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

+2,117%
ORGANIC TRAFFIC GROWTH

46.4K
MONTHLY ORGANIC VISITS

$1.5M
MONTHLY TRAFFIC VALUE

97%
NON-BRANDED TRAFFIC

Akhil Paul
Performance Marketing · SEO · Paid Media

akhilpaul77@gmail.com
linkedin.com/in/akhil-paul

01 · OVERVIEW

Client and Results at a Glance

Cornerstone Pros is a full-service home services company in Land O'Lakes, Florida, serving the greater Tampa Bay Area with air conditioning, plumbing and electrical services. With a 4.8-star rating across 7,356 Google reviews, it is one of the most trusted HVAC contractors in the region.

46.4K MONTHLY ORGANIC TRAFFIC +2,117%	**$1.5M** TRAFFIC COST VALUE +6,088.93%	**536** ORGANIC KEYWORDS (US) +3.08%
27 AUTHORITY SCORE	**6.7M** BACKLINKS 386 referring domains	**7,356** GOOGLE REVIEWS 4.8 ★ rating
98% US TRAFFIC SHARE	**773** TRACKED COMPETITORS	**45.1K** NON-BRANDED VISITS / MO +5,931%

Headline result: organic traffic grew +2,117% with a traffic cost value of $1.5M, meaning the organic visibility built would cost over $1.5 million per month to replicate through paid ads.

Website and Brand

The site is conversion-focused, with prominent "Schedule Now" and phone CTAs, Google and Facebook trust signals, clear HVAC, plumbing and electrical navigation, and a team photo that reinforces the "Fair, Fast, Friendly" brand promise.

Authority and Keyword Positioning

Metric	Value	Insight
Authority Score	27	Solid for a local home services brand
Organic search traffic	46,400/month (+2,117%)	Explosive growth trajectory
Traffic cost value	$1,500,000/month (+6,088%)	Exceptional SEO return
Organic keywords	536 (US)	Growing keyword footprint
Backlinks	6.7 million	Very strong link profile
Referring domains	386	Diverse, authoritative sources
Branded traffic	1,300/month	Strong brand recognition
Non-branded traffic	45,100/month (+5,931%)	Dominant non-brand organic reach

Ranked Keywords, 12-Month Trend



Organic traffic spiked above 60,000 visits in April–May 2025 before stabilizing, while total ranked keywords climbed steadily from about 700 to over 1,400 by February 2026, nearly doubling keyword coverage in under a year. That sustained growth points to a compounding SEO foundation rather than a one-time spike.

Sample Keyword Positions (Apr 2025)

Keyword	Position	Monthly Volume	Traffic	KD%
cornerstone air conditioning	42	320	42	21
ac repair in near me	–	3,600	475	54
air conditioning repair services	–	4,400	580	50
cornerstone tampa fl	1	70	1	19

What Drove the Results

- **Explosive organic growth:** a +2,117% increase in organic traffic reflects a sustained investment in content expansion, technical SEO and link building.
- **$1.5M monthly traffic value:** the cost to buy this traffic through ads shows the long-term compounding value of organic search.
- **Non-branded traffic dominates:** 45,100 of 46,400 monthly visits (97%) come from people searching for services, not the company name.
- **Exceptional review profile:** 7,356 Google reviews at 4.8 stars support both local rankings and conversion from organic visitors.
- **Keyword growth trajectory:** ranked keywords grew from about 700 to 1,400+ in 12 months, adding visibility without additional ad spend.
- **Strong backlink profile:** 6.7M backlinks from 386 referring domains help the site rank for competitive, high-volume terms like "ac repair near me".

Growth Roadmap

Priority	Recommendation	Expected Impact
High	Launch Google Ads for peak HVAC seasons	Capture demand organic doesn't cover
High	Expand plumbing and electrical content	Grow keyword footprint beyond HVAC
Medium	Local landing pages for each Tampa Bay city served	Win hyper-local searches
Medium	Use the 7,356 reviews in ads and landing pages	Higher CTR and conversion
Medium	Retargeting for organic visitors who don't convert	Recover high-intent leads
Low	Analyze the April 2025 traffic spike	Find repeatable growth levers

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