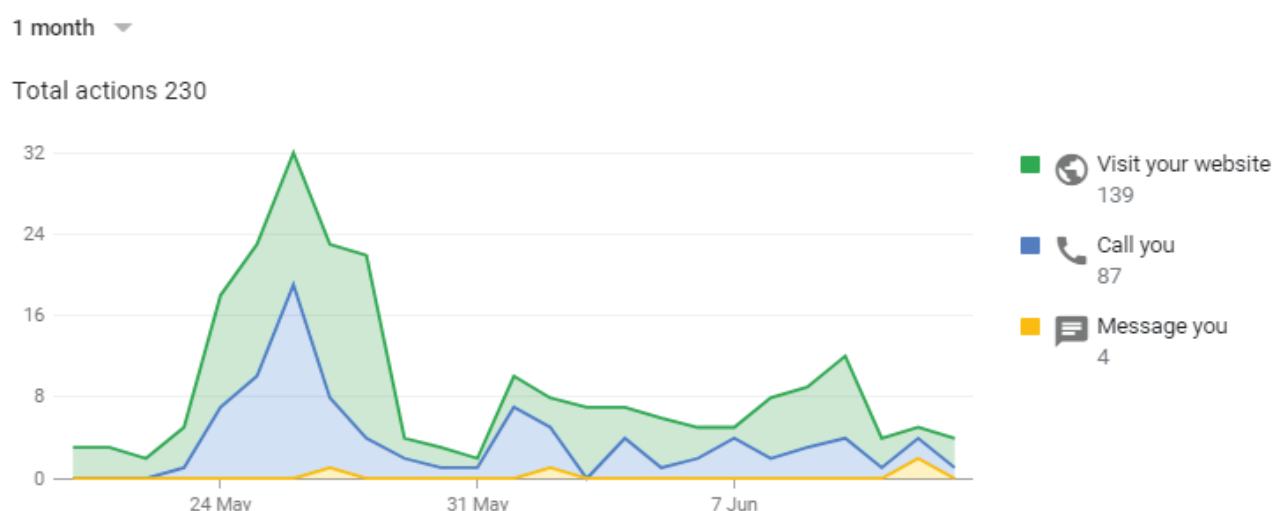


Figure 2: Customer action through the Hermitage listing

Comparative Analysis Of The Keyword Rankings For The Clark Listing

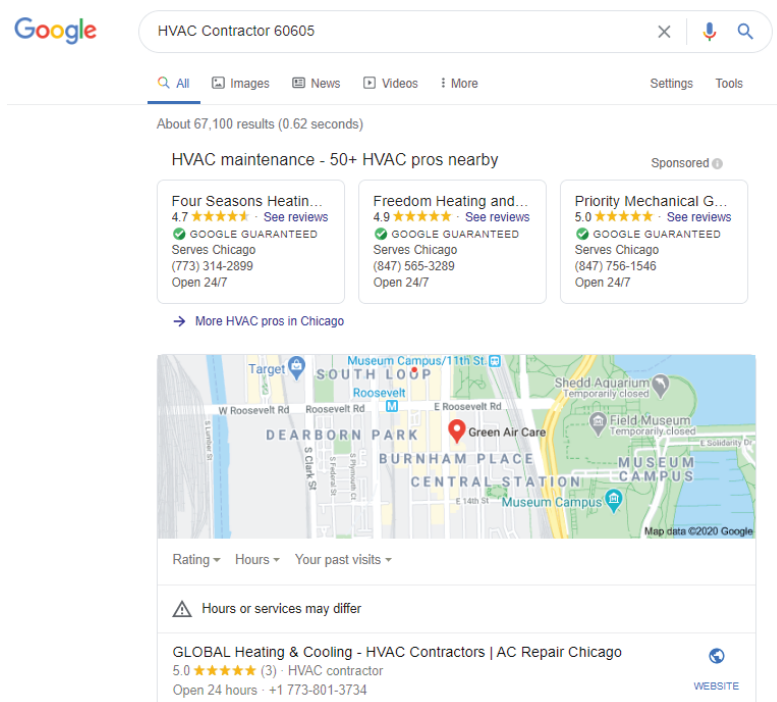
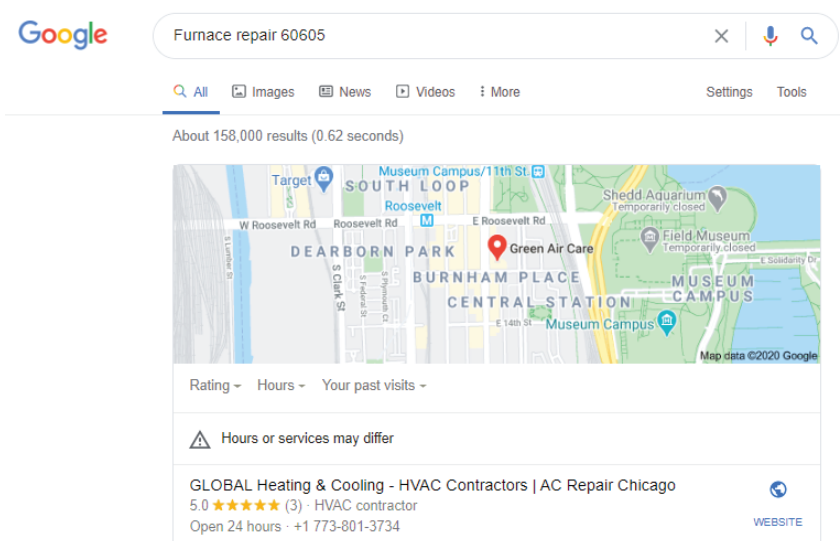
The table shows some of these keywords, their ranking before the client came to us, and their ranking after we employed our SEO strategies.

S. No.	Keywords	Before SEO	After SEO
1	Furnace repair 60605	N/A	1
2	HVAC Contractor 60605	N/A	1
3	hvac installation chicago 60605	N/A	1
4	hvac installation services 60605	N/A	1
5	Ac maintenance 60605	N/A	1
6	Ac repair 60605	N/A	1

Table 2: Keyword rankings on Google SERPs for Global Heating and Cooling Inc.

Top Ranking Keywords On Google From The Clark Listing

Take a quick look at the high ranking keywords as they appear on Google's search results...



Google My Business Insights For The Clark Listing

The Clark listing generated profitable conversions, as shown in Figure 3.

A total of **9,941 searches** were made through this listing **in less than three months!**

