

YOUR ACTION PLAN

30 days to a website that works.

You just spent an hour learning what a real HVAC lead-engine site looks like — and why AI search has changed the rules. This sheet is what to actually DO. Print it. Check boxes as you go.

WEEK 1 · Audit your current site

~ 2 HOURS · DIY

- Run your homepage through PageSpeed Insights. Write your mobile score here: _____ / 100
- Open ChatGPT, Google Gemini. Ask each: "Recommend an HVAC company in [your city]." Note whether you appear: ChatGPT [] Gemini []
- On your phone, tap your phone number on every page. Does it dial? YES [] NO []
- Read your homepage out loud. Could a homeowner tell what you do, where, and why in 10 seconds? YES [] NO []
- Check yourdomain.com/robots.txt — does the file exist? YES [] NO [] Check yourdomain.com/lms.txt — does it exist? YES [] NO []

WEEK 2 · Fix your trust + Google Business Profile

~ 3 HOURS · DIY

- Log into Google Business Profile. Verify hours, services, full description, service area, and at least 10 recent photos.
- Set up a system to ask EVERY customer for a Google review the same day as the job. Aim for 1-2 new reviews per week.
- Replace at least 5 stock photos on your site with real photos of YOUR team, trucks, or completed jobs.
- Check your NAP (Name, Address, Phone) is identical on Yelp, BBB, Angi, Nextdoor, and Facebook. Fix any mismatches.
- Display your state license number, NATE certification, and insurance info clearly on your homepage and footer.

WEEK 3-4 · Plan the rebuild

~ 4 HOURS · STRATEGY

- List EVERY service you offer (Repair, maintenance, installation, IAQ, etc.) — that's your services plan.
- List EVERY city or town you serve — each one needs its own page. Count them: _____ pages needed.
- Find 3 competitors who DO appear when you tested AI in Week 1. List what pages they have that you don't: _____
- Rebuild on an AI-ready website platform. Write the date by which you'll decide: _____ / _____ / 2026
- Schedule a free audit call with ACM. We'll show you exactly where you stand and what it would take to lead your market.

DIAGNOSTIC TOOLS

Test your visibility. Right now.

Five tests to run today. They take less than 15 minutes total, and they will tell you exactly where you stand with AI search engines.

AI VISIBILITY SELF-TEST · Copy these prompts

Run each prompt in: [ChatGPT](#) · [Gemini](#) · [Perplexity](#) · [Google AI Overviews](#)

1. Recommend the best HVAC company in [your city] for AC repair.
2. Who should I call for a same-day furnace repair in [your city, your state]?
3. Compare the top 3 HVAC contractors near [your zip code] for a new system install.
4. My AC is short-cycling and the upstairs is hot. Who do I call in [your city]?
5. I have a 15-year-old furnace in [your city]. Should I repair or replace? Recommend a contractor.

Score yourself: appear in 0-1 = critical. 2-3 = work to do. 4-5 = you're winning.

TECHNICAL AUDIT · The 6-minute version

- yourdomain.com/robots.txt — exists and allows AI bots (GPTBot, ClaudeBot, PerplexityBot)?
- yourdomain.com/lms.txt — exists and describes your business, services, and service area?
- View page source on your homepage — do you see `<script type="application/ld+json">` with LocalBusiness schema?
- PageSpeed Insights mobile score 90+ ? (pagespeed.web.dev)
- yourdomain.com/sitemap.xml — exists and lists every page?

QUESTIONS TO ASK ON YOUR STRATEGY CALL

- Where am I appearing — and not appearing — in AI search today?
- How many service + location pages should I actually have?
- What would a rebuild cost, and what's the realistic timeline to results?
- How do I prove the website is generating leads (not just impressions)?

Need Assistance?

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