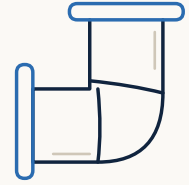


The HVAC SEO checklist

Twenty-three fixes, organized by how often you actually do them. Most owners do the setup, feel finished, and stop. The monthly page is the one that decides whether any of this works.



~7 hrs ONE-TIME SETUP	90 min EVERY MONTH	4 hrs TWICE A YEAR	\$0 TOOLS REQUIRED
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If you only do five things

~85 MINUTES

- ☐ **Set your primary category to HVAC contractor.** Decides which searches you're eligible for at all. 5 min
- ☐ **List every service individually.** Not one paragraph. One entry each. 20 min
- ☐ **Upload ten real photos.** Your trucks, your techs, finished work. Never stock. 30 min
- ☐ **Text your last ten happy customers a review link.** Fastest thing on this page. 15 min
- ☐ **Respond to every review you've never answered.** Especially the rough ones. 15 min

Do these once

12 FIXES • ABOUT 7 HOURS

- ☐ **1. Primary category set to HVAC contractor.** 5 min
- ☐ **2. Add every relevant secondary category.** Add what's true, skip what isn't. 10 min
- ☐ **3. List every service individually, with a short description.** 20 min
- ☐ **4. Set hours honestly, including emergency availability.** 5 min
- ☐ **5. Set your service area to towns you actually serve.** 10 min
- ☐ **6. Upload ten real photos.** Trucks, techs, installs, the shop. 30 min
- ☐ **7. Answer the Q&A section on your own profile.** Anyone can answer it. Including a competitor. 20 min
- ☐ **8. Find and remove duplicate listings.** They split your reviews in half. 30 min
- ☐ **9. Make your phone number tappable above the fold.** 15 min
- ☐ **10. Build one page per major service.** 2-3 hrs
- ☐ **11. Name, address, phone identical everywhere.** Boring. Decisive. 45 min
- ☐ **12. Build pages only for towns your trucks reach.** 1-2 hrs

The monthly habits are on the back.



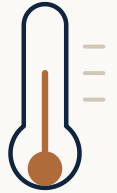
Your Path Marketing

That's the page that compounds. Put 90 minutes on the calendar for the same day each month before you start item one.

yourpathmarketing.com

Every month, and twice a year

Owners don't fail because they can't find a task list. They fail because nothing on it repeated. This page is the difference.



Do these every month

7 HABITS • ABOUT 90 MINUTES

- | | |
|--|--------|
| ☐ 1. Text your last ten happy customers a review link. Ask when the cold house is warm again. | 15 min |
| ☐ 2. Respond to every new review. Name the town and the service in your reply. | 15 min |
| ☐ 3. Add photos from finished jobs. Two or three. A stale profile reads as a stale company. | 10 min |
| ☐ 4. Post once to your profile. It doesn't need to be clever. It needs to exist. | 10 min |
| ☐ 5. Check your three money searches from your phone. Private window, in your service area. | 10 min |
| ☐ 6. Write down last month's calls from profile insights. One number in a notebook. | 5 min |
| ☐ 7. Answer one real customer question as a page. Twelve a year is a content strategy. | 30 min |

Do these twice a year

4 MOVES • ABOUT 2 HOURS EACH TIME

- | | |
|--|--------|
| ☐ 1. Heating content in late summer, cooling content in late winter. Two to four months ahead. The first cold snap is the deadline, not the starting gun. | 2 hrs |
| ☐ 2. Review your service area and hours before each season flips. | 15 min |
| ☐ 3. Check your profile before the first freeze and the first heat wave. | 20 min |
| ☐ 4. Refresh photos so the season on your profile matches the one outside. | 20 min |

Skip these four

0 MINUTES • ON PURPOSE

- | | |
|---|------|
| ☐ Domain authority scores and website graders. Not Google numbers. No homeowner ever hired the better score. | skip |
| ☐ Keyword stuffing. Stopped working a decade ago. Now it just reads desperate. | skip |
| ☐ Paid directory blasts. 400 sites nobody visits. Low-quality links can hurt. | skip |
| ☐ This month's algorithm hack. Everything above survived every update, because none of it is a trick. | skip |

The honest math. About 26 hours in year one, 22 every year after. **If 90 minutes a month isn't going to happen, don't start.** Do the five on page one, then either hire someone or keep your money and know exactly why your phone is quieter than your competitor's. An abandoned checklist is worse than no checklist.

Want to know where you stand before you start?

The free visibility audit measures the same things this list fixes: where you rank in every town you serve, what that visibility is worth, and whether AI tools name you or a competitor. One page, two business days, yours either way.



Your Path Marketing

yourpathmarketing.com/free-audit

One HVAC company per service area.