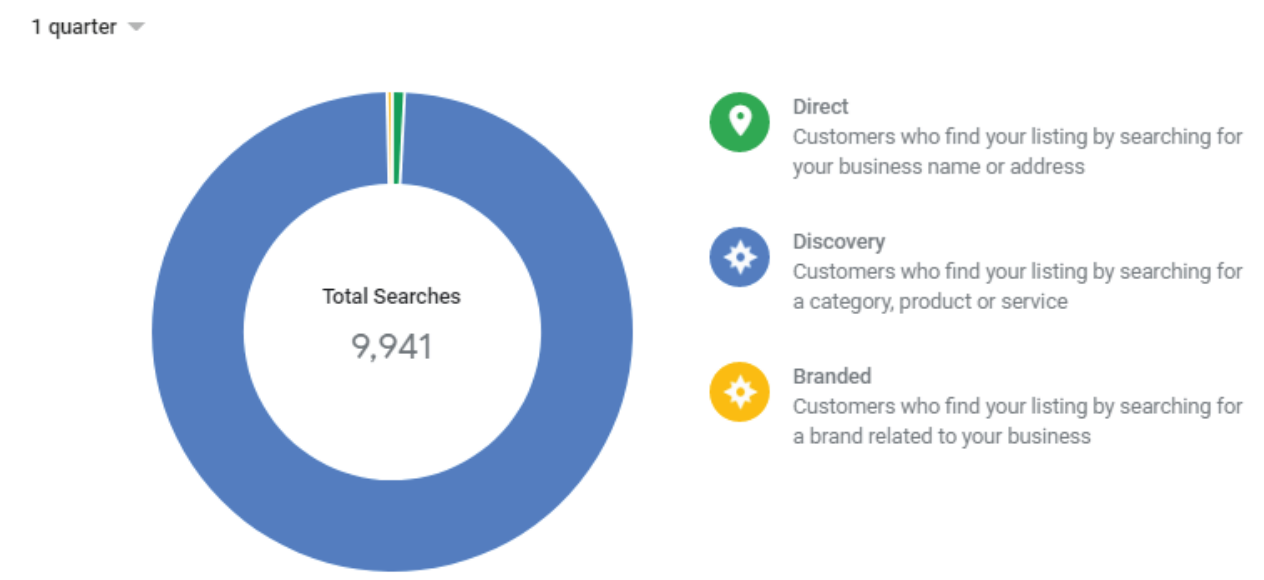


Figure 3: GMB results for the Clark listing

Customer Actions Through The Clark Listing

Our GMB optimization services cultivated locally relevant content for Global Heating and Cooling Inc. to generate a credible social profile. This led to a massive improvement in customer engagement!

Figure 4 shows that **28 people** called, and **30 people** visited the website via the Clark listing, and these numbers are **still on the rise!**

