

HVAC SEO & AEO — Homework Sheet

Walk your own website through this. Twenty minutes now, ninety days of compounding after.

ALL CONTRACTOR

YOUR TRUE ALLY

Name _____ Company _____ Website _____ Date _____

1 AUDIT YOUR SITE AGAINST THE 4 PILLARS

On your phone, check every box you can honestly check.

01 Foundation

- ☐ Loads fast on my phone (PageSpeed Insights, mobile)
- ☐ Looks right on a phone, not just desktop
- ☐ Padlock / HTTPS on every page
- ☐ Navigation reaches every service in 1–2 clicks
- ☐ No broken or hidden pages

02 Content + Keywords

- ☐ A separate page for every service I sell
- ☐ Repair and replacement are different pages
- ☐ Location pages with real local content
- ☐ FAQs answering real homeowner questions
- ☐ Blog posts link back to service pages

03 Authority

- ☐ Asking for reviews on a system, not by luck
- ☐ Recent reviews — and we respond to them
- ☐ Name, address, phone identical everywhere
- ☐ Claimed: Google, Yelp, BBB, Angi
- ☐ Links from suppliers, chamber, sponsorships

04 Conversion

- ☐ Tap-to-call button visible at every scroll depth
- ☐ Form asks name, phone, problem — nothing more
- ☐ Cities I serve are obvious, not buried
- ☐ Reviews, photos, licenses, guarantees on page
- ☐ Search Console + Analytics installed

2 DO YOUR PROMPT RESEARCH

"Who is the best AC repair company in [your city]?"

Names that came back: _____

"My AC quit and it's 95° — who can come today in [your city]?"

Names that came back: _____

"How much does it cost to replace an AC in [your city]?"

Whose page got quoted: _____

Ask ChatGPT and Google's AI Overview. Was your name there? If not — whose question did they answer better than you did?

3 FIND YOUR GAPS

*Which services do you sell that have **no page** of their own?*

Top 3 questions your techs and CSRs get asked every week:

Every unanswered question is a page you don't have — and an answer someone else is giving your customer.

4 COMMIT TO THE 90 DAYS

Put a name and a date on each line. A plan with no owner is a wish.

DAYS 1–30

Build the foundation

Fix technical issues · optimize top service pages · improve conversion elements · set up tracking

DAYS 31–60

Build authority

Launch a review generation system · clean up listings & citations · publish supporting content

DAYS 61–90

Scale

Expand service pages · build location pages · strengthen internal linking · keep improving

The one thing to remember: SEO gets you ranked. AEO gets you recommended.

Both are built from the same work — real service pages, real reviews, real answers, done consistently. If your SEO report doesn't show leads and revenue, it isn't an SEO report; it's a traffic chart.

Stuck on any box above?

Bring us your site.