



**Case Study:**  
**Ranking A Client for a New Service Line In**  
**Three Months - And Keeping Them There**



## Summary

Our client, a family-owned HVAC contractor in business for nearly 70 years, enjoyed steady increases in installation leads and jobs over the four years we'd worked with them.

Now, they wanted to rank for oil delivery: A service they'd offered for decades but never marketed online.

The area they served has many older homes that still used oil for heating. Their service is also unique: They provide free cleaning and inspection with each delivery.

With their excellent online reputation and decades of great work in the area reputation, all we had to do was get the word out.



# Basic Strategy

- Research the most valuable keywords relating to oil delivery
- Assess the local competition: Who was ranking and what their pages looked like
- Design local service pages optimized for the keywords and targeted towns
- Establish a publishing schedule and internal linking strategy
- Deployed a strategy to gain backlinks for each new page as it was published

The strategy wasn't anything groundbreaking. But, the key is crafting customized content that reflects the client and their service area while also competing for the localized keywords.

For instance, the highest-ranking pages in the area used language like “serving the community,” “family-owned-and-operated.” They stressed fast, convenient delivery and included the zip codes they served.

Our pages reflected all that — and more.

We spoke briefly about the common types of homes (especially older ones) in this area. And, each page answered commonly-asked questions based on our internal and competitor research.

Those extra touches, along with all the on-page optimization, ensured that each page spoke directly to a potential customer's experiences, needs, and concerns with easy-to-find ways to contact the company right away.

And, this authoritative information was all clearly and neatly laid for search engines to find, crawl, understand, and promote.

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# Results

Our pages shot to the top of Page One faster than we expected .

The campaign began in mid-January at the peak of oil season. We told our client upfront not to expect much that winter because it would take some time for these efforts to take hold.

That was fine with them. They knew it was a long-term investment, not a quick jolt for the current season. And,they offer a budget pricing program that launches in the summer for the coming year.

Even still, they began getting more calls from new customers by the end of February. And, our data backs up that success.



# Ranking Improvements In Three Months

Filter by keyword  Top positions & changes  SERP Features  Tag: "oil"  Intent  Volume  Advanced filters  Jan 5 - Apr 27, 2022

Share of Voice **Visibility** Est. Traffic Avg. Position

**26.29%** +19.63



Smart zoom  Notes





# Keyword Ranking Changes

Tracking begins two weeks before our campaign began and shows the final results.

<input type="checkbox"/>	Keyword	Intent	SERP	Pos. Jan 4	Pos. Apr 13	Diff	Visibility	Diff	Est. b
>	<input type="checkbox"/> heating oil furnace service	C	E	3	1	↑ 2	3.125%	+2.309	
>	<input type="checkbox"/> heating oil furnace service	C	F	1	1	0	3.125%	0	
>	<input type="checkbox"/> heating oil furnace service	C	E	3	1	↑ 2	3.125%	+2.309	
>	<input type="checkbox"/> heating oil furnace service	C	E	19	1	↑ 18	3.125%	+3.031	
>	<input type="checkbox"/> home heating oil delivery	C	E	12	2	↑ 10	1.073%	+0.944	
>	<input type="checkbox"/> heating oil furnace service	C	E	3	3	0	0.816%	0	
>	<input type="checkbox"/> oil delivery companies near me	T	F	18	3	↑ 15	0.816%	+0.719	
>	<input type="checkbox"/> oil delivery companies near me	T	E	41	3	↑ 38	0.816%	+0.764	
>	<input type="checkbox"/> heating oil suppliers	C	E	37	4	↑ 33	0.678%	+0.620	
>	<input type="checkbox"/> home heating oil delivery	C	E	15	4	↑ 11	0.678%	+0.571	
>	<input type="checkbox"/> heating oil suppliers	C	E	12	4	↑ 8	0.678%	+0.549	
>	<input type="checkbox"/> home heating oil delivery	T	F	13	4	↑ 9	0.678%	+0.558	
>	<input type="checkbox"/> heating oil suppliers	C	E	-	5	new	0.524%	new	
>	<input type="checkbox"/> fuel oil companies near me	T	E	-	5	new	0.524%	new	
>	<input type="checkbox"/> fuel oil companies near me	T	E	25	6	↑ 19	0.352%	+0.273	
>	<input type="checkbox"/> fuel oil companies near me	T	E	-	6	new	0.352%	new	
>	<input type="checkbox"/> home heating oil delivery	C	F	-	6	new	0.352%	new	
>	<input type="checkbox"/> home heating oil delivery	C	E	-	6	new	0.352%	new	
>	<input type="checkbox"/> oil delivery companies near me	T	E	-	7	new	0.326%	new	
>	<input type="checkbox"/> heating oil furnace service	C	E	-	8	new	0.300%	new	
>	<input type="checkbox"/> heating oil suppliers	C	E	13	10	↑ 3	0.189%	+0.069	

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# Conclusion

With a strong SEO and content foundation of SEO these pages continue generating new customers. We monitor their performance for any opportunities to adjust or revise them for better results.

And, after the campaign, we reinforce these efforts with new oil delivery-related pages and blogs that continue strengthening the site's authority.

As a result, those rankings won't go anywhere, even if the client stops working with us. Everything we published on the site is theirs forever . The content keeps working even if we're not there anymore.

That's the strength of combining content creation, local SEO, and the personal touch of that comes with working closely with a clients: Fast, effective, and long-lasting results.