Sample HVAC Ltd.

sample-hvac.example | Google searched from Maple Town, Ontario, Canada | Data collected 2026-11-19

Your top 3 competitors are the businesses Google Maps ranks highest for "hvac contractor maple town", searched from Maple Town. Review text is never quoted. Lines marked **[Estimate]** are judgment.

1. Side by side

Business	Maps	Organic	Rating (reviews)	New reviews / month	Replies	Google ads	Photos
Sample HVAC Ltd.	#3	Not in top 20	4.7 (450)	6.7	8%	3	15
Competitor A	#1	Not in top 20	5 (36)	6.3	100%	18	2
Competitor B	#2	Not in top 20	4.6 (56)	6.3	50%	6	7
Competitor C	#4	Not in top 20	4.7 (24)	5.0	20%	0	23

Maps and organic positions for "hvac contractor maple town", searched from Maple Town. New reviews per month: reviews dated in the last 90 days among the 50 most recent, divided by 3 (a + means all 50 were recent, so the real rate is higher).

2. What to copy, easiest first

Effort	Do this
Low	Reply to reviews. The best competitor replies to 100% of recent reviews; the business replies to 8%.
Low	Say it where customers look (profile, homepage, ads): 24/7 or emergency service. 1 of 3 competitors leads with it in their Google ads.
Low	Say it where customers look (profile, homepage, ads): financing or monthly payments. 1 of 3 competitors leads with it in their Google ads.
Low	Say it where customers look (profile, homepage, ads): a price in the ad. 1 of 3 competitors leads with it in their Google ads.
Medium	Build a page for "service hot water tank" (2,900 searches a month): Competitor A ranks #48 for it and the business does not rank in Google's data.
Medium	Build a page for "gas fireplace repair" (2,400 searches a month): Competitor A ranks #29 for it and the business does not rank in Google's data.
Medium	Build a page for "hvac maple town" (1,600 searches a month): Competitor A ranks #10 for it and the business does not rank in Google's data.
Medium	1 of 3 competitors runs Facebook or Instagram ads (matched by page name). A small local campaign is worth a test.

YOUR NEXT STEP

Matched to what this report found

Reputation

From your copy list: Reply to reviews. The best competitor replies to 100% of recent reviews; the business replies to 8%.

Everything in Monitor, plus reply drafts for every new review and review requests sent to your customers by text and email.

$99 a month. Set up within 3 business days.

About the Reputation plan

Check your progress, free

After you make changes, run the free score again. It checks your Google profile, reviews, map rankings, website and AI readiness in one go.

levelheadedmarketing.com/free-visibility-score

Nothing here is needed to act on this report: every step in it can be done yourself. Questions? Reply to the email this report came with.

3. Competitor A (competitor-a.example)

Google profile	HVAC contractor; reported as claimed

Google ads	18 ads in Google Ads Transparency, running since 2025-08-06
What their ads lead with	24/7 or emergency service, Financing or monthly payments, A price in the ad, Star rating or review count
Facebook and Instagram ads	2 active ads found by page name
Keywords they rank for and the business does not	136

Keyword (not branded)	Searches / month	Their position	Cost per click
service hot water tank	2900	#48	$14.50
gas fireplace repair	2400	#29	$9.88
hvac maple town	1600	#10	$9.95
furnace filter replacement schedule	1600	#43	$1.50
gas fireplace service	1000	#52	$9.34
maple town hvac companies	720	#9	$10.68
hvac services maple town	720	#11	$10.68
maple town ac repair	480	#14	$36.59

4. Competitor B (competitor-b.example)

Google profile	HVAC contractor; reported as claimed
Google ads	6 ads in Google Ads Transparency, running since 2025-08-06
What their ads lead with	Free estimates or quotes, Same-day or fast service, Years in business, Licensed, certified or insured, Local wording (the town or 'local')
Facebook and Instagram ads	0 active ads found by page name
Keywords they rank for and the business does not	116

Keyword (not branded)	Searches / month	Their position	Cost per click
service hot water tank	2900	#48	$14.50
gas fireplace repair	2400	#31	$9.88
hvac maple town	1600	#10	$9.95
furnace filter replacement schedule	1600	#44	$1.50
gas fireplace service	1000	#54	$9.34
maple town hvac companies	720	#12	$10.68
hvac services maple town	720	#16	$10.68
maple town ac repair	480	#14	$36.59

5. Competitor C (competitor-c.example)

Google profile	Air conditioning contractor; reported as claimed
Google ads	0 ads in Google Ads Transparency
What their ads lead with	No ad text found
Facebook and Instagram ads	0 active ads found by page name
Keywords they rank for and the business does not	96

Keyword (not branded)	Searches / month	Their position	Cost per click
service hot water tank	2900	#44	$14.50
gas fireplace repair	2400	#35	$9.88
hvac maple town	1600	#14	$9.95

furnace filter replacement schedule	1600	#40	$1.50
gas fireplace service	1000	#60	$9.34
maple town hvac companies	720	#8	$10.68
hvac services maple town	720	#13	$10.68
maple town ac repair	480	#17	$36.59

Method

Competitors: Google Maps top results searched from the town centre, excluding the business and listings without a website. Ads: Google Ads Transparency (ad text read automatically, themes only, no copying of their wording). Keywords: DataForSEO Labs, Google Canada, keywords the competitor ranks for in the top 100 where the business does not appear, brand names removed. Reviews: the 50 most recent per business, counts and dates only. Facebook and Instagram ads: Meta Ad Library matched by page name, which can miss pages with a different name.

Data calls and cost

Built from cached data: no paid calls were made for this report.