HVAC BUSINESS RESOURCES

HVAC SEO checklist

01 / Website: _____ | Audit date: _____

1. Match HVAC keywords to customer intent

- ☐ Primary service and location intent mapped to one relevant page.
- ☐ Target query / page / customer intent recorded.

Page / evidence / issue owner / due date

2. Manage the Google Business Profile

- ☐ Business identity, categories, service area and contact details reviewed.
- ☐ Profile ownership and current service details confirmed.

Page / evidence / issue owner / due date

3. Build HVAC service and location pages

- ☐ Service scope, location relevance, evidence and contact action present.
- ☐ Duplicate or unsupported location content removed.

Page / evidence / issue owner / due date

4. Write page titles, headings and answers

- ☐ Title, H1, answer and supporting headings match the page intent.
- ☐ Images have descriptive alt text and relevant surrounding content.

Page / evidence / issue owner / due date

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5. Improve crawlability, speed and mobile usability

- ☐ Important pages crawlable and internally linked.
- ☐ Mobile layout, speed and contact forms checked.

Page / evidence / issue owner / due date

6. Earn reviews and local mentions

- ☐ Review requests and responses assigned to an owner.
- ☐ Business details consistent in relevant local listings.

Page / evidence / issue owner / due date

7. Measure HVAC leads and page results

- ☐ Search performance and qualified inquiries recorded.
- ☐ Page changes connected to booked-job outcomes.

Page / evidence / issue owner / due date

Next review

Priority fixes / baseline / next measurement date