

LOCAL SEO CASE STUDY

A Local SEO case study on Waves HVAC

How a New York HVAC Company Moved From Invisible to Ranking on Page One

Quick Results

Business: Waves HVAC residential HVAC and attic ventilation contractor, NYC.

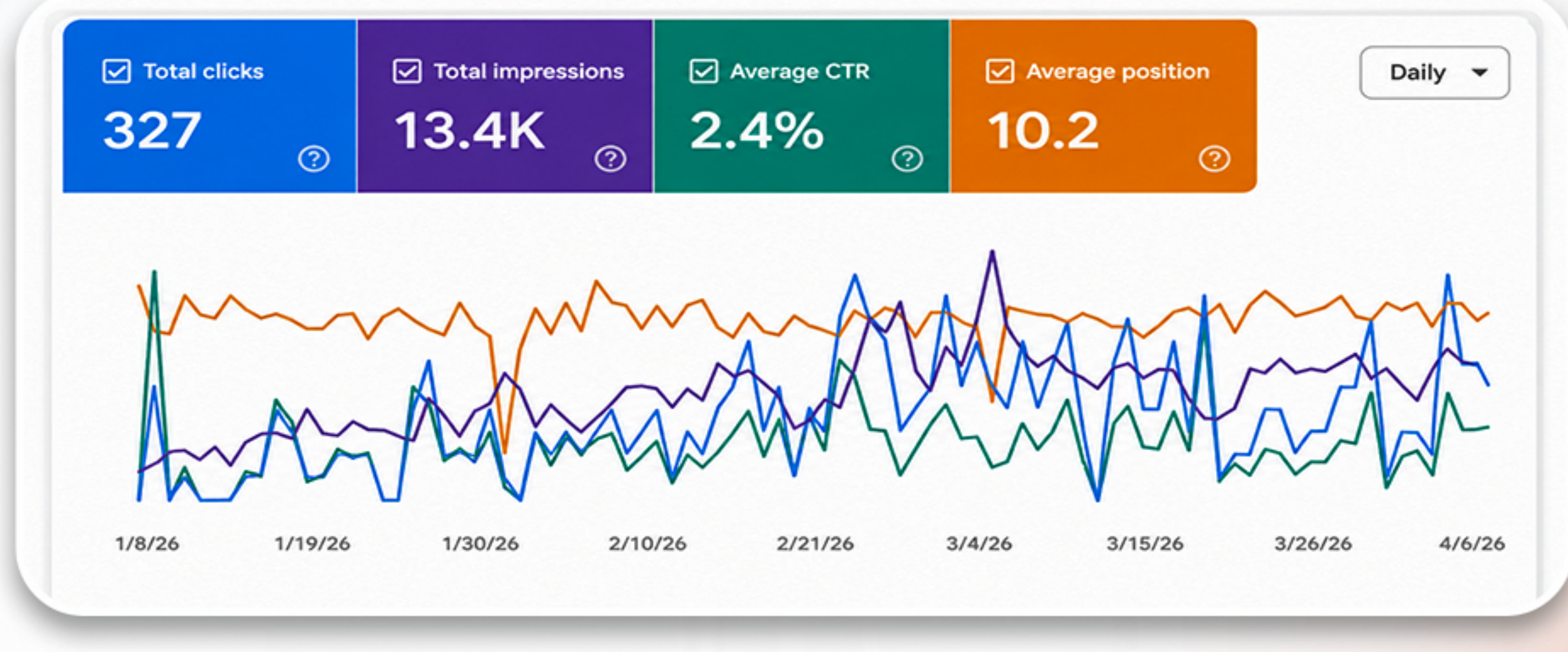
Challenge: Weak organic visibility and an underused Google Business Profile

Strategy: Dedicated service-page SEO + active Google Business Profile optimization

