

Case Study: How Long Does It Take For Authoritative Content To Rank?

One outstanding piece of content took five months to start ranking. Now it continuously generates hundreds of leads after we published it nearly two years ago.

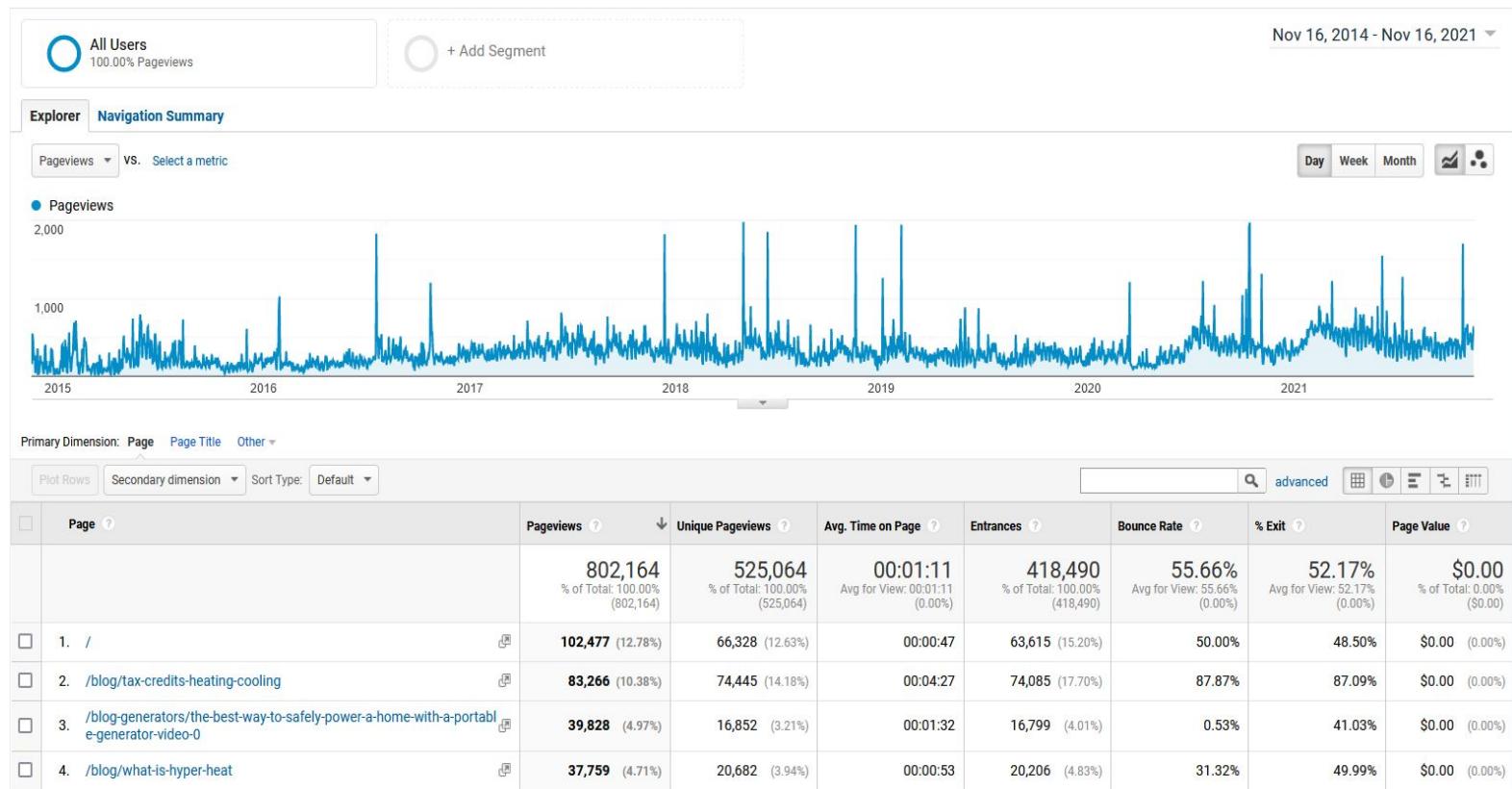
In February 2020, we wrote a super-timely article about new federal tax credits for high-efficiency HVAC equipment for one of our clients.

