

CASE STUDY: ROCKET PLUMBING

How **conversion-focused SEO** kept **qualified leads growing** for a Chicago plumbing company, even as AI Overviews cause an *industry-wide decline in traffic and clicks*.



GETTING MORE CALLS EVEN AS AI OVERVIEW STEALS CLICKS

CLIENT NAME:

Rocket Plumbing

SERVICES

SEO

CONTENT

CRO

INDUSTRY

Home Services / Plumbing

THE CHALLENGE

- Organic traffic began falling, first from algorithm updates, then from Google's AI Overview rollout
- AI Overviews began answering plumbing queries directly in search results, intercepting clicks before users ever reached the site
- CTR dropped to 0.21% against 1.7M+ impressions, massive visibility with nowhere near the clicks to show for it



THE CHALLENGE

Rocket Plumbing is a Chicago-based plumbing company serving residential and commercial customers across the metro area.

For a local service business, the phone is everything. Calls mean booked jobs. And for years, the strategy to drive calls was straightforward: Rank well, get traffic, get calls.

Then the playbook changed.

The client's traffic peaked in 2023 at over 102,000 sessions and began declining, first from Google's Helpful Content and core algorithm updates, then falling again in early 2026 as AI Overviews began answering local service queries. Users could find answers to their plumbing questions in the overview without ever visiting a service provider's page.

By February 2026, Rocket's site was generating 428,000 impressions in a single month but CTR had fallen to 0.15%. The site was more visible than ever but Google's AI was eating clicks.

The question was no longer, *"How do we get more visibility?"* Instead, we asked, *"How do we convert the visibility we have into more calls?"*

WHAT WE DID

- + Rebuilt core service pages with conversion-first on-page SEO, restructuring content hierarchy, CTAs, and trust signals to capture high-intent visitors the moment they landed.
- + Developed a content strategy targeting mid- and bottom-of-funnel keywords that brought in visitors who were ready to book services.
- + Launched online scheduling mid-2025, adding a frictionless booking path alongside phone calls and contact forms to capture leads across every intent level.
- + Continuously optimized page-level conversion rates as traffic volume changed, improving leads-per-session year over year.
- + Maintained search visibility through algorithm volatility, preserving the impression base that feeds calls even as click-through rates compressed industry-wide.

+370%

CONVERSION GROWTH

798 → 3,740 LEADS

+34.6%

LEAD GROWTH YTD

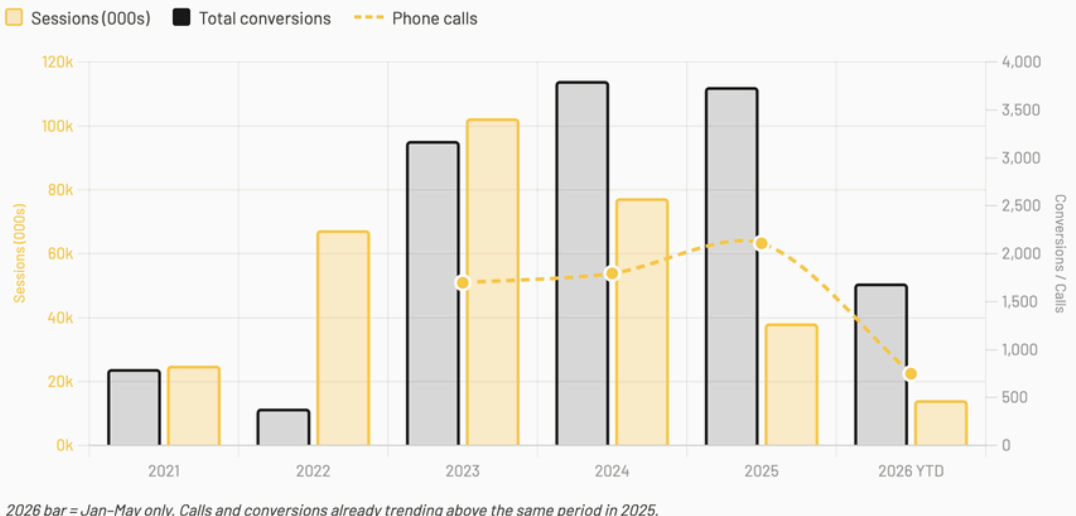
2026 vs. 2025

ON 46% LESS TRAFFIC

2,109

PHONE CALLS IN 2025

AN ALL-TIME HIGH



When Redefine began working with Rocket Plumbing in 2021, the site generated 798 total conversions for the year. By 2025, that number had grown to 3,740 (a 370% increase) despite traffic peaking and falling back to near 2021 levels. The 2026 trend continues in the same direction: more leads even with less traffic.

RESULTS

+ Calls Hit an All-Time High in 2025: Phone calls grew every single year of the engagement (from 2021 through 2025) reaching 2,109 in 2025 despite traffic declining sharply from its 2023 peak.

+ Leads Keep Growing Into 2026: Year-to-date through May 2026, total leads are already up 34.6% compared to the same period in 2025 on 46% less organic traffic. Leads per session have never been higher.

+ Online Scheduling Took Off Immediately: Launched mid-2025, the online scheduling channel added 356 bookings in just the first five months of 2026 (a 3,136% jump YoY) diversifying the lead mix and capturing intent that used to go unbooked.

+ Visibility Held Through the AI Shift: With 1.7M+ impressions in January through May 2026, the site continues to appear at scale in Google search.

Conversion Type	2023	2024	2025	Trend
Phone Calls	1,698	1,795	2,109	<i>Growing every year</i>
Contact Forms	508	799	700	<i>Stable</i>
Quote Forms	647	845	599	<i>Shifting to calls/scheduling</i>
Schedule Online	--	--	190	<i>New path launched</i>
TOTAL	3,177	3,803	3,740	Near-peak on half the traffic

Lead Type	Jan-May 2025	Jan-May 2026	Change
Phone Calls	654	749	+14.5%
Contact Forms	227	454	+100.0%
Schedule Online	11	356	+3,136%
Quote Forms	256	129	<i>-49.6% (shifted to calls)</i>
TOTAL KEY EVENTS	1,256	1,691	+34.6%

YEAR-OVER-YEAR | JAN-MAY 2025 VS 2026

Despite organic sessions falling 46% year-over-year, lead volume increased: