

HVAC CONTRACTOR · SOUTH FLORIDA · LOCAL SERVICE

From 50 Clicks a Month to 100 a Day in Fourteen Months

How Boost Rank Pro rebuilt United State Solutions from a generic national home-improvement page into South Florida's most visible HVAC contractor — 3.44M search impressions, 14.5K clicks, and a service-area architecture that turns local searches into booked jobs.

3.44M

SEARCH IMPRESSIONS

14.5K

ORGANIC CLICKS

25K

NEW USERS

10

CITIES TARGETED

THE CLIENT**United State Solutions**

unitedstatesolutions.com
Licensed HVAC, impact windows & energy-efficiency contractor — Hollywood, FL

ENGAGEMENT**Mar 2025 — Jul 2026**

Full website revamp, local SEO architecture, service-area build-out and conversion engineering

STARTING POINT**50–60 Clicks / Month**

Generic national positioning, no local targeting, no service pages, negligible search presence

WHERE WE STARTED

A national page selling to nobody in particular.

United State Solutions is a licensed South Florida HVAC contractor. But the website was marketing to "homeowners across America" — a generic energy-assessment pitch with no city, no service pages, and nothing for Google to attach to a local searcher in Miami or Fort Lauderdale.

BEFORE • LEGACY SITE

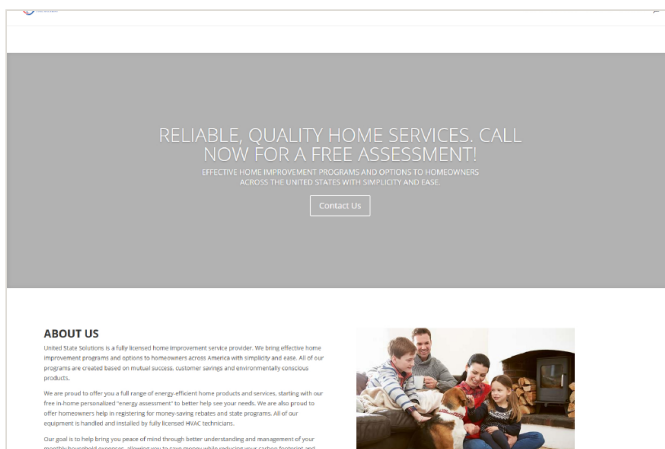


FIG. 1 — Archived capture of the previous unitedstatesolutions.com: a grey placeholder hero, vague national copy, and a single "Contact Us" button.

WHAT WE INHERITED

- **50–60 clicks per month.** Effectively no commercial search presence for a contractor in one of the country's busiest HVAC markets.
- **No local signals.** No city pages, no service-area targeting, no geographic relevance anywhere on the site.
- **No service architecture.** AC, heating, ducts, roofing, impact windows and insulation all collapsed into vague "programs".
- **Generic national copy.** Positioned against the whole United States instead of the South Florida market it actually serves.
- **No conversion path.** One contact button, no quoting flow, no phone prominence, no trust or review signals.

THE MANDATE

Rebuild the site as a South Florida HVAC contractor — service by service, city by city — then engineer the local search visibility and conversion paths that turn "ac repair near me" into a booked appointment. The measure of success was booked jobs, not traffic.

Mar 2025

ENGAGEMENT START

50–60

CLICKS / MONTH AT START

14 Months

REPORTING WINDOW

0

CITY PAGES AT START

DESIGN & POSITIONING

Rebuilt as the contractor South Florida searches for.

The new site states exactly who it serves and what it does in the first line — the single biggest ranking and conversion change we made. Everything below it is built to capture a homeowner who already has a broken air conditioner and is choosing who to call.

