

# THE EASY WAY TO GET MORE CUSTOMERS FROM GOOGLE



# HVAC SUCCESS



**Matthew Rupp**

My name is Matthew Rupp and I am the founder of HVAC Marketing Success.

My team and I specialize in helping HVAC owners make more money and have more time for the 'good stuff' - whatever that is for them - time with family, golf, fishing... that's what we do.

We put this guide together to help you realize there is a much easier (and cheaper) way to reach the likely thousands of people in your market searching Google every month.

Before we jump into the details of how to rank high for what your potential customers are searching for, I just wanted to say THANK YOU for downloading this PDF. I hope you find it valuable.



# STOP TRYING TO FIGHT THE IMPOSSIBLE FIGHT

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## TRYING TO BE #1 FOR 'HVAC' IS A BAD IDEA

It's common for any business owner to want to be #1 on Google for whatever they "do" for a living. A chiropractor wants to be #1 for "chiropractor." The privacy fence guy wants to be #1 for "fencing" or "residential fencing."

**This is an absolute waste of your time.**

And if you're putting any of your advertising budget towards Google ads for broad terms like "hvac," ***then it is also a waste of your money.***



# WHY TRYING TO RANK FOR 'HVAC' IS A BAD IDEA

## REASON #1: COMPETITION IS TOO TIGHT

In every market, the HVAC companies who put any money into Google ads are doing this exact thing, trying to rank for "hvac."

And are probably spending a lot to do it.

But if 5 companies in town are all trying to win for the same keyword, then it's a vicious cycle of them spending more and more each month simply trying to be in the top 3 results.

**The fact that your competitors are doing this is GREAT NEWS FOR YOU!**

Let the competition fight each other over the people searching "hvac."

What you want to do is win for the searches from *actual customers.*

The screenshot shows a Google search for "HVAC" with approximately 142,000,000 results. The top results are sponsored ads for HVAC maintenance services in Wichita. Three ads are visible, each for a different company: Reddi Industries, Dan's Heating & Cooling, and On Time Plumbing. Each ad includes a star rating, a "GOOGLE GUARANTEED" badge, and the text "Serves Wichita" and "Open 24/7" or "Open now". Below the ads is a link to "More HVAC pros in Wichita".

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HVAC

All Maps News Images Shopping More Tools

About 142,000,000 results (1.11 seconds)

HVAC maintenance - 30+ HVAC pros nearby Sponsored ⓘ

Reddi Industries  
4.8 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Serves Wichita  
Open 24/7

Dan's Heating & Cooling  
4.8 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Serves Wichita  
Open now

On Time Plumbing Hea...  
4.9 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Serves Wichita  
Open now

→ More HVAC pros in Wichita

Ad · <https://service.fahnestockhvac.com/home-services/ac-installation> (316) 943-4328  
**Sedgwick County's Best HVAC - Call Fahnestock HVAC Today**  
Our Highly Skilled Team Will Keep Your Home Comfortable, And We Offer Emergency Service!  
Residents Of The Greater Wichita Area Have Relied On Fahnestock HVAC For Over 70 Years!  
Highly-Skilled Staff. In Business Since 1946. A+ Rating From The BBB.  
[Services We Offer](#) · [Current Deals & Specials](#) · [Areas We Serve](#) · [Customer Testimonials](#)

Ad · <https://service.eckelectric.com/home-comfort/heating-cooling> (316) 661-0143  
**Heating & Cooling Systems - Wichita's Most Dependable Team**  
Our Technicians Will Make Sure Your A/C Or Furnace Runs Reliably & Keeps You Comfortable!

Ad · <https://www.coolwichita.com/> (316) 262-4259  
**Residential HVAC Service - Midwest Mechanical**  
Midwest Mechanical Offers Award Winning Service. Give Us A Call Today And See For Yourself

# WHY TRYING TO RANK FOR 'HVAC' IS A BAD IDEA

## REASON #2: YOUR POTENTIAL CUSTOMERS ARE NOT SEARCHING FOR 'HVAC'


The words "hvac" in our town gets thousands of searches a month. It has a massive search volume but has very little (or no) INTENT.

