



## SEARCH ENGINE OPTIMIZATION FOR THE HVAC WEBSITE

### What is a Search Engine?

On the back end a search engine is software that uses programming to collect and index information about websites. The software sends out messengers to crawl all the websites it can find all across the internet. These messengers are called robots or spiders (since they crawl the web). The information is cataloged on the search engine's servers and when someone types in a key word in the search bar of the search engine, it returns what it thinks is the most relevant sites. The search engines spend millions of dollars on software upgrades and algorithms to ensure that searchers get the most relevant information. They do this to make searchers prefer their search engine over others when trying to find stuff on the internet. Why do they do they spend all that time and money to make a free service better? Because the more sets of eyeballs they have looking at their site, the more they can charge for advertising. In the internet world it's all about eyeballs.

### What is Search Engine Optimization?

In a nutshell Search Engine Optimization or SEO is the process of altering the programming code of your website so that search engines such as Google, Yahoo MSN, etc. know exactly what your website is about when they send out the robots and spiders. This increase in listing of your site by search engines will result in more website traffic to your site, which in turn means more requests for your HVAC products or services. Amazingly many websites have no search engine optimization at all. This is because the websites are created by people with no real training or experience in web development. Today's technology allows you to purchase a software or a template based website that allows website design that's so easy that children can do it. The reality is that this is just like buying a nice new car that has no engine. You spend money to buy it, you spend money to store it somewhere, but it never really does what it was designed to do. In fact if you had never owned a car before and this engineless car was your first purchase you might even think that the car thing is allot of hype and over rated. Many people feel this way about their website. It looks good on the internet, but it never really becomes the true profit engine it was designed to be. This is because

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they own an engineless website that simply cost money.

### [How important is Search Engine Optimization for your HVAC website?](#)

Consider the following statistics:

- A 2004 survey found that 63.9% of respondents stated that a search engine would be the first place they would go to research a product or service.<sup>1</sup>
- Research conducted in 2005 by consulting firm OneUpWeb.com showed that top 10 placement in Google increased site traffic to five times its previous levels in the first month.<sup>2</sup>

### [How Long until I see results?](#)

Search Engine Optimization takes time. It is a long term endeavor that requires dedication. If you are a small contractor and you have more time than money, then you have allot of learning to do so pay attention! If you are a medium to large HVAC contractor and you enjoy your personal life, then SEO is definitely something you want to hire a professional to do. Be careful though when hiring companies to do your SEO. It has become the new buzzword and a service that many companies are now offering. Most of the time, you will be throwing your money down the condensation drain unless you hire the right firm. A good time frame to see results from your SEO is 4-6 months.

#### [Step 1 - Get your site ready for market](#)

the first step in any marketing program is to get yourself ready to go to market. There is nothing worse than spending time or money on advertising that exposes your company to the world and makes you look unprofessional. The first impression is everything. How effective would be for your company to post well with Google, but not produce any results because your website was built by your cousin. Don't get me wrong, you cousin may have a bachelors degree in computer science with a minor in marketing and many years experience creating top producing websites. If so then by all means use him. If he doesn't though, you are wasting your time and money. This includes hosting fees, domain registration, and anything else you purchase for your website.

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<sup>1</sup> Search Engine Optimization An Hour a Day by Jennifer Grappone and Gradiva Couzin

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## [Step 2 - Research your current site rankings and your competition](#)

After you have gotten your site ready for market, it's time to do some research. There are two worksheets included in this package. The first worksheet is for search engine research. It's time to see if you have an engine! Listed are the top key terms that consumers use to search for heating and air conditioning companies. To use this worksheet you simply go to the search engine listed (example - the first one is Google and you can find Google at <http://www.google.com>. You enter the search terms listed in the left column. For example if you are a contractor located in Atlanta, GA you would type Atlanta furnace replacement in the Google box when you get to the *town furnace replacement* terms. You then write the website listed in the top five categories. If your company is listed as one of these five, you are doing pretty well and you are most probably pretty pleased with your websites ability to continually produce leads. If you do not fall into the top five listed, then you have some Search Engine Optimization needs. Keep in mind that many variables come into play here. If you are one of the larger contractors in a small town, then you should be dominating the search results. If you're a smaller contractor in a large town, then it's going to take allot of work to get your site moved up the results. If you do not see your site listed in any of the links on the search engine results page, keep clicking the next search results link until you see your site and write down what page you were on and what number your site linked. If you do not see your website listed in the top 5 pages, you can quit. Note how your competition is listed on the search results page. Many times large contractors find that the smaller contractors are killing them on search engine results because the smaller contractors have more time to devout to search engine optimization. The smaller contractors are hungry and trying to survive, so they are reading books, searching online and looking everywhere for information on how to get more customers.

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### Step 3 - Begin your pay per click advertising program.

You can begin your pay per click advertising program by beginning with the Google advertising program. Google still holds a majority of the search engine market, so advertising with them will get you the most bang for your buck. You begin by visiting the Google advertising link at <http://www.adwords.google.com>. Sign up for a new account and begin your advertising campaign. The toughest part of the pay-per-click advertising is writing ad copy that gets results. You will just have to experiment in this area and try different variations of your advertisement. Also make sure that you target your ads to a geographical area. If not you will be paying for people outside of your service area to view your website. This wastes your advertising money.

Getting your website ready for market is a challenging task. If you are a small contractor that has more time than you have funds, then it's just going to take allot of hours in front of a computer screen to see results. If you are a medium to large contractor, it is definitely more cost effective to hire a professional to handle this for you. Our firm has spent years of research and time to perfect a program that delivers results to our clients. Keep in mind also that not just any web development firm will be effective in promoting your company via the web. The firm must have a deep knowledge of search engine optimization as well as knowing the purchasing triggers for the HVAC target market.

### Major Search Engines



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## Secondary Search Engines



If you would like our professional opinion about your site and an estimate for getting it optimized for the HVAC industry, then feel free to contact:

Michele at 404-419-6884 ext. 101

[www.write2site.com](http://www.write2site.com)

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