It wasn't some cookie-cutter blog you'd order up and see on your website in a day. Instead, we made the most of a 72-hour turnaround.

We interviewed a rep from the Air Conditioning Contractors of America (ACCA) about the new opportunities and quoted him in the article. We added direct links to the tax forms people needed. Then, we added information about other rebates and offers.

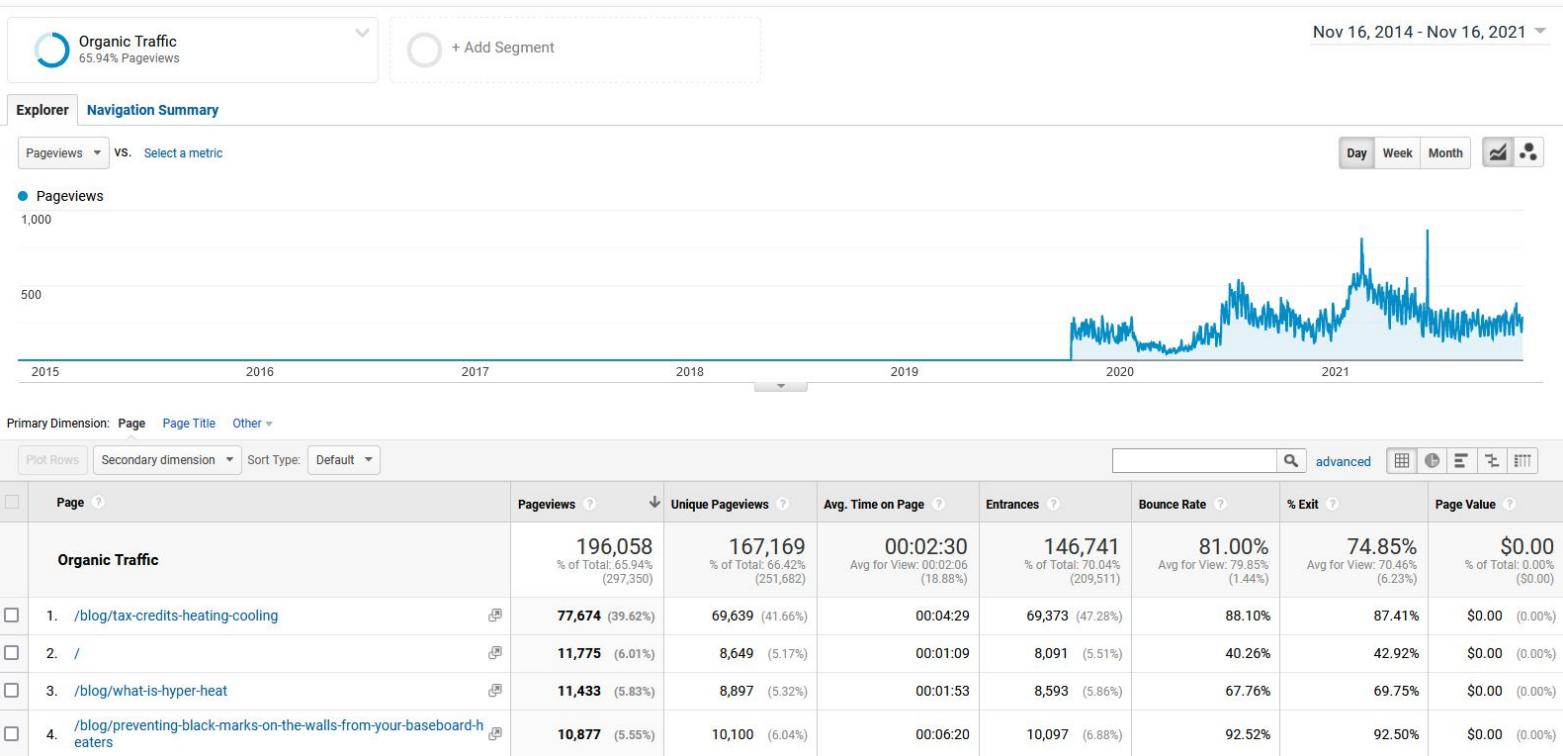
So, after all this work, how long did it take to rank?

Five months. But, once it ranked, it just kept going. Today, it's the most popular page on the site, getting even more organic traffic than the homepage.

