

**CASE STUDY**

CONTENT MARKETING



# WILL UPDATING CONTENT IMPROVE RANKINGS?

600+ new rankings don't lie!



## Refreshing Content Doubles HVAC Company's Organic Traffic

### THE PROBLEM

Our client—an HVAC company located in the Baltimore, Maryland area—knew that search engine optimization (SEO) was an effective way to generate more rankings and get more traffic to their site. They'd been engaging in SEO strategies since 2011 and were used to being on the first page of Google. But they had so many pages on their site (over 1,000), and many of them hadn't been touched since they were initially optimized. With time, these **older pages began to lose their first page rankings.**

### THE SOLUTION

Blue Corona began re-optimizing their SEO campaign just before the warmer season began in 2014. Our goal was to get them more first page rankings and to increase their organic traffic to AC-related services, and in general.

In order to optimize the campaign, our SEO specialists:

- Performed a ranking analysis
- Conducted keyword research
- Evaluated the client's existing AC pages and refreshed the older content with relevant, updated information, SEO-friendly on-site content, and optimized meta data
- Added new content to refresh the overall domain

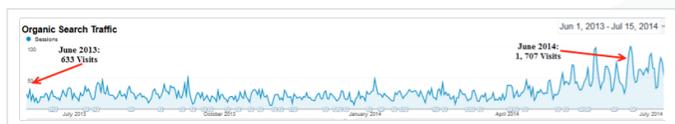
### Why Is Fresh Content Important Anyway?

Google gives every webpage a “freshness” score based on what day that page was created. Obviously, this freshness score decays over time. Updating a webpage can reset its freshness score, and creating new content on a consistent basis also makes sure your entire domain never goes stale.

While Google still favors older pages for certain queries, having your SEO company frequently track each page's performance and make updates to your website and its content based on that information can help you outrank your competitors, who might not use that data or update their site as frequently.

### THE RESULTS

We began refreshing the client's content in May of 2014, and they saw results almost instantly—they had over **600 new rankings and nearly 500 were on the first page of search results within just a month of implementation.** Blue Corona had also increased the organic leads by over 169% compared to the previous year. The number of organic visits had more than doubled from 633 in June 2013 to 1,707 in June 2014!



Rankings		
Total Listings	6,598	675
No.1 Rankings	402 (7.3%)	+65
Top 10 Keywords	3,699 (67.6%)	+472
Total Ranked Keywords	5,428 (99.2%)	+584

**REFRESHING CONTENT HELPED IMPROVE THEIR RANKINGS, NOT JUST FOR AC RELATED SERVICES, BUT ALL AROUND:**



**TAKEAWAYS**

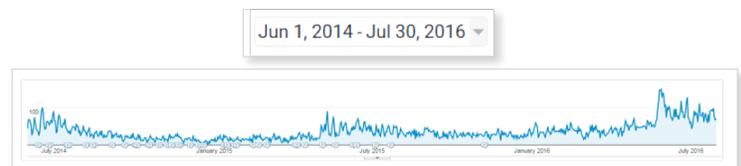
SEO is an ongoing process. An initial optimization of your on-site content can help you generate rankings, visits, and leads, but in order to stay on the first page of search results, you'll need to keep your website updated. That means refreshing older content so that search engines can see that the information you provide remains accurate and timely, thus allowing Google to see you're providing the best user experience you can. It also means creating new pages and content to keep your domain as a whole current. It's important to invest in SEO even after you've earned your initial rankings.

- > **REFRESHED CONTENT**
- > **MORE FIRST PAGE RANKINGS**
- > **MORE ORGANIC TRAFFIC**
- > **MORE LEADS!**

**HOW LONG DO YOU NEED SEO SERVICES?**

Since we originally put together this case study in 2014, we have continued to optimize our client's older pages and add fresh search engine optimized content to their site. In the last two years, more of their competitors started investing in SEO. Even so, frequent competitor research and keeping up to date with the most innovative and effective SEO techniques has allowed us to keep seeing incredible growth—growth that would not be possible without continuous effort!

In June 2016 we saw **2,591 organic visits—a 52% increase over 2014 and a 309% increase over 2013!**



**ABOUT BLUE CORONA**

Learn more about how we can help you create a highly-effective online presence, accurately track your advertising results, and use content marketing, search engine optimization (SEO), pay-per-click (PPC), web design, and conversion rate optimization to get more leads and sales for your business from the web.

*Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay per click (PPC) advertising, search engine optimization (SEO), online lead generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list for 2013, 2014, 2015, and 2016. The company has offices in both Gaithersburg, MD and Charlotte, NC.*

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