

Google Business Profile Checklist

Score yourself, one point each.

Foundation

- ☐ Profile claimed and verified
- ☐ Business name is your real name, no keywords
- ☐ Primary category is your biggest revenue driver (HVAC Contractor or a specific match)
- ☐ Secondary categories cover both heating and cooling
- ☐ Address correct, or correctly hidden if you're service-area only
- ☐ Service area lists the towns you actually drive to
- ☐ Phone matches your website exactly
- ☐ Website URL correct

Detail

- ☐ Every service listed, each with a description, cooling and heating both
- ☐ Description written for humans, in your keyword language
- ☐ Regular hours accurate
- ☐ Holiday hours set 12 months out
- ☐ 24-hour emergency service reflected if you offer it
- ☐ Attributes completed (financing, etc.)

Content

- ☐ 20+ photos, including real installs and real techs
- ☐ Photos added in the last 30 days

- ☐ 10+ questions seeded and answered in Q&A (no Q&A on your profile? See Chapter 11, and count this item and the next as done)
- ☐ No unanswered questions, no wrong answers from strangers

Reviews

- ☐ At least one review in the last 30 days
- ☐ Every review from the last 90 days has a response
- ☐ No gating, incentives, or insider reviews anywhere in your process

Maintenance

- ☐ Suggested edits checked in the last 30 days
- ☐ Profile metrics reviewed in the last 30 days (year-over-year)

21-23: Strong. Put your effort into reviews and your website. **14-20:** Typical. The gaps are your cheapest wins. **Under 14:** There's real money in an afternoon of work.

Review Request Scripts

Tech, on site

"Before I take off: we're a local shop and Google reviews are honestly how most people find us. If you were happy with how this went, would you mind leaving one? I'll text you the link right now, takes about a minute."

Office, next-day text

"Hi [name], it's [company], just making sure the system's running the way it should. If you've got a second, the review link's below, it helps us more than you'd think. Thanks again. [link]"

Optional add-on

"If you mention what we actually did, that helps too. People search for that exact thing."

Rules for whoever asks: ask every customer, not just the happy-looking ones; ask in person first, text the link within minutes; never offer anything in exchange; never tell them what to write; if they say no, that's the end of it. In peak season, protect this habit hardest. It's when it's most valuable and most likely to be dropped.

Review Response Templates

Positive, specific

"Thanks [name], glad the [system] is keeping you comfortable. That was a [detail about the job]. Appreciate you taking the time."

Fair negative

"You're right, and I'm sorry. [Name the failure plainly.] That's on us. I'd like to make it right. I'm [name], the owner, at [number]."

Unfair negative

"Thanks for the feedback, and I'm sorry you were unhappy. Our notes show it differently, but that doesn't change your experience of it, and I'd rather understand where we lost you than argue here. I'm [name], the owner, at [number]."

Not your customer

"I don't have any record of a job at this name or address, so this may have reached us by mistake. If we worked for you under another name, call me at [number]. If not, no hard feelings."

Monthly Scorecard

Metric	This month	Same month last year
Total reviews		
Reviews added this month		
Star rating		
Calls from profile		
Direction requests		
Website clicks		
Service searches		
Name searches		
Asks made / jobs completed		

The HVAC Keyword Starter List

Real U.S. search terms with rough monthly volume, drawn from Google's keyword data (via Google Keyword Planner) and cross-checked against HVAC marketing benchmarks. Numbers are rounded estimates, vary by region, and swing hard by season. Pull fresh numbers for your own town in Keyword Planner, and tag each term by season. Sort by CPC; the high-CPC terms are your buyers.