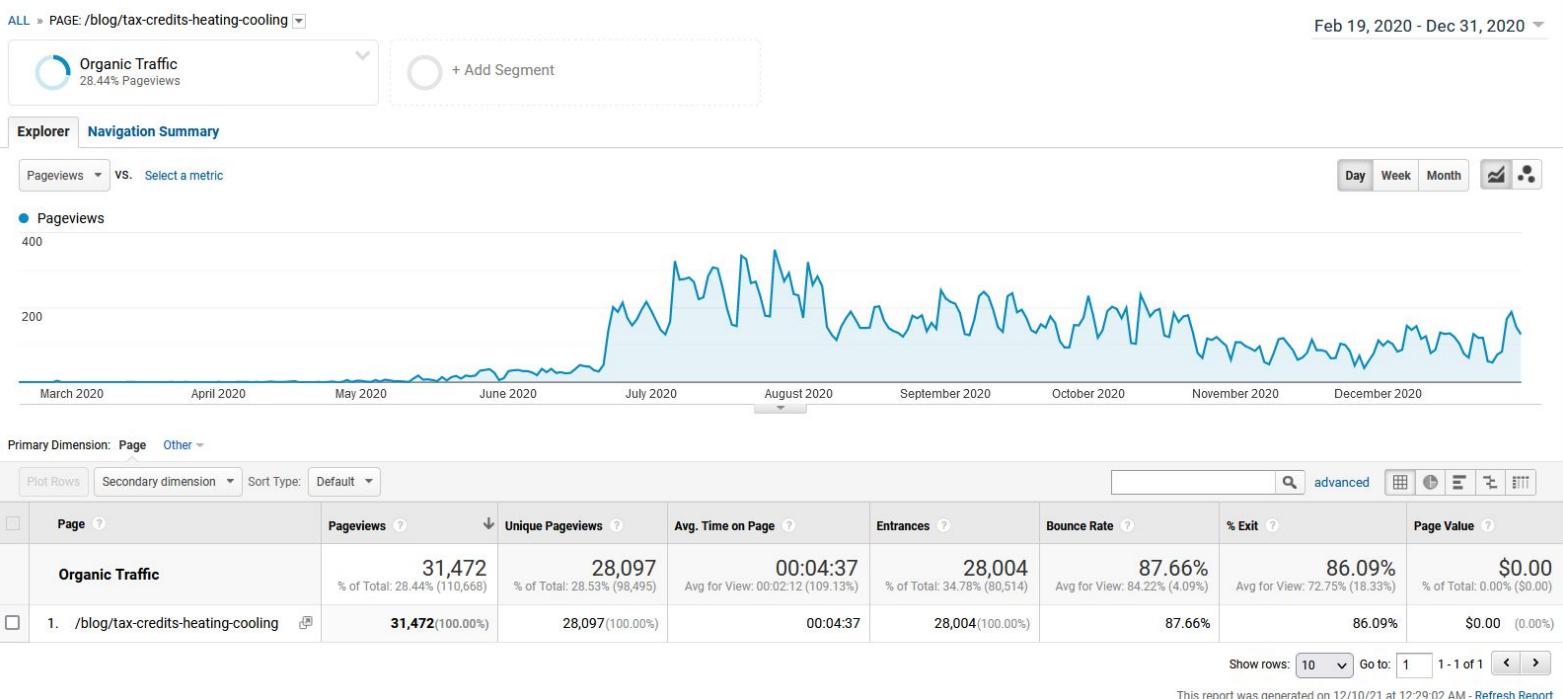


By this metric, the homepage got more clicks. But, the tax credits article, not even two years old, already got double the amount of traffic for older pages.

Now, here are just the organic rankings. The article is more popular than the home page, and it ruined the curve for the other, already-strong numbers.