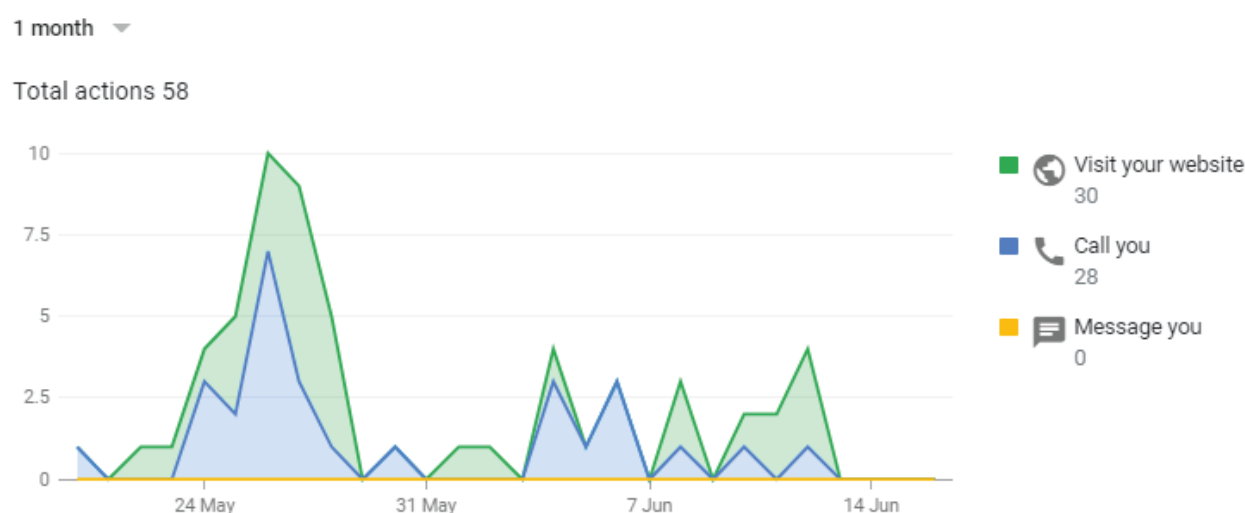


Figure 4: Customer action through the Clark listing

Comparative Analysis Of The Keyword Rankings For The Ashland Listing

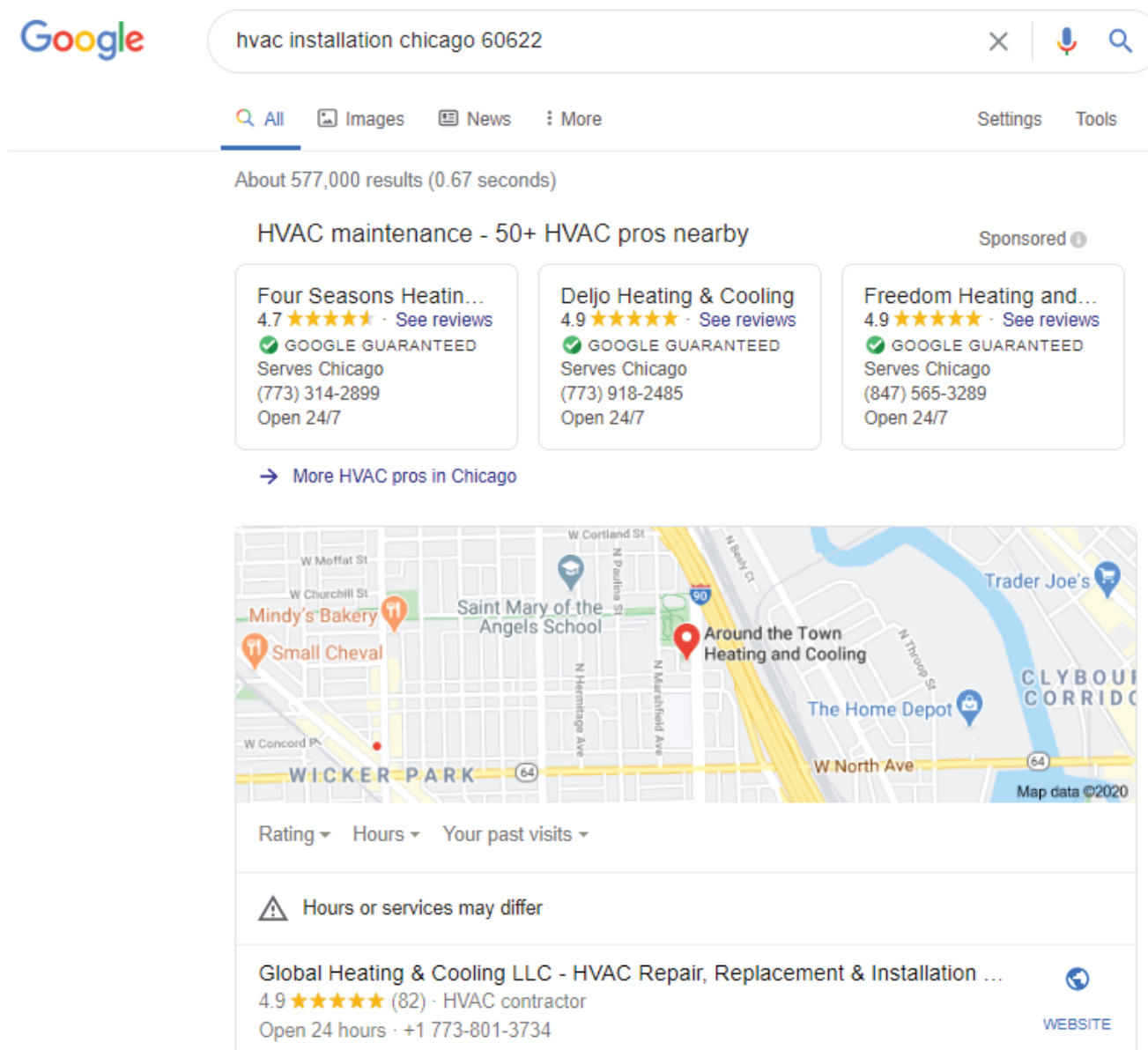
The table shows some of these keywords, their ranking before the client came to us, and their ranking after we employed our SEO strategies.

S. No.	Keywords	Before SEO	After SEO
1	hvac installation chicago 60622	N/A	1
2	HVAC Contractor 60622	N/A	3
3	Furnace repair 60622	N/A	3
4	Ac repair River West	N/A	3
5	heat pump repair 60622	N/A	4

Table 3: Keyword rankings on Google SERPs for Global Heating and Cooling Inc.

