

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.**