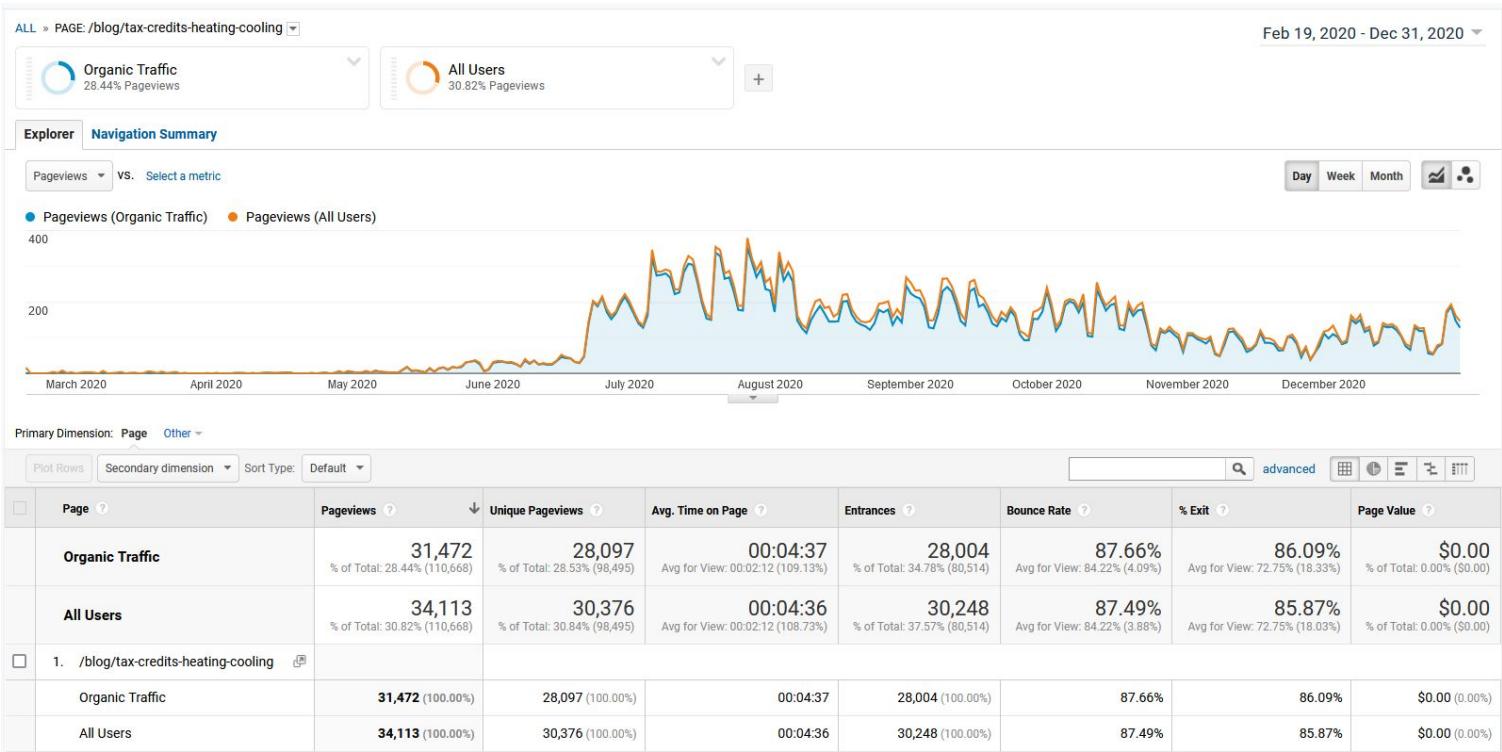
Next, check out that slope. It tells the next part of the story:



This is the traffic for just this article. See that soul-crushing flatline starting when we published it in February? It goes on for months before anything happens.

Then, it revs up and takes off. Even when it slows back down, the numbers are still outstanding.

Of the 34,113 page views in the first ten months, 92 percent was organic. Less than 3,000 were direct traffic.