Top Ranking Keywords On Google From The Ashland Listing

Here's how the high ranking keywords appear on Google's search results...



The screenshot shows a Google search for "hvac installation chicago 60622". The results include three sponsored listings for HVAC companies, a map of the area, and a listing for Global Heating & Cooling LLC.

Sponsored Results:

- Four Seasons Heatin...**
4.7 ★★★★★ · See reviews
✓ GOOGLE GUARANTEED
Serves Chicago
(773) 314-2899
Open 24/7
- Deljo Heating & Cooling**
4.9 ★★★★★ · See reviews
✓ GOOGLE GUARANTEED
Serves Chicago
(773) 918-2485
Open 24/7
- Freedom Heating and...**
4.9 ★★★★★ · See reviews
✓ GOOGLE GUARANTEED
Serves Chicago
(847) 565-3289
Open 24/7

[→ More HVAC pros in Chicago](#)

Map: The map shows the area around Wicker Park, Chicago, with a red pin marking "Around the Town Heating and Cooling". Other nearby locations include Mindy's Bakery, Saint Mary of the Angels School, and The Home Depot.

Global Heating & Cooling LLC - HVAC Repair, Replacement & Installation ...
4.9 ★★★★★ (82) · HVAC contractor
Open 24 hours · +1 773-801-3734
[WEBSITE](#)

Google My Business Insights For The Ashland Listing

Finally, the Ashland listing also generated promising results for Global Heating and Cooling Inc.

Figure 5 shows that a total of **3,620 searches** were made through this listing **in less than three months!**

1 quarter ▼



Figure 5: GMB results for the Ashland listing

Customer Actions Through The Ashland Listing

Our GMB optimization services optimized the client's GMB profile and images with hyper-specific keywords. This led to more leads, calls, and visits!

Figure 6 shows that **12 people called**, and **12 people visited** the website via the Ashland listing, with these numbers steadily but surely going up!

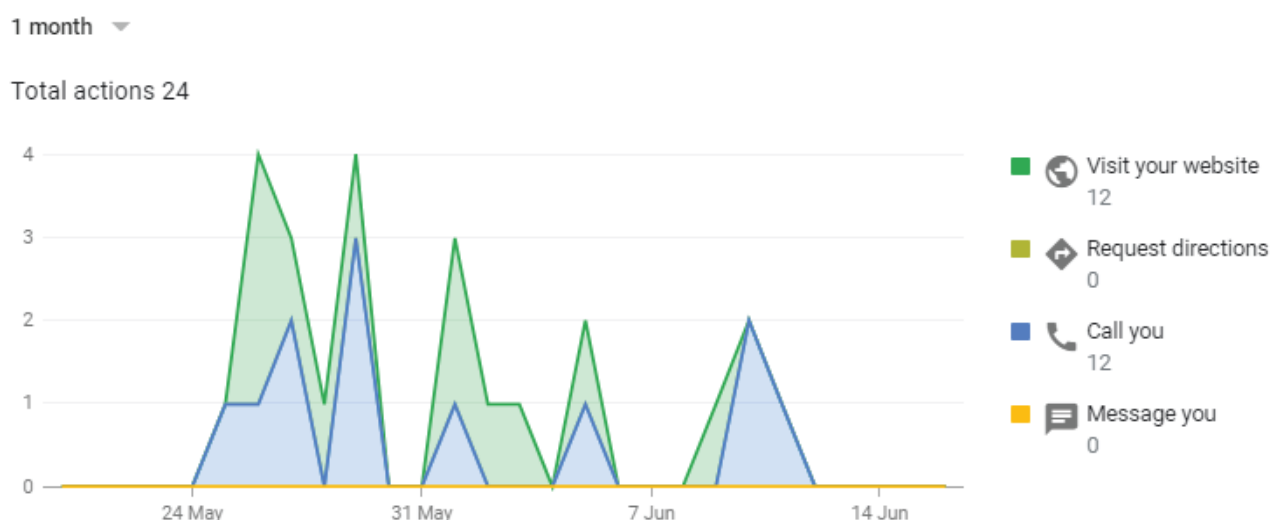


Figure 2: Customer action through the Ashland listing

Focusing On A Winning Content Marketing Strategy!

