

CASE STUDY

COMFORT ARROWS HVAC

📍 WHEELING, ILLINOIS

- CMS WEBSITE TRANSFER • AGENCY TRANSITION • LOCAL SEO EXPANSION
- TRANE PARTNERSHIP & CO-OP MARKETING STRATEGY



CMS MIGRATION



AGENCY
TRANSITION



LOCAL SEO
EXPANSION



SEO PRESERVATION
& GROWTH



TRANE PARTNERSHIP
& CO-OP FUNDS



ONGOING SITE
MANAGEMENT



AGENCY
TRANSITION

Seamless handoff & site
management takeover



SEO
PRESERVATION

No ranking loss.
Protected SEO equity.



LOCAL SEO
EXPANSION

New location pages
driving local visibility.



TRANE MARKETING
CO-OP

Leveraged co-op funds
for SEO & digital growth.



THE CHALLENGE

Comfort Arrows came to us with several critical needs that were impacting their online presence, local visibility, and ability to grow. They needed a strategic partner who could execute quickly and deliver measurable results.



Urgent CMS Website Transfer

Needed a seamless transfer to a new CMS on a tight timeline without disrupting business operations, SEO, or lead flow.



Preserve & Strengthen SEO Performance

Protect existing search rankings and organic traffic while building a stronger SEO foundation for long-term growth.



Expand Local Visibility

Limited exposure outside core service areas. Needed local SEO map page expansion to increase visibility across more Chicagoland communities.



Leverage Trane Partnership

Wanted to fully align with the Trane brand and standards to build trust and reinforce their position as a preferred Trane dealer.



Utilize Trane Co-op Marketing Funds

Needed strategic guidance and execution to utilize available Trane Co-op marketing funds for SEO and digital growth initiatives.



Reliable Website Management & Support

Needed ongoing website management, security updates, performance monitoring, and a partner they can count on.



COMFORT
ARROWS
HVAC SINCE 2001



THE GOAL

Execute a fast, seamless website transfer, expand local visibility through SEO, and leverage Trane Co-op funds to drive growth—while providing ongoing management, support, and a scalable foundation for the future.



Strategic. Technical. Growth Focused.

Every challenge solved with a plan built for long-term success.



Powered by the Giving You Digital **Growth Operating System**

OUR STRATEGY

We executed a comprehensive plan to transfer and optimize Comfort Arrows' website, expand their local visibility, and align their digital presence with the Trane brand—while building a strong foundation for long-term growth.



Aligned with Trane standards and leveraged Trane Co-op Marketing Funds to maximize impact across SEO and digital initiatives.

WEBSITE TRANSFER & CMS MIGRATION	LOCAL SEO EXPANSION & MAP OPTIMIZATION	SEO PRESERVATION & GROWTH FOUNDATION	WEBSITE MANAGEMENT & PERFORMANCE	TRANE PARTNERSHIP & CO-OP STRATEGY
- Seamlessly transferred the website to a new CMS (Duda) on a compressed timeline. - Ensured zero downtime and uninterrupted business operations. - Implemented 301 redirects and URL mapping to protect existing rankings and traffic. - Optimized site architecture for scalability, speed, and easy management.	- Created and optimized local service area pages across key Chicagoland communities. - Enhanced Google Business Profile optimization and local signals. - Implemented local SEO strategies to increase map rankings and drive qualified leads. - Built a scalable structure for future market expansion.	- Preserved existing SEO equity during migration. - Improved technical SEO elements, indexability, and site performance. - Optimized content, metadata, and schema for better visibility. - Established a strong SEO foundation for ongoing content and authority growth.	- Took over ongoing website management and updates. - Configured analytics, tracking, and lead form integrations. - Implemented security, backups, and uptime monitoring. - Provided ongoing support to ensure peak performance and reliability.	- Aligned the website with Trane brand guidelines and messaging. - Developed and executed a plan to utilize Trane Co-op Marketing Funds for SEO and digital growth. - Created content and landing pages that support Trane programs and promotions. - Strengthened brand trust by showcasing the Trane partnership.

