SEO case study

Life Mechanical SEO: Organic search visits up 643% for a plumbing and heating company in Victoria, BC

SEO and content | Plumbing and heating | Victoria, British Columbia, Canada

Life Mechanical is a plumbing and heating company serving Victoria and southern Vancouver Island in British Columbia. Offshore Marketers ran its SEO and content from December 2023. A year later, organic search visits were more than seven times higher, and visitors stayed longer on the site.

+643%
Organic search sessions

+768%
Engaged organic sessions

31s to 51s
Time per visit

Industry	Market	Service
Plumbing and heating	Victoria, British Columbia, Canada	SEO and content

The goal

Win more local searches for plumbing and heating work.

- Rank service pages for what homeowners search
- Answer common questions with useful blogs
- Keep the Google Business Profile active

What we did

We rewrote the service content and kept a steady publishing rhythm.

1. **Service pages**
   New content for hot water tanks, tankless heaters, furnaces, boilers, heat pumps, in-floor heating and gas BBQ lines.

2. **Blogs**
   Regular blogs on topics like tankless water heaters, heat recovery ventilators and when to repair a water heater.

3. **Google Business Profile**
   Regular posts on services like drain cleaning, solar hot water and outdoor gas heaters.

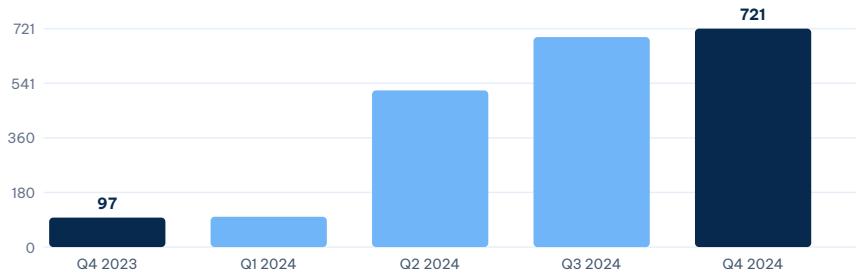
4. **Site fixes**
   Fixed the mobile layout and updated the contact page.

The results

Comparing October to December 2023 with the same months of 2024, organic search sessions grew from 97 to 721.

Organic search	Oct to Dec 2023	Oct to Dec 2024
Sessions	97	721
Engaged sessions	47	408
Engagement rate	48.45%	56.59%
Time per visit	31s	51s

Organic search sessions per quarter



Source: Google Analytics 4, Life Mechanical Plumbing & Heating, October 2023 to December 2024.

What it adds up to

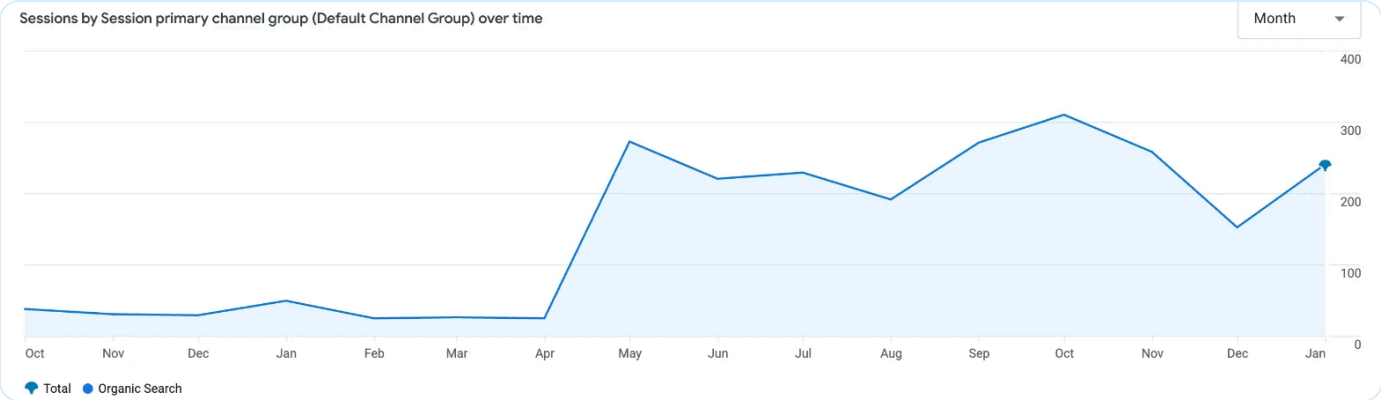
From May 2024 the site held a much higher level of organic traffic, and people who came from Google did more on each visit.

The proof

Screenshots from the live accounts and tools behind this case study.

	Session primary…Channel Group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events
	Total	721 vs. 97 ↑ 643.3%	408 vs. 47 ↑ 768.09%	56.59% vs. 48.45% ↑ 16.79%	51s vs. 31s ↑ 63.49%	5.02 vs. 3.92 ↑ 28.27%	3,623 vs. 380 ↑ 853.42%	21.00 vs. 20.00 ↑ 5%
1	Organic Search							
	Oct 1 - Dec 31, 2024	721 (100%)	408 (100%)	56.59%	51s	5.02	3,623 (100%)	21.00 (100%)
	Oct 1 - Dec 31, 2023	97 (100%)	47 (100%)	48.45%	31s	3.92	380 (100%)	20.00 (100%)
	% change	643.3%	768.09%	16.79%	63.49%	28.27%	853.42%	5%

Google Analytics 4, organic search only: October to December 2024 against the same months of 2023.



Google Analytics 4: organic search sessions per month, October 2023 to January 2025.

Want results like this?

Book a free call. We will look at your website, your accounts and your goals, and tell you what we would do first.

Book a Free Call

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About this report

Sessions come from Google Analytics 4 for lifemechanical.ca, October 2023 to December 2024. Work completed comes from our project records.