Sample HVAC Ltd.

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

Every number comes from live search, listing, review and website data collected on 2026-11-19, or from a crawl of the website. Lines marked **[Estimate]** are judgment.

1. Summary

LOCAL VISIBILITY SCORE

80 / 100 CLOSE TO LEVEL

Score: 80 out of 100: close to level (70 to 84). Level is 85 and up.



WHERE THE POINTS WENT

Google profile	25 / 25
Reviews	19.9 / 25
Map rankings	14 / 20
Website	14.3 / 20
AI readiness	7 / 10

1. **Map rankings.** Searched from Maple Town, the business is in the Google top 20 for 0 of 10 core keywords and in the map pack for 2 of 10.
2. **Website.** Mobile speed score 38 out of 100; the main content loads in 12.2 s against a 2.5 s target.
3. **AI readiness.** ChatGPT named the business in 1 of 5 live answers to Maple Town buying questions. The website's AI readiness checks (AI crawler access, business schema, FAQ content, homepage text, llms.txt) score 7 of 10.
4. **Website.** 7 of 8 website pages found in the crawl return an error (such as HTTP 404) when requested directly, which is what Google sees.
5. **Reviews.** Google rating 4.7 from 450 reviews, with owner replies on 0 of the 50 most recent. Competitors: Competitor G 4.9 (1235), Competitor J 4.9 (1237).

2. Business confirmed

Name on Google	Sample HVAC Ltd.
Address	100 Sample Street, Maple Town, ON K1A 0A0
Website on profile	sample-hvac.example (matches sample-hvac.example)
Match	Confirmed: website on the Google profile matches the domain
Search location	Maple Town, Ontario, Canada

3. Map rankings: where the business ranks on Google (searched from Maple Town)

Keyword	Searches / month	Organic (top 20)	In map pack	#1 organic result	Map pack (top 3)
hvac contractor maple town	70	Not in top 20	Yes (#2)	listings-18.example	Competitor G, Sample HVAC Ltd., Competitor J
hvac company maple town	720	Not in top 20	Yes (#3)	competitor-p.example	Competitor G, Competitor J, Sample HVAC Ltd.
furnace repair maple town	480	Not in top 20	No	competitor-p.example	Competitor E, Competitor M, Competitor G
furnace installation maple town	90	Not in top 20	No	competitor-p.example	Competitor E, Competitor G, Competitor M
air conditioning repair maple town	480	Not in top 20	No	listings-41.example	No map pack shown

ac installation maple town	210	Not in top 20	No	competitor-q.example	Competitor E, Competitor G, Competitor J
heat pump installation maple town	90	Not in top 20	No	listings-64.example	Competitor G, Competitor E, Competitor J
ductless heat pump maple town	n/a	Not in top 20	No	listings-66.example	Competitor J, Competitor M, Competitor E
heating and cooling maple town	260	Not in top 20	No	listings-65.example	Competitor G, Competitor T, Competitor M
hvac repair maple town	90	Not in top 20	No	competitor-p.example	No map pack shown

Google Maps, top 100 places, searched from the city centre

- "hvac contractor maple town": #3
- "hvac company maple town": #2

4. Keywords the site ranks for (DataForSEO Labs, Google Canada)

DataForSEO Labs finds the domain ranking for **205** keywords.

Keyword	Position	Searches / month
central ac installation	32	1300
central air conditioner installation	37	1300
heater repair near me	40	2400
repair heating	49	320
heater repair	53	320
air conditioning maple town	56	390
maple town air conditioners	56	390
repair heater	59	320
heater service near me	61	1300
heating repair	64	720

5. Compared with the top competitors

Business	Google rating (reviews)	Profile	Keywords ranked	Linking websites
Sample HVAC Ltd.	4.7 (450)	Reported as claimed	205	207
Competitor G	4.9 (1235)	Reported as claimed	157	165
Competitor J	4.9 (1237)	Reported as claimed	1376	1560

Claimed status is as reported by Google Maps data, not verified with Google. Link counts come from Moz; link indexes undercount small local sites.

