

Free business listing checklist

Four places to publish an HVAC business profile and website address

A citation identifies the business. A backlink points to its website. These platforms offer free basic profiles. Verification, website-link presentation and eligibility follow platform rules. No listing guarantees ranking credit.

Google Business Profile

<https://business.google.com/>

Claim the existing profile or add an eligible business. Add the website, HVAC category, hours and service area. Hide the address when customers are not served there.

☐ Claimed / created ☐ Website added ☐ Verified ☐ Link tested

Bing Places for Business

<https://www.bing.com/forbusiness/>

Claim or add the listing, review business details and complete verification. Check the website destination after publication.

☐ Claimed / created ☐ Website added ☐ Verified ☐ Link tested

Yelp for Business

<https://biz.yelp.com/>

Claim the business page for free. Add the business website, service details and contact information. Paid advertising is optional.

☐ Claimed / created ☐ Website added ☐ Verified ☐ Link tested

Nextdoor Business Page

<https://business.nextdoor.com/local>

Claim or create a free Business Page. Add the website and service details, then complete the required business verification.

☐ Claimed / created ☐ Website added ☐ Verified ☐ Link tested

Sources: Google Business Profile help, Bing Places help, Yelp claiming and business-information guidelines, and Nextdoor Business Page guidance. The setup addresses above open the official services.

Prepare, publish and track

Complete one record for each listing or earned-link opportunity

- ☐ Business name matches established branding and the website.
- ☐ Phone, website URL, hours and service territory are accurate.
- ☐ Owner-controlled login and recovery details are recorded securely.
- ☐ Existing profiles were checked before creating a duplicate.
- ☐ Business category, description and photos reflect actual HVAC services.
- ☐ Published website button opens the intended page on a phone.

Additional earned-link opportunities

Existing supplier or manufacturer: ask whether the current relationship includes a dealer-directory entry at no extra charge. Record eligibility and approval before counting it as an opportunity.

Existing local coverage: ask the publisher to add the company website to an accurate mention. The publisher decides whether to include the link. Paid memberships and sponsorships need their own budget approval.

Platform / publisher

Public profile or article URL

Website destination

Owner / submission date

Verification status / follow-up date

Final review: confirm the listing is public and accurate. Record any missing website link or correction request. Recheck after a change to the company phone, website, hours or service territory.