

Local SEO Turnaround for Las Vegas Plumbing & HVAC Company

 Project Details:

- Industry: Plumbing & HVAC Services
- SEO Campaign Duration: August 2025 to Present
- Agency Partner: Dialed-In Web
- Location: Las Vegas, NV
- Monthly Investment: [Contact for details]

This Las Vegas-based plumbing and HVAC company partnered directly with our SEO team in August 2025, following a comprehensive SEO Roadmap we delivered in July. The brand had previously experienced long-term year-over-year declines in both total and Google organic traffic due to tracking issues, prior mismanagement, and no SEO structure. By launching a structured multi-phase campaign focused on on-page repairs, safe off-page link building, and a Hub-and-Spoke content strategy, the company reversed its negative trend and achieved measurable gains in visibility, rankings, and user engagement.

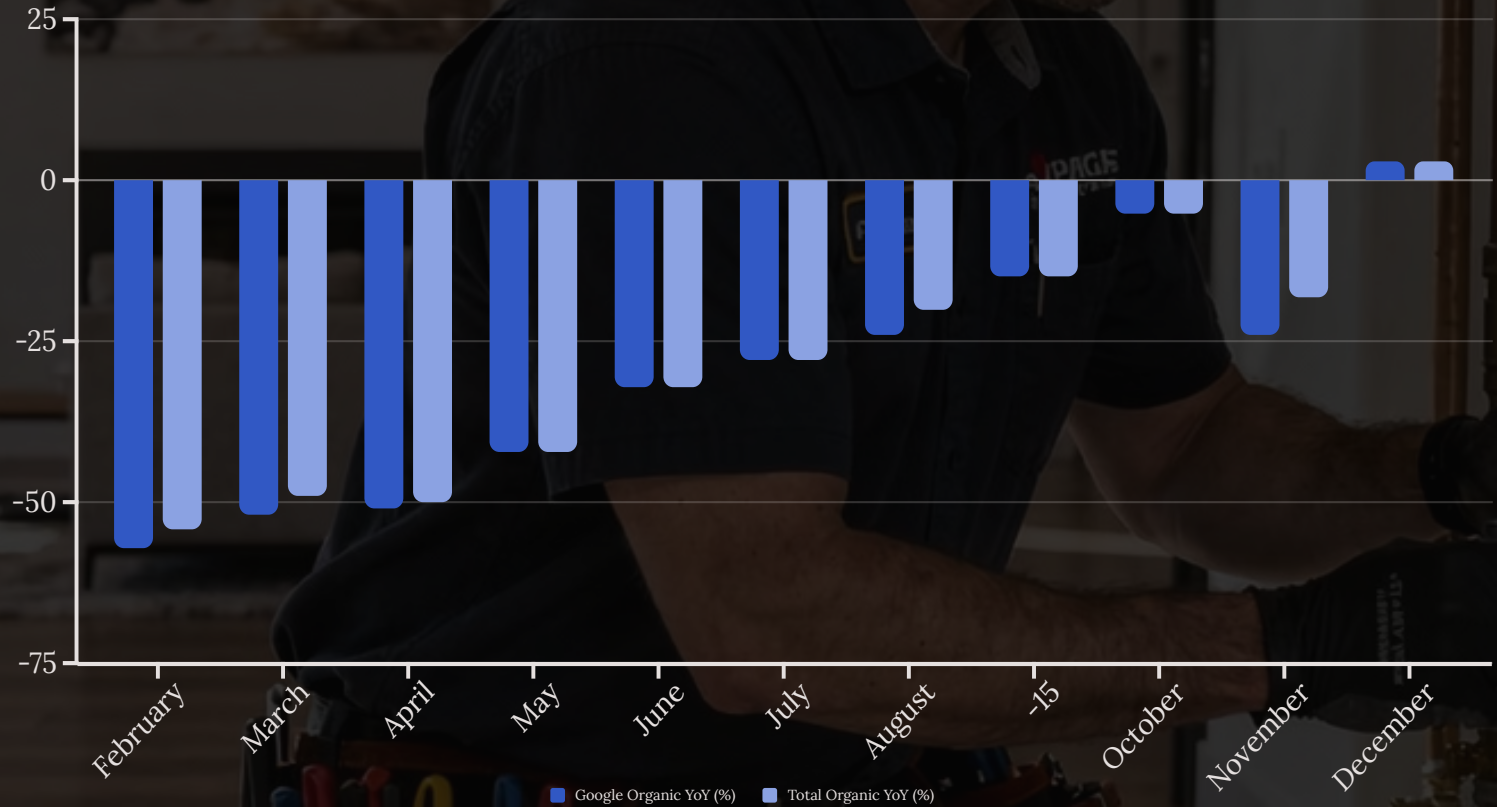
Client Background & Challenges

Prior to working with us, the client had been with Rhino, which was later acquired by Blue Corona. During that transition, their account was reassigned multiple times, leading to inconsistent strategy, poor communication, and ultimately, stagnation in results. The client's campaigns became lost in the shuffle, with limited technical progress and missed opportunities to capitalize on local search. Additionally, performance tracking was fragmented. Our July SEO Roadmap uncovered missing GA4 filters, lost historical redirects, and low-quality backlinks, all of which were resolved before campaign launch.

It's important to note that the client also runs paid advertising campaigns managed by a separate partner agency. The organic traffic and ranking improvements documented in this case study are exclusively the result of our SEO efforts and are tracked independently from any paid search activity.

Year-Over-Year Organic Traffic Performance

The data tells a powerful story of recovery. After months of consistent decline, our SEO execution began in August 2025. Within just five months, we reversed years of negative trends and achieved positive year-over-year growth by December 2025.



 57 Percentage Point Swing