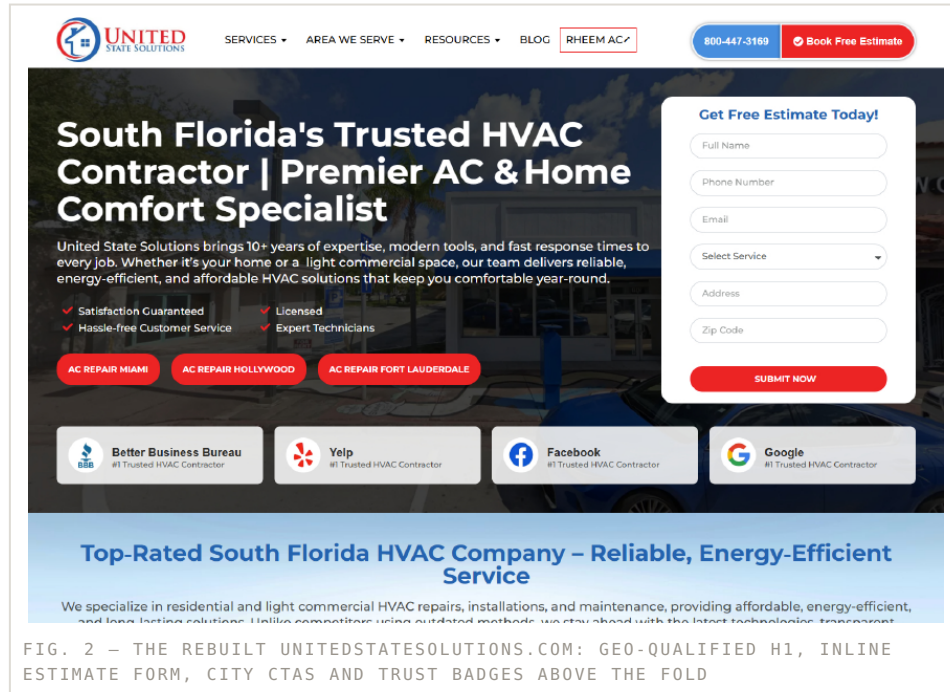


FIG. 2 — THE REBUILT UNITEDSTATESOLUTIONS.COM: GEO-QUALIFIED H1, INLINE ESTIMATE FORM, CITY CTAS AND TRUST BADGES ABOVE THE FOLD

01

Local Positioning

"South Florida's Trusted HVAC Contractor" replaces generic national copy — with Miami, Hollywood and Fort Lauderdale repair CTAs placed directly in the hero.

02

Service Architecture

Dedicated pages for AC, heating, ducts, roofing, impact windows and attic insulation, each mapped to the way homeowners actually search for that job.

03

Conversion Layer

Estimate form above the fold, phone number in the header, savings calculator, financing, rebates and reviews — so an urgent visitor converts without hunting.

TRUST SIGNALS

BBB, Yelp, Facebook and Google badges, a displayed HVAC licence number, real Google reviews and manufacturer affiliations were added because in an emergency trade, credibility is what converts a click into a phone call.

BUILT FOR LOCAL INTENT

Every service page carries geographic qualifiers and the service-area module, so Google can match the page to a city-level query rather than guessing where this contractor operates.

WHY THIS WORKS

Local search is won service by service, city by city.

A homeowner does not search for "home improvement programs". They search for "ac repair Hollywood FL" at 2pm in August with a dead compressor. Winning that market means owning a grid — every service crossed with every city — instead of chasing one head term.

01

Service × City Grid

Six core services mapped across ten South Florida cities, each combination given a page with genuine local relevance rather than a swapped city name.

02

Commercial Intent First

Priority given to repair, installation and estimate queries — the searches placed by people who are ready to book, not researching a topic.

03

Conversion Engineering

Forms, phone prominence, financing and rebate messaging built into every template, because local HVAC traffic converts on the first visit or not at all.

50/mo → 100/day

Fourteen months from roughly 50–60 organic clicks per month to peaks of 108 clicks in a single day — accompanied by 3.44M search impressions and 25K new users, built entirely on organic and local search rather than paid acquisition.

MAR — JUN 2025

01

Rebuild & Reposition

Full site reconstruction, South Florida positioning, service architecture and technical foundation replacing the generic national page.

JUL 2025 — JAN 2026

02

Local Expansion

Service-area pages, city targeting, review velocity and supporting content roll out across the ten-city footprint. Impressions scale sharply.

