

Clearly labeled sample report. Replace the example company with a real HVAC prospect when you run the diagnosis.

Executive Summary

ABC Heating is losing lead opportunities across speed, Google visibility, review trust, quote flow, and missed-call follow-up. The highest-impact fixes are mobile CTA cleanup, Google Business Profile optimization, service-area page creation, and missed-call text-back.

Estimated missed lead range: 12-28 per month. This is a planning estimate, not a guaranteed result.

Competitor Gap Snapshot

Competitor A has 223 reviews, stronger emergency-service messaging, and visible same-day service CTAs.

Competitor B has stronger furnace and AC repair landing pages, clearer financing language, and faster mobile load speed.

ABC Heating has fewer trust signals above the fold and no visible follow-up path after a missed call.

Priority Fixes

Move click-to-call and quote request actions into the first mobile viewport.

Create city/service pages for AC repair Cincinnati, furnace repair Cincinnati, emergency HVAC Cincinnati, and nearby service areas.

Add a review request automation and missed-call text-back path.

Rewrite the homepage offer around booked jobs, emergency response, same-day service, financing, and trust proof.

Recommended Offer

Start with the \$500 Website Call Conversion Fix if they are not ready for a full rebuild.

Upsell into the HVAC Growth System when the diagnostic reveals SEO, review, and follow-up gaps worth managing monthly.