

Home Services SEO: Proven Results Across Every Trade

Real-world SEO success stories from HVAC, plumbing, moving, landscaping, construction, and renovation companies — built on the same foundational strategies that now drive visibility in both traditional search and AI-powered recommendations.

Recent AI Wins

3

BRANDS TRACKED

18K+

COMBINED AI SESSIONS

9x

HIGHER CONVERSIONS

12

MONTHS OF DATA

AI / CHATBOT TRAFFIC

18.4%Average conversion rate
across portfolio

VS

STANDARD ORGANIC

2.1%Average conversion rate
across portfolio

Why Home Services Companies Need SEO

Home service businesses face a unique challenge: customers need them urgently, but only when something breaks. When a pipe bursts at 2 AM or the AC dies in August, people don't flip through phone books — they search Google. Increasingly, they're also asking AI assistants like ChatGPT and Google's AI Overviews for recommendations. 97% of consumers use search engines to find local businesses, and 88% of those who search on smartphones visit within a week.

The companies that rank on page one — and get recommended by AI — capture that demand. The ones that don't? They're handing revenue to competitors. These case studies show exactly how we help home service businesses build the authoritative online presence that drives visibility across traditional search and emerging AI platforms.

What You'll See in This Portfolio

Each case study documents real results: the starting point, the strategy we deployed, and the measurable outcomes. You'll find furniture stores ranking #1 in map packs, HVAC companies generating \$10k/month in traffic value, moving companies earning \$14k in monthly organic traffic, and construction businesses growing backlinks 400%

LOCAL SEO • FURNITURE

Furniture Store Ranks #1 in Map Pack and Organic Results

Sofas 2 Furnishings went from 8 monthly visitors to 1,500+ — ranking #1 for crucial local keywords in both Google's Map Pack and organic results simultaneously.

+18,650%

TRAFFIC GROWTH

363

TOP 10 KEYWORDS

9 mo

CAMPAIGN

HVAC

HVAC Company: 2.5k Traffic Boost in 6 Months

An industry-leading HVACR equipment provider outranked all competitors through strategic link-building to product pages, generating \$10.2k monthly traffic value.

+2.5k

MONTHLY TRAFFIC

730

TOP 3 KEYWORDS

\$10.2k

TRAFFIC VALUE

MOVING COMPANY

Moving Company Generates \$14k Monthly Traffic

A Kansas City moving company expanded to Denver and needed visibility fast. Local SEO drove \$14.3k in monthly organic traffic and rankings for 3,000 keywords.

\$14.3k

MONTHLY VALUE

3,000

KEYWORDS

6 mo

CAMPAIGN

LANDSCAPING

Landscape Supply: Rapid 2.5k Traffic Increase

A Chicago-area landscape supply company overcame fierce local competition with strategic blogging and link-building, now generating \$5.4k monthly traffic value.

+2.5k

MONTHLY TRAFFIC

302

TOP 3 KEYWORDS

\$5.4k

TRAFFIC VALUE

PLUMBING

Plumbing Company: Backlinks Pave the Way to Success

A new drain service company in New York went from obscurity to ranking for 100+ local keywords through strategic content creation and high-DR backlink building.

+11%

TRAFFIC GROWTH

100+

LOCAL KEYWORDS

6 mo

CAMPAIGN

CONSTRUCTION

Construction Company: 400% More Backlinks

A Michigan-based family construction company grew from 20 to nearly 100 backlinks, boosting monthly traffic by 1,000+ visitors and traffic value to \$2,553/month.

+400%

BACKLINK GROWTH

+1,000

MONTHLY VISITORS

\$2.5k

TRAFFIC VALUE

RENOVATION

Renovation SEO: From Stagnancy to Growth

A renovations company broke through stagnant traffic with strategic blogging and link-building, achieving 14% traffic growth and rankings for dozens of industry keywords.

+14%

TRAFFIC GROWTH

20+

EASY WINS TARGETED

6 mo

CAMPAIGN

WINDOW TINTING

Window Tint Company: 241% Traffic Increase

A 30-year-old window tinting business went from obscurity to local market leader with #1-ranked blog posts and a robust backlink profile over 10 months.

