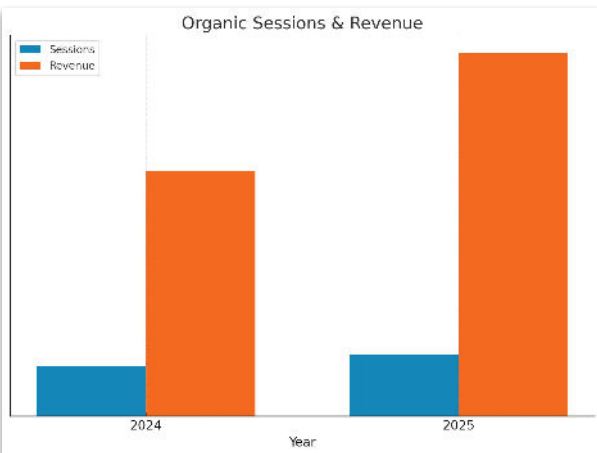


A Nationwide HVAC Equipment & Parts Supplier Turned to JumpFly for SEO.

The Result? Growth They Can Bank On!

JumpFly SEO Increased Organic Ecommerce Revenue 48% Year-Over-Year



The challenge

Our client, an **ecommerce HVAC equipment and parts** site, typically sees a seasonal uptick in cooling and AC-related parts during the warmer months. Geared toward contractors and commercial/industrial businesses, they wanted to see how we could **optimize their cooling and AC pages** to improve on year-over-year performance and better reach key clientele.

The approach

Our **keyword research and planning** began in the late fall, ahead of their busy season. We identified **key transactional search terms** that targeted commercial and industrial clientele and recommended **quick-win title tag optimizations** that better aligned their site naming conventions with clientele in professional settings.

In late winter/early spring, we **optimized key collection pages** that targeted cooling equipment and parts. As part of our strategy, we **interlinked related collection pages** together and included **strategic links to key brands** sold on the site.

The results

Our HVAC equipment and parts site saw a **large increase in year-over-year (YoY) performance and earnings**.

Organic **sessions to the site rose 23.8%** year-over-year, bringing more **qualified, transactional-focused customers**. As a result, **organic revenue outperformed the previous year by 48%**.



"By planning well ahead of the busy season, we were able to ensure that our client's site was ready to go when the traffic ramped up."

— Scott Waldyn, Account Manager, JumpFly

Featured solutions:

Transactional Solutions:

- › [Competitive Content Analysis](#)
- › [Navigation Strategy](#)
- › [Optimized Category Pages](#)
- › [Strategic Interlinking](#)

Attribution:

- › [Data-Driven Attribution](#)

23.8%

Increase in Organic Sessions YoY*

48%

Increase in Organic Revenue YoY*

*comparing 2025 data to 2024 data