From -54% YoY decline (February 2025) to +3% YoY growth (December 2025) — a complete reversal of multi-year negative trends in just 10 months.

- SEO execution began August 2025
- First measurable gains visible in September
- Achieved positive YoY growth by December (+3%)
- Reversed multi-year decline trajectory

Google Search Console Performance

Beyond traffic metrics, we tracked dramatic improvements in average search position for non-branded queries across all service categories.

#59

January 2025
Average Position

#27

January 2026
Average Position

+32

Positions Improved
Overall Improvement

This represents improvement across top-, mid-, and bottom-of-funnel keyword targets across all service categories.

Business Impact: Revenue Growth

Keyword Ranking Growth & Strategic Wins

Our strategic focus on high-profit, high-conversion terms rather than generic vanity keywords delivered exceptional results. Between August and December 2025, we achieved significant movement across all ranking tiers.

27

Top 3 Keywords

Increased from 18 to 27

66

Top 10 Keywords

Total of 66 ranking terms

27

Average Position

Improved from #59 to #27

SEO Strategy & Execution Timeline

01

July 2025 – Roadmap Phase

Full audit (visual, on-page, technical), competitor backlink gap analysis, disavow and link detox, historical URL redirect mapping, keyword clustering and mapping, schema recommendations

02

Phase 1: Foundation (August 2025)

Structured & unstructured citation cleanup, on-page optimization & schema deployment, GSC indexing and sitemap cleanup, GA4 event setup, GBP optimization

03

Phase 2+: Off-Page Authority

Monthly guest posts on safe, niche-relevant domains, Google Business Profile posting and QA updates, mixed-link campaigns with unstructured citations and niche edits

04

Content Strategy

Hub-and-Spoke methodology with topical authority building, Core30 and Compact Keyword frameworks, spokes-of-spokes for deeper support pages

High-Value Keyword Rankings: The Evidence

Our strategic focus on high-profit, high-conversion terms delivered exceptional results. Below is direct evidence from SE Ranking showing consistent top 3-7 positions across emergency services, water heater services, HVAC, drain cleaning, and specialized repairs.

