

A smiling man with a beard and mustache, wearing a dark polo shirt, stands in front of a white van. The van has a large green logo on its side that depicts a house with a lightning bolt inside a shield and a power plug. A woman's face is partially visible on the right side of the frame.

ELECTRICAL CONNECTIONS • SEO & CONTENT CASE STUDY

TRANSLATING INTERNAL EXPERTISE INTO ORGANIC DOMINANCE.

How EMSC uncovered a decades-old technician price guide and turned it into an educational asset that drove a 492% surge in organic pageviews.

THE REPORTED NUMBERS.

Every value and source note below is reproduced from the published case study.

+492%

Organic Pageviews

SOURCE: GOOGLE
ANALYTICS, 4/29 -
6/17 VS PREVIOUS

9.15k

Organic Impressions

SOURCE: GOOGLE
SEARCH CONSOLE, 4/29
- 6/17 VS PREVIOUS

+35

Panel Replacement

SOURCE: SE RANKING
SERP POSITIONS, 4/29
- 6/17

+54

Upgrade Panel

SOURCE: SE RANKING
SERP POSITIONS, 4/29
- 6/17

50 YEARS OF ELECTRICAL EXCELLENCE IN GAITHERSBURG.

Electrical Connections is a family-owned business with half a century of experience serving Montgomery, Howard, Frederick Counties, and Washington, DC. Having served over 40,000 families, they are built on a bedrock of professional responsibility and dependability.

Despite their elite, top-rated service out in the field, their digital presence lagged. The website was text-heavy, making it difficult for homeowners to quickly digest key information. As a result, visibility, rankings, and traffic trailed on crucial “money-making” service pages.

50 Years Experience

40,000+ Families Served

Locally Owned & Dependable

Top-Rated Service

PROJECT PARAMETERS

INDUSTRY

Electric

GEOGRAPHY

Gaithersburg, MD (DC Metro)

CHALLENGE

Low visibility on high-value services

PLATFORM

Organic SEO & Content

GREAT SERVICE, BURIED IN TEXT.

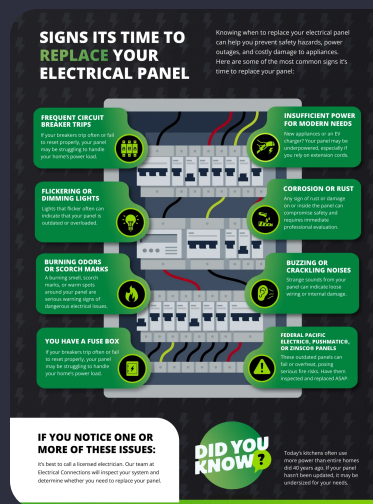
The client’s website did not properly reflect the elite service that the business provided its customers. Additionally the text-heavy format made key information difficult for users to quickly digest. Visibility, rankings and traffic lagged on key ‘money-making’ pages of the site.

FROM TECHNICAL MANUAL TO VISUAL GUIDE.

During our weekly strategy call, EMSC discovered a highly valuable resource: The technician's price guide.

The price guide had been used for decades within the business to help technicians communicate services, common issues and solutions to customers, but had not been properly translated onto the website.

EMSC used key information from the price book to create a visual infographic highlighting the common signs that an electrical panel needs to be replaced.



EDUCATION THAT DRIVES UNDENIABLE RESULTS.

Proactive communication led to the discovery of a powerful tool that allowed Electrical Connections' site to connect with customers, simplify complex electrical concepts, and position their services in a compelling way.

The electric panels page earned higher rankings and engagement because it educated homeowners in a clear and trustworthy way.

EMSC

— IN CLOSING

EDUCATION THAT DRIVES UNDENIABLE RESULTS.

**READY TO
GROW?
LET'S TALK.**

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and digital growth systems for established operators.