



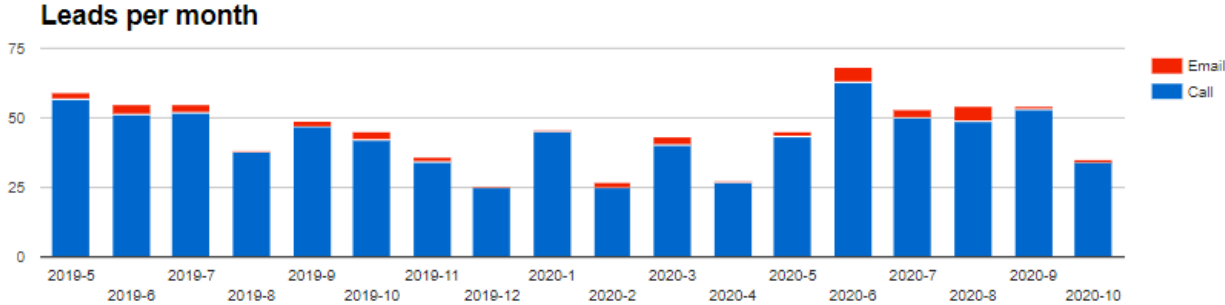
# Genius Success Story: Robust Recovery Thanks to Seasoned SEO

In our weekly **“Genius Success Stories”** series, we showcase clients that have used our program to positively impact their small businesses. Check back each week to see a new success story!

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Ready for another installment of optimism in the time of COVID?

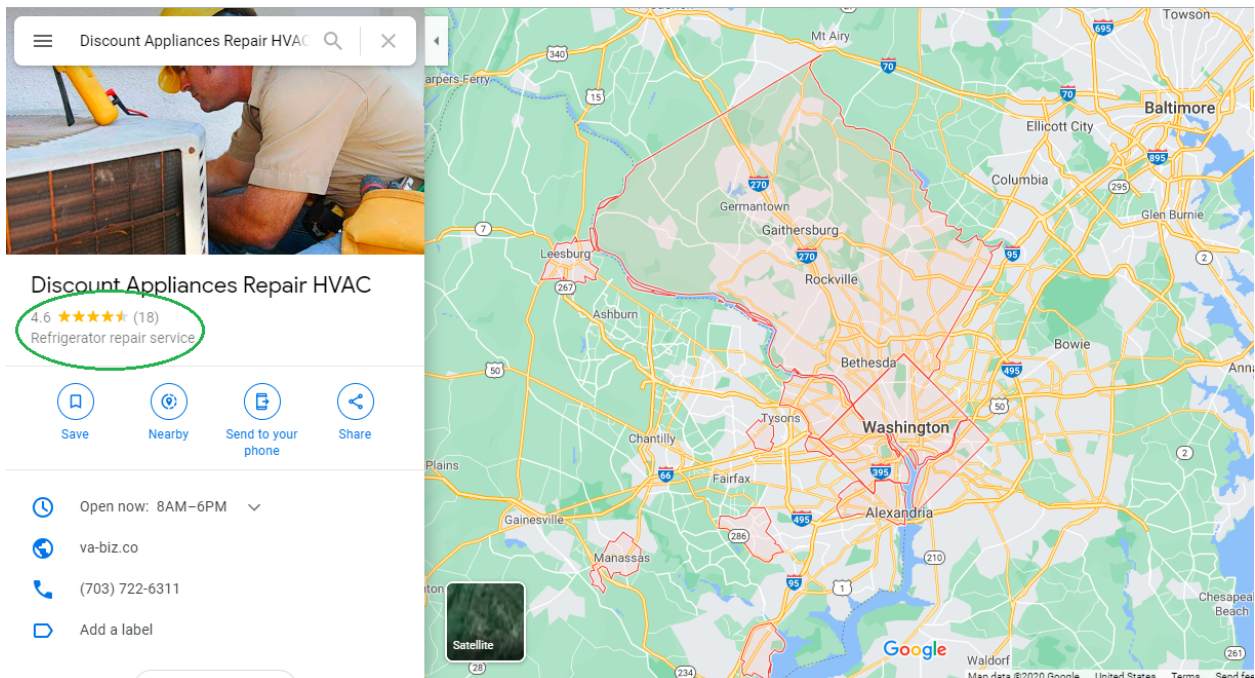
Discount Appliances Repair HVAC is a small business in Arlington, VA, that saw a significant drop-off in jobs and new leads this spring due to the pandemic. Spring is usually a busy season for them, as you can see from the 2019 data below:



However, when the pandemic locked down businesses and residents alike in March and April, the appliance repair company's numbers took a hit. In the chart above, you can see how few leads they got in April and May 2020 compared to the previous year.

Thankfully, though, Discount Appliances Repair HVAC was able to bounce right back as soon as pandemic restrictions were lifted. In fact, they've consistently been receiving over 50 leads per month since the summer!

We credit their rapid comeback to the vitality of their pre-COVID web presence. Not only have they had an ongoing SEO campaign with Prospect Genius since 2014, but they've also amassed stellar customer reviews on their Google Maps listing.



These two components—a seasoned SEO campaign and a high business rating on Google Maps—reinforced the company's foundation and prevented a prolonged downturn in the wake of the pandemic.

Think of it this way: Their dynamic web presence acted like a robust immune system. Even though they were temporarily hurt by the coronavirus, they were able to recover quickly and come back stronger than ever!