

Use this during manual audits before sending a prospect their growth diagnostic.

Website Conversion

Phone number visible in the first mobile viewport.

Quote request CTA visible without scrolling.

Emergency service messaging is clear.

Reviews, financing, service area, and trust signals appear before the visitor loses interest.

Google Visibility

Google Business Profile appears for core service searches.

Business has city/service pages for the main money keywords.

Title tags and headings mention HVAC service plus city or area.

Competitor Intelligence

Identify 2-3 competitors ranking above the prospect.

Compare reviews, offer clarity, speed, CTA strength, service pages, and follow-up paths.

Screenshot one visible gap to personalize the outreach message.

Follow-Up

Check whether missed calls trigger a text-back.

Check whether quote forms get an immediate confirmation.

Check whether old leads and past customers are reactivated with seasonal offers.