

## Case Study



DIGITAL MARKETING



PAID DIGITAL MARKETING



HOLTZOPLE.COM

### **Holtzople** **Heating, Air Conditioning & Electrical Services**

Winner of Frederick Magazine's 2024 "Best of the Best" in the HVAC category, Holtzople has been providing top-tier HVAC and electrical services to residential and commercial clients in central Maryland and southern Pennsylvania for more than 20 years.

## The Challenge

The HVAC market in Holtzople's service area has always been extremely competitive. The company needed a marketing strategy that would vault it to the top of people's minds and keep it there over the long term, at a price that wouldn't break the bank.

“ArachnidWorks built us a marketing strategy that's brought in a steady stream of clients for more than 20 years.”

~ VICKI HOLTZOPLE  
VICE PRESIDENT OF HOLTZOPLE HEATING, AIR  
CONDITIONING & ELECTRICAL SERVICES

## The Solution

Drive traffic, and potential customer leads, to Holtzople.com. Search Engine Optimization (SEO) was part one of the strategy to do that. ArachnidWorks wrote two blogs per month on research-derived subjects of interest for the HVAC-curious, optimizing them for keywords that would organically drive search traffic to Holtzople.com.

Part two of the strategy was Paid Digital, i.e., putting micro-targeted ads for Holtzople's services directly in front of those people who have searched for such services. Additionally, ArachnidWorks began running Google Search and Performance Max ads with the goal of creating more direct leads for Holtzople. Finally, ArachnidWorks would make routine page updates on keyword implementation within Holtzople.com itself.



# The Result



The ongoing partnership between Holtzople and ArachnidWorks has yielded the following measurable results:

*Average Leads of*

**121**

**per month**

which Holtzople has been able to convert into an average of **81 customers per month!**



*An Average of*

**\$15.53**

**CPC per month**

In an industry where the median is \$64 CPC per month



*Multiple Occurrences*  
of Google Ad Groups having a

**100%**  
**CTR**



*An Average*

**68%**

**Increase in new website users each month**



“

If you build it they will come, so they say... ArachnidWorks built us a marketing strategy that's brought in a steady stream of clients for more than 20 years. It's why we're still with them.”