Results

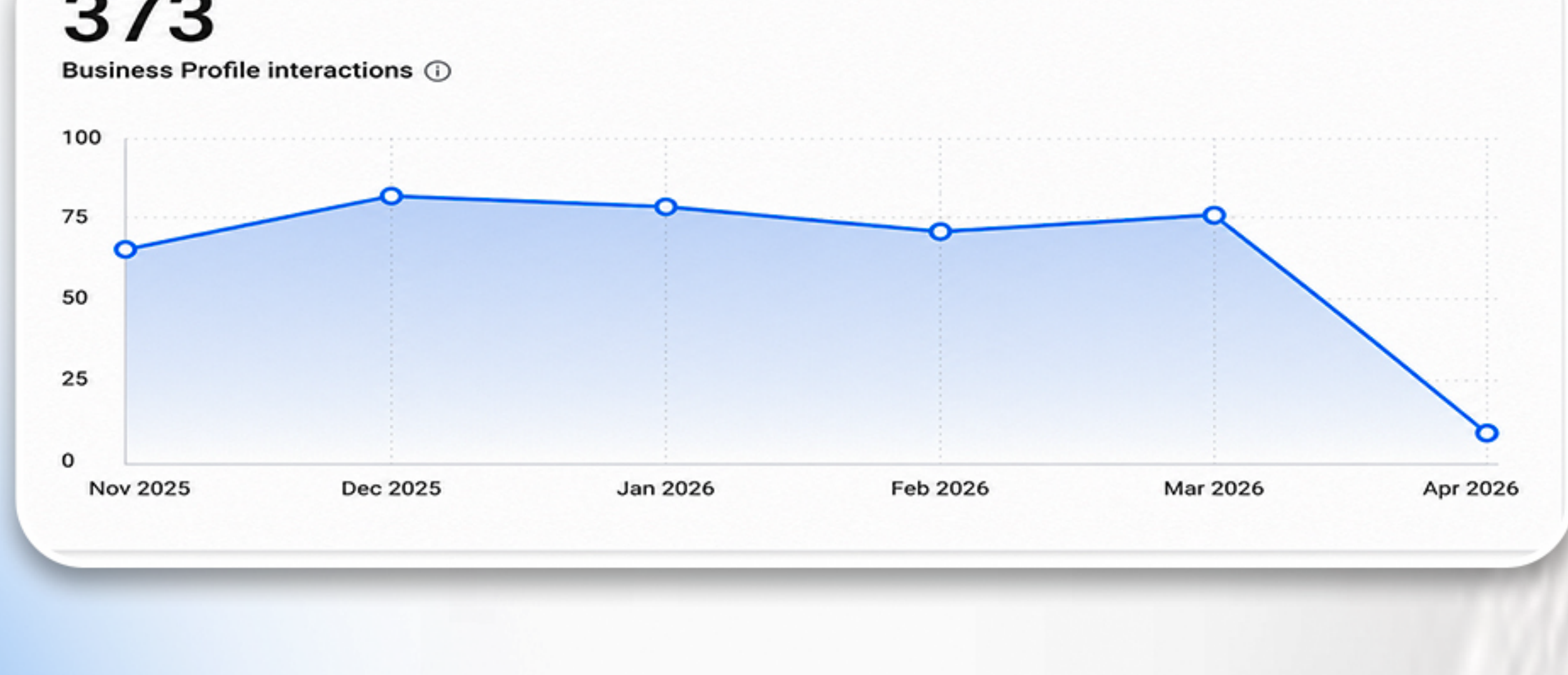
Reporting Period:

- 327 clicks, 13.4K impressions, 2.4% CTR, average position 10.2 Google Search Console
- 697 Business Profile views, 147 search appearances, 373 total interactions
- Page-one ranking secured for "Attic Ventilation Contractor"



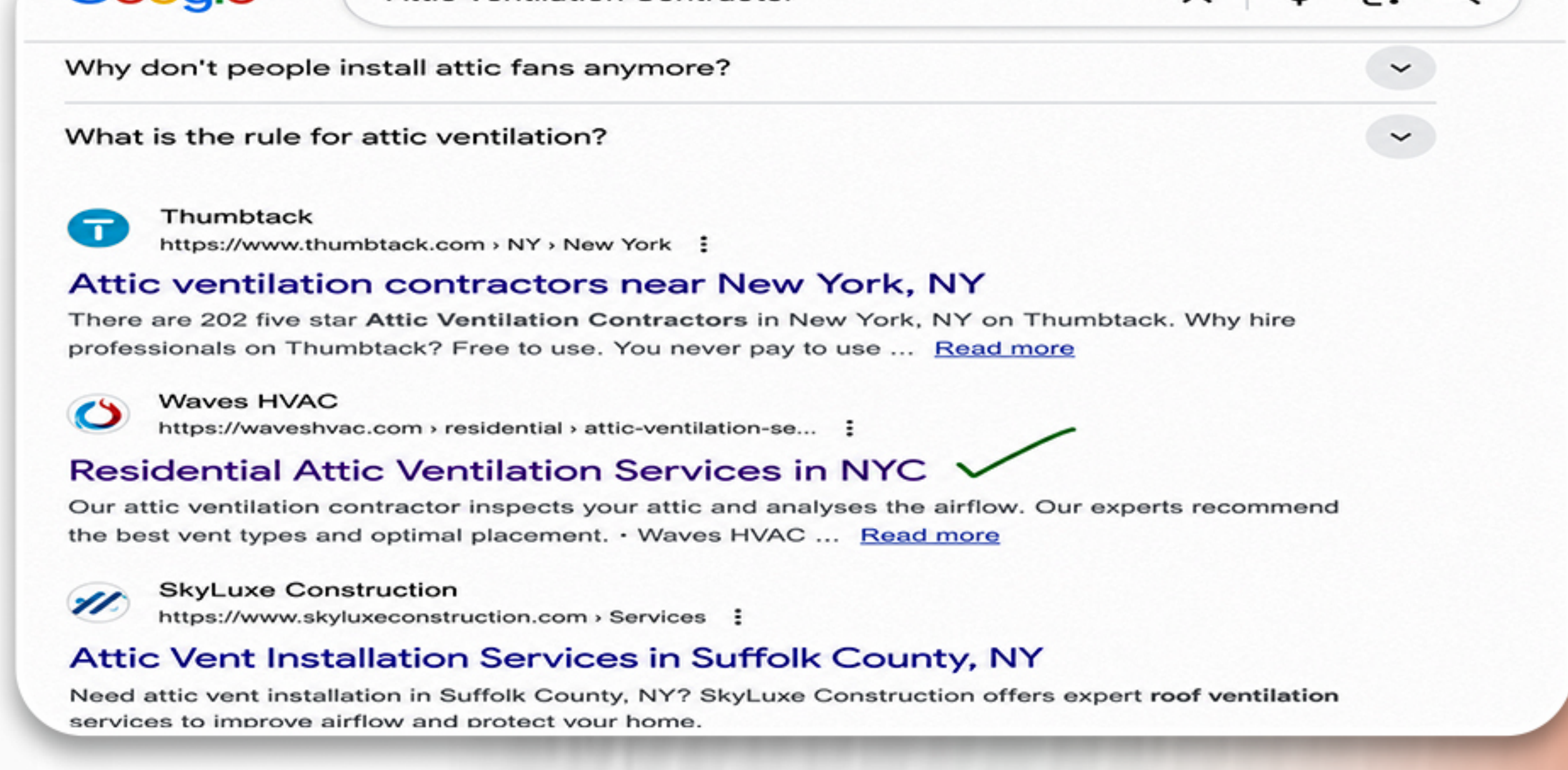
The Challenge

Waves HVAC wasn't showing up for the searches its own customers were running, and its Google Business Profile wasn't converting views into calls. In a high intent category like HVAC, that's a direct loss if you're not visible when someone searches "attic ventilation contractor" or "AC repair near me," the job goes to whoever is.



