Van Genderen Heating and Air Conditioning

Digital Marketing Case Study

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The Challenge

Van Genderen Heating & Air Conditioning is a well-established HVAC company with a strong reputation across the Denver market, but their digital presence didn't reflect their level of expertise. Despite offering high-quality services, they faced limited visibility in search engine results, inconsistent keyword rankings, low domain authority, and an underperforming website that impacted conversions.

Their existing digital marketing efforts lacked a cohesive strategy across SEO, content, and website performance, resulting in missed opportunities for lead generation and growth. They needed a data-driven approach focused on search engine optimization, content creation, local search visibility, and conversion-focused web design to improve performance and drive long-term ROI.

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The Strategy

Our approach combined **technical SEO, content marketing, and authority building** into a unified digital marketing strategy designed to dominate search engine rankings and increase qualified leads.

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Search Engine Optimization & Technical SEO

We began with a full SEO analyzer audit using advanced SEO tools and web analytics platforms like Google Analytics and Google Search Console.

Key Improvements Included:

- Optimization of meta elements, HTML elements, tags, and alt attributes
- Implementation of XML sitemaps and canonicalization to improve indexing
- Fixing duplicate content issues and improving crawlability for search engine algorithms
- Enhancing page speed, accessibility, and usability across mobile and desktop
- Strengthening internal linking and URL structure

These improvements aligned with Google Search Central best practices and helped prevent issues like sparndexing or poor indexing.

Content Strategy, SEO & Brand Authority

We conducted in-depth keyword research targeting high-intent HVAC keywords relevant to homeowners, then built a content strategy aligned with real customer search behavior and search engine marketing best practices.

Our approach included:

- SEO-optimized blog content aligned with real customer search behavior
- Copywriting focused on customer experience, education, and trust
- Integration of generative engine optimization (GEO) principles using artificial intelligence and large language model insights
- Structured web content designed to improve rankings across search engine results

A key result of this strategy was a high-performing blog that earned **media coverage on FOX31 Denver**. This digital PR win significantly increased brand awareness, strengthened credibility, and generated high-authority backlinks, which boosted domain authority and positioned Van Genderen as a trusted leader in the HVAC industry.

CRO, User Experience & Ongoing Optimization

We enhanced website performance and lead generation by improving user experience and continuously optimizing based on data-driven insights.

- Improved conversion rate optimization (CRO) by refining landing pages, calls-to-action, and overall website structure
- Enhanced user experience (UX), navigation, and mobile-first web design to increase usability and conversions
- Leveraged web analytics, keyword tracking, and competitor analysis to continuously optimize performance
- Adjusted content and marketing strategies based on real-time data to improve lead generation and customer engagement

Link Building & Authority Growth

We focused on strengthening Van Genderen's online authority and improving search engine trust through strategic off-page SEO efforts.

- Increased domain authority and trust signals for search engine algorithms, improving rankings across competitive HVAC keywords
- Executed a targeted link building campaign to acquire high-quality referring domains through directories, citations, and authoritative placements

Proven Results

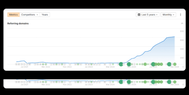
Organic Traffic, Rankings & Visibility

Van Genderen experienced significant growth in both search engine rankings and organic traffic following the implementation of our SEO strategy. After a steady period in early 2024, performance began trending upward in late 2024 and continued to accelerate throughout 2025 and into 2026.

By early 2026, the site reached nearly **1,000 in monthly organic traffic value**, driven by stronger keyword rankings and increased visibility across search engine results pages.

Improvements in Google SEO, local search rankings, and visibility on platforms like Google Business Profile and Google Local Services helped the company stand out in highly competitive HVAC market and capture more high-intent local traffic.

This growth was the result of strategic keyword targeting, consistent content optimization, and alignment with search engine algorithms.



Backlink Profile & Referring Domains

A key contributor to this success was the rapid expansion of Van Genderen's backlink profile. Starting with minimal referring domains, the campaign saw a sharp increase beginning in late 2024, ultimately surpassing **900+ referring domains by early 2025**. This growth strengthened domain authority, improved rankings across competitive HVAC keywords, and increased overall trust signals across the web.

HVAC keywords, and increased overall trust signals across the web.

Media Coverage & Authority

One of the standout achievements was earning a feature on **FOX31 Denver**, which provided high-authority backlink exposure and elevated the company's credibility. This media coverage expanded their reach within the local market and reinforced their reputation as a trusted HVAC expert, helping build stronger trust with potential customers.

Another local company, Van Genderen Heating and Air, said on its website that the increased emissions standards will result in long-term savings for utility customers.

"Despite the higher upfront cost, UL16 furnaces offer significant energy savings over time. With 95%+ efficiency, they reduce monthly heating costs and may qualify for rebates or financing options," the company's website said.

The law does not prohibit companies and contractors from selling through their current stock, even if it includes models that do not meet Colorado's new emissions guidelines. Once standard equipment is sold out, it will no longer be available in this state.

"I suggest, if you feel like you're going to need something or you're concerned that you should do it sooner rather than later," Devillier said.

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Business Impact Beyond The Numbers

- Increased inbound calls and qualified leads
- Higher conversion rates from improved landing pages
- Improved customer experience through streamlined on-site content
- Improved customer retention through better digital touchpoints
- Increased revenue and ROI from marketing investment

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Final Thoughts

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This success wasn't driven by a single tactic—it came from a connected, data-driven digital marketing strategy built across every key channel. Van Genderen's growth shows what happens when SEO, content marketing, link building, and user experience are aligned with real customer behavior and supported by ongoing optimization.

By combining technical SEO, targeted keyword strategy, high-quality content creation, and authority-building through backlinks and media exposure, we transformed their online visibility into measurable lead generation and business growth. This is digital marketing done right—and a clear example of how strategy, data, and execution come together to drive real results.

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Excellent rating
Based on 115 reviews

Google ★★★★★

Hallie at X3 Marketing has been awesome to work with. Very responsive to questions and requests and is patient with those of us that don't understand the digital marketing world but value the importance of it. Highly recommend X3!

R **Ron Erickson**
2 months ago

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Contact Info

Phone Number
720-443-9269

Email
info@x3marketing.com

Address
3303 W 144th Ave Ste 205, Broomfield, CO, 80023

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