



SEO OPTIMIZATION & WEBSITE REDESIGN IMPACT



ACI MECHANICAL, INC.
AUGUST 2026

▶ OBJECTIVE

This report summarizes the measurable business impact resulting from ACI Mechanical’s website redesign and SEO optimization initiative implemented during the second quarter of 2026.

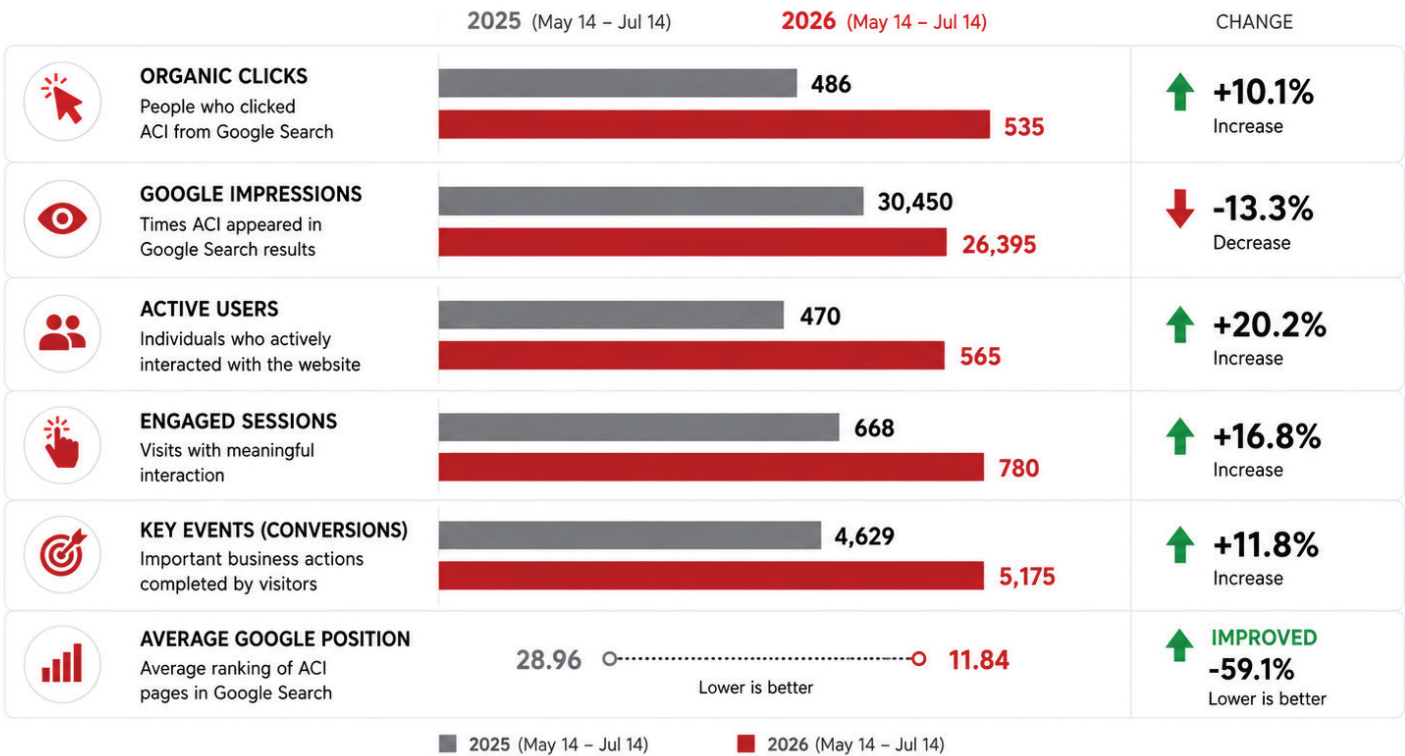
Rather than focusing exclusively on website traffic, this report evaluates how the project strengthened ACI’s digital presence, increased market visibility, enhanced recruiting capabilities, improved customer engagement, and positioned the company for long-term growth.

