CASE STUDY · SEO & DIGITAL PRESENCE

+2,117% Organic Traffic Growth for a Tampa Bay HVAC, Plumbing & Electrical Company

How Cornerstone Pros built 46,400 monthly organic visits with a traffic value of $1.5M per month, without running paid search.

cornerstonepros.com · Land O' Lakes, FL (Tampa Bay) · Data as of April 2025

Technical SEO | Content | Link Building | Reviews & GBP | Conversion Design

+2,117%
ORGANIC TRAFFIC GROWTH

46.4K
MONTHLY ORGANIC VISITS

$1.5M
MONTHLY TRAFFIC VALUE

97%
NON-BRANDED TRAFFIC

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01 · OVERVIEW

Client and Results at a Glance

Cornerstone Pros is a full-service home services company serving the greater Tampa Bay area with air conditioning, plumbing and electrical work. With 4.8 stars across 7,356 Google reviews, it is one of the most trusted contractors in the region.

46.4K
MONTHLY ORGANIC TRAFFIC
+2,117%

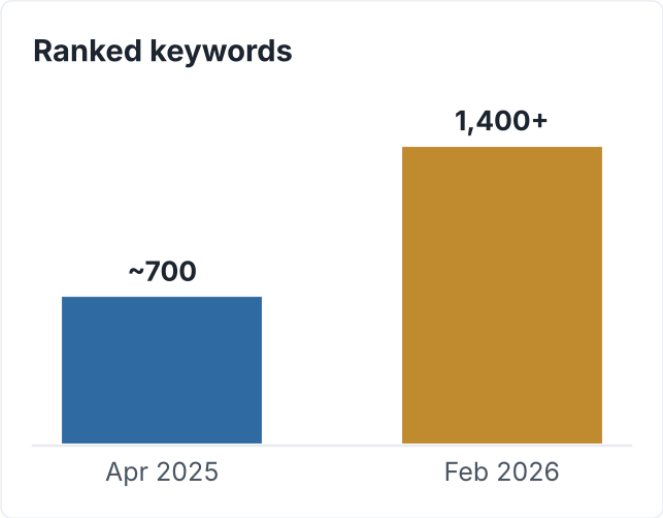
$1.5M
MONTHLY TRAFFIC VALUE
+6,088%

1,400+
RANKED KEYWORDS
Up from ~700

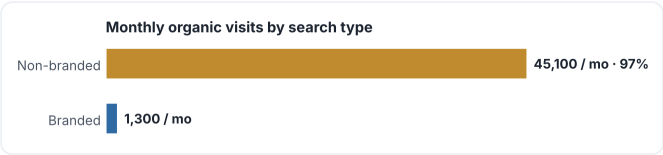
386
REFERRING DOMAINS

7,356
GOOGLE REVIEWS
4.8 stars

27
AUTHORITY SCORE



Keyword coverage doubled in under a year.



97% of organic visits come from people searching for a service, not the company name.

Headline result: the organic visibility built would cost over $1.5 million per month to buy through paid ads.

MY SYSTEM

One Funnel, Not Five Channels

Cornerstone shows how far the website and SEO layers carry a business on their own. The review profile strengthens both rankings and conversion. Paid and remarketing are the levers to add next.