Think about all the different types of folks who search for "hvac"

- **It's everything from:**
- **Distributors who want to sell you something**
- **Industry associations looking for members**
- **Companies doing research on your industry**
- **Membership folks at the Chamber of Commerce**

## WHAT ARE POTENTIAL CUSTOMERS SEARCHING FOR?

Look at search terms that are in the "long tail." They get less searches, but those searches have massive INTENT.

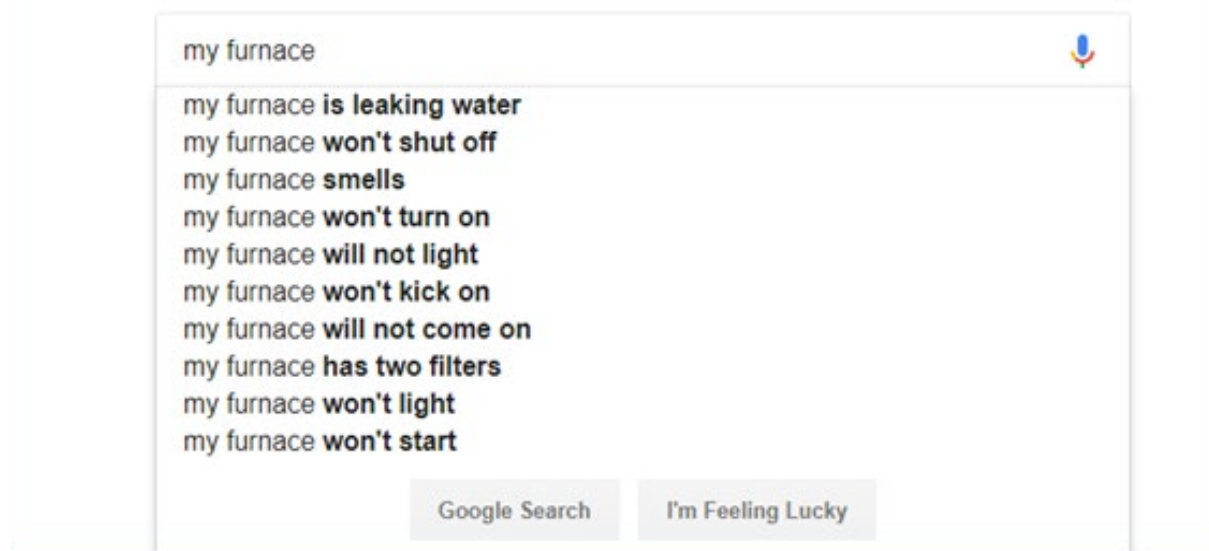
- **Furnace fan won't start**
  - **AC not blowing cold air**
  - **Heater blowing cold air**
  - **Furnace on but no heat**
  - **Furnace not kicking on**
  - **Furnace fan not working**
  - **Heater not working**
  - **Best furnace brands**
  - **AC fan not working**
  - **Blower won't turn off**
  - **Burners not lighting**
  - **Thermostat clicks**
  - **Gas furnace not igniting**
  - **Is the flame sensor bad**
  - **Central air not blowing**
  - **Furnace keeps turning off**
  - **Thermostat display not working**
- 

