

5 Things Phoenix HVAC Companies Must Have Online Before Summer

to stop losing customers to competitors

2 min read

Actionable today

Phoenix market

I've personally sold over \$3M in revenue in the trades industry.

I know exactly what makes homeowners choose one HVAC company over another.

1

A working, mobile-friendly website

When someone's AC dies at 115 degrees they grab their phone. If your site doesn't load fast and look clean on mobile you've already lost the call.

76% of local HVAC searches happen on mobile

Without this: customers can't find you or trust you

2

A Google Business Profile with recent photos

Your GBP is the first thing homeowners see before visiting your website. No photos or outdated info signals an inactive business both customers and Google.

Businesses with photos get 42% more direction requests

Without this: competitors with photos win the click every time

3

A contact form that sends leads to your phone

Most HVAC websites have broken or missing contact forms. Every form submission that disappears is a job you'll never know you lost.

68% of trades website contact forms don't work properly

Without this: leads hit a dead end and call your competitor

4

Your service areas listed clearly on every page

Google ranks local businesses higher for cities they specifically mention on their website. If Gilbert or Mesa isn't on your site, Google won't show you there.

Local SEO drives 46% of all Google searches

Without this: invisible to customers in your own backyard

5

Customer reviews displayed on your website

Homeowners choosing between two HVAC companies pick the one with visible social proof. Google reviews only on Google are half as powerful as reviews on your site.

93% of customers read reviews before choosing a local business

Without this: trust has to be earned from scratch on every visit