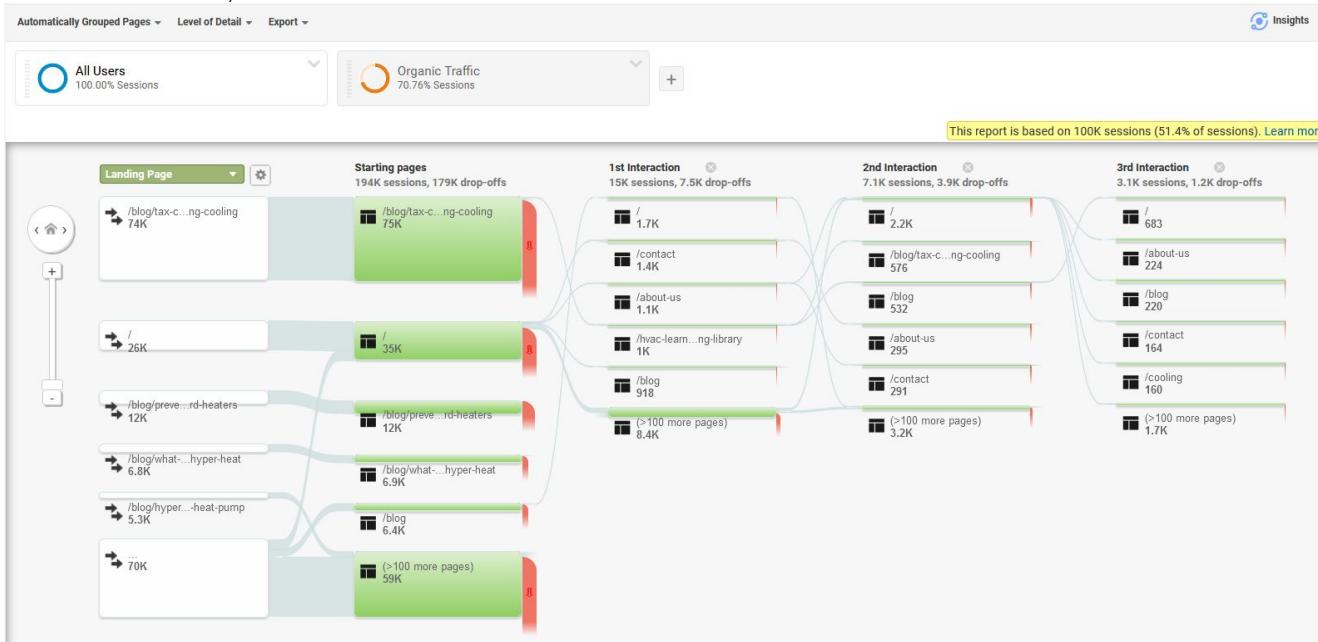
Admittedly, the bounce rate isn't amazing. Just over 12 percent of readers went on to a second page on the site.

But, remember: this is a local, brick-and-mortar contractor. Only readers within a 20-or-so-mile radius have any reason to hit the "Contact" button. The rest get their information and leave.

Meanwhile, check out that average time-on-page: Over four minutes! People read it till the end. The results? More leads, more email addresses we captured, and more people making themselves into better leads.

Many users backed out to the homepage and continued their journey from there. Others went right to "Contact Us." And, the people who went to the "Learning Library" are now educating themselves by reading up on different HVAC topics solutions.

We know that an educated prospect is often ready to buy when they finally call for an appointment. That makes the sales process fast and easy.



Here's a closer look at that last group of pages where people landed:

