

# Maximum Air

*From a Barely-Visible 3-Page Website to Page 1 Organic and #1–3 in the Google Business Profile*

## AT A GLANCE

<b>3→10</b> Pages Rebuilt	<b>Page 1</b> Organic Rankings	<b>#1–3</b> Google Business Profile	<b>~0</b> Rankings Before DAM
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## THE CHALLENGE

### A Good HVAC Company Held Back by a Bad Website

Maximum Air knew their trade. They did quality work and had happy customers — but their online presence told a completely different story. The 3-page website they had was minimal at best: hard to read, poorly structured, and practically invisible to search engines.

In Fresno's brutal summer heat, HVAC searches spike fast and decisions get made quickly. Customers don't scroll to page 3. If you're not showing up in the Google Business Profile or the first page of results, you're invisible to the people who need you most — right when they need you most.

Maximum Air was losing those moments, and those customers, every single day.

#### THEIR WEBSITE BEFORE DAM

*Only 3 pages — far too thin to rank. Poor design that was difficult to read and navigate. No SEO optimization. No Google Business Profile presence. Virtually invisible in organic search.*

## OUR SOLUTION

### A Complete Digital Overhaul Built to Rank and Convert

We didn't patch the old site — we rebuilt from the ground up. A full 10-page website, professionally designed, easy to read, and built around the exact keywords Fresno homeowners and businesses use when searching for HVAC services.

Every page was optimized from day one: clear service pages for AC repair, heating, maintenance, and installation; location-specific content for the Fresno market; schema markup, internal linking, and technical SEO baked into the structure.

At the same time, we built out and optimized their Google Business Profile, built citations linked back to the site, ran an ongoing backlink campaign, produced videos, and distributed press releases — a full multi-channel authority campaign working around the clock.

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## BEFORE & AFTER

### The Transformation

BEFORE DAM	AFTER DAM
<ul style="list-style-type: none"><li>✗ 3-page website — minimal and ineffective</li><li>✗ Poor design, hard to read, bad user experience</li><li>✗ No keyword targeting or on-page SEO</li><li>✗ No Google Business Profile optimization</li><li>✗ Virtually zero organic search rankings</li><li>✗ Not appearing in the Google 3-Pack</li><li>✗ Losing HVAC leads to better-ranked competitors</li></ul>	<ul style="list-style-type: none"><li>✓ Professional 10-page fully optimized website</li><li>✓ Clean design — easy to read, easy to navigate</li><li>✓ Full on-page SEO across every page</li><li>✓ Google Business Profile built and optimized</li><li>✓ Citations built and linked back to the website</li><li>✓ Ongoing backlinks and off-page SEO campaign</li><li>✓ Video marketing produced and distributed</li><li>✓ Press releases on authoritative news outlets</li><li>✓ Page 1 organic rankings achieved</li><li>✓ #1–3 position in the Google Business Profile</li></ul>

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## WHAT WE DID

### The Full-Service Campaign

01

#### HVAC Keyword Research [Foundation]

Identified the exact searches Fresno-area homeowners and businesses use — AC repair, furnace service, HVAC installation, emergency cooling — and mapped them to each page of the new site.

02

#### Complete Website Rebuild [Website Design]

Replaced the broken 3-page site with a clean, professional 10-page website — covering every service, built for mobile, and designed to turn visitors into phone calls.

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03

### **On-Page SEO Optimization** [On-Page SEO]

Optimized every page with proper title tags, meta descriptions, header structure, keyword-rich content, schema markup, and internal linking — all aligned to real Fresno search demand.

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04

### **Google Business Profile Overhaul** [Local SEO]

Built and fully optimized their GBP — correct categories, compelling business description, service areas, photos, and all the local signals that drive map pack rankings.

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05

### **Citation Building — Linked to the Site** [Citations]

Built consistent NAP citations across authoritative directories and HVAC-specific platforms — each one linking directly back to Maximum Air's website to strengthen both local authority and organic ranking signals.

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06

### **Ongoing Backlinks & Off-Page SEO** [Off-Page SEO]

Executed a continuous off-page SEO strategy — earning quality backlinks from relevant local and industry sources to build domain authority and signal to Google that Maximum Air is a trusted, established business.

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07

### **Video Marketing** [Video]

Produced and distributed optimized videos for Maximum Air — adding a rich media presence that boosts engagement, builds brand trust, and contributes additional ranking signals across Google and YouTube.

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08

### **Press Releases** [PR & Authority]

Wrote and distributed press releases through reputable wire services — generating authoritative mentions and inbound links from news outlets that amplify brand credibility and support off-page SEO.

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09

### **Ongoing Monitoring & Refinement** [Optimization]

Tracked rankings weekly across both organic and GBP, continuously refining the strategy — more citations, fresh content, new backlinks, updated videos — to lock in positions and keep climbing.

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## TIMELINE

## How the Climb Happened

### **Week 1–2 — Audit, Research & Strategy**

Audited the existing 3-page site, performed full keyword research for Fresno HVAC searches, and built a 10-page content architecture mapped to real search demand.

### **Week 2–4 — Website Design & Build**

Designed and launched the new 10-page website — clean, professional, mobile-optimized, and built with on-page SEO embedded at every level.

### **Week 3–5 — GBP, Citations & Authority Building**

Overhauled the Google Business Profile. Built citation consistency across top directories. Launched off-page backlink campaign, video production, and press release distribution.

### **Month 2–4 — Rankings Begin to Move**

Organic keywords started climbing out of obscurity. GBP position improved steadily week over week as Google validated the new presence and authority signals.

### **Ongoing — Page 1 Organic + #1–3 in the Map Pack**

Maximum Air locked in page 1 organic rankings and a #1–3 Google Business Profile position — fully visible to Fresno customers right when they need HVAC services most.

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## THE RESULTS

### From Invisible to Undeniable

#### **PAGE 1 ORGANIC RANKINGS**

*Maximum Air climbed from virtually no organic presence to page 1 rankings for core HVAC keywords in Fresno — a dramatic leap from a starting position of near-zero visibility.*

#### **#1–3 IN THE GOOGLE BUSINESS PROFILE**

*From absent in the local map pack to holding a #1–3 position — the most valuable real estate in local search, sitting above all organic results with full contact info visible.*

#### **3→10 PAGES REBUILT**

*A thin, unreadable 3-page site became a robust 10-page digital presence — covering every service, answering every question, and giving Google exactly what it needs to rank a trusted local HVAC contractor.*

#### **360° AUTHORITY CAMPAIGN**

*Beyond the website: citations linked to the site, ongoing backlink building, video marketing, and press release distribution — every channel reinforcing Maximum Air’s authority and rankings simultaneously.*

**DUAL PAGE 1 PRESENCE**

*Maximum Air appears twice when customers search for HVAC in Fresno — in the map pack and organic results — doubling visibility and dramatically increasing the chances of getting the call.*

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*“Maximum Air had the skills — they just needed a digital presence to match. We rebuilt their website, built citations back to the site, ran an ongoing backlink campaign, produced videos, distributed press releases, and optimized their Google Business Profile. The result: page 1 organic rankings and a top 3 spot in the map pack. That’s what a full-service SEO campaign looks like.”*

**— Digital Assets Marketing Team, Fresno CA**

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**Digital Assets Marketing**

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