# THE LONG TAIL OF SEARCH


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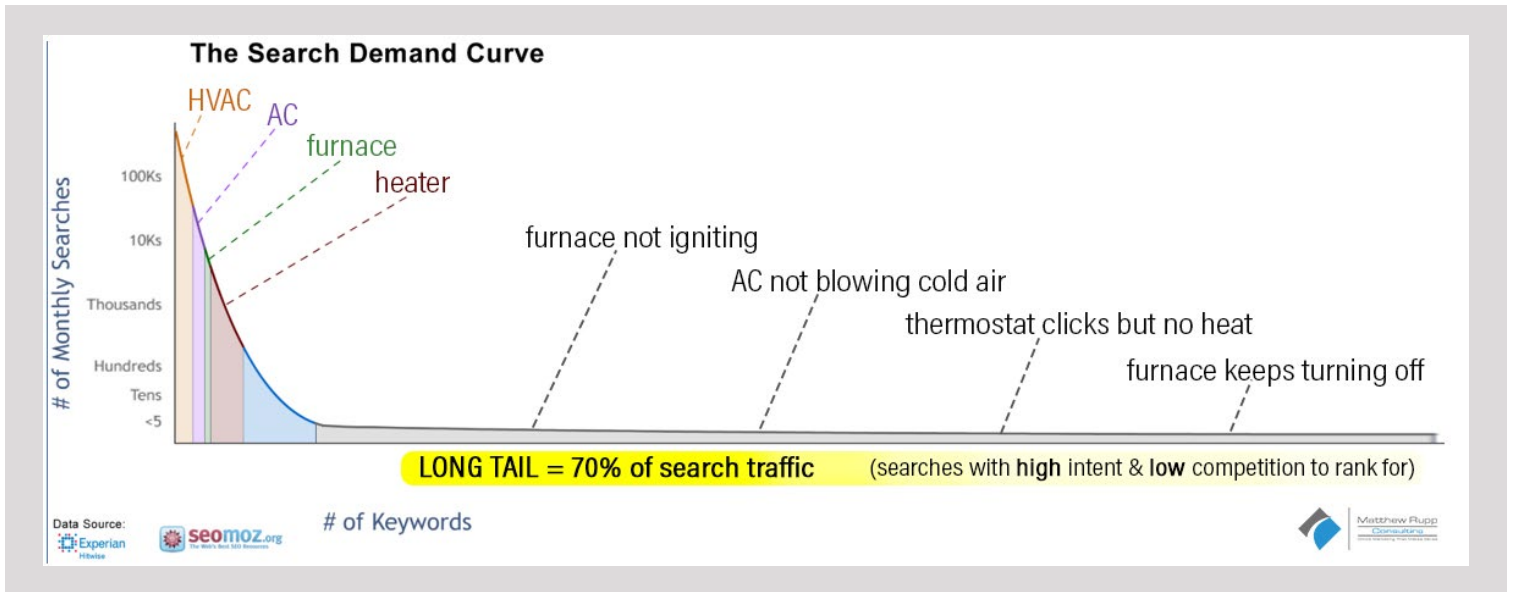
Think about this for a second. Where do most of your searches start?  
With a question.

Searching with a question is meant to help you find a piece of information, to solve a problem, to help figure something out, to find a shortcut, to save money.



It is within asking these questions that this powerful concept resides, and it's the key to dominating Google. It's called the "long tail of search."





It's much easier to rank for these types of search terms because there is often no competition. These are buyers trying to solve their problem or figure something out.

You want to BE that solution for them. Be helpful, provide value, and build trust. That way, when it's time to schedule somebody to come out, YOU are their first call.

It's mind-blowing just how many keywords people use when searching for what they want on Google. There are 3.5 billion searches a day, and 15% of those keywords have NEVER been searched for before.

## ***FIGHTING IS EASY WHEN YOU HAVE NO COMPETITION!***

We want to catch your customers while they are still in this "research" mode.

This is where the OPPORTUNITY and the low hanging fruit is!

# HVAC SUCCESS

# HOW TO WIN FOR THESE SEARCH TERMS ON GOOGLE

How to rank well for the search term potential customers are actually searching for comes down to one thing - CONTENT.

You need to have pages on your site that use these terms and talk in depth about these topics, including photos and meta data.

## FULL SERVICE PAGES

Have individual service pages for each service you do. That means one page just for Air Conditioning Repair and another for Air Conditioning Installation. On those pages you include the long tail of searches that potential customers may do in looking for this service.

## UPDATED (AND OPTIMIZED) BLOG

Post regular blog articles (once a month) that focus specifically to a particular long tail of search.

For example, write an article on the specific topic of why an air conditioner has frozen up. Include homeowner tips of what they can do about it. Be sure to use the different search words and phrases people may use who have a frozen air conditioner and are going to Google for help.

Add photos of your team and pictures of frozen air conditioners.

Be sure the necessary SEO steps are taken. This includes having title tags, meta descriptions and photo alt tags have the long tail of search terms included in them.

Share these blogs on your social media pages using the long tail of search phrases. And post them to your Google business profile, linking to your blog.

Yes, this is ongoing, time-consuming work - ***but it pays off!***

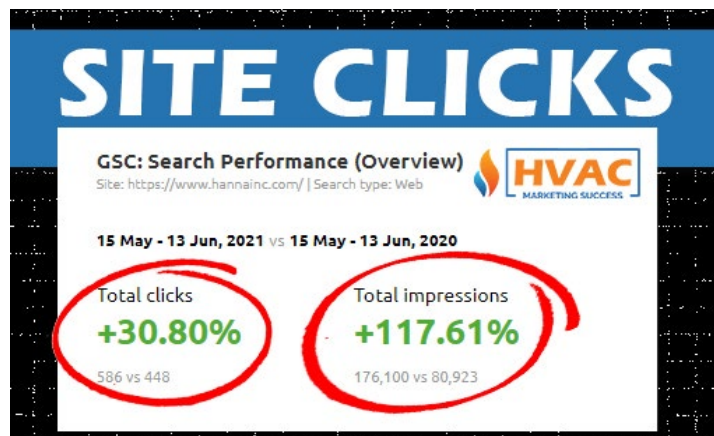
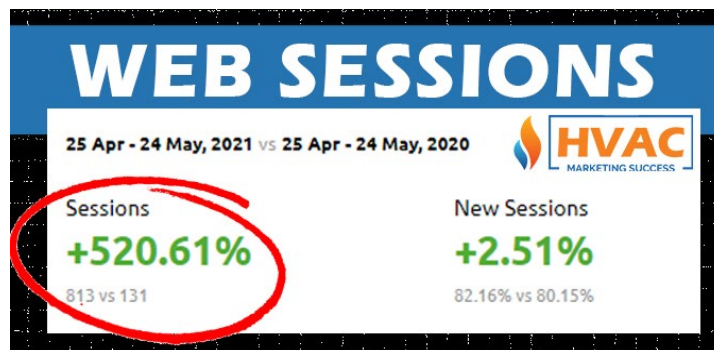


# A SUCCESS RECORD FOCUSING ON LONG TAIL OF SEARCH

HVAC Marketing Success is a digital marketing agency providing services to HVAC companies across the country who are either at or on path to make \$5 million or more a year.

We apply proven strategies to grow our clients' companies with results you can actually see.

There is a reason why 90% of the HVAC companies that we have worked with us continue working with us today, after years of results-driven marketing work.



# CAN WE HELP YOU?

Our job is to help HVAC companies grow.

Your potential customers moved to the internet years ago. Having an ad in the Yellow Pages simply doesn't work anymore. We get HVAC companies to show up high in search results for people ready to hire for the work our clients do. Long Tail of Search is foundational in the work we do and instrumental in achieving the amazing results we get for our clients.

It is not hard work. *Don't let any marketing agency tell you otherwise.* But it is tedious, and not something the owner of an HVAC business usually wants to do himself. That's where we come in.

If you would like more details or want to know if we may be a great fit to help your company increase revenue, email me at [matthew@hvacmarketingsuccess.com](mailto:matthew@hvacmarketingsuccess.com) or call or text me on my mobile at 316-312-8181.

