

HVAC Company Website Checklist

Walk your live site top-to-bottom.
30 items across 6 categories.

30

Total Items

6

Categories

5

Items Each

Use this checklist to audit any HVAC company website — your own or a competitor's. Every unchecked item is a conversion you are losing today.

WHAT'S INSIDE

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HERO & TRUST

Can a homeowner trust you with a \$10,000 system in 2 secon...

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Do the reviews prove you fix systems, not just show up?

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Does Google know every suburb you'll drive to at midnight?

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PRICING & FINANCING

Does the homeowner know roughly what they're in for before...

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MOBILE SPEED & UX

Does the site work one-handed in a sweltering attic in Aug...

Can a homeowner trust you with a \$10,000 system in 2 seconds?

 Real local photo (not stock)

Your branded van, uniformed tech, or a local install — not a smiling actor in a fake attic.

 Phone number visible above the fold

Tap-to-call on mobile, click-to-call on desktop — not buried in the nav.

 NATE certification + EPA 608 badge shown

The two credentials homeowners are told to look for. Most HVAC sites hide them in the footer.

 Brands serviced listed near the fold

Carrier, Trane, Lennox, Rheem, etc. — homeowners search by their unit's brand.

 Google reviews count in the hero

e.g. 4.8 from 540 reviews — pulled live from your Google Business Profile, not a static screenshot.

■ **Pro Tip: Listing every brand you service (Carrier, Trane, Lennox) in your hero increases qualified lead rate — homeowners search by their unit brand before anything else.**

How fast can a panicking homeowner get help at 4pm on a holiday weekend?

 Emergency vs. scheduled split at top of flow

Different CTA for "No AC at 3pm in July" vs. a seasonal tune-up — do not make them use the same form.

 Online booking with a live calendar

Not a "contact us" form — real time slots the tech can actually honor.

 Under 3 fields before a time slot

Name, phone, address. Collect equipment model and issue details on the confirmation page.

 Confirmation SMS + email within 60 seconds

Homeowner needs proof someone is coming before they call three competitors.

 After-hours fallback path shown clearly

24/7 answering service, on-call tech, or an explicit "we'll call you back by 7am" promise — not silence.

■ **Pro Tip: Sending a tech headshot and first name in the confirmation SMS reduces no-show rates — homeowners feel safer opening the door.**

Do the reviews prove you fix systems, not just show up?

**Live Google reviews feed**

Real rating and count pulled from GBP — not a static testimonial carousel you curated yourself.

**Reviews mention specific equipment or scenarios**

"Fixed our Carrier furnace same day" beats "Great service!" — prompt customers to mention the job.

**Recent reviews surfaced (last 30 days)**

Dated. An HVAC company not getting reviews in summer is a red flag homeowners notice.

**Service-area reviews filterable or labeled**

Homeowner wants to see reviews from their own neighborhood, not a city 30 miles away.

**Before/after or job-site photos alongside reviews**

A photo of the replaced condenser unit next to the 5-star review closes more calls than either alone.

■ **Pro Tip:** Reviews that mention specific equipment ("fixed our Trane heat pump in July heat") convert at 2-3x the rate of generic 5-star reviews.

Does Google know every suburb you'll drive to at midnight?

 One landing page per suburb or zip code

Not a generic "service areas" list — unique copy, local job references, and a distinct H1 per page.

 Equipment-specific service pages

Separate pages for furnace repair, AC installation, heat pump service, mini-split install, etc.

 Seasonal content updated twice a year

"AC tune-up before summer" and "furnace inspection before winter" — dated, swapped, and re-indexed.

 NAP consistency (name / address / phone)

Identical across site, Google Business Profile, Yelp, Angi, HomeAdvisor, and BBB.

 Schema markup for LocalBusiness + HVAC Service

Unlocks rich results; add HVACBusiness type if using schema.org — most competitors skip this.

■ **Pro Tip: Seasonal content swapped twice a year (AC before summer, furnace before winter) can double organic traffic during peak demand months.**

Does the homeowner know roughly what they're in for before they call?

 Service-call / diagnostic fee shown upfront

A clear floor — e.g. "Diagnostic starts at \$99" — stops price-shoppers from hanging up on your tech.

 Price ranges for common repairs

"Capacitor replacement: \$180–\$320", "Refrigerant recharge: \$250–\$450" — ranges beat hiding everything.

 System replacement ballparks visible

"New central AC: \$4,500–\$9,000 installed" — homeowners Google this before they ever call.

 Financing options with monthly payment example

GreenSky / Synchrony / Enerbank logos + "as low as \$X/mo on approved credit" — HVAC is a big-ticket sale.

 Maintenance agreement / service plan pricing listed

Annual plan with visit count, filter changes, and priority scheduling spelled out — don't make them ask.

■ **Pro Tip: Showing system replacement ballparks on the page removes the #1 HVAC objection — "I'm afraid to even call because I don't know what it costs."**

Does the site work one-handed in a sweltering attic in August?

 Loads in under 2.5 seconds on 4G

Google's LCP threshold — homeowners in distress will not wait for a hero video to buffer.

 Sticky tap-to-call bar pinned to the bottom on mobile

Thumb-reachable, always visible — not a phone number they have to scroll back up to find.

 No autoplay hero video

Burns data, tanks LCP, and infuriates someone whose house is 89°F.

 Booking form works cleanly on a mobile keyboard

Number pad for phone field, address autocomplete, no zoom-on-focus bug on iOS.

 Equipment age / brand field in the intake form

Lets the dispatcher pre-screen for parts availability before the truck rolls — saves everyone time.

■ **Pro Tip: A sticky tap-to-call bar is the single highest-ROI mobile element on any trades site — often paid back in the first booked job.**

How Does Your Site Score?

27 – 30	ELITE	Your site converts at the top of the market. Competitors are benchmarking against you.
21 – 26	STRONG	Solid foundation with clear wins still available. Prioritize the unchecked SEO and booking items.
13 – 20	AVERAGE	You're leaving real revenue on the table. A focused sprint on Section 02 and 06 pays for itself fast.
0 – 12	NEEDS WORK	Urgent attention required. Begin with trust signals and mobile UX — these are table stakes.

This checklist was produced by **BleylDev** · bleyl.dev · You may use this checklist for your own business website audit. For a done-for-you implementation, visit bleyl.dev/industry/hvac-company-website-checklist