6. Google profile and reviews

Profile status	Reported as claimed
Main category	HVAC contractor
All categories	HVAC contractor, Air conditioning contractor, Air conditioning repair service, Furnace repair service, Heating contractor
Opening hours	Listed
Phone	+1613-555-0100
Photos	15
Rating	4.7 from 450 reviews
Owner replies	0 of the 50 most recent reviews

1 and 2 star reviews	0 of the 50 most recent

Review text is not quoted in this report.

7. Google Ads

Google Ads Transparency shows 3 ads traceable to sample-hvac.example.

8. AI readiness: what ChatGPT says (live answers with web search, country Canada)

ChatGPT named the business in 1 of 5 live answers to Maple Town buying questions.

Question	Business named?	Who ChatGPT recommended
Who are the best hvac companies in Maple Town?	Yes, #3 of 6	Competitor D, Competitor B, Sample HVAC Ltd., Competitor A, Competitor F, Competitor E
Who should I call for furnace repair in Maple Town?	No	Competitor G, Competitor F, Competitor E, Competitor B, Competitor C
Recommend a company for furnace installation in Maple Town.	No	Competitor F, Competitor E, Competitor C, Competitor G, Competitor C
Which hvac contractors in Maple Town have the best reviews?	No	Competitor G, Competitor F, Competitor C, Competitor E, Competitor D
Who offers emergency hvac service in Maple Town?	No	Competitor B, Competitor D, Competitor C, Competitor F, Competitor A

9. Website: speed and pages

Speed (Google Lighthouse, mobile, homepage)

Performance score	38 out of 100
Main content load (LCP)	12.2 s (target 2.5 s)
Page weight	Total size was 18,541 KiB

Crawl (1 pages)

HTTPS	Yes
Mobile viewport	Yes
Homepage H1	Yes
Homepage title and meta description	Yes
Local business schema	Yes (City, HVACBusiness, PostalAddress)
Pages under 300 words	0
Duplicate page titles	0
Pages missing a meta description	0
Pages with errors	7

Service pages for the core keywords (5 of 10)

Service	Page
hvac contractor	https://sample-hvac.example/
hvac company	https://sample-hvac.example/
furnace repair	No page found
furnace installation	No page found
air conditioning repair	No page found

ac installation	https://sample-hvac.example/
heat pump installation	No page found
ductless heat pump	No page found
heating and cooling	https://sample-hvac.example/
hvac repair	https://sample-hvac.example/

10. Quick wins

1. Fix the web server so the 7 inner pages return the page instead of an error when requested directly.
2. Reply to every Google review, starting with the 50 recent ones that have no reply.
3. Build a page for "furnace repair maple town" (480 searches a month).

11. Your 90-day plan

Each step works on one of the findings in section 1, and every step can be done yourself. The plan sets no targets: what moves, and how fast, depends on your market and your competitors. When the 12 weeks are up, run the free score again: it uses the same formula as this report's score, so you can see which sections moved.

