CASE STUDY

Website Redesign as Revenue Infrastructure

HVAC FRACTIONAL

From Digital Brochure to Demand Capture Engine

A Connecticut HVAC contractor had strong field operations, but the website could not show, capture, or attribute the demand the business was capable of winning.

3X
monthly organic page views

50
monetizable service capabilities

~1,000
service-location pathways

BEFORE

A digital brochure

Generic service copy
No structured town targeting
Form fills without revenue context

→

AFTER

A revenue architecture system

Services, towns, and inquiries connected into a local demand map.

The problem was not a website issue. It was a revenue visibility problem.

STRATEGY

Build the Demand Capture Architecture

Instead of redesigning pages, the work mapped what the business could sell to where customers were searching.

50 capabilities x **~20 towns** = **~1,000 high-intent pathways**

1

Capability Mapping

Organized the contractor's real offerings into revenue clusters: heating, AC, heat pumps, indoor climate, and engineered applications.

2

Location Architecture

Rebuilt generic service area content into city and geo-specific service pages aligned to how homeowners search.

3

Intent Capture

Tagged inquiries by service category, specific capability, and market so demand could be read and acted on.

Result: the site reflected the true revenue potential of the business, not just its existing navigation.

RESULTS

Organic Growth Was Only Half the Story

The bigger win was operational visibility into which services and towns created intent.

3X

monthly organic page views

Leadership could now answer:

- Which towns generate heat pump demand?
- Where are emergency calls concentrated?
- Which services create traffic vs. inquiries?
- Where should paid budget be allocated?

PRECISION ALIGNMENT

Google Ads

Geo-specific campaigns

LSA

Service-specific alignment

GBP

Town + service optimization

Email

Follow-up by service type

The website became a strategic data asset.

Capability visibility engine | Local demand framework | Attribution system

Campaign optimization hub | Scalable growth foundation

OPERATOR TAKEAWAY

Modern HVAC Growth Requires Infrastructure, Not Just Traffic

At scale, growth is constrained less by spend and more by demand clarity.

01 **Underrepresent**
revenue potential

02 **Lose**
high-margin jobs

03 **Misallocate**
ad dollars

04 **Operate**
without geographic insight

Most contractor websites are digital brochures.

This one became a revenue architecture system.

That is the difference between being online and owning your market.

If your site cannot tell you which services and towns create profitable demand, the next redesign should start with the revenue model - not the homepage.