



HVAC

SEO Checklist



Introduction

Running an HVAC business today isn't just about fixing ACs and heaters — it's about being found, trusted, and chosen by local customers.

This short checklist by **Like Butter Digital** focuses only on what actually moves the needle: **more calls, more booked jobs, and stronger local visibility.**



Who This Is For

- Local HVAC companies
- AC repair & installation businesses
- Heating & furnace contractors

If customers need to call you to book work, this checklist applies to you.

A. ON-PAGE SEO (Your Website)


Think of this as tuning your website for performance.

Website Must-Haves


- ✔ Phone number visible on every page
- ✔ "Call Now" button for mobile users
- ✔ Clear service list (AC Repair, Heating, Duct Cleaning, etc.)
- ✔ Fast-loading, mobile-friendly website

If users can't find what they need in 10 seconds, they leave.

Service & Location Pages

 Per-Service Pages:

- ✔ Create one page per service (no generic services page)
- ✔ Include: problems you fix, symptoms, process, photos, FAQs, pricing range

 Serving multiple cities?

- ✔ Create one page per location
- ✔ Avoid duplicate pages with only city names swapped

Trust-Building Content

Add visible proof:

- Local blogs or seasonal HVAC tips
- Before/after photos
- Technician videos
- Certifications, experience, warranties
- Financing options (if available)

 More proof = faster booking decisions.

B. OFF-PAGE SEO (Authority & Trust)

Think of this as tuning your website for performance.

Business Listings

- ✔ List your business on relevant local directories
- ✔ Ensure NAP consistency (Name, Address, Phone)

Even small mismatches can hurt rankings.

Local Backlinks

- ✓ Get links from suppliers, builders, local partners
- ✓ Contribute guest posts to local or HVAC-related blogs

Quality local links beat quantity.

B. OFF-PAGE SEO (Authority & Trust)

Think of this as tuning your website for performance.

1. Core Information

- ✓ Real business name (no keywords)
- ✓ Primary category: HVAC Contractor / Heating & Air Conditioning
- ✓ Accurate address, local phone number
- ✓ Correct hours (include emergencies & holidays)

2. Services & Description

- ✓ Clear, customer-focused description (750 characters)
- ✓ Add each service separately
- ✓ Define service areas

3. Photos & Media

- ✓ Logo + cover photo
- ✓ Technicians, trucks, completed jobs
- ✓ Refresh photos monthly

4. Reviews

- ✓ Ask every happy customer for a review
- ✓ Respond to all reviews professionally
- ✓ Use service + city keywords naturally

The first 5 reviews matter most.

5. Posts & Q&A

- ✓ Post weekly (tips, offers, updates)
- ✓ Seed and answer common FAQs

Fresh profiles rank better.

D. Technical SEO (Quick Check)



Mobile-friendly site



HTTPS security



Fast page speed



Call & form tracking

Want more calls, booked jobs, and visibility over competitors?

Like Butter Digital helps HVAC businesses dominate local search through proven SEO and Google Business Profile strategies.

Ready to turn searches into service calls?

Contact Like Butter Digital today.