- ✓ ORGANIC SEARCH TRAFFIC INCREASED 105.5%
 - ✓ GOOGLE SEARCH VISIBILITY INCREASED 87.5%
 - ✓ ACTIVE WEBSITE USERS INCREASED 95.1 %
- ✓ ENGAGED SESSIONS INCREASED 100.7%
 - ✓ BUSINESS CONVERSIONS INCREASED 100.7%
 - ✓ VISIBILITY NEARLY DOUBLE

SEO PERFORMANCE GROWTH

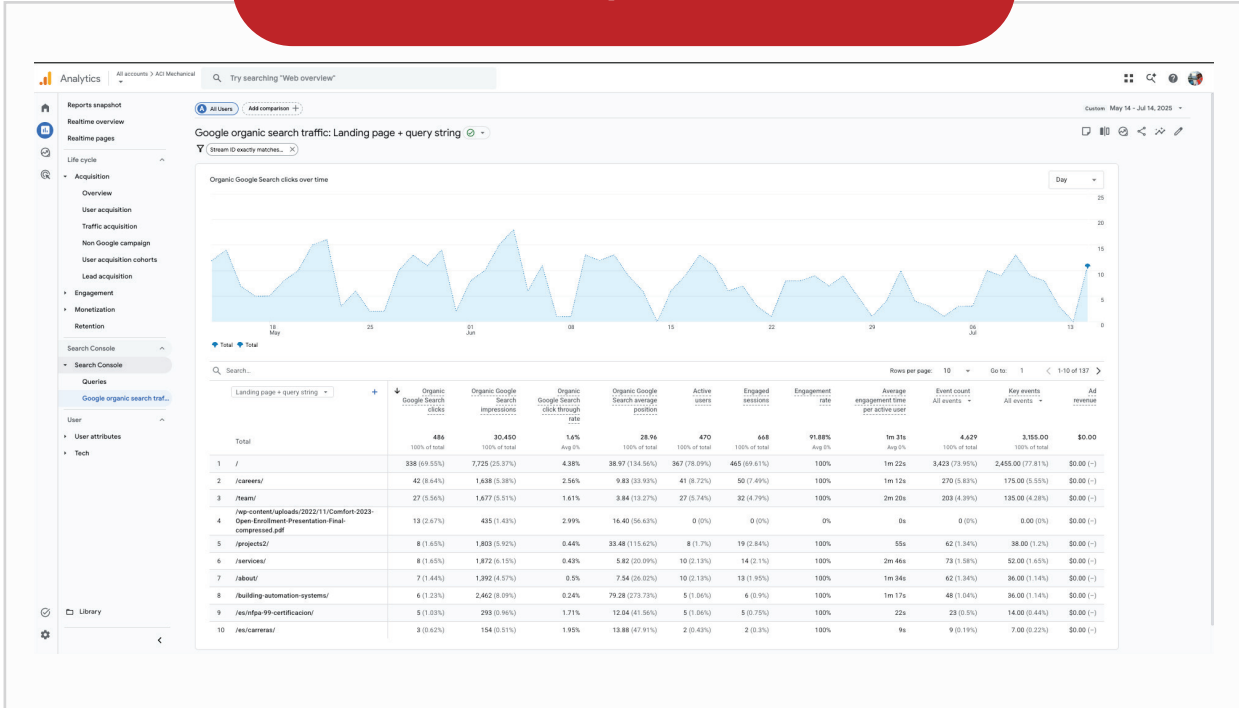
2025 vs. 2026 COMPARISON (May 14 – Jul 14)