We wanted to communicate the client's message in a visually appealing and easy-to-understand way as well, so we focused our SEO services on creating riveting blogs.

From talking about maintaining home cooling systems to assisting new customers by informing them about common mistakes they may be making with heater installations, these informative blogs covered everything.

The combination of our SEO strategy and conversion-boosting services caused a spike in the number of leads generated to their site—resulting in a substantial increase in organic traffic!

Blog



Why You Need to Keep Rodents Away From Your Cooling Systems

By admin | May 26th, 2020 | Uncategorized | 0 Comments

Air conditioners are among the coziest spaces for small animals [...]

[Read More >](#)



3 Mistakes You Should Avoid at the Time of AC Installation

By admin | May 20th, 2020 | Uncategorized | 0 Comments

Air conditioning is an essential investment when it comes to [...]

[Read More >](#)



Some Of Our Published Work!

To take a look at some of our work, check out some of our published content for the client:

GMB POSTS

Detailed, engaging, and keyword-rich GMB posts!



Fix Your Cooling System In Minimum Time!

With our premium quality services in Chicago, clients can get their cooling systems repaired and checked for. Is your air-con dispensing uneven cooling? Feeling hotspots in some areas?

Give us a call and we'll fix your cooling system issues in time! We're available 24 hours a day 7 days a week! Call (773) 801-3734 now!



Monitor and maintain the perfect temperature in your house!

Your thermostat controls the temperature of your HVAC system. If you're experiencing extreme temperatures in spite of adjusting the thermostat, you may need a repair job. Our expert technicians can help you repair or select a new thermostat that fits your needs! We're offering a free trip charge with any service over \$150 for a limited time!

Call us at (773) 801-3734



Furnace Repair Services at Affordable Prices in Chicago

Is your furnace not working properly? An expert will be able to detect the reason your furnace maybe malfunctioning. It could be clogged filters, overheating, electrical issues or thermostat malfunctioning.

Get in touch with us today to know more about our furnace repair services in Chicago and surrounding areas.

BLOGS

Interesting and educational blogs!



Gas vs. Electric Heating: What Option Works Better In Chicago?

Similar to the debate on plastic vs. paper bags at the grocery stores, many homeowners in Chicago are wondering whether to install an electric heating system or a gas-based heating system in their homes. With the current temperature at 47° in Chicago it's easy to assume that homeowners in Chicago are still in the process of installing new heating systems or replacing their old ones.

While both types of heating systems have their own set of benefits and unique features, the choice ultimately depends on the homeowner's specific needs and budget.



Best Situations to Use a Ductless, Mini-Split System

We're already halfway through the spring season, and summers are around the corner. If the rising temperatures and humidity levels are compelling you to make your home's heating and cooling more efficient, a ductless mini-split system could be your best bet. However, despite the great features, they cannot be efficient in all situations and indoor conditions.

To determine whether a ductless mini-split system would be a good pick for your home, here are all the factors you need to keep in mind.



The Need for Snow-Melt Systems in Chicago

A few hours of steady snowfall can leave everything covered in white. Though visually, it looks glorious, it's equally stressful for the homeowners to shovel out knee-deep snow off their driveways and porch.

Particularly in Chicago, where temperatures can drop to as low as -23 degrees (as recorded on 30th January 2019), it can be stressful to salt and shovel the ice on your porch on a freezing morning.

You could hire a snow ploughing service; however, for people living in areas with limited access to such services, a snow-melt system might be a more practical solution.

Hire Search Berg for To Dominate SERPs!

Suffice it to say, our partnership with Global Heating and Cooling Inc. yielded results and allowed the client's website to get more traction from local customers than ever before!

Search Berg provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a call at **855-444-4777**.