FEB — JUL 2026

03

Consolidation

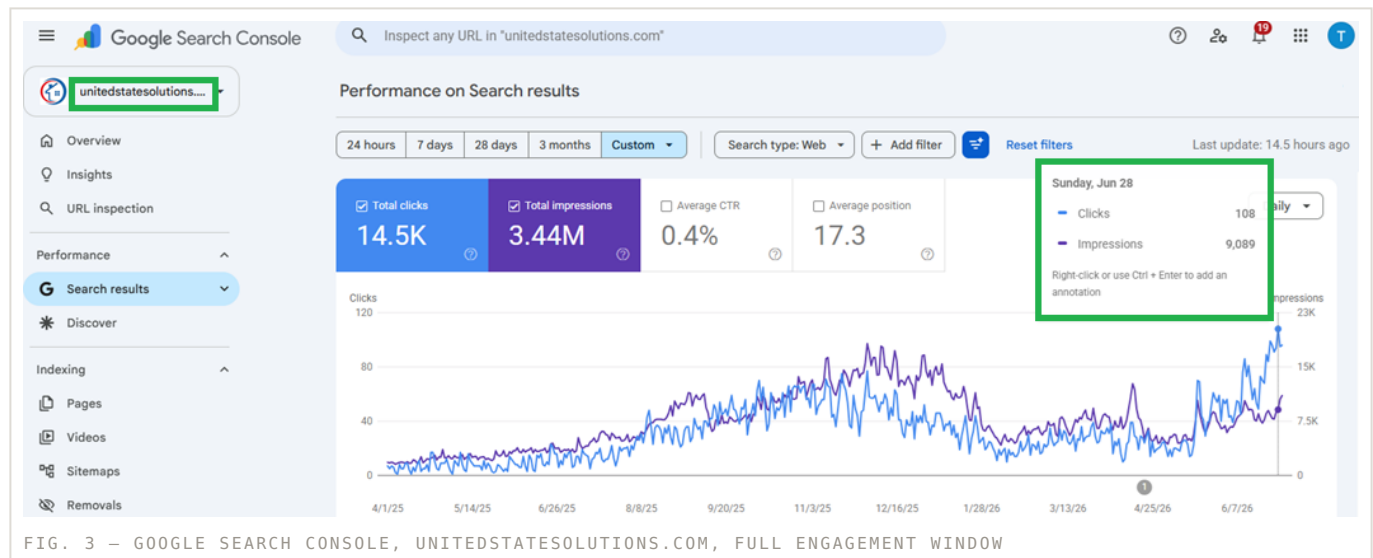
Rankings mature into seasonal peak capture, clicks climb to daily highs entering the South Florida cooling season.

GOOGLE SEARCH CONSOLE

Fourteen months of compounding visibility.

The Search Console record covers the full engagement. Clicks and impressions climb together from a near-flat baseline, dip through the South Florida winter when cooling demand falls, then surge to the highest levels on record entering the 2026 season.

14.5K	3.44M	0.4%	17.3
TOTAL CLICKS	TOTAL IMPRESSIONS	AVERAGE CTR	AVERAGE POSITION



At the start of the engagement the site produced roughly **50–60 clicks per month**. On **28 June 2026** it recorded **108 clicks and 9,089 impressions in a single day** — close to two months of the old traffic in twenty-four hours. The seasonal dip through winter and the sharp spring recovery are exactly the demand pattern a South Florida HVAC business should show, which confirms the traffic is genuine local buying intent rather than incidental volume.

READING THE CURVE

Clicks and impressions move together throughout. That is earned ranking growth rather than an indexing artefact — the reach expands as more service and city pages enter the results, and clicks follow as those pages consolidate.

POSITION 17.3 IS THE OPPORTUNITY

A 17.3 average across 3.44M impressions means much of this reach still sits on page two. The clicks are being won by the terms that already rank well — and the remaining headroom is the clearest argument for continuing to build.

GOOGLE ANALYTICS 4

25,000 new users on the property.

Search Console measures visibility; Analytics measures what reaches the business. Across 1 August 2025 – 30 June 2026 the rebuilt site brought 25K new users onto a property configured around a lead-generation objective.