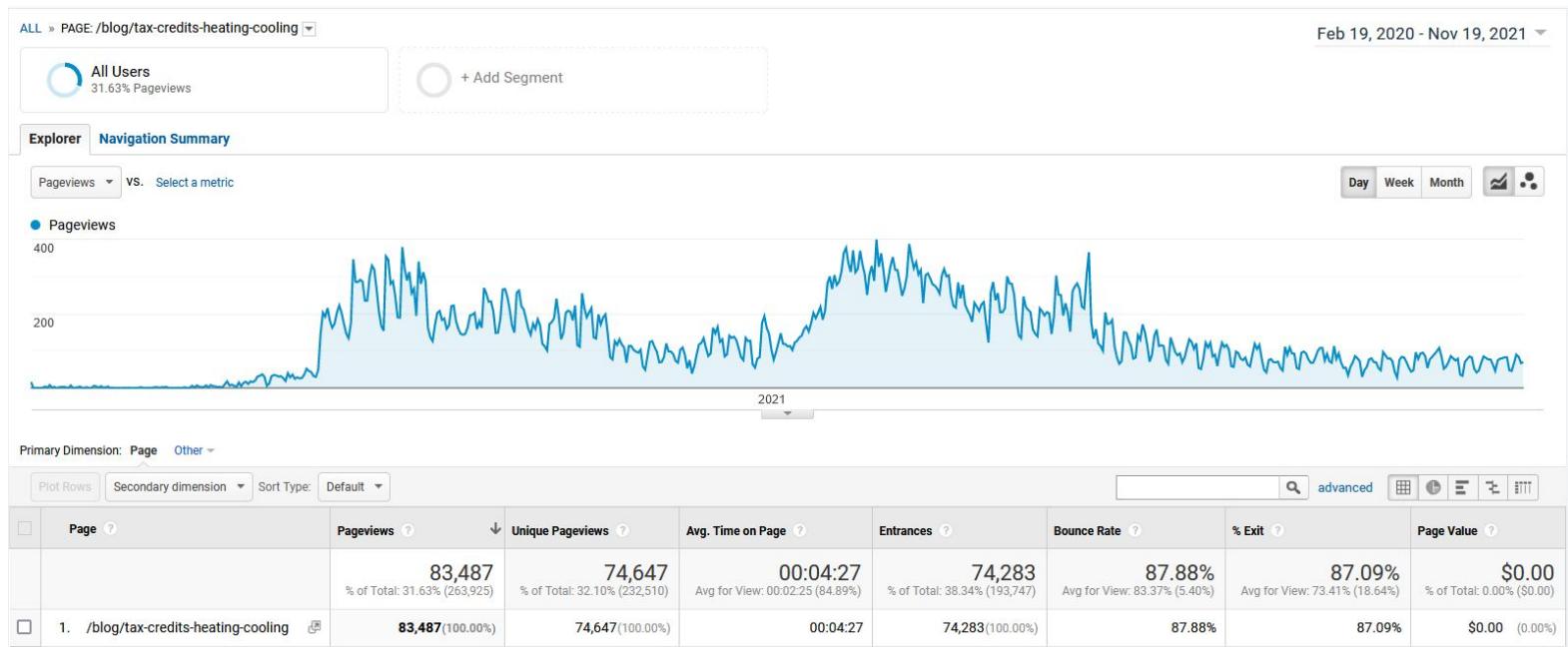
(>100 more pages)			
8.4K Sessions	00:01:01 Avg. Time on group	4.1K Drop-offs	
Page	Sessions	% of traffic	Drop-off rate
/cooling	872	10.3%	38.1%
/blog/how-the-right-ductless-heating-and-cooling-system-adds-value-to-your-home?hsCtaTracking=4d0bc2cf-7405-4d06-aed4-4b3be3a0b5eb a1a55825-8122-44a8-af1a-51e78f9b5168	604	7.15%	65.9%
/heating	505	5.98%	34.5%
/services	489	5.79%	24.9%
/ductless	453	5.36%	26.9%
/fuel-oil	449	5.32%	24.9%
/blog/hyper-heat-vs-standard-heat-pump?hsCtaTracking=a90e0ede4-83f4-4210-b64d-7231b07a1d72 c2c25cce-33a0-4bbc-b54c-891f7eaad3cb	404	4.78%	82.2%

Plenty of readers clicked our call-to-action buttons to read more blogs (the long URLs with “CTATracking” in them), while others checked out financing options and other services. And, there's one more notable item:

(>100 more pages)			
home?hsCtaTracking=4d0bc2cf-7405-4d06-aed4-4b3be3a0b5eb a1a55825-8122-44a8-af1a-51e78f9b5168	604	7.15%	65.9%
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/hvac-financing	348	4.12%	30.5%
/blog/hyper-heat-vs-standard-heat-pump	344	4.07%	85.8%
/blog/what-is-hyper-heat	274	3.24%	77.0%
/blog/tax-credits-heating-cooling	270	3.20%	58.9%
/download-the-ductless-brochure?hsCtaTracking=50f32132-e00b-499b-a080-a523204855d0 15ee294b-920d-446e-bb26-cffd47557cb0	270	3.20%	52.2%
/high-velocity-central-heating-and-air-conditioning	235	2.78%	34.5%

“Download The Ductless Brochure” is the CTA that gets people's email addresses. They provide it to get the brochure. Then we send out automated emails leading them down our funnel.

And, it's all still happening. Here's 2020 plus 2021 so far:



The article gets even more traffic in its second year. That means this one piece of excellent content is still generating leads 21 months later.

And, it's not the only one.

For years, we've been filling this client's site with great content. That long-haul authority sets the stage for a unique, well-crafted, and authoritative piece of content like this one to soar.

And, it's just one example of what we do — and why our clients love us.

We create authentic, informative content that's useful to prospects and attractive for Google to rank. When you combine that with our other services, the results are more leads from people ready to buy.

That means exponential growth for every client.

Sometimes from just one article.

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