Notable Ranking Achievements

1

HVAC Services

"air duct repair las vegas" → Position 2

"mini split air conditioning" → Position 2

"hvac repair near me" → Position 2

2

Water Heater Services

"tankless water heater installation" → Position 1

"water heater installation services" → Position 1

"water heater service near me" → Position 4

3

Emergency & Drain Services

"emergency plumbing las vegas" → Position 4

"drain cleaning services near me" → Position 4

"hydrojetting las vegas" → Position 4

4

Specialized Services

"plumbing fixture replacement" → Position 1

"blown in insulation services" → Position 2

"gas line repair las vegas" → Position 6

KEYWORDS (1-45 OUT OF 60)	URL	SEARCH VOL.	SEF FEATURES	RESULTS	TRAFFIC FORECAST	SEP-09	JAN-12
water line repair las vegas		25	20	25.1M	3.5	17	2 + 15
air duct repair las vegas		16	50	2.1M	8.8	10	2 + 8
mini split air conditioning service		18	320	65.5M	56.3	8	2 + 6
heater repair near me		2	331K	153M	5.8K	10	2 + 8
mini split air conditioning near me			1.3K	391M	228.8	7	2 + 5
plumbing leak detection services			260	6.1M	45.8	6	2 + 4
plumbing leak detection		3	500	8.1M	88	3	2 + 1
plumber for water heater installation		5	10	23.4M	11	5	3 + 2
main water line repair near me			390	816M	44.5	5	3 + 2
air duct repair and replacement		30	70	30.4M	12.3	6	2 + 4

plumbing and hvac services		140	58.7M	45.5	1
duct insulation contractors near me		30	3.8M	9.8	1
reverse osmosis service companies near me		40	4.2M	4.6	3
plumbing fixture replacement		110	15.9M	35.8	1
main water line repair		30	819M	5.3	2
ductwork experts		480	5.6M	84.5	2
ductwork contractors		210	12.2M	37	2
duct insulation companies near me		40	17.7M	13	1
general plumbers near me		260	24.1M	45.8	2
tankless water heater solutions		90	6.9M	29.3	1
plumbing fixture replacement service		10	29.9M	3.3	1
general plumbing services		320	146M	56.3	2

plumbing services las vegas nv		320	4M	25.9	4
air quality testing services		210	447M	17	4
indoor air quality testing service		170	49M	13.8	4
indoor air quality service near me		480	185M	38.9	4
mini split installation companies		210	82.3M	17	4
gas line repair service		390	308M	31.6	4
plumbing fixture repair		90	13.8M	7.3	4
plumbing service las vegas		320	17.7M	19.5	5
water softener system service		210	19.5M	12.8	5
air conditioning installation service		320	2.5B	19.5	5
ac tune up near me		200	1B	12.2	5
mini split maintenance near me		480	90.1M	29.3	5

heating system services		390	367M	23.8	5
water testing service		990	1.9B	60.4	5
gas line repair companies		70	225M	4.3	5
plumbing las vegas		4.4K	20.8M	268.4	5
las vegas plumbing services		320	19.5M	19.5	5
indoor air quality las vegas nv		30	17M	1.1	7
tankless water heater service las vegas nevada		0	177K	0	7
mini split installation las vegas		110	9.8M	3.9	7
hydro jetting las vegas		110	930K	3.9	7
sewer and drain services company		20	20.4M	0.9	6
plumbing services henderson nv		20	584K	0.9	6
water testing service near me		320	766M	14.1	6

These rankings represent strategic focus on profit-first services that drive qualified leads and premium service calls. Traffic forecast and search volume data validate the commercial value of these achievements.

Hub-and-Spoke Content Methodology

Strategic Framework

Our content strategy was structured using a Hub-and-Spoke framework — where each core service (like "Plumbing Services") acts as a central hub, and each related offering (e.g., "Installation," "Repair," "Maintenance") is built out as a spoke.

From there, we developed "spokes of spokes" — deeper support pages that answer specific FAQs, address seasonal needs, or explain methods (e.g., "Tankless Water Heater Repair" or "Pipe Insulation for Winter").

Key Benefits

- Google sees the site as topically authoritative
- Users find relevant answers through internal links
- Client earns rankings for short- and long-tail variations across all buyer journey stages

Conclusion

After years of steady year-over-year decline, this Las Vegas HVAC & plumbing company is now on a path to measurable recovery and sustained visibility. Rankings for profit-first services are holding in top 3–5 positions, organic traffic has returned to growth, and Google Search Console shows a dramatic position improvement of 32 points year-over-year.

The engagement continues with a consistent monthly strategy focused on off-page SEO, GBP visibility, and content depth expansion.

All data accurate as of January 2026.

Applied Frameworks

Caleb Ulke's Core30 Strategy

This framework identifies and targets the 30 most important transactional terms for a local business. These high-intent keywords indicate users ready to book services. Hub pages for core transactional terms are supported by regional and topical spokes.

Edward Sturm's Compact Keyword Strategy

This approach optimizes each page for one primary keyword to preserve topical focus and maximize ranking specificity. Each page sends an unambiguous signal to search engines about its exact topic, leading to higher conversion rates and improved local rankings.