KEY TAKEAWAY
STRONG GROWTH
Across All Major Organic Metrics

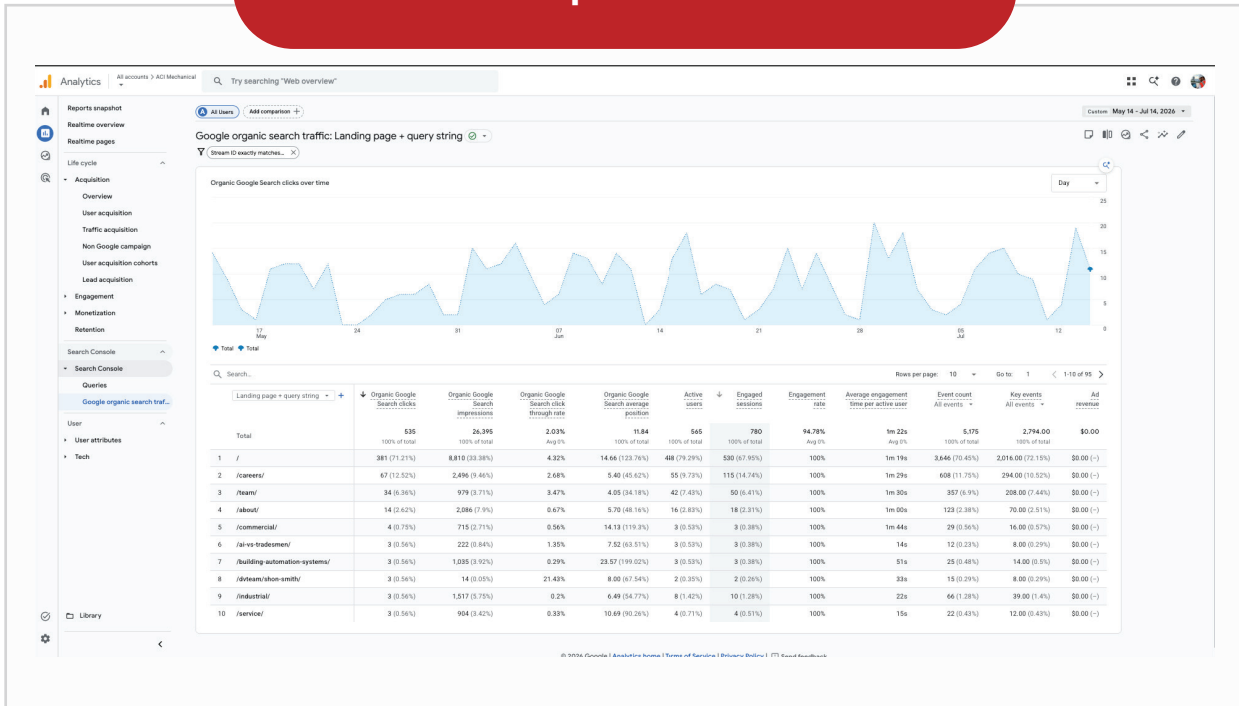


Compared to the same 60-day period last year, ACI Mechanical achieved significant growth in key organic performance indicators while dramatically improving average Google search rankings.

MARCH 14 | MAY 13 2026



MAY 14 | JULY 14 2026



THE REDESIGNED WEBSITE IS NOW A STRATEGIC
BUSINESS ASSET SUPPORTING MARKETING, RECRUITING, BRANDING, AND BUSINESS DEVELOPMENT.

WHAT WAS IMPLEMENTED

The project combined a complete website redesign with a comprehensive SEO strategy focused on improving search visibility, user experience, and long-term digital performance.

WEBSITE REDESIGN

The redesigned website was completely provide a modern, user-friendly experience while strengthening ACI Mechanical's brand identity. The new structure improves usability, mobile responsiveness, navigation, and the presentation of the company's services, projects, and career opportunities.

Modern, responsive website design

Improved navigation and user experience (UX)

Enhanced mobile optimization

Expanded service pages

New Projects section

Improved Careers section

Consistent ACI branding

SEO OPTIMIZATION

A comprehensive keyword strategy was developed to identify the search terms most relevant to ACI Mechanical's services, target industries, and geographic markets. These keywords were strategically integrated throughout the website to improve organic visibility, search relevance, and long-term rankings.

