

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.