Emergency (build first, both seasons): ac repair near me, emergency AC repair, AC not cooling, AC blowing hot air, AC not working, emergency furnace service, furnace repair today, heater won't turn on, no heat, emergency HVAC repair near me

Cooling (peak: summer): air conditioner repair (~550K), ac repair near me (~200K), ac installation near me (~90.5K), ac tune up (~14.8K), ac not cooling (~8.1K)

Heating (peak: winter): furnace repair (~64K to 200K), furnace repair near me (~135K), heating repair near me (~74K), furnace installation (~27.1K), boiler repair (~22.2K), furnace replacement, furnace tune-up

Find-a-contractor (year-round): hvac near me (~63K), hvac companies near me (~110K), hvac installation (~33.1K), hvac maintenance (~40.5K)

Heat pumps (growing): heat pump repair (~27.1K), heat pump installation (~22.2K), geothermal heating (~8.1K)

Maintenance & add-on (shoulder-season lifeline): air duct cleaning near me (~110K), hvac maintenance (~40.5K), ac tune up (~14.8K), furnace tune-up

Informational (long game / AI answers): why is my AC blowing warm air, how much does a new furnace cost, how long does an AC unit last, new AC unit cost

Then add your towns, and your seasons. Each term x each town you serve, tagged cooling / heating / year-round = your real target list, on a calendar. Have the cooling library strong by May, the heating library strong by October. That's the engine.

The First 30 Days

If the 90-day plan feels like a lot, here's the momentum version: the highest-leverage things you can do in a month, in order. Time your start to hit four to five months before your next peak.

Week 1

- Claim and verify your Google Business Profile if it isn't already
- Fix your primary category, and add secondary categories covering both heating and cooling
- Write down your review count and newest review date, plus the same for your two closest competitors

Week 2

- Fill out every service on your profile (cooling, heating, and maintenance) with descriptions
- Set hours and holiday hours; flag 24-hour emergency service if you offer it
- Upload twenty real photos of installs and techs

Week 3

- Find your Google review link, save it in every tech's phone
- Start asking every customer, every job: in person, then text the link
- Respond to every review you've ever gotten that you never answered

Week 4

- Seed and answer ten common questions in your profile's Q&A (can't find Q&A? See Chapter 11)
- Fix your name, address, and phone everywhere they appear so they match exactly

- Claim Apple Maps, Bing Places, and any manufacturer dealer locators for the brands you install

That's a month. None of it costs money. All of it compounds, and it's working before your season hits.

What A Real City Page Looks Like

The most common way HVAC contractors waste an SEO effort is thin, templated city pages. Here's the difference, so you can tell junk from the real thing, whether you're building it or paying someone who claims to.

The thin version (don't do this)

AC Repair in [Town]

Looking for AC repair in [Town]? We provide professional AC repair services in [Town] and surrounding areas. Our expert HVAC technicians in [Town] are ready to help. Call today for AC repair in [Town]!

Swap the town name and you've got a dozen of these. Google recognizes the pattern instantly, and it can actively hurt you. It reads as exactly what it is: a page built for a search engine and useless to a human.

The real version

AC Repair in [Your Town]

[Your Town] summers bring humidity that runs systems hard, and a lot of the homes here (especially the older houses that got central air added later) are working with undersized or aging condensers that struggle in a July heat wave. We handle most AC repairs same-day in cooling season, and before we recommend a full replacement we'll tell you honestly whether a repair will get you through another summer or two.

The calls we run most in [Your Town] are systems that won't cool, frozen coils from low refrigerant, and older units finally giving out during the first hot stretch of the year. A diagnostic runs [price]; common repairs run [price range], and we credit the diagnostic toward the work.

We service all of [Your Town] ([Neighborhood], [Neighborhood], out toward [the next town over]), and in peak season we prioritize no-cooling emergencies. If your system's down in a heat wave, call first thing; the earliest calls get the earliest slots.

Fill the brackets with your own town, neighborhoods, and landmarks. The real one is useful to an actual homeowner in that actual town. It names neighborhoods, describes the local housing stock and climate, gives real pricing guidance, and sounds like a contractor who works there, because he does. That's the standard. **If the page would be useless to a human in that town, don't publish it.**

The Free Toolkit

Every tool you actually need to do this yourself is free. Here they are and what each one does.

Google Business Profile (google.com/business): your listing itself. Categories, services, hours, photos, reviews, questions. The most important free asset you own.

Google Keyword Planner (inside a free Google Ads account): real search volume and cost-per-click for any term. How you build your keyword list, tell buyer searches from researcher searches, and see the seasonal swings in cooling and heating demand.