OUR PROVEN PROCESS



Strategic. Technical. Growth Focused.
Every challenge solved with *a plan built for long-term success.*



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WEBSITE TRANSFORMATION

We delivered a modern, user-friendly website built for performance, visibility, and long-term growth.



MODERN & TRUSTED DESIGN

A clean, professional design that builds credibility and reflects the Comfort Arrows brand.



FULLY RESPONSIVE EXPERIENCE

Optimized for all devices to provide a seamless experience for every visitor.



BUILT FOR PERFORMANCE

Fast-loading pages and optimized structure to improve user experience and support SEO.



EASY CONTENT MANAGEMENT

Built on Duda CMS for easy updates, flexibility, and long-term scalability.



BUILT FOR GROWTH

A strong foundation for SEO, lead generation, and future marketing initiatives.



STRONG FIRST IMPRESSION

A professional design that instantly communicates trust and reliability.



INCREASED ENGAGEMENT

Clear navigation and calls-to-action make it easy for visitors to find information and contact you.



SEO-OPTIMIZED FOUNDATION

Structured content, local service pages, and on-page SEO to improve search visibility.



TRANE PARTNERSHIP INTEGRATED

Aligned with Trane's brand standards and supported by Co-op marketing initiatives.



FUTURE-READY PLATFORM

A scalable website built to support ongoing growth, marketing, and expansion.



Built Today. Built to Grow.

A website built for performance, visibility, and long-term success.



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LOCAL SEO EXPANSION

We expanded Comfort Arrows' local visibility across key Chicagoland communities by building a strong local SEO foundation and creating targeted service area pages.



EXPANDED LOCAL COVERAGE

Developed and optimized service area pages targeting key communities across the Chicagoland area.



IMPROVED SEARCH VISIBILITY

Optimized on-page content, metadata, and local signals to improve rankings for high-intent local searches.



STRONGER LOCAL PRESENCE

Enhanced Google Business Profile optimization and citations to build trust and authority in local markets.



