Local SEO Checklist for HVAC Companies

Ordered by what our study of 100 local HVAC searches, 797 Google Business Profiles and 768 HVAC websites shows: what leans with the map pack first, then the basics, technical hygiene, setup and a monthly routine.

Priority 1: what leans with the map pack

	Item	Owner	Date done
☐	**Review count compared with the map-pack median in your market** Median 1,576 Google reviews at Maps positions 1-3 vs 615 at 4-7. Benchmarks by metro size: see How Many Google Reviews Does an HVAC Company Need.		
☐	**A review request built into every job closeout (text or email with your Google review link or QR code)** Median 19 new reviews in 30 days for map-pack profiles vs 4 for the rest. Never offer incentives; ask every customer, not just happy ones (Google policy).		
☐	**Real job photos added to the profile every month (crews, vans, installs; no stock)** Median 101 photos vs 50 (map-pack profiles vs the rest). Counts include customer photos.		
☐	**A Google post at least every 30 days** 61% of map-pack HVAC businesses posted in the last 30 days vs 43% of the rest.		
☐	**Primary category matches your main service, plus every additional category that truly describes the business (no padding)** Median 6 categories vs 5. Google asks for as few categories as possible. See the Google Business Profile guide for HVAC companies.		
☐	**Online booking on the homepage (scheduler or a Book button that opens one)** 62% vs 41% (map pack vs lower in Maps); 69% vs 42% (organic top 3 vs 4-10). Correlation, not cause; company size was not measured.		
☐	**Financing offer shown on the homepage** 86% vs 71% (map pack vs lower in Maps); no clear difference among organic results.		
☐	**Maintenance membership plan shown on the homepage** 78% vs 60% (map pack vs lower in Maps); no clear difference among organic results.		
☐	**A dedicated page for each core service (AC repair, AC installation, furnace repair, furnace installation, heat pumps, maintenance, ductwork)** Median 18 service pages vs 11; passes the correction only narrowly.		
☐	**A blog that gets posts (or none at all: a stale blog helps nobody)** 73% vs 57% have a blog; passes the correction only narrowly.		

Priority 2: the basics (no reliable difference)

	Item	Owner	Date done
☐	**Click-to-call phone link in the header on every page** 93% of HVAC sites have one. Map pack 97% vs 91% (weak); organic 96% vs 96% (no clear difference).		
☐	**LocalBusiness schema (HVACBusiness subtype) on the homepage and location pages** 70% of HVAC sites have it. Map pack 77% vs 66% (weak).		
☐	**Metro name in the homepage title tag** 73% of HVAC sites have it. Map pack 80% vs 72% (no clear difference); organic 75% vs 69% (no clear difference).		
☐	**A page for each city or area you actually serve, with real local content (jobs done there, local reviews with permission); never city-swapped copies** 71% of HVAC sites have location pages, median 18.5. Map pack 74% vs 68% (no clear difference); organic 83% vs 78% (no clear difference). Google's doorway-abuse policy applies.		
☐	**Contact or quote form on the homepage** Map pack 49% vs 47% (no clear difference); organic 49% vs 51% (no clear difference).		
☐	**Real customer reviews shown on the site (review widget or quoted reviews, with permission)** Map pack 43% vs 32% (weak).		

Priority 3: technical hygiene

	Item	Owner	Date done
☐	**HTTPS on every page** 767 of 768 HVAC sites have it.		
☐	**A meta description on every page** 16% of HVAC sites lack one on a quarter or more of their pages.		
☐	**One H1 on every page** 10% lack an H1 on a quarter or more of their pages.		
☐	**A unique title on every page** 4% duplicate titles on a quarter or more of their pages.		

Setup and upkeep: best practice

	Item	Owner	Date done
☐	**Business Profile claimed and verified** Best practice (not study data).		
☐	**Business name exactly as on your signage and paperwork, no added keywords or cities** Best practice (not study data). Google's guidelines say extra words can get the profile suspended.		

☐	**Service area set to the areas you really cover; street address hidden if customers don't visit you** Best practice (not study data); Google guidelines.		
☐	**Website link and a local phone number on the profile** Best practice (not study data); Google guidelines on phone numbers.		
☐	**Name, address and phone identical on your website, profile and the directories that rank for your searches (Yelp, Angi, BBB and others)** Best practice (not study data). See the HVAC directories guide.		
☐	**Reply to every review, good and bad** Best practice (not study data). The study's reply-rate gap (median 93% of the newest 20 vs 85%) is weak.		
☐	**Search Console and Google Analytics set up and verified** Best practice (not study data).		

Monthly tasks

	Item	Owner	Date done
☐	**Check map-pack position for your top 3 searches from a phone inside your service area** Best practice (not study data).		
☐	**Check profile calls, website clicks and direction requests** Best practice (not study data).		
☐	**Count new reviews this month against last month** Best practice (not study data). Benchmark: map-pack median of 19 new reviews in 30 days vs 4 for the rest.		
☐	**Check Search Console clicks for service and city searches; fix any page that dropped** Best practice (not study data).		

Source: The Fractional SEO HVAC Study, November 2026. Study figures are correlations, not proof of cause. Full guide: thefractionalseo.com/industries/hvac/resources/hvac-local-seo-checklist/