

HVAC Website Health Checklist

How does your site measure up? Use this audit to spot what's working and where small fixes could make a big impact.

1. Headline and Keywords

- ☐ My website looks and works properly on a phone or tablet.
- ☐ I can find the "Call" or "Schedule Service" button within 5 seconds.

2. Ad Copy and Emotional Appeal

- ☐ Each page has a clear next step ("Book Service," "Get a Quote").
- ☐ My phone number is clickable on mobile devices.

3. Organized service pages

- ☐ Each core service (AC, heating, duct cleaning, etc.) has its own page.
- ☐ Service pages use clear headings, short sections, and local keywords.

4. Local trust signals

- ☐ My site displays customer reviews or testimonials.
- ☐ I show brand badges, certifications, or local affiliations near key CTAs.

5. Real photos

- ☐ Photos feature my team, trucks, and real work, not stock images.
- ☐ Keeps proof concise and professional

6. Fast load speed

- ☐ My pages open in about 2 seconds or less.
- ☐ My web partner monitors speed and fixes issues regularly.

7. Easy navigation & contact info

- ☐ Includes at least two extensions: sitelinks, callouts, or structured snippets
- ☐ Highlights extras like financing, 24/7 service, or maintenance plans

8. Current & seasonal content

- ☐ My website highlights seasonal offers or maintenance tips.
- ☐ Core pages and visuals are updated at least once a year.

9. Google & AI visibility

- ☐ My website has optimized page titles, meta descriptions, and schema markup.
- ☐ I use local phrases like “furnace repair in [City]” throughout my site content.

10. Helpful FAQ page

- ☐ My FAQ answers real customer questions (pricing, maintenance, hours).
- ☐ FAQs are easy to find and reduce repetitive phone calls.

11. Chat or scheduling tools

- ☐ Visitors can message, schedule, or request a callback directly from my site.
- ☐ All form or chat inquiries route to one inbox, so I don't miss a lead.

Total Score: _____

Score Yourself

- ✓ **9–11 checks:** Your HVAC website is in great shape, just keep it tuned.
- ✓ **5–8 checks:** You're close. A few updates can lift visibility and conversions.
- ✓ **0–4 checks:** Time for an overhaul. Talk with your marketing partner about a Smart Site upgrade.

Free HVAC Website Consultation

Learn how your current website performs and where it needs to improve.

Call 877-237-6120 | Request a Demo