**Comprehensive keyword research
SEO strategy**

**Strategic keyword
mapping across all primary pages**

**Optimized page titles and
meta descriptions**

Improved heading hierarchy (H1-H3)

SEO-friendly URL structure

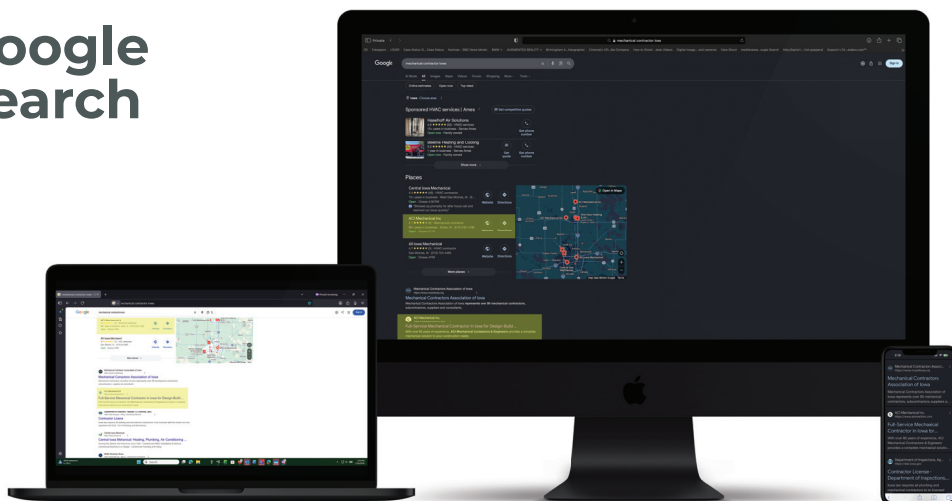
**Enhanced internal linking
strategy**

**Image optimization
and ALT text implementation**

**Structured content
for improved search relevance**

Google Search Console optimization

**Google Analytics integration
and performance tracking**



Google Search Visibility

Keyword Evaluated Mechanical Contractor Iowa
Search Intent High Commercial Intent (B2B)

Current Visibility

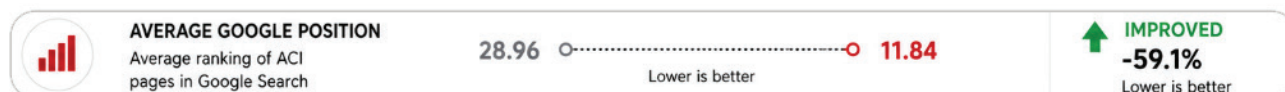
- First Page Organic Results
- Google Local Pack (Google Maps)
- Mobile Search Visibility

Why This Matters

The search term «Mechanical Contractor Iowa» represents one of the highest-value commercial keywords within the mechanical contracting industry. Users performing this search are typically decision-makers actively looking for qualified contractors for commercial and industrial projects.

Typical search audience includes:

- Facility Managers
- General Contractors
- Engineers
- Procurement Teams
- Building Owners
- Project Managers



ACI improved its Average Google Position from 28.96 to 11.84, moving from the third page of Google search results to the edge of the first page—a major improvement in organic visibility.



The website generated more traffic and more business value while appearing in fewer search results. This indicates that Google's algorithm is matching ACI Mechanical with more relevant searches rather than displaying the website for a broader range of lower-value queries.



SEO KEYWORD STRATEGY

Target: First-page Google visibility across Iowa

14 TARGET
KEYWORDS

INDUSTRIAL SERVICES

- 1 Industrial HVAC Contractor Iowa
- 2 Industrial Piping Contractor Iowa
- 3 Industrial Plumbing Contractor Iowa
- 4 Industrial Mechanical Contractor Iowa
- 5 Process Piping Contractor Iowa

COMMERCIAL SERVICES

- 1 Commercial Mechanical Contractor IA
- 2 Commercial Plumbing Contractor IA
- 3 HVAC Contractor Iowa
- 4 Plumbing Contractor Iowa
- 5 Mechanical Contractor Iowa

BUILDING SERVICES

- 1 Preventive HVAC Contractor IA
- 2 Building Services Contractor IA
- 3 Maintenance Contractor Iowa
- 4 Mechanical Solutions Iowa

SEO GOAL

Build first-page visibility for high-intent mechanical contracting searches in Iowa.