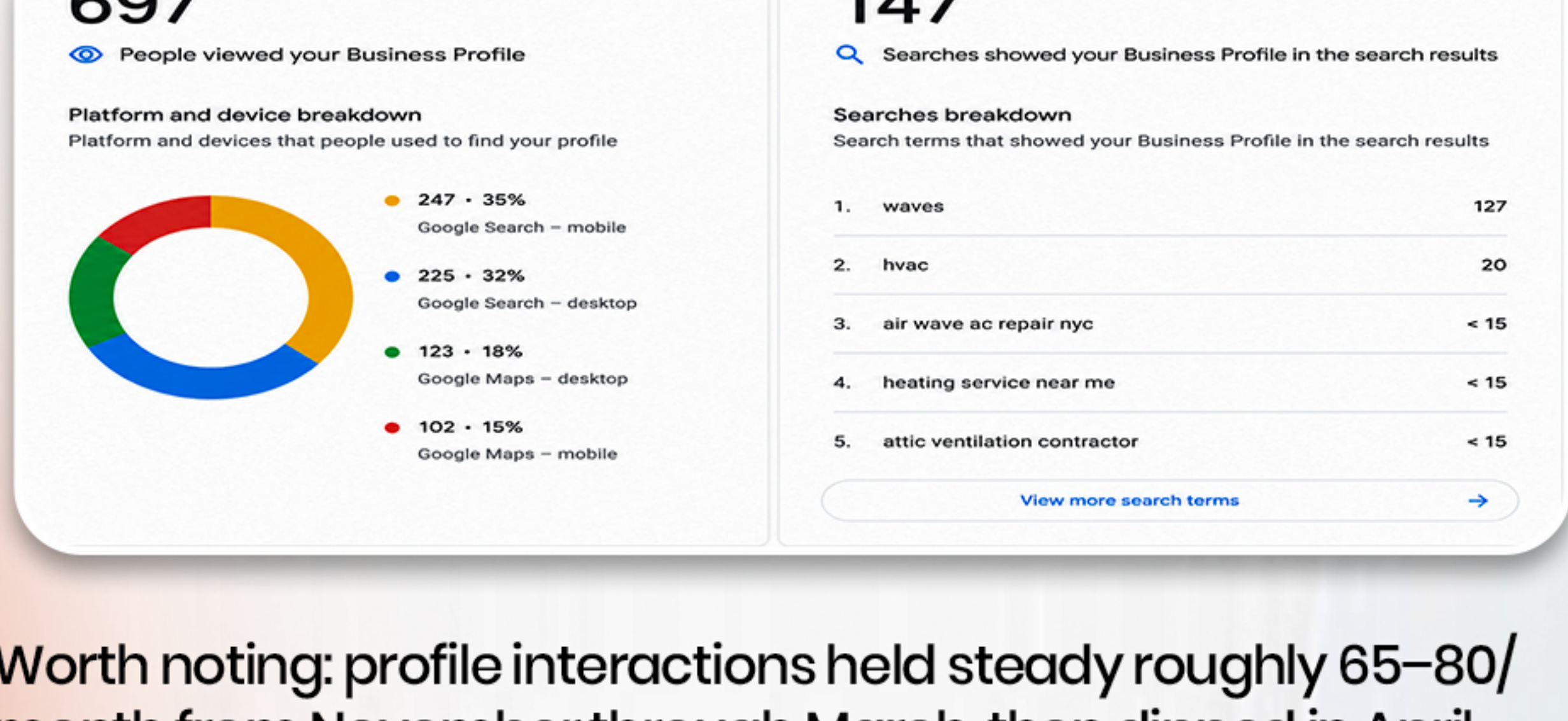
The Strategy

- 1. A dedicated attic ventilation service page.**
Rather than folding attic ventilation into a general services page, its own page built around the specific language it got homeowners search with. That page now ranks on page one for "Attic Ventilation Contractor," competing directly with aggregator sites like Thumbtack.
- 2. Active Google Business Profile optimization.**
The profile's service listings and categories were sharpened, and kept active on an ongoing basis rather than treated as a one-time setup. This is what drove the 697 profile views and 147 search appearances nearly even between "waves" brand and "hvac" generic category searches showing both recognition and cold discovery happening at once.
- 3. Broader on-page work across service pages,**
aimed at lifting overall visibility rather than chasing one or two keywords reflected in the 13.4K impressions and average position of 10.2.
- 4. Off-page authority building.**
Local citations and relevant backlinks were built to strengthen the site's authority signals, supporting the on-page and profile work rather than carrying the strategy on their own.
- 5. Structured data.**
Local Business and Service schema markup were added so Google could parse the business's services and location details more precisely a supporting technical layer under the visibility gains above.



Results :

Metric	Value
Organic clicks	327
Organic hvac impressions	13.4K
Average CTR	2.4%
Average position	10.2
Business Profile views	697
Search appearances	147
Total profile interactions	373
Key ranking win	Page-one for "Attic Ventilation Contractor"



Worth noting: profile interactions held steady roughly 65–80/month from November through March, then dipped in April. That's likely seasonal rather than a sign the strategy stalled, but it's honest to flag rather than smooth over.

What Made It Work

The core of it: giving a specific, high-intent service its own page instead of bundling it into general content, and running the Business Profile as an active channel instead of a static listing.

The off-page and schema work reinforced both, giving Google clearer signals of relevance and authority to act on. Together, it comes down to matching how the business shows up online to how customers actually search.

Takeaway

A focused SEO effort one dedicated service page plus consistent local profile work was enough to land a page one ranking on a competitive term and turn the Business Profile into a real discovery channel.

NEEDS DATA confirmed call/booking increases tied to this period would make the results section stronger.