+241%

TRAFFIC GROWTH

100+

TOP 10 KEYWORDS

10 mo

CAMPAIGN

Complete Results Summary

Home Services Case Study Performance				
INDUSTRY	KEY METRIC	RESULT	CAMPAIGN	CASE STUDY
Furniture Store (Local)	Traffic Growth	8 → 1,500/mo	9 months	Read →
HVAC Equipment	Traffic Value	\$10.2k/mo	6 months	Read →
Moving Company	Traffic Value	\$14.3k/mo	6 months	Read →
Landscape Supply	Traffic Value	\$5.4k/mo	6 months	Read →
Plumbing/Drain	Local Keywords	100+ rankings	6 months	Read →
Construction	Backlinks	+400%	12 months	Read →
Renovation	Traffic Growth	+14%	6 months	Read →
Window Tinting	Traffic Growth	+241%	10 months	Read →
Utility Equipment	Traffic Growth	+432%	6 months	Read →
Water Sanitation	Traffic Growth	+19,233%	6 months	Read →
Real Estate (Cash Buyers)	Backlinks	2x growth	12 months	Read →

Why Home Services Companies Need SEO

Every case study in this portfolio followed the same proven framework. These aren't one-time hacks — they're the foundational tactics we execute for home service clients every month:

● Comprehensive SEO Audit

We identify technical issues, easy-win keywords (positions 4-30), and competitive gaps before building any strategy.

● Local Keyword Targeting

Home services live and die by local search. We optimize for city + service combinations that drive actual customers.

● High-Authority Link Building

We build backlinks from relevant, high-DR sites through outreach, guest posts, and link insertions — focusing on service pages that drive revenue.

● Strategic Content Creation

Monthly blogs targeting trending keywords, optimized with proper headers, CTAs, and internal linking to pass authority to money pages.

● Google Business Profile Optimization

For local businesses, Map Pack visibility is non-negotiable. We optimize GBP listings to capture "near me" searches and drive foot traffic.

The Compounding Effect

What makes SEO powerful for home services isn't just the initial results — it's that **results compound over time**. The backlinks we build continue generating authority. The content we create keeps ranking and driving traffic. One furniture store client is still climbing months after our campaign started. A moving company's Denver location is now "immensely successful" and generating leads organically.

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The Future of Search

From Google Rankings to AI Visibility

Many of these case studies date from 2022-2023, before generative AI answers began reshaping how people find and choose local service providers. Today, **AI-powered search experiences** like ChatGPT, Google's AI Overviews, and Perplexity are becoming the first touchpoint for consumers asking "Who's the best plumber near me?" or "What should I look for in an HVAC company?"

The good news? **The foundational strategies that drove these results are the same strategies that earn AI visibility today.** Authoritative backlinks, high-quality content, strong domain reputation, and consistent local signals don't just help you rank in traditional search — they're exactly what AI systems use to determine which businesses to recommend.

As search evolves, we're evolving with it. Our services now include AI visibility optimization that builds on these proven SEO foundations while preparing your business to appear in AI-generated recommendations, answer boxes, and conversational search results.

Why These Results Matter

Home service businesses often rely on paid ads, referrals, and word-of-mouth. Those channels work — but they're expensive and don't compound. Every dollar you spend on Google Ads disappears the moment you stop paying.

SEO is different. The furniture store generating 1,500 monthly visitors isn't paying for those clicks. The moving company with \$14k in monthly traffic value isn't writing checks to Google for that business. The HVAC equipment provider outranking all competitors didn't buy their way there.

They invested in building something that lasts: domain authority, backlink profiles, and content that search engines reward with visibility.

Same Strategies, Your Business

The tactics documented in these case studies aren't proprietary secrets locked away for enterprise clients. They're the exact same strategies we deploy through HOTH X, our managed SEO service. Every client gets a dedicated campaign manager, a custom strategy, and access to our full suite of products — link building, content creation, technical SEO, and more.

Ready to Build Your Home Services SEO & AI Visibility?

We've helped furniture stores, HVAC companies, plumbers, landscapers, and contractors dominate local search — and we're evolving to help you get found in AI recommendations too.

[Book Your Free Strategy Session →](#)