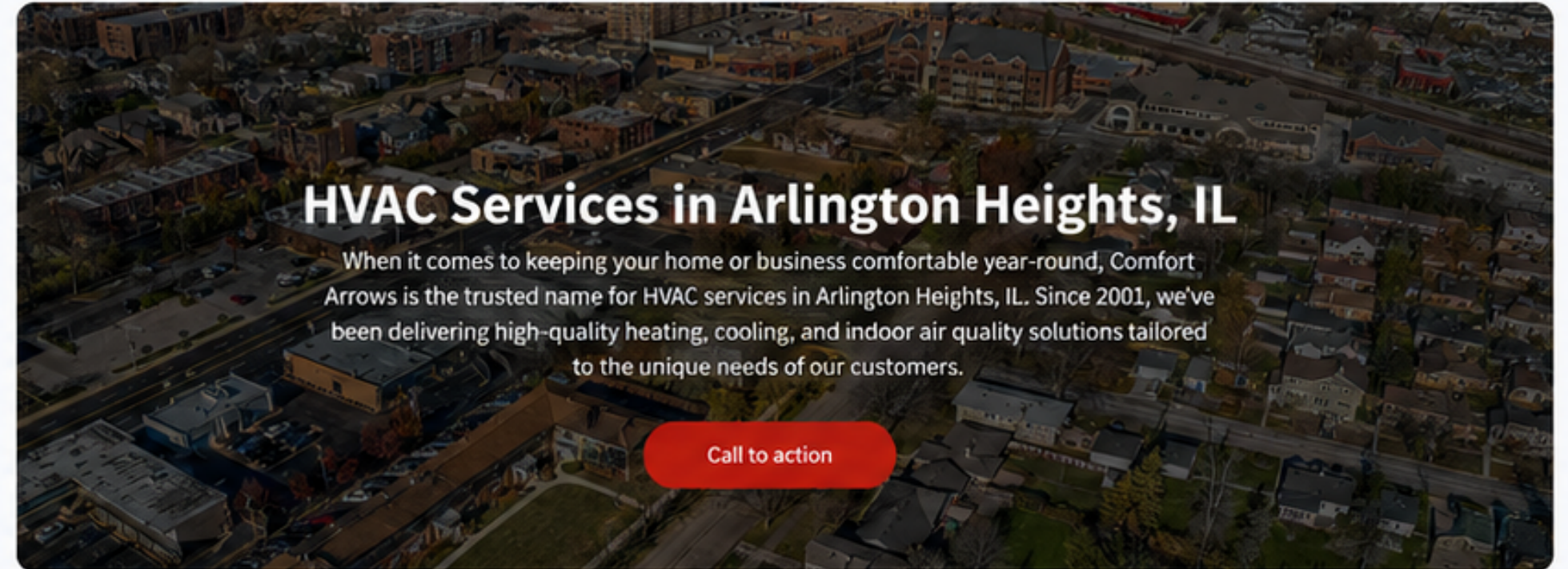
TARGETED LOCAL CONTENT

Created location-specific content that addresses the unique HVAC needs of each community.



MORE QUALIFIED LEADS

Increased visibility in local search results to drive more calls, forms, and HVAC service requests.



Proudly Serving the Following Chicagoland Areas:

- ✓ Arlington Heights
- ✓ Buffalo Grove
- ✓ Evanston
- ✓ Highland Park
- ✓ Lake Forest
- ✓ Lincolnshire
- ✓ Northbrook
- ✓ Rolling Meadows
- ✓ Vernon Hills
- ✓ Wilmette
- ✓ Winnetka



LOCAL FOCUS. BIGGER IMPACT.

Expanding visibility in the communities that matter most.



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TRANE PARTNERSHIP & CO-OP UTILIZATION

We partnered with Trane and leveraged Co-op Marketing Funds to elevate brand trust, generate more leads, and drive local growth.



STRATEGIC TRANE PARTNERSHIP

Aligned with Trane's trusted brand to showcase quality, innovation, and reliability.



CO-OP MARKETING FUND UTILIZATION

Maximized Trane Co-op Marketing Funds to create high-impact campaigns with greater reach and results.



BRAND-FOCUSED CAMPAIGNS

Developed co-branded landing pages, service promotions, and local ad campaigns that built credibility and trust.



INCREASED LEAD GENERATION

Generated more qualified leads through targeted campaigns, special offers, and brand trust.



MEASURABLE GROWTH

Delivered stronger engagement, more calls, and consistent growth in HVAC service requests.



CO-OP MARKETING FUNDS

By utilizing Trane Co-op Marketing Funds, we amplified our reach, reduced marketing costs, and delivered more value to our customers and the business.



As a proud Trane partner, Comfort Arrows delivers dependable solutions backed by industry-leading technology and a legacy of excellence.

Why Comfort Arrows?



EXPERIENCED & CERTIFIED TECHNICIANS

Our team is trained on the latest Trane systems and best practices to ensure top-quality service.



ENERGY EFFICIENCY FOCUSED

We recommend and install energy-efficient Trane solutions that save you money and reduce your carbon footprint.



24/7 EMERGENCY SERVICE

When your system fails, we're here day or night with fast, reliable emergency support.



CUSTOMER SATISFACTION GUARANTEED

Your comfort is our priority. We don't rest until you're 100% satisfied with the results.

[ABOUT US](#)



STRONG PARTNERSHIPS. GREATER RESULTS.

Leveraging Trane's strength and Co-op resources to drive real impact in our local markets.



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Growth Operating System

AGENCY TRANSITION & GROWTH PARTNERSHIP

Comfort Arrows partnered with Giving You Digital for a complete digital transformation—from website development to ongoing SEO, content, and growth strategy.



END-TO-END DIGITAL PARTNER

We became their go-to digital partner for website, SEO, content, and ongoing marketing support.



