

Hoffman Brothers: Driving Sustainable Growth Through Programmatic SEO

221 - > 1776

Daily Clicks

146,027

Clicks Generated

80%

of Total Traffic

≈ \$1.0M

Equivalent Paid Cost

Achieved in 5 months!

Hoffman Brothers

Full-Service Residential & Commercial Provider

Hoffman Brothers is a leading provider of HVAC, plumbing, electrical, and appliance repair services in St. Louis, KY, and Nashville, TN.

With over 40 years of experience, they are a full-service residential and commercial provider known for their reliability, professionalism, and customer-first approach.

The Challenge

Scaling Without Breaking the Budget

Hoffman Brothers were seeking to scale service inquiries without relying on costly Google Ads; however:

- High paid search CPC: ~ \$7.85-\$9.68
- Thousands of untapped high-intent searches
- Content creation at scale wasn't operationally possible
- They needed a system for sustainable, compounding growth — not short-term spikes

The Solution

Pragmatic (Programmatic) SEO at Scale

We developed an AI-driven programmatic SEO system that used AI to generate 3,000+ pages covering appliance errors, repair guides, and service inquiries.



Buyer Intent Focus

Pages designed for buyer intent, not vanity traffic



AI Search Ready

Capture traffic from Google and AI search engines



Compounding Growth

Built to compound traffic month over month



Retargeting Ready

Retarget visitors with paid ads for maximum ROI

"Our approach: SEO is infrastructure — not one-off content — and so we implemented a sustainable growth system to ensure longevity."

The Results

Exceptional Growth in 5 Months

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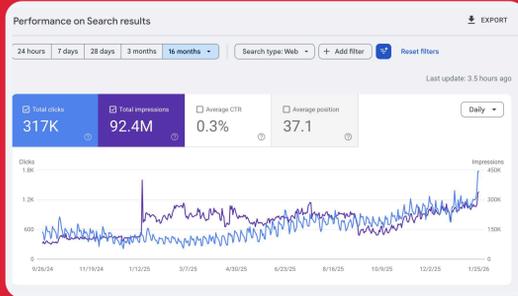
of Total Traffic

10-13x

Traffic Value ROI

≈ \$1.0M

Equivalent Paid Cost



Organic clicks:	146,027
Avg Google Ads CPC:	\$7.85-\$9.68
Equivalent paid cost:	≈ \$1.0M
Actual SEO investment:	\$25K

RapidDev Delivers: Return on Investment

Millions saved in paid acquisition + long-term ownership of high-intent traffic

Methodology

Pragmatic SEO Explained

Programmatic SEO turns repeatable search demand into a sustainable growth engine:

- Built to scale across multiple services
- Repeatable system, not a one-off campaign
- High-intent traffic, ready to convert
- Massive reduction in paid acquisition costs
- Compounding, sustainable organic growth

01

Identify Patterns

Identify high-intent search patterns

02

Build Templates

Build scalable page templates

03

Launch at Scale

Launch thousands of pages targeting real queries

04

Lower CAC

More pages → more rankings → lower CAC over time

Who We Are

The Team Behind The Strategy

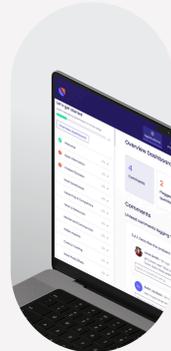
RapidDev — We Don't Just Build. We Build for Sustainable Growth.

We help companies launch and scale through:

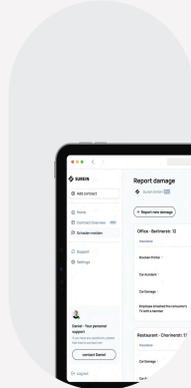
Hoffman Brothers is one of many partners we've helped turn technology into long-term growth.



Product & Platform Development



AI & Automation



SEO and Growth Systems



Curious What RapidDev Can Do for Your Business?



On the call, we'll break down:

Your potential search opportunities

What programmatic SEO could look like

Which approach fits your needs

[Book a Free Strategy Call](#) →

RapidDev — Your go-to tech partner driving real results.

