EB Air Control – SEO Case Study

How Strategic SEO Boosted Visibility & Traffic for EB Air Control

Driving 121% Growth in Organic Traffic & 175+ Top 10 Keyword Rankings: EB Air Control

Start a Project

EB Air Control, a global innovator in HVAC solutions, partnered with CS Web Solutions to enhance their digital presence. Headquartered in Mississauga, Ontario, Canada, EB Air Control leverages its outdated website, and attract high-intent B2B customers across Canada, the USA, and the Middle East.

About EB Air Control

Industry
HVAC Manufacturing

Headquarter
Mississauga, ON

Target Market
Canada, USA, Middle East (with expansions into Asia & Europe)

Core Focus
Innovation in Integrity, Energy Efficiency + Quality Manufacturing

Established 2nd-third digital growth engine: enhance SEO, technical SEO, Google Ads, content marketing, and conversion optimization to maximize lead generation.

Achieved measurable growth: +121% organic traffic, +175% rankings, +117% impressions, deep rankings across industry-critical product terms.

Maintained momentum via continuous optimization: CRO/UX improvements, and a new WordPress site designed to scale content, speed, and conversions.

Business Goals

The HVAC manufacturer partnered with CS Web Solutions, a leading SEO agency in Mississauga, to strengthen digital authority and global visibility. As a provider of innovative, energy-efficient air control solutions, the business wanted to online presence to reflect its reputation for innovation, integrity, and performance.

The primary goals of this collaboration were to:

Elevate online visibility and lead generation across competitive HVAC markets in Canada, the USA, and the Middle East, ensuring the brand can stand out among established industry players.

Increase qualified organic traffic and lead generation by attracting engineers, contractors, and B2B buyers searching for advanced HVAC solutions.

Modernize the outdated website with a new WordPress revamp, delivering faster performance, improved user experience, and a conversion-focused design.

Establish authority in the HVAC sector through strategic SEO, content marketing, and technical optimization.

Expand geographic reach by building localized visibility across North America while also gaining traction in Asia, Europe, and the Middle East.

Enhance user engagement and credibility through authoritative content, improved session duration, and streamlined conversion paths.

Through a combination of enterprise SEO strategies, technical SEO improvements, content-driven growth, and a complete website revamp, CS Web Solutions positioned the air control solutions provider for sustained organic growth, competitive differentiation, and stronger global recognition.

Challenges and Pain Points

Before partnering with CS Web Solutions, a leading SEO company in Mississauga, the HVAC manufacturer faced several obstacles that limited growth and digital visibility.

Highly Competitive Market
The HVAC industry is dominated by well-established competitors. The air solutions provider struggled to clearly differentiate its value proposition and innovative product range.

Outdated Website and User Experience
The legacy website lacked modern design, mobile responsiveness, and conversion-focused design, resulting in poor user experience and low lead generation.

Limited Online Visibility
Despite offering high-quality products, the brand struggled to rank for critical HVAC keywords. Weak search presence meant missed opportunities to attract contractors, engineers, and global B2B buyers.

Fragmented Content Strategy
Product pages and blog content were disconnected and did not align with search intent. There was no cohesive content plan to educate buyers, capture leads, and support sales enablement.

Technical SEO Challenges
Crawl errors, broken links, slow page speed, and missing metadata reduced the site's health score and visibility in search engines. This made it harder for potential customers to discover the business online.

Customer Retention Problem
Without a structured post-purchase relationship and engagement, business was difficult without strong brand differentiation and digital engagement.

Analytics Gaps and Lack of Data-Driven Decisions
Without advanced analytics, tracking performance, measuring ROI, or refining campaigns was a major challenge. This limited the ability to make data-driven decisions and optimize marketing decisions.

Global Market Adaptation
Serving global markets—including Canada, the USA, the Middle East, and Asia—required region-specific SEO strategies, tailoring messaging and content for diverse audiences, and managing intense and skilled to some inconsistencies.

CS Web Solutions Approach

To overcome the challenges faced by the HVAC manufacturer, CS Web Solutions – a top SEO agency in Mississauga – designed a comprehensive SEO and web revamp approach. The focus was to improve visibility, attract qualified traffic, and modernize the digital presence for long-term growth. The approach included:

In-depth market and competitor analysis
To identify gaps and opportunities.

Keyword research and competitor analysis
To target high-intent HVAC terms.

Technical SEO enhancements
Fix faster, mobile-friendly performance.

Content strategy development
With blogs, guides, and optimized product pages.

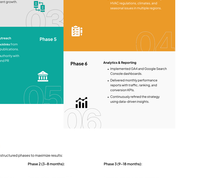
Local SEO optimization
For Canada, USA, and global expansion.

Authority building
Through backlinks and digital PR.

Advanced analytics and reporting
To track results and refine tactics.

Continuous collaboration and improvements
To adapt to evolving business needs.