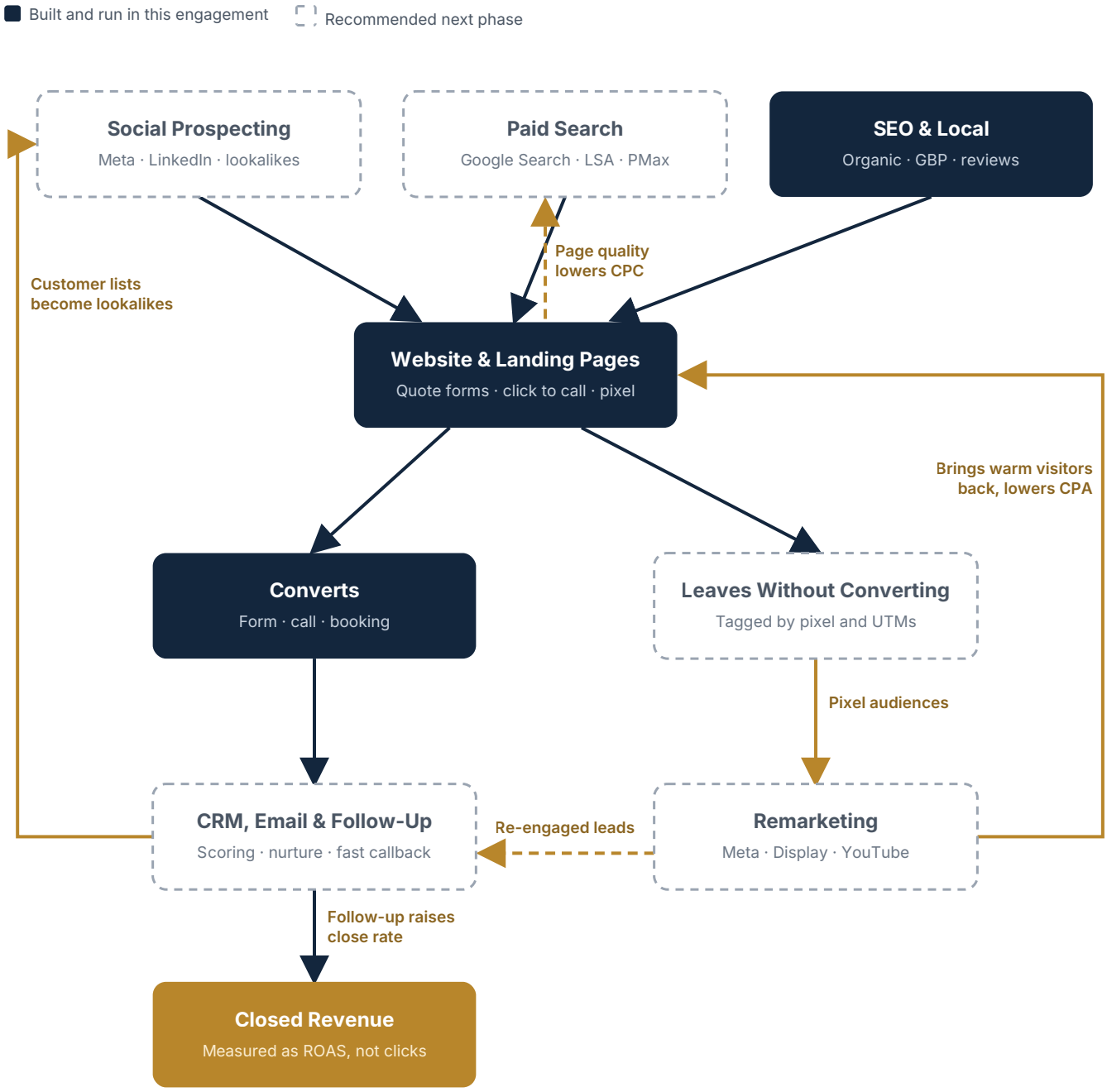


Every layer makes the next one cheaper. Results are read on revenue, not platform clicks.

THE WORKFLOW

How It All Connects

Traffic from every source lands on one website. Buyers who convert go into the CRM for fast follow-up. Visitors who leave are tagged and brought back through remarketing. Closed customers become lookalike audiences that find the next buyer.



- **Built:** 46,400 monthly organic visits into a conversion-focused site backed by 7,356 reviews.
- **Next:** seasonal paid search, remarketing to visitors who don't book, and review proof in follow-up.

MY PROCESS

How the Work Was Done

I start with the revenue target and reverse engineer the system needed to hit it. Strategy comes before spend.

1. **Map service demand**
   Identified the high-volume service searches across HVAC, plumbing and electrical, like **AC repair near me**, where buyers are ready to book.

2. **Build a site that converts**
   Prominent scheduling and phone calls to action, Google and Facebook trust signals and a clear service structure.

3. **Expand content and fix the technical base**
   Grew service and location content and cleaned up technical issues so the site could rank for competitive terms.

4. **Build authority**
   Earned links from 386 referring domains and used the 7,356-review profile to strengthen local rankings and click-through.

5. **Measure value, not just visits**
   Tracked traffic cost value, branded vs. non-branded split and keyword growth to prove the compounding return.

6. **Layer paid on top**
   Next phase: seasonal Google Ads, city landing pages and remarketing to turn more visits into booked jobs.

> **Every engagement:** three questions first (who is the customer, where are they in the buying journey, what moves them to the next step), a competitive audit before launch, diagnose before optimizing, and test one variable at a time.

Cornerstone isn't just ranking. It owns a digital asset that generates leads every month without buying a single click.

02 · DETAIL

Authority and Keyword Positioning

Metric	Value	Insight
Organic search traffic	46,400/month (+2,117%)	Explosive growth
Traffic cost value	$1.5M/month (+6,088%)	Exceptional SEO return
Non-branded traffic	45,100/month (+5,931%)	Service-intent reach
Branded traffic	1,300/month	Strong brand recognition
Backlinks	6.7M from 386 domains	Very strong link profile
Authority Score	27	Solid for local home services

What Drove the Results

- **Compounding, not a spike:** keywords climbed steadily from ~700 to 1,400+ after the April–May 2025 traffic peak.
- **Service intent wins:** 97% of visits come from people searching for a service.
- **Reviews do double duty:** 7,356 reviews at 4.8 stars lift rankings and conversion.

