

**NETR Inc. Business
grown far beyond
expectations, SEO up
123.43%**

How a local HVAC company grew far more than they ever expected

With the SEO up 123.43% and leads pouring in, it's time for the owner to go on vacation!

Case Study Background

Since 1989, N.E.T.R., Inc has been installing heating and air conditioning systems in the Boston area. They are true experts in all things ductless, which led to them being a Mitsubishi Electric Elite Diamond Contractor.

The Challenge

McDougall Interactive was initially brought in to conduct search engine optimization after a year-long website redesign dramatically dropped traffic and conversions. Rising costs of Google ads and changes in the Google algorithm meant that the methods of marketing needed to change.

Marketing Strategy

Over the years, their search engine optimization firm built several websites and did a number of low-end strategies, like backlinking from article sites in India and building WordPress blog networks.

To make matters worse, they had to hire a separate firm to do the paid search because the SEO company didn't do that. They ended up with poorly designed landing pages and questionable search strategies. This strategy became impossible to maintain, given efforts were spread out across multiple websites.

Marketing Tactics

When McDougall Interactive came on board, we did intensive research and found that it was best to eliminate the additional websites that failed to drive any significant rankings or leads.

By focusing on one website, one blog, and a single set of social media accounts, we could make a much clearer path forward.

Marketing Tactics

We designed and developed a landing page and started running paid search right away, which allowed for leads to come in while we built the longer-term organic search + social strategy.

We conducted a technical audit on the website and found numerous broken links, slow load times, and various other issues that we corrected.

Call to action buttons were in far too many shapes and sizes, so we streamlined the look and feel of them.

While the website is in need of a redesign, we decided together that this would come later. We focused our efforts on increasing conversions as much as possible within the current framework.

A social media contest was strategically redesigned and is now providing a significant amount of leads.

Blogging, podcasting, Ebooks, infographics, linkbait, and case studies are all part of the content marketing strategy.

The founder of the company is a true thought leader in ductless systems and has done a fantastic job approving podcast and video topics and then consistently meeting with us to produce them.

Marketing automation using HubSpot is used on Ebooks as we launch them. This helps to nurture leads from the start, as people read the content, then check out the case studies, and finally are presented with a request for a conversation.

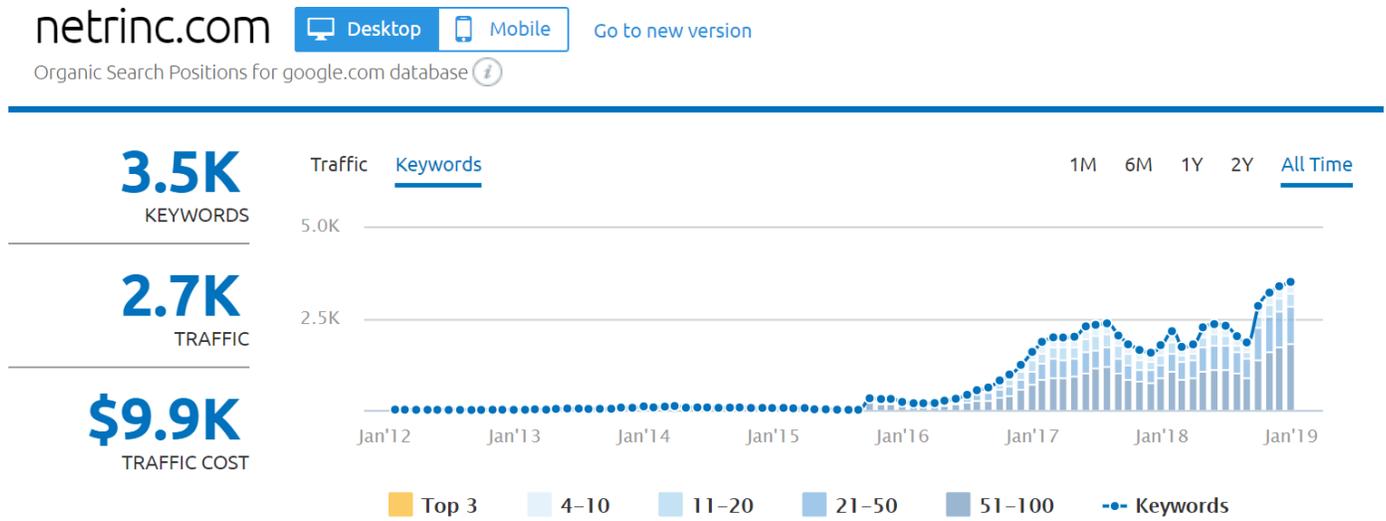
Results

SEO

Within a one-year period, we went from 1,562 keywords driving traffic to 3,490 keywords driving traffic.

- Top 100 keyword rankings increased by 123.43% (Up by 1,928 keywords)
- SEO traffic value increased by 175% (up by \$6,300 a month or \$75,600 in ad cost savings per year)
- 42 more keywords rank in the top 3 results

Below is a chart of the organic ranking trend (our work began in December of 2017)



Paid Search

McDougall Interactive implemented highly targeted PPC campaigns, using landing pages for key product offerings like ductless air conditioners. This resulted in more than 132,000 top-of-page AD impressions in Google in 2018, almost 4,000 targeted website visitors, and over 100 targeted form inquiries.

As a result, N.E.T.R., Inc. is generating more revenue than ever before – by a substantial margin. We now can increase our activity significantly because we proved the return on investment.