



YOUR ACTION PLAN

Get found. Get trusted. Get the call.

You just learned how homeowners find and judge an HVAC company online — on the map, in reviews, and across your listings, long before they ever call. Here's what to actually do. Print it and check the boxes.

1 Audit: see yourself like a homeowner

~15 MIN

- ☐ Get your free instant listings scan at ai.allcontractor.com/scan-business
- ☐ Search “AC repair near me” in your town — are you in the top 3 map results? YES / NO
- ☐ Count your Google reviews: _____ Star rating: _____ Most recent: _____
- ☐ Profile complete? Hours, service area, services, 10+ recent photos. YES / NO
- ☐ Tap “Call” on your profile from a phone — does it dial the right number? YES / NO

2 Lock down your NAP (Name, Address, Phone)

~30 MIN

- ☐ Write your exact name & number — Name: _____ Phone: _____
- ☐ Matches word-for-word on: Google __ Apple Maps __ Yelp __ Facebook __ Bing __
- ☐ Claim or fix any duplicate / unclaimed listings you find: _____

3 Win your Google Business Profile

~30 MIN

- ☐ Set the right primary category: _____ · list services in plain words
- ☐ Add 10+ real photos (trucks, team, installs) · add every town / ZIP you serve

4 Start the review habit

ONGOING

- ☐ Set up a one-tap review link to text customers after every job
- ☐ Reply to every review within 24 hrs — good and bad · Weekly target: _____ reviews

5 Your 15-minutes-a-week routine

ONGOING

- ☐ Weekly: reply to reviews & answer questions · Every job: review + 1 photo
- ☐ Monthly: check info, kill duplicates, post 1 update · I'll track: _____

We don't promise leads. We build capability — and we show our work.

Want us to check it for you?

Free local listings audit → ai.allcontractor.com/scan-business

SCAN MY BUSINESS →