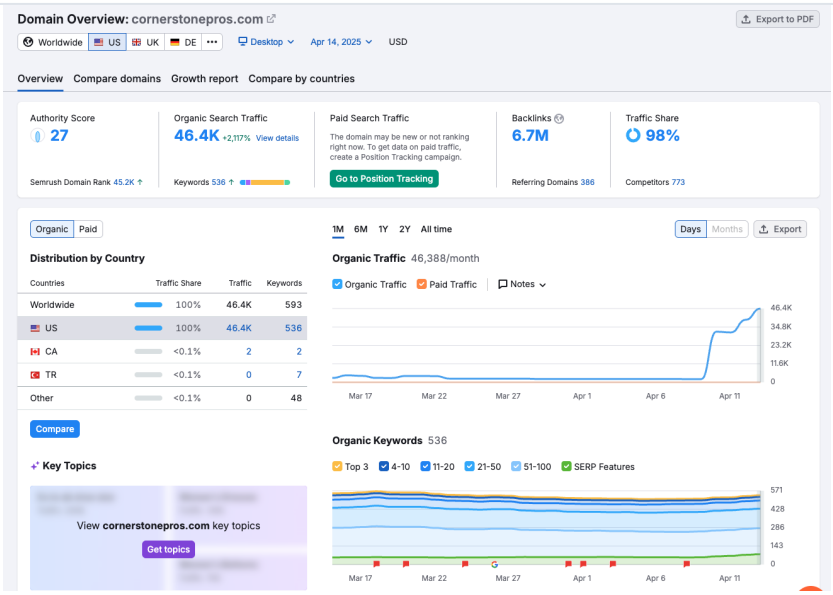
Next Phase Roadmap

Priority	Action	Impact
High	Seasonal Google Ads for HVAC	Capture peak demand
High	Expand plumbing and electrical content	Grow beyond HVAC
Medium	City landing pages across Tampa Bay	Win hyper-local searches
Medium	Remarketing to non-converting visitors	Recover high-intent leads

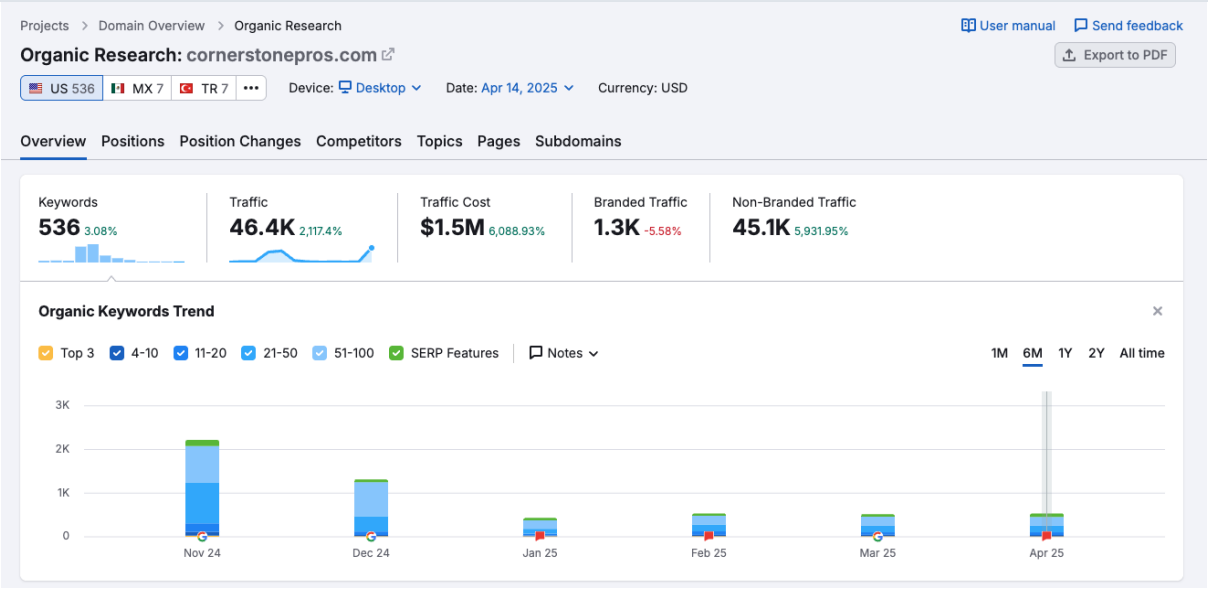
PROOF

The Growth, From Semrush

Screenshots of the April 2025 snapshot behind the headline numbers.