Step	Finding
Weeks 1 and 2: fix what is broken or missing	
Check that the name, address and phone on the Google profile match the website exactly.	**1. Map rankings**
Fix the web server so the 7 pages that return an error load properly when requested directly.	**4. Website**
Reply to the recent reviews that have no owner reply (section 6: replies on 0 of the 50 most recent), starting with any low ratings.	**5. Reviews**
Copy the profile's direct review link from the Google profile (Ask for reviews) so it is ready to send.	**5. Reviews**
Weeks 3 to 6: build what is thin	
Add your services and the areas you serve to the Google profile, and add photos of recent jobs.	**1. Map rankings**
Speed up the homepage: its main content loads in 12.2 s against the 2.5 s target. Resize and compress images, and defer scripts the page does not need to show.	**2. Website**
Add an FAQ section answering the questions buyers ask; section 8 lists the ones ChatGPT was asked.	**3. AI readiness**
Add an llms.txt file at the site root that lists your services, service area and contact details.	**3. AI readiness**
In Google Search Console, check the page indexing report and ask Google to recrawl the fixed pages.	**4. Website**
Ask every customer for a review when the job is done, with the direct link in a text or email the same day.	**5. Reviews**
Weeks 7 to 12: keep it going and check what moved	
Get listed on local websites that link to businesses like yours: trade associations, suppliers, local directories and sponsorships. Section 5 shows 207 websites linking to yours against 1560 for Competitor J.	**1. Map rankings**
Test the homepage and your main service pages again in Google PageSpeed Insights after each change.	**2. Website**
Ask ChatGPT the questions in section 8 again and note whether it names you, and who it names instead.	**3. AI readiness**
Keep asking after every job and reply to each new review. Section 5 shows your 450 reviews against 1237 for Competitor J, the competitor with the most.	**5. Reviews**

12. What this is worth

The 8 core keywords where the business is not in the top 3 or the map pack add up to about **1,700 searches a month** in Canada (7 of them have volume data). Reaching the top 3 or the map pack for them could mean about **4 (low), 14 (typical) or 34 (strong) extra calls a month**. [Estimate]

YOUR NEXT STEP

Matched to your biggest gap: Map rankings

Competitor Spy Report

14 of 20 points, the most lost of the five score sections, for "hvac contractor maple town" searched from Maple Town.

Your top 3 local competitors: the ads they run, the keywords they rank for, their reviews, and what to copy.

$39. PDF by email, usually within 30 minutes.

About the Competitor Spy Report

Check your progress, free

After you make changes, run the free score again. It uses the same formula as this report's score, so you can see what moved.

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.

Appendix A. Score formula

Part	Points	How it is scored (the same formula as the free score)
Google profile	25	A matched listing 5, not flagged unclaimed by Google 6, main category set 3, hours listed 4, phone listed 3, website on the listing matches the website 4
Reviews	25	Rating: 10 x (rating minus 3.5) / 1.5, kept between 0 and 10. Count: 1 point per 10 reviews, up to 10. Against the map pack: 5 x reviews / the median review count of the other map pack businesses (50 when none is shown), up to 5
Map rankings	20	One Google search for the main category and the town, searched from the town: in the map pack 14; organic top 3 = 6, 4 to 10 = 4, 11 to 20 = 2
Website	20	HTTPS 3, mobile viewport 2, homepage title and meta description 2, homepage H1 2, local business schema 3, tap to call link 2, Lighthouse mobile performance / 100 x 6
AI readiness	10	AI crawlers not blocked in robots.txt 3, business schema 2, FAQ content 2, 300 or more words on the homepage 2, llms.txt 1
Total	100	Points over the points checked, x 100. A part that cannot be checked (no Google listing matched, or the search failed) is left out, never scored 0

Appendix B. Keywords and how they were chosen

#	Keyword	Source	Search location
1	hvac contractor maple town	trade list	Maple Town,Ontario,Canada
2	hvac company maple town	trade list	Maple Town,Ontario,Canada
3	furnace repair maple town	trade list	Maple Town,Ontario,Canada
4	furnace installation maple town	trade list	Maple Town,Ontario,Canada
5	air conditioning repair maple town	trade list	Maple Town,Ontario,Canada
6	ac installation maple town	trade list	Maple Town,Ontario,Canada
7	heat pump installation maple town	trade list	Maple Town,Ontario,Canada
8	ductless heat pump maple town	trade list	Maple Town,Ontario,Canada
9	heating and cooling maple town	trade list	Maple Town,Ontario,Canada
10	hvac repair maple town	trade list	Maple Town,Ontario,Canada

Appendix C. Worth estimate method

Monthly searches (Canada) for core keywords where the business is not in the top 3 or the map pack, times a calls-per-search rate (low 0.25%, typical 0.80%, strong 2.00%). **[Estimate]**

Appendix D. Data calls and cost

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