MODERN WEBSITE THAT CONVERTS

Designed and developed a fast, user-friendly website optimized for conversions and local visibility.



ONGOING SEO & CONTENT STRATEGY

Implemented a long-term SEO and content plan to drive consistent organic traffic and leads.



MEASURABLE GROWTH & RESULTS

Stronger online presence, more qualified leads, and continuous growth in key service areas.



TRUE PARTNERSHIP, NOT JUST A VENDOR

We work as an extension of their team—focused on their success, every step of the way.



NEW MODERN WEBSITE

Built for performance, speed, and conversions.



INCREASED VISIBILITY

Improved rankings across high-value local keywords.



MORE QUALIFIED LEADS

Growth in calls, forms, and service requests.



STRONGER LOCAL PRESENCE

Expanded reach across key Chicagoland areas.



ONGOING GROWTH

Continuous improvements driving long-term success.



From Vision to Results.

A true partnership built on trust, strategy, and measurable growth.



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Growth Operating System

THE PIVOT TO AN IN-HOUSE SYSTEM

Comfort Arrows transitioned from relying on multiple vendors and fragmented tools to an in-house system designed to align with their goals, streamline operations, and drive sustainable growth.



IN-HOUSE WEBSITE & CMS

A modern, fast, and mobile-optimized website built and managed in-house for complete control.



ONGOING SEO & LOCAL VISIBILITY

Consistent optimization and local presence building to improve rankings and increase visibility.



CUSTOM FORMS & LEAD TRACKING

Branded lead capture forms with built-in tracking so no opportunity slips through the cracks.



IN-HOUSE ANALYTICS & REPORTING

Custom dashboards and reporting that deliver clear insights to drive smarter decisions.

FROM FRAGMENTED TO FULLY INTEGRATED

BEFORE: FRAGMENTED & MANUAL

- Multiple agencies and platforms**
Hard to manage and track performance
- Manual reporting**
Time-consuming and inconsistent
- Limited visibility**
No clear view of leads and results
- Disconnected systems**
Leads and data scattered everywhere
- Slower growth**
Decisions based on incomplete data



AFTER: IN-HOUSE & INTEGRATED

- One in-house website & CMS**
Complete ownership and flexibility
- Ongoing SEO & local visibility**
Stronger rankings, more local traffic
- Custom forms & lead tracking**
Capture, track, and follow up with ease
- In-house analytics & reporting**
Real-time insights that drive action
- Aligned with growth goals**
A system built to scale with the business

COMFORT ARROWS' IN-HOUSE GROWTH SYSTEM INCLUDES:



IN-HOUSE WEBSITE & CMS

Modern, fast, and built to convert.



ONGOING SEO & LOCAL VISIBILITY

Better rankings. More local customers.



CUSTOM FORMS & LEAD TRACKING

Capture more leads. Never miss an opportunity.



IN-HOUSE ANALYTICS

Clear data. Smarter decisions.



REPORTING THAT DRIVES GROWTH

Understand what's working and scale with confidence.



ONE SYSTEM. ONE TEAM. ONE GOAL.

An in-house system built to align with their business, drive growth, and deliver long-term success.



BUILT IN-HOUSE. ALIGNED WITH GROWTH.

Designed to scale with Comfort Arrows. Built for results.

READY TO TAKE CONTROL OF YOUR WEBSITE?

If your current website feels limited, outdated, or hard to manage, it may be time for a change.