Authority 27, 46.4K monthly organic traffic (+2,117%), 6.7M backlinks, 98% traffic share
Semrush Domain Overview · April 14, 2025

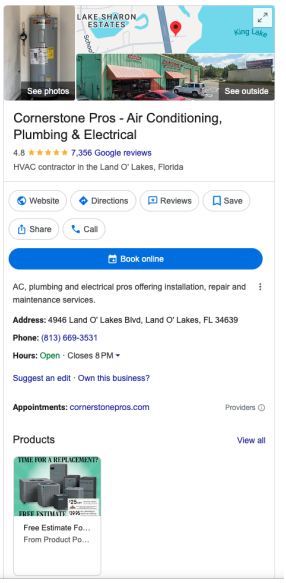


536 keywords, $1.5M traffic cost, 1.3K branded and 45.1K non-branded visits
Semrush Organic Research · April 14, 2025

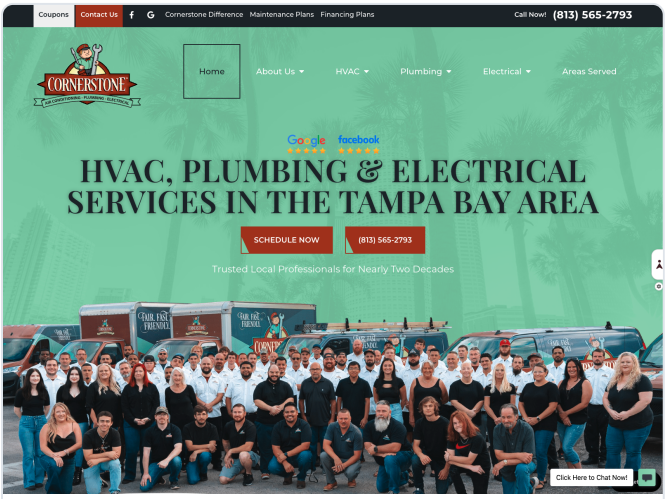
PROOF

Reviews, Website and the Year After

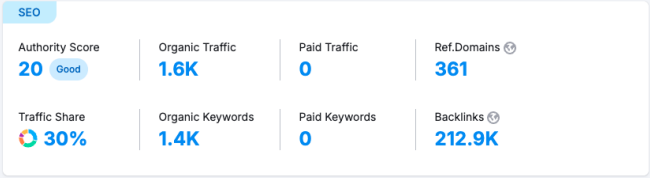
Local trust signals, the conversion-focused site, and what happened over the following year.



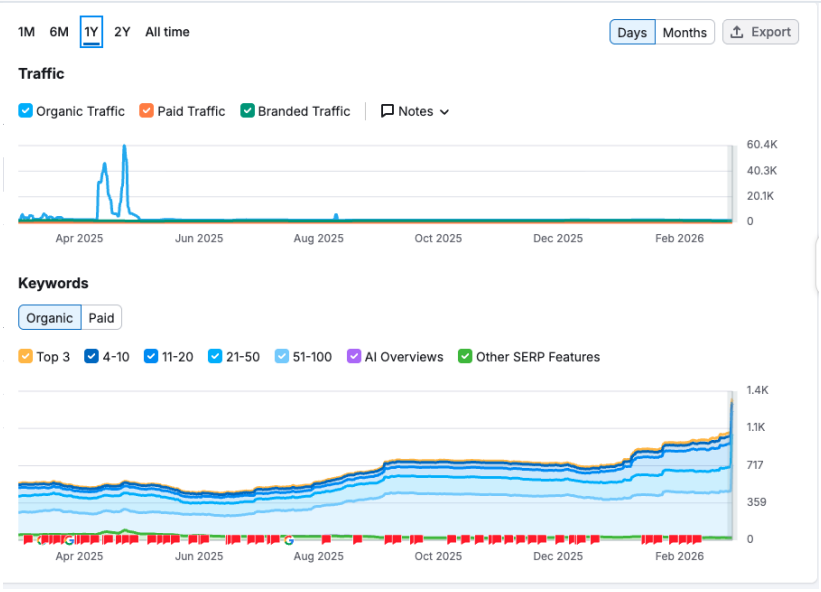
4.8 stars across 7,356 Google reviews
Google Business Profile



Homepage with Schedule Now and call buttons
cornerstonepros.com



1.4K organic keywords, 361 referring domains
Semrush · March 2026



Traffic spiked in April and May 2025, then returned to a lower baseline; ranked keywords kept climbing to 1.4K
Semrush · Apr 2025 – Mar 2026

The +2,117% and 46.4K figures are an April 2025 snapshot taken at the traffic peak.