Google Search Console (search.google.com/search-console): tells you which searches actually show your website, how often, and where you rank. Submit your site here so Google indexes it properly.

Google Trends (trends.google.com): genuinely useful for HVAC: it shows you the seasonal curve of any search term over the year, so you can see exactly when "AC repair" and "furnace repair" spike in your region and plan your build around it.

Google autocomplete: the search bar. Type "AC" or "furnace" and read the suggestions. Real searches, free.

PageSpeed Insights (pagespeed.web.dev): tests how fast your site loads on a phone and what's slowing it down. Usually oversized images.

Apple Business Connect (businessconnect.apple.com): your Apple Maps listing, which every iPhone uses. Most contractors ignore it, which is why you shouldn't.

Bing Places (bingplaces.com): small, free, ten minutes, and it feeds some AI answers.

That's the whole kit. No paid software required to run everything in this book.

The Ten Vendor Questions

1. What exactly will you do in the first thirty days?
2. How will I know if it worked?
3. What's on the monthly report?
4. Do you guarantee rankings?
5. Who owns my website if I leave?
6. Who owns my domain?
7. Will you change anything on my Google profile without telling me first?
8. Are you creating any new locations or addresses?
9. What's the contract length and how do I get out?
10. Can I talk to an HVAC contractor you already work with?

Your 90-Day Tracker

Chapter 15, one box at a time. Write your start date, then log the week you finish each step.

Start date _____

Weeks 1-2: Find out where you stand	Week done
Claim and verify your Google Business Profile	
Record your four numbers, and your two closest competitors' four	
Score your profile on the checklist in the back	
Check your primary category against the three HVAC companies in your box	
Build your keyword list: 8-12 money services x towns, each tagged cooling / heating / year-round (Chapter 4)	
Write down every place your NAP appears and every version that doesn't match	
Check your Q&A for unanswered or wrong answers (can't find Q&A? See Chapter 11)	
Weeks 3-4: Fix the profile	Week done
Correct the primary category; add secondary categories covering both seasons	
Fill out every service with a description, in your keyword language	
Set regular and holiday hours; reflect 24-hour emergency service if you offer it	
Upload 20+ real photos of installs, units, and techs	
Seed and answer 10 common questions in Q&A (can't find Q&A? See Chapter 11)	
Fix every NAP inconsistency; claim Apple Maps, Bing Places, and manufacturer dealer locators	

Weeks 5–8: Turn on reviews	Week done
Find your review link, save it where every tech can reach it	
Decide who asks: the tech who's last with the customer	
Hand out the script from the back of the book	
Start tracking asks vs. jobs	
Respond to every existing review, oldest to newest; 24-hour rule on new ones	
Confirm you're not gating, incentivizing, or filtering anything	

Weeks 9–12: The website	Week done
A page for each money service, both seasons	
A real service+city page for your top towns	
Confirm LocalBusiness schema exists and matches your profile	
Test load speed on a phone on cellular	
Tappable number in every header; financing mentioned; embed the map; link the profile	
Rewrite key pages in the customer language from your reviews	

Every month, ongoing	Week done
Photos from the field	
Respond to every review; protect the ask rate through peak season	
A seasonal Google Post (tune-ups in spring/fall, emergency availability in peak)	
Check suggested edits	
Fill in the scorecard, compared year-over-year	

Review Request Log

Log every ask. If the asking quietly stops, you'll see it here before you see it in your reviews.

Date	Customer	Asked how	Got a review?

Your Business Info Everywhere

Write your name, address and phone exactly as they appear on your Google profile. Then check every listing against it, word for word, and fix what doesn't match.

Name

Address

Phone

Listing	Name matches	Address matches	Phone matches	Date checked
Google Business Profile				
Apple Maps (Apple Business Connect)				
Bing Places				
Facebook				
Yelp				
HVAC trade association				
State licensing directory				
Local chamber of commerce				
Manufacturer dealer locator:				
Manufacturer dealer locator:				
Your website				

My Numbers

Ten minutes, once a month. Pull the numbers from your Google profile and write them down. The trend matters more than any single month.

Month	Calls	Reviews	Rating	Map rank