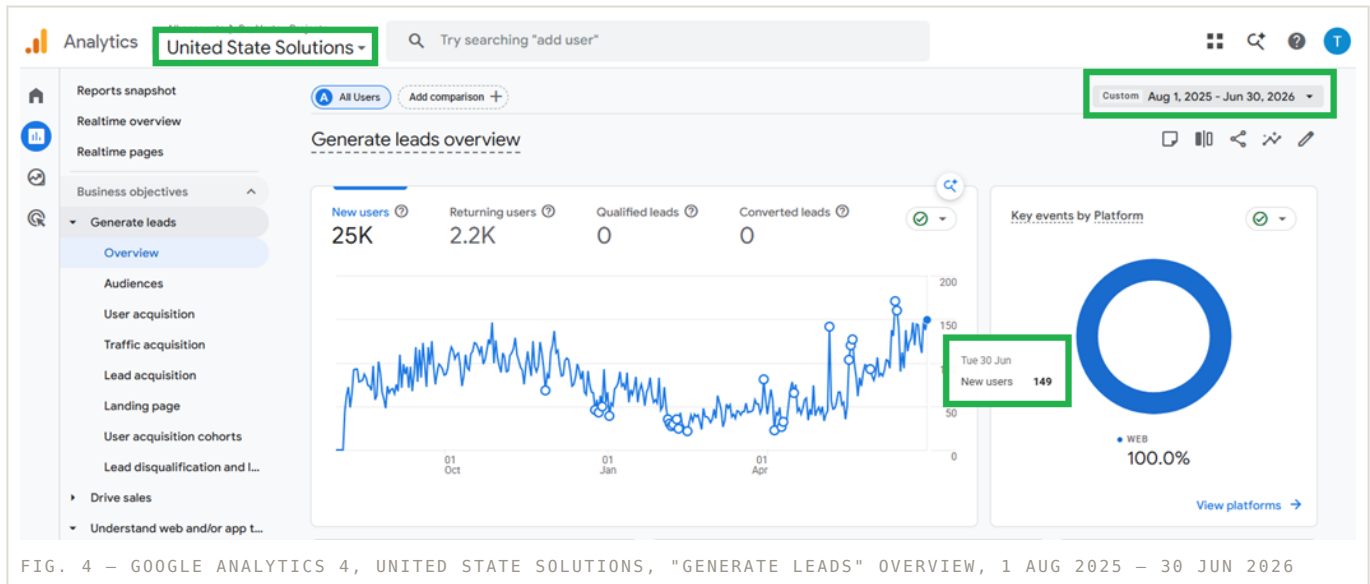


FIG. 4 – GOOGLE ANALYTICS 4, UNITED STATE SOLUTIONS, "GENERATE LEADS" OVERVIEW, 1 AUG 2025 – 30 JUN 2026

25K

NEW USERS

2.2K

RETURNING USERS

149

NEW USERS · 30 JUN

100%

WEB PLATFORM

THE SEASONAL SHAPE

Daily users hold through autumn, soften across the winter months when South Florida cooling demand drops, then climb to the highest points in the whole window through spring – peaking at 149 new users on 30 June as the summer season opens.

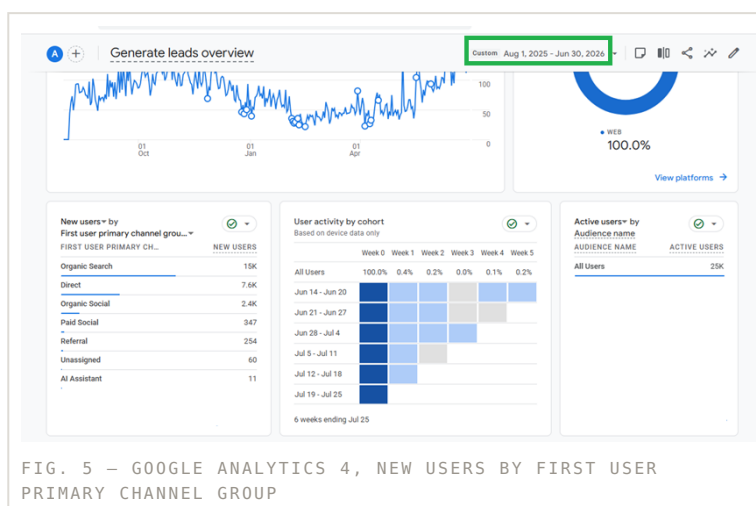
WHY RETURNING USERS MATTER LESS HERE

2.2K returning against 25K new is the correct ratio for emergency home services. Unlike a considered B2B purchase, an HVAC customer searches once, calls once, and books. First-visit conversion is the whole game.

