



French Marketing HVAC Case Study

HVAC Links, Use Cases and SEO PDFs for Quebec

French Marketing <https://frenchmarketing.ca>

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French SEM <https://frenchmarketing.ca/sem-quebec>

Local SEO Checklist PDF <https://frenchmarketing.ca/local-seo-checklist.pdf>

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March 28, 2019 [French Marketing Digital Marketing](#)

HVAC SEO Quebec

HVAC B2C B2B SEO for Quebec

The following French Marketing Digital Case Study explores the SEM CPC opportunities and SEO required for campaigns in Heating, ventilation, and air conditioning (HVAC). We detail a few keywords to avoid for B2B given that many air conditioning terms are destined to a B2C audience. If you need some help don't forget that we offer a free 30 minute SEO overview, [contact us!](#)

Free SEO Review

Call us for a free 30 minute review of your SEO needs! Are you eligible for a SMB SEO Services Savings Plan?
Seeking White Label SEO in Montreal Quebec for Canada and USA Brands or Agencies?

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How to tell B2C from B2B when doing HVAC SEO

The easiest way to differentiate the two types of SEO is to determine the search term that is most likely to fall under a commercial client category. When researching in Keyword Planner you will find related categories that explicitly detail HVAC for B2B



Related Search Categories

air conditioning company

air conditioning contractor

building automation systems

building system

heating and air conditioning service

heating company

mechanical system

HVAC SEO Searches by City in the Province of Quebec

We ran an analysis of 719 HVAC related Keywords and it provided us with the Search Volume per Month by City in Quebec

Cities	Percent Estimated	
Montreal	43.80%	5,830
Laval	6.40%	852
Gatineau	6.00%	799
Longueuil	3.10%	413
Dorval	3.10%	413
Other cities	37.40%	4,978



Total 100% 13,310

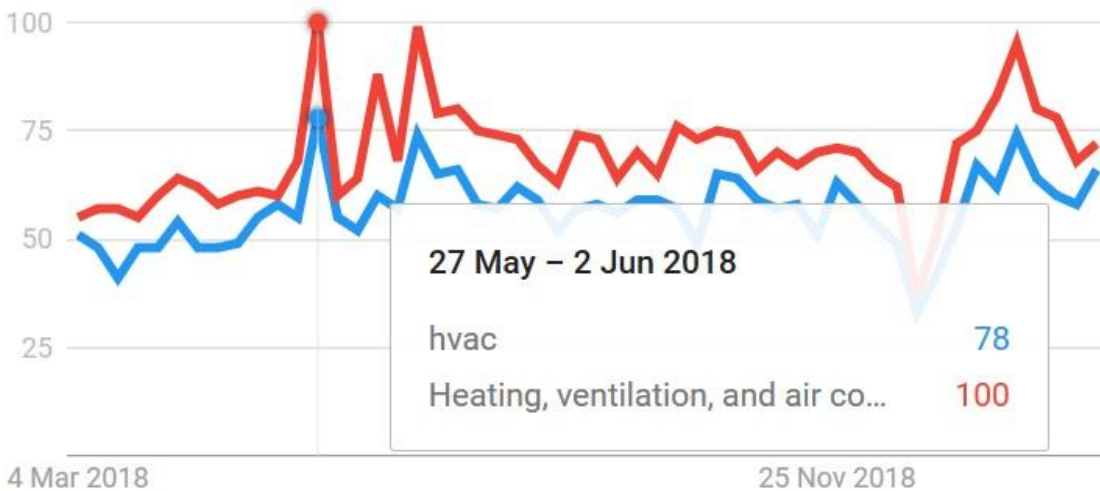


719 keyword ideas available

HVAC Related Keywords Search Volume for English Quebec

HVAC SEO Seasonality in Quebec

The seasonality for Heating, ventilation, and air conditioning must be determined by using two tools (Trends and Planner) because if you rely on one tool alone it will not give you the complete picture. Based on those two tools the seasonality peaks are determined to be from early March until August with a quick increase in January (we suspect that it is related to planning the year activities for Building Maintenance).



HVAC Seasonality in Quebec

Keywords for SEO and SEM in Quebec

We extracted 719 keywords for English Quebec with competition levels and CPC. It is noteworthy that 406 of those search terms show nearly no search volume on a monthly basis but that does not mean that they are not valuable for HVAC B2B. In fact, it is probably those long tail search terms that offer the conversions that HVAC Companies seek. Nevertheless, we are providing below the list of the 40 Keywords we could find that have a \$CPC associated. The surprising part of this analysis is that the sample of 40 (out of the 719) accounts for 79.26% of the total search volume on a monthly basis with an average CPC of \$5.72

A word of caution, you can clearly see that the bulk of the Search Terms are destined for an Air Conditioning Service for B2C. Therefore, please select your Keywords carefully when doing an SEM CPC Campaign for B2B as you may waste a significant part of your budget if you do not include a strong negative keyword list in Google Ads, Bing or Yahoo.

HVAC Keywords English Quebec Searches Comp. CPC

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air conditioner	5400	High	\$	5.13
hvac	2400	Low	\$	3.26
central air conditioner	320	High	\$	5.01
air conditioning repair	260	Medium	\$	34.67
ductless air conditioner	210	High	\$	4.40
hvac system	210	Medium	\$	3.23
air condition	170	High	\$	5.18
ac unit	170	High	\$	5.08
air conditioning unit	170	High	\$	5.07
air conditioning installation	140	High	\$	8.21
furnace repair	110	Medium	\$	12.41
hvac contractors	110	Low	\$	5.79
ac repair	70	Medium	\$	30.30
air conditioning service	50	Low	\$	8.94
heating and cooling	50	High	\$	8.42
air conditioner compressor	50	Medium	\$	4.99
central air conditioner prices	40	High	\$	7.95
heating and air conditioning	40	High	\$	5.59

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air conditioning system	40	Medium	\$	4.45
air conditioner parts	40	Medium	\$	4.44
central air	40	Medium	\$	4.38
supply house	40	Low	\$	4.17
hvac parts	40	Low	\$	2.98
hvac repair	30	Medium	\$	10.70
air conditioning companies	30	Medium	\$	7.93
commercial air conditioner	30	High	\$	6.62
hvac companies	30	Medium	\$	6.36
hvac service	30	Medium	\$	6.28
hvac supply	30	Low	\$	4.97
home air conditioner	30	High	\$	4.97
air conditioner accessories	30	Medium	\$	4.42
hvac unit	30	Low	\$	3.69
hvac maintenance	20	Medium	\$	5.88
hvac installation	20	Medium	\$	5.01
air conditioner with heater	20	High	\$	4.44
hvac supply near me	10	Medium	\$	7.24



heating and cooling systems	10	High	\$	5.31
hvac equipment	10	Medium	\$	5.03
residential air conditioning	10	High	\$	5.00
hvac distributors	10	Medium	\$	3.86

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