Sample HVAC Ltd.

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

Local visibility score

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

5 findings that cost you the most

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).

3 quick wins for this week

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).

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

Upgrade to the Full Report

Everything here, plus 10 keywords searched from Maple Town with Google Maps positions, your reviews against your top competitors, site speed and every page checked, 5 live ChatGPT answers, a 90-day plan built from the findings, and every data source with its cost.

Full Report $47.99, minus the $8 you paid for this report: **you pay $39.99**.

See the Full Report

Use the upgrade link in your report email to get the credit. The credit is for this business and lasts 30 days from your order.

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.

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

About the Competitor Spy Report

Neither is needed to act on this report: the quick wins above are things you can do yourself. Questions? Reply to the email this report came with.

Score formula, the same one as the free score: Google profile 25, reviews 25, map rankings 20, website 20, AI readiness 10. Bands: under 40 way off level, 40 to 69 off level, 70 to 84 close to level, 85 and up level. Figures come from live Google, Maps, review, Lighthouse and ChatGPT data and a crawl of the website. [Estimate] marks judgment; "reported as" marks what we could not verify directly. Level Headed Marketing, levelheadedmarketing.com