FIRST PAGE
GOOGLE



This assessment evaluates the current user experience of the ACI Mechanical website following its redesign and ongoing optimization efforts. The platform aligns well with modern B2B industrial website best practices, providing a professional user experience, intuitive navigation, and a clear presentation of the company's capabilities. The insights below highlight key findings, strengths, opportunities, and the overall business impact of these .UX improvements



PERFORMANCE

Measures how quickly the page loads and becomes interactive for users. It evaluates metrics such as loading speed, visual stability, and responsiveness to provide an overall indication of the site's performance.



ACCESSIBILITY

Evaluates how accessible the website is for people with disabilities by checking factors such as color contrast, keyboard navigation, semantic HTML, image alternative text, and compatibility with assistive technologies.



BEST PRACTICES

Assesses whether the website follows modern web development standards and security recommendations, including the use of HTTPS, secure resources, browser compatibility, and other coding best practices.



SEO

Checks whether the page follows Google's technical SEO recommendations, ensuring that search engines can properly crawl, understand, and index the website to maximize its visibility in search results.

APPENDIX A

GOOGLE ANALYTICS & SEO METRICS EXPLAINED

This appendix defines the principal metrics referenced throughout the report and explains their relevance to ACI Mechanical's digital and business performance.

ORGANIC CLICKS

DEFINITION

The number of users who clicked on ACI Mechanical's website from unpaid Google Search results.

BUSINESS VALUE

Shows how effectively organic visibility is generating website visits without paid advertising.

GOOGLE IMPRESSIONS

DEFINITION

The number of times ACI Mechanical's pages appeared in Google Search results, whether or not a user clicked.

BUSINESS VALUE

Measures search exposure, brand visibility, and Google's recognition of relevant website content.

ACTIVE USERS

DEFINITION

The number of unique users who actively interacted with the website during the reporting period.

BUSINESS VALUE

Represents real visitors engaging with ACI's services, projects, careers, or contact information.

ENGAGED SESSIONS

DEFINITION

Sessions in which users spent meaningful time, viewed multiple pages, or completed an important interaction.

BUSINESS VALUE

Helps evaluate traffic quality, not only traffic volume.

KEY EVENTS / CONVERSIONS

DEFINITION

Predefined high-value actions, such as contact-form submissions, clicks, or other meaningful business interactions.

BUSINESS VALUE

Indicates whether the website is helping generate inquiries and measurable business outcomes.

AVERAGE GOOGLE POSITION

DEFINITION

The average ranking position of ACI Mechanical's pages in Google Search. Lower numbers indicate stronger rankings.

BUSINESS VALUE

Higher rankings generally improve visibility, click potential, credibility, and organic traffic.

APPENDIX A

GOOGLE ANALYTICS & SEO METRICS EXPLAINED

GOOGLE LOCAL PACK

DEFINITION

The map-based section that displays local businesses near the top of relevant Google search results.

BUSINESS VALUE

Provides strong visibility for location-based searches and can attract high-intent commercial prospects.

ORGANIC TRAFFIC

DEFINITION

Website visits generated through unpaid search-engine results.

BUSINESS VALUE

Creates sustainable long-term traffic and reduces dependence on paid media.

SEARCH VISIBILITY

DEFINITION

ACI Mechanical's overall presence across relevant Google search results and keywords.

BUSINESS VALUE

Reflects the company's digital authority and discoverability in its target markets.

SEARCH INTENT

DEFINITION

The purpose behind a search. ACI prioritizes high-commercial-intent searches from users seeking qualified contractors.

BUSINESS VALUE

Helps attract more relevant B2B prospects, including owners, engineers, facility managers, and general contractors.

LANDING PAGE

DEFINITION

The first website page a visitor reaches after clicking a Google result.

BUSINESS VALUE

Identifies which services, markets, projects, or career pages are attracting organic visitors.

KEYWORD

DEFINITION

A word or phrase entered into Google, such as 'Mechanical Contractor Iowa.'

BUSINESS VALUE

Strategic keyword rankings connect ACI with decision-makers actively searching for its services.

SUMMARY

Google Analytics and Google Search metrics should be interpreted collectively. Growth in clicks, impressions, active users, engagement, conversions, and search visibility demonstrates that ACI Mechanical's website redesign and SEO strategy are strengthening the company's digital presence and supporting marketing, recruiting, branding, and long-term business development.