Screens of EB Air Control



CS Web Solutions Strategy

Tackling complex digital hurdles requires a tailored game plan. CS Web Solutions crafted a customized SEO and website revamp strategy designed specifically for the HVAC industry. By combining technical SEO, keyword optimization, content marketing, local and global SEO, and advanced analytics, we built a strong digital foundation that not only improved visibility but also drove consistent growth in traffic, leads, and conversions.

Phase 1

Technical SEO
- Resolved crawl errors, broken links, duplicate content, and slow loading issues.
- Enhanced Core Web Vitals through faster page speeds, compressed assets, and mobile optimization.
- Implemented structured data markup to boost search visibility and organization.
- Improved internal linking for better authority distribution across product and service pages.

Phase 2

Keyword & Content Optimization
- Conducted in-depth keyword research targeting high-intent commercial and buyer-intent search terms.
- Applied a pillar + cluster content model to build topical authority.
- Enhanced on-page elements (titles, meta descriptions, headings).
- Produced technical blogs, product pages, and resource guides aligned with search intent.

Phase 3

Website Revamp (WordPress)
- Migrated the old site to a modern, lightweight WordPress build.
- Redesigned site architecture for clear navigation and product hierarchy.
- Integrated conversion-focused elements: sticky CTAs, lead forms, CTAs, and downloadable downloads.
- Created a scalable foundation for future SEO, driven content growth.

Phase 4

Local & Global SEO
- Optimized Google Business Profile, local citations, and region-specific keywords.
- Created localized content addressing HVAC regulations, climates, and seasonal needs in multiple regions.

Phase 5

Authority Building & Link Outreach
- Secured authoritative backlinks through guest posts, partnerships, and industry-relevant outreach.
- Strengthened domain authority and trustworthiness, building long-term momentum.

Phase 6

Analytics & Reporting
- Implemented GA4 and Google Search Console dashboards.
- Delivered monthly performance reports with KPIs, ranking, and conversion KPIs.
- Continuously refined the strategy using data-driven insights.

Execution Process

The project was carried out in structured phases to maximize results:

Phase 1 (0–3 months):
SEO audit, technical fixes, Core Web Vitals optimization, and keyword targeting.

Phase 2 (3–6 months):
Content rollout, on-page SEO enhancements, link building campaigns, and CRO improvements.

Ongoing:
Continuous SEO improvements, keyword expansion, analytics-based refinements, and local citation building to sustain growth.

Phase 3 (9–18 months):
Expanded content clusters, advanced backlink strategy, and cross-functional implementation.

Performance Scaling (Post-Revamp):
Leveraged the new site's improved UX and technical foundation to capture higher-value keywords for sustained growth and ROI.

Our Challenges as an Agency

While developing and executing this project, CS Web Solutions – a top SEO agency in Mississauga – also encountered unique challenges that required innovative solutions.

Industry Complexity
The HVAC sector is highly technical, requiring deep research to create content that balances SEO best practices with engineering accuracy.

Global Targeting
Optimizing for multiple markets (Canada, USA, Middle East) meant building a strategy that avoided cannibalization, maintained consistency, and met local demands.

Competitive Landscape
Established global HVAC brands dominate digital presence. We had to create a strategy that not only improved rankings but also built long-term authority.

Keyword Rankings
175+ keywords in top 10 rankings, including deep rankings across industry-critical terms, such as "Air Cooled Chiller" (#3), "portable water to air heat pump" (#4), and "commercial HVAC product training, driving qualified leads.

Impressions & Clicks
Strong visibility growth: +117% impressions and +121% clicks, indicating improved search relevance and topical authority.

Geographic Reach
Ranked in Canada, the USA, and the Middle East, demonstrating global visibility and expansion potential.

Year-over-Year Achievements
- Sustained ranking growth and improvements, with SEO-driven traffic now a key channel for growth.
- Strong momentum due to long-term SEO investment and consistency.

Commerce & Website Impact
- Product pages (Chiller, Steady Heat) leads through forms, calls, and live chat.
- Improved engagement and conversion paths, including product comparison, Mitsubishi Electric Engineer, Modern Design, Clear CTAs, and optimized forms ensure better UX, distribution engagement.

Results & Performance

Organic Growth
- +121% increased organic traffic since implementation.
- Significant improvements in session engagement and dwell time.

Keyword Rankings
- 175+ keywords in top 10 rankings.
- Strong visibility for high-intent keywords and long-tail terms, such as "Air Cooled Chiller" (#3).
- Notable rankings in high-value HVAC product terms, driving qualified leads.

Impressions & Clicks
- Strong impressions (+117%) and clicks (+121%), indicating improved search relevance and topical authority.

Geographic Reach
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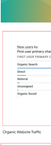
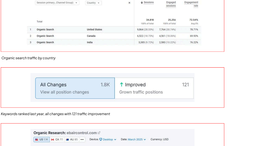


Organic Website Traffic

Website traffic by different sessions



Organic search traffic by country

Keywords ranked last year, all changes with 121 traffic improvement

Organic Research

GSC data

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