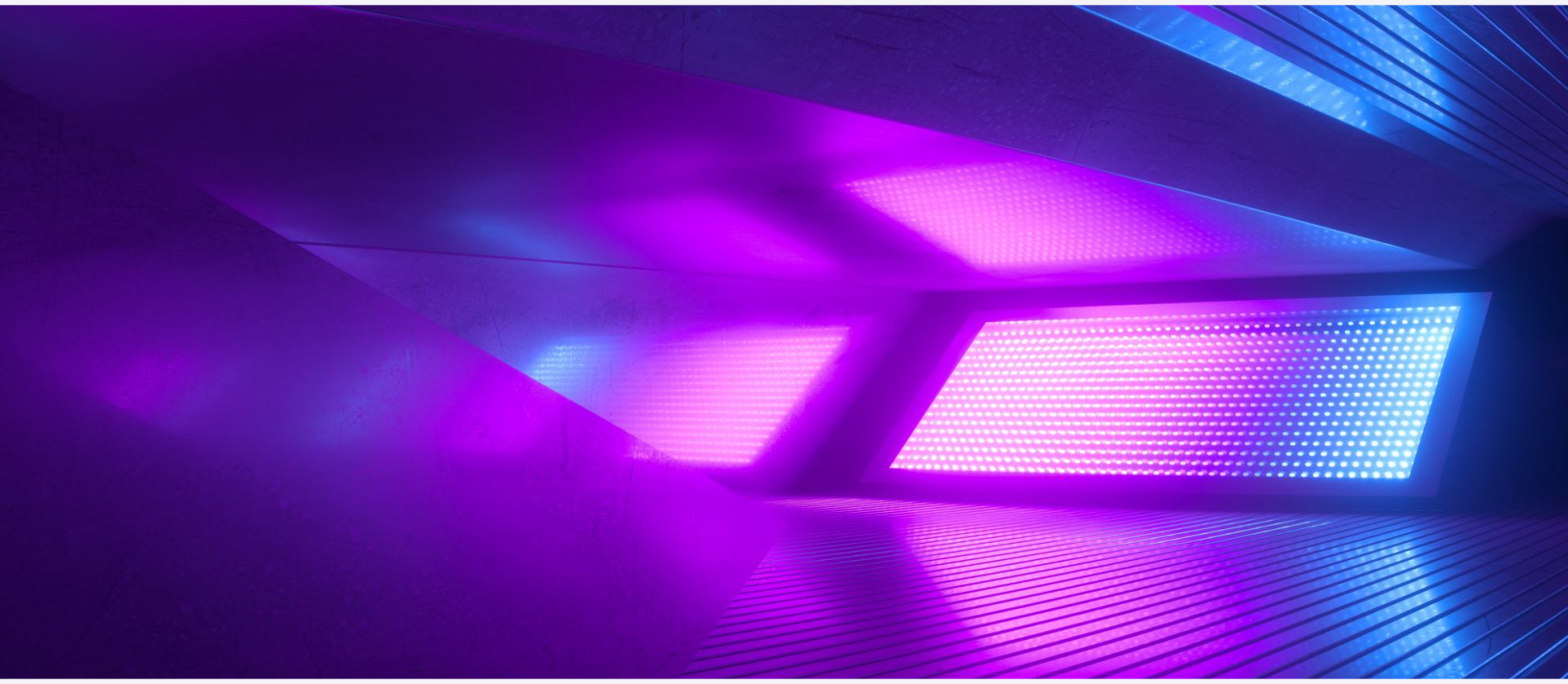


SUCCESS STORY | INDUSTRIAL MANUFACTURING / HVAC

191 AI Overviews From One Page, Plus 80% Contact Growth for an HVAC Provider

INDUSTRY

Industrial Manufacturing / HVAC

COMPANY GOALS

Build topical authority beyond product pages, earn visibility across traditional and AI-powered search and turn organic traffic into new contacts.

Introduction

For a commercial and industrial HVAC manufacturer, expertise has never been in short supply. Their equipment is built for demanding environments, and the people who research it, from engineers to building owners to HVAC techs, do their homework long before making a decision.

That homework increasingly starts with a search and ends with an AI-generated answer. The client wanted to make sure that when buyers went looking, it was their know-how showing up.

The Challenge

Early on, SEO wasn't a major focus for this provider. Their website was built primarily around product pages, which made sense for showcasing equipment, but it left little room to rank. Product pages tend to be thin on content, and the technical nature of the solutions made them even harder to optimize.

Google and other AI search platforms reward topical authority: how thoroughly a site covers a subject. A site built mostly on product pages can only go so deep. To compete, the provider needed a much wider breadth of content that answered the questions buyers were asking.

The Partnership

Kuno's approach was a glossary strategy, a side door into topical authority. Each glossary page takes on one industry term in depth. Together, the pages build the breadth of coverage search engines reward while giving buyers clear, useful answers.

The keyword strategy started with a competitive analysis. From there, our SEO experts worked alongside the client to filter the opportunities. Relevance and business priorities were weighed against variables like keyword difficulty, cost per click and competition on the search results page. Several terms that made the cut carried commercial or transactional intent. That meant the pages would attract readers who weren't just learning but actively evaluating solutions.

Rather than handing off a keyword list, the SEO team equipped the client's content team to build the pages themselves. We supplied detailed outlines grounded in Google's search data and supported by a custom-developed Claude skill. Our SEO team also trained the client's writers on SEO optimization tools. We provided guidelines with structural cues that help AI platforms parse and cite content, improving the odds of visibility in answer engines and generative search.

Before any page went live in the company's knowledge base, the content team worked with the provider's technical experts to verify accuracy. For an audience this technical, getting the details right is what earns trust.

Key Wins

The glossary pages quickly became some of the highest traffic drivers on the client's website.

One page, targeting a high-intent term for a common HVAC component, shows what's possible. Within six months, the glossary page ranked for **818 keywords** and drew **4,651 organic visits**. It has also earned **191 AI overviews** to date, each one linking back to the provider's website.

That traffic is worth more than the visits alone. To buy the same traffic through paid search, the provider would need to spend roughly **$6,000 in ads**. Every visitor those pages earn organically is budget the paid media program doesn't have to spend, so it can be put to work elsewhere.

As the pages gained visibility, they also built credibility with the buyers finding them, and those buyers started raising their hands. **In a matter of six months, new contacts grew by 80%.**

What's also notable is what these results didn't require. There was no link-building campaign or schema markup, only well-researched, well-structured content. It's a clear example of a simple truth: strong SEO is the front door to GEO.

> 99
>
> "With search rapidly changing, it's challenging for businesses like ours to maintain a consistent strategy. Kuno's tireless approach to research and testing helps us stay on track and ahead of the competition so we don't have to pivot with every update to Google or LLMs."
>
> **Senior Manager, Integrated Marketing**

Quick Stats

818

Keywords ranked by a single glossary page within six months

4,651

Organic visits from a single glossary page within six months

191

AI overviews earned by one page, each linking back to the site

80%

Growth in new contacts in six months

~$6K

Equivalent ad spend generated by one page's organic traffic

The Vision

With the glossary strategy proving its value, the client is now bringing the same approach to another one of its subsidiaries. The playbook is already built: research the right terms, equip the content team and publish pages designed to earn visibility in both traditional and AI-powered search.

Each page adds to the authority of the ones before it, and that's how the momentum builds.

Looking To Achieve Similar Results?

Schedule a consultation with one of our marketing enablement experts today.

Let's Plan Your Growth