WHERE THE USERS COME FROM

Organic search carries the business.

The acquisition breakdown shows how little of this depends on paid media — organic search leads by a wide margin, and paid social contributes barely one percent of new users.



CHANNEL	NEW USERS	READ
Organic Search	15K	The dominant channel — roughly 59% of all new users
Direct	7.6K	Brand recall and repeat callers — downstream of search visibility
Organic Social	2.4K	Unpaid social reach supporting local brand presence
Paid Social	347	Roughly 1.4% of new users — this result was not bought
Referral & Other	314	Partner, directory and unassigned sources
AI Assistant	11	A new GA4 channel — early AI answer-engine referrals

THE POINT

Organic search and direct together account for roughly **88%** of new users — an asset the business owns, producing enquiries with no advertising budget behind it.

SERVICE AREA ARCHITECTURE

Ten cities, six services, one coherent footprint.

The single largest structural change was telling Google precisely where this contractor works. The rebuilt site declares its South Florida footprint explicitly and links every city into the services delivered there.

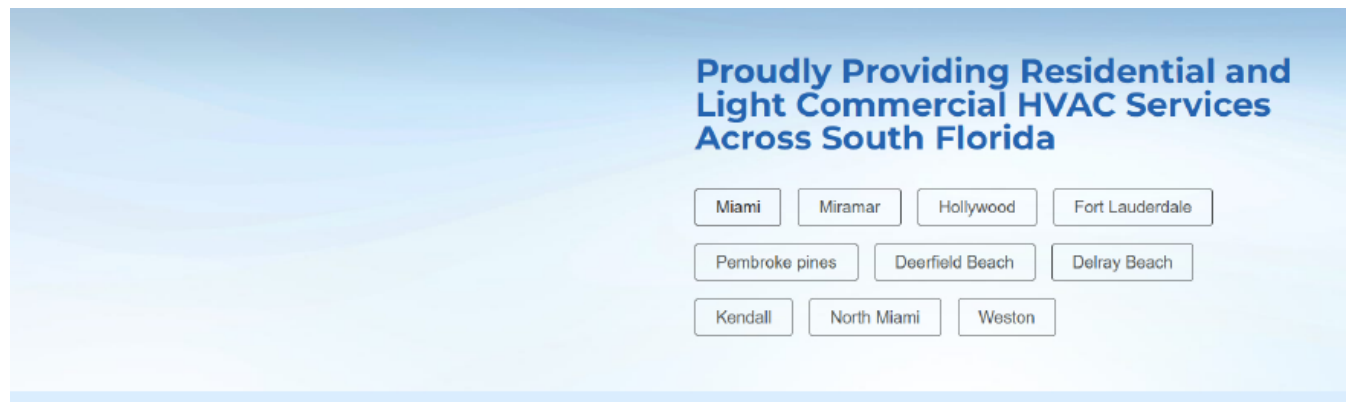


FIG. 6 – SERVICE-AREA MODULE ON THE REBUILT SITE, DECLARING THE FULL SOUTH FLORIDA FOOTPRINT

CITIES TARGETED

Miami · Miramar · Hollywood · Fort Lauderdale · Pembroke Pines · Deerfield Beach · Delray Beach · Kendall · North Miami · Weston — each surfaced as a navigable, linkable entity rather than a line of text buried in a footer.

SERVICES MAPPED

AC services · heating · duct services · roofing · impact windows · attic insulation — six revenue lines, each with its own page and its own search demand, instead of one undifferentiated "programs" message.