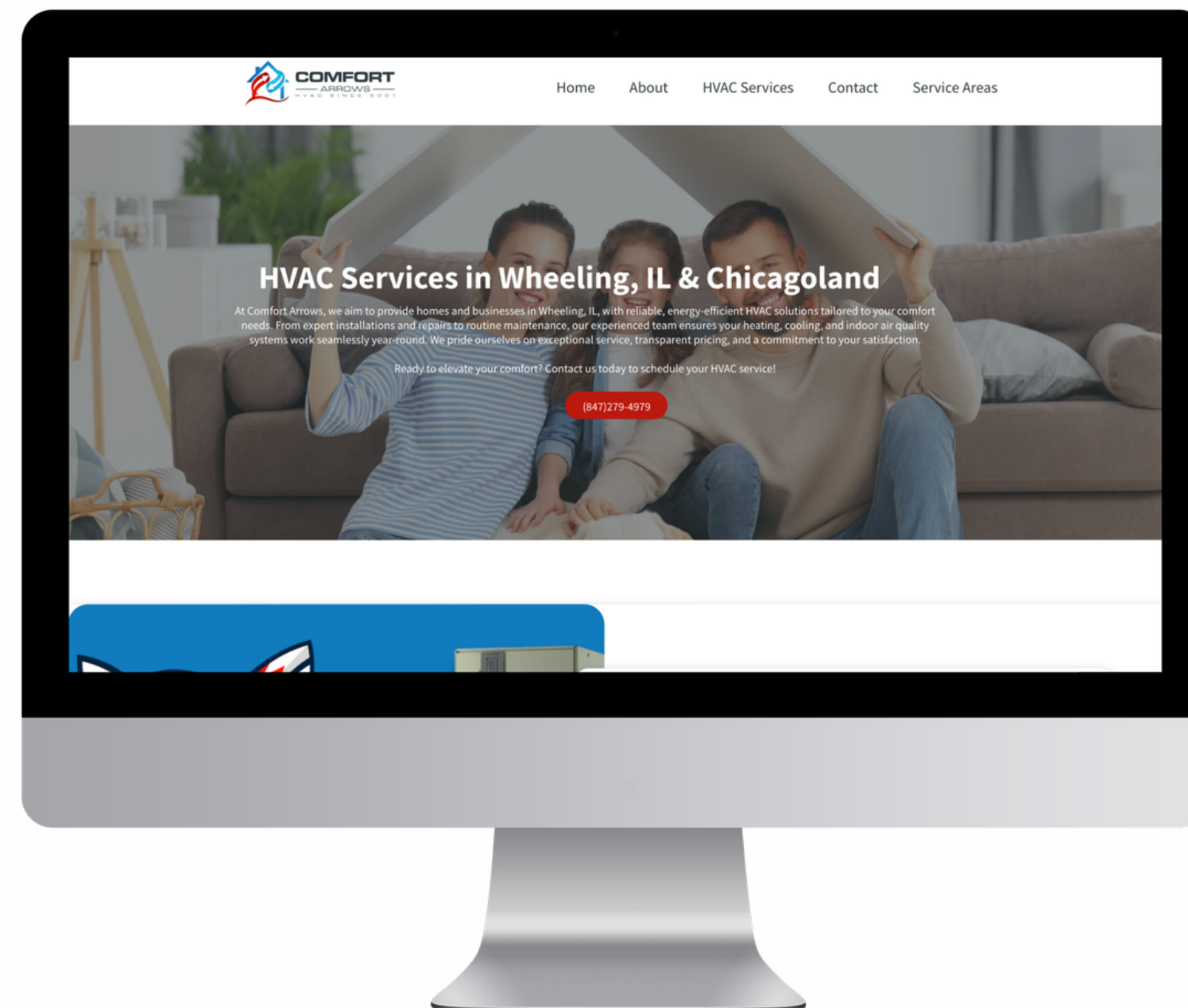
We specialize in seamless website transfers to our in-house platform—giving you the control, flexibility, and confidence to grow your business.

Let's build a foundation that works for you.

 **SCHEDULE YOUR FREE CONSULTATION**

 (630) 940-9290 |  givingyoudigital.com

SEAMLESS CMS TRANSFER.
COMPLETE OWNERSHIP. BUILT FOR GROWTH.



FULL OWNERSHIP

Your site, your content,
your control.



EASY TO MANAGE

Update content, pages,
and images anytime.



SECURE & RELIABLE

Built on a stable, scalable
in-house platform.



BUILT FOR GROWTH

Designed to evolve with
your business.



ONGOING SUPPORT

We're here when you
need us.