

CASE STUDY

Lennox International

Lennox is a leading manufacturer of heating, ventilating and air conditioning (HVAC) systems.



With a history of innovation dating back to 1895, Lennox International is a leading manufacturer of heating, ventilating and air conditioning (HVAC) systems. The company offers a full suite of residential and commercial HVAC and air filtration systems, as well as a complete line of premium hearth products.

Objective

Despite being a nationally recognized company, Lennox's website traffic was not at the level it should have been, Lennox wanted to increase organic search engine traffic in order to broaden their customer base.

Search engine optimization (SEO) was a new venture for Lennox when they came to Vizion, and the company lacked a presence for nearly all non-branded keywords (e.g., "furnaces", "air conditioner") while their competitors were ranking in the top ten on Google for such keywords.



Solution

Vizion Interactive delivered search engine optimization consultation and recommendations for each page of the Lennox.com website. Consultation included competitive analysis, keyword research, and content gap analysis.

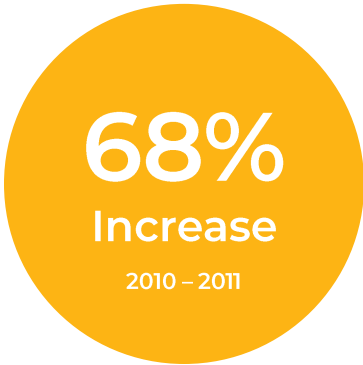
We then performed a technical review of their site, which allowed us to make recommendations to address the following:

- > Internal linking
- > PR efforts
- > Optimized copy and code modifications
- > Meta tags
- > PPC review and analysis
- > External linking tactics

Since 2006, Vizion has continued to provide Lennox with technical and on-page SEO consultation, as well as initiatives on off-page SEO.

Results

Lennox.com experienced an overall 31% increase in organic search traffic for the period of February through May 2007, as compared to the same period in 2006. The company has seen even greater long-term success. For the period from October 2010 to October 2011, Lennox experienced an overall 68% increase in organic search traffic.

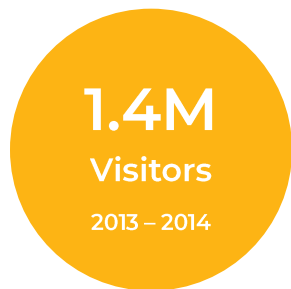
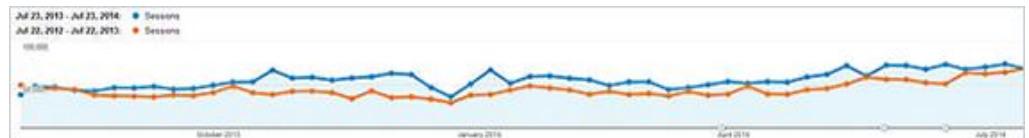


Lennox's eight most important keyword phrases – though previously not found within the top 100 organic search results – now rank anywhere from #1 to #14 on Google.

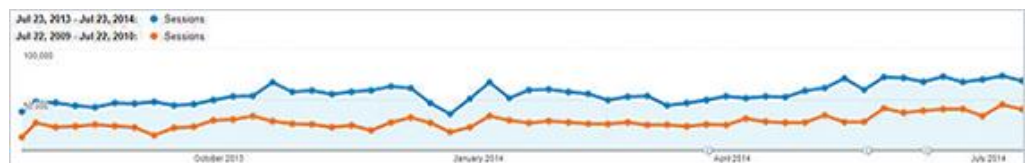
As time has progressed, so has their success!



During the period from 2013 to 2014, organic traffic rose 27% over what it was from 2012 to 2013. That equates to a year-over-year increase of 636,000 visitors. The rate of connecting customers to local dealers increased more than 50%. Pairing potential customers with the right product also rose 14%.

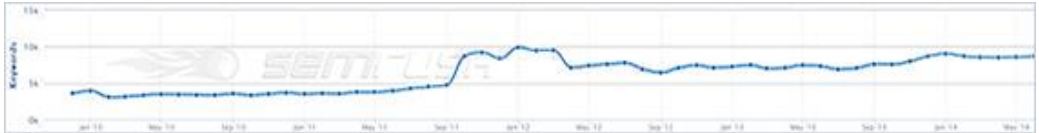


Even more astounding, organic search referrals during 2013-2014 rose 96% over 2009-2010 levels, equating to 1.4 million more organic visitors.



150%
Keywords
2013 – 2014

Lennox made great strides in organic traffic between January 2010 and May 2014, due in part to an increase in keyword breadth. Over that four-year period, **the number of keywords ranking rose a little more than 150%**, from 3,400 ranking terms to 8,690 ranking terms.



What is all this keyword presence worth? In addition to helping lift the organic visibility of the Lennox.com site, these keywords were valuable search engine terms.

585%
Value
2013 – 2014

If we had simply raised the traffic value by 150%, Lennox would be looking at a value of approximately \$200,000 a month. Instead, from 2010 to 2014, the value of organic search (estimated cost of visitors coming to a site organically vs. the cost of the same number of visitors generated through ads) rose from \$88,000 per month to \$604,000 per month, an increase of more than 585%.



Our strategies for Lennox continue to evolve to keep pace with search engine changes, and we're proud to have helped Lennox gain such a strong foothold in the digital space.



“Lennox Industries had never attempted SEO before, and we’re delighted with the traffic increases thus far. Vizion Interactive has helped us increase targeted traffic to our site by 46% since our SEO campaign began! We are very impressed!”

– Allen Evans – eBusiness Manager | Lennox International