This is what converts raw impressions into local relevance. A homeowner searching from Pembroke Pines and a homeowner searching from Delray Beach are different queries to Google — and a site that cannot distinguish between them competes for neither.

10

CITIES COVERED

6

SERVICE LINES

3.44M

IMPRESSIONS EARNED

CAC051468

LICENCE DISPLAYED

TURNING CLICKS INTO CALLS

Built to convert on the very first visit.

Emergency home services do not get a second visit. A homeowner with a failed air conditioner will call whoever makes it easiest, first. Every template was engineered around that behaviour.

FIG. 7 – LEAD CAPTURE: SAVINGS CALCULATOR WITH QUALIFYING FIELDS

Frequently Asked Questions

- What is An Energy Assessment? ›
- How can an energy audit help lower my energy bills? ›
- How can I get a quote for my project? ›
- How long will my project take? ›
- How do I know if I need a new AC installation? ›
- What should I consider when choosing a new AC unit? ›
- How long does an AC installation take? ›
- Will a new AC improve my energy efficiency? ›

FIG. 8 – FAQ BLOCK ANSWERING PRE-PURCHASE OBJECTIONS

CONVERSION PATH	WHAT IT CAPTURES
Hero Estimate Form	Above the fold on entry – name, phone, service, address and zip, so the lead arrives qualified and dispatchable
Header Phone Number	1-800-447-3169 persistent across the site, plus a floating call button for the urgent mobile visitor
City Repair CTAs	Miami, Hollywood and Fort Lauderdale buttons in the hero, routing local intent straight to the right page
Savings Calculator	A softer entry point for the researching homeowner not yet ready to book a technician
Rebates & Financing	Up to \$4,000 in Florida energy rebates and 0% finance options – removing the price objection before it is raised
Reviews & Licence	Google reviews, BBB, Yelp and a displayed HVAC licence – the credibility an urgent caller checks first

FROM TRAFFIC TO BOOKED JOBS

Qualified local leads, not vanity traffic.

The value of this programme is not the impression count. It is that a licensed South Florida contractor now appears in front of homeowners at the exact moment their system fails — and captures them with a form, a phone number and enough credibility to be trusted.

WHY THESE LEADS QUALIFY

Emergency repair searches carry the highest commercial intent in home services. Someone typing "ac repair" in July in South Florida is not comparison shopping — they are buying today. Ranking for those terms produces fundamentally better leads than any interruption channel.

COMPOUNDING ECONOMICS

With roughly 88% of new users arriving through organic and direct, cost per lead falls every month the asset keeps ranking. Paid acquisition resets to zero the day the budget stops; earned rankings carry into the next season.

15K

ORGANIC NEW USERS

~88%

ORGANIC + DIRECT SHARE

6

CONVERSION PATHS

108

CLICKS · PEAK DAY

01

Emergency Demand

Repair and breakdown searches — the highest-urgency, highest-conversion queries in the trade, captured at the moment the system fails.

02

Planned Upgrades

Installation, impact windows and efficiency work — larger ticket jobs reached through the rebate and financing messaging built into every page.

03

Repeat & Referral

7.6K direct users signal homeowners returning by name — maintenance, follow-up work and word of mouth compounding on top of search.

SEASON-READY

Both the Search Console and Analytics curves peak entering the 2026 cooling season — the months when a South Florida HVAC contractor earns the majority of its annual revenue. The visibility arrived exactly when the demand did.

FOURTEEN MONTHS, ONE MARKET

Generic in March. South Florida's answer by July.

United State Solutions did not win by spending more. It won by finally telling Google — and homeowners — exactly what it does and exactly where it does it. A rebuilt site, a service × city architecture, and conversion paths engineered for urgency turned 50 clicks a month into 100 a day.

01

Organic Search

3.44M impressions and 14.5K clicks across the full engagement window.

02

Local Footprint

Ten South Florida cities and six service lines, structured and linked.

03

Qualified Leads

Six conversion paths built for first-visit, high-urgency capture.

Want results like these for your business?

Boost Rank Pro builds the same organic, local and conversion system for contractors, home-service businesses and local operators ready to own their market.

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