



HVAC Search + AI Visibility Audit

<https://summit-heating-air.example/>

52/100

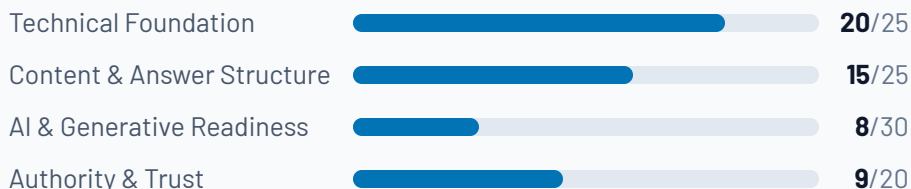
At Risk

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52/100

At Risk



The short version

Your HVAC website scored 52/100 (At Risk). You rank 2nd of 3 on AI search readiness against the competitors we checked. Your weakest area is AI & Generative Readiness. Below are 13 specific, paste-ready fixes ranked by impact, plus a hands-on design & UX review of your site.

How you stack up

You rank **2nd of 3** on AI search readiness against the competitors we checked.

SITE	ASRI SCORE
denvercomfortpros.example	76/100
summit-heating-air.example you	52/100
milehighhvac.example	46/100

What **denvercomfortpros.example** (the leader) does that you don't:

- AI assistants are blocked from reading your site
- No llms.txt file
- No page-level structured data
- No FAQ structured data
- No breadcrumb structured data

Authority & off-page (reviewed by hand)

The off-page signals a one-page scan can't see, pulled by our analyst.

DOMAIN RATING

18/100

Ahrefs authority score

REFERRING DOMAINS

24

3 real editorial links

RANKED KEYWORDS

41

organic search terms

How your Domain Rating compares



For **"ac repair denver"** (1,300 searches/mo) you rank **#28** — page 3 — a money term going to competitors.

Your brand is corroborated across the directories (Yelp, Angi, BBB), but you have almost no ranking authority for the searches that bring calls. Three editorial links from local or trade sites would move this faster than anything on-page.

Your Google Business Profile & local pack

The map pack drives more HVAC calls than any other channel. Here's where you stand.

Your Google Business Profile shows **38 reviews** at 4.6★ HVAC contractor.

Missing from your profile: photos, business hours.

For **HVAC contractor Denver, CO** you appear at map position **#4** – outside the top 3 “map pack” that gets the calls.

Who's winning the map pack for **HVAC contractor Denver, CO** right now:

#	BUSINESS IN THE MAP PACK	REVIEWS	RATING
1	Denver Comfort Pros	412	4.8★
2	Mile High HVAC	287	4.7★
3	Front Range Heating & Air	196	4.9★
4	Summit Heating & Air you	38	4.6★

Do this first – your 30-day priority order

Ranked by impact, so the first hour of work moves the needle the most.

1. **AI assistants are blocked from reading your site**

Your robots.txt blocks: GPTBot. Those are the crawlers AI assistants use to read and cite you.

2. **No llms.txt file**

No /llms.txt file was found (request returned 404).

3. **No page-level structured data**

No page-level (Service/WebPage) structured data was found.

4. **No FAQ structured data**

No FAQPage structured data was found on your homepage.

5. **No breadcrumb structured data**

No BreadcrumbList structured data was found.

Search & AI fixes

Every issue we found, with the exact fix – ranked by impact.

1. AI assistants are blocked from reading your site

When a customer asks ChatGPT or Gemini for AC repair near them, your site can't be quoted – your robots file blocks the AI crawlers. That's calls handed to competitors.

On your site: Your robots.txt blocks: GPTBot. Those are the crawlers AI assistants use to read and cite you.

- Open robots.txt and remove any Disallow rules blocking GPTBot, ClaudeBot, CCBot, PerplexityBot.
- Re-test that AI crawlers can fetch your pages.

What this is: robots.txt is a file at summit-heating-air.example/robots.txt that tells automated readers what they may access. If it blocks AI crawlers (GPTBot, ClaudeBot, etc.), those assistants literally can't read your site to cite you.

Example – allow the AI crawlers in robots.txt:

```
User-agent: GPTBot
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: PerplexityBot
Allow: /
```

2. No llms.txt file

An llms.txt file helps AI systems understand and surface your business – yours is missing.

On your site: No /llms.txt file was found (request returned 404).

- Add an /llms.txt file describing your business, services, and key pages in plain text.
- Keep it short and factual – it helps AI assistants summarize you correctly.

What this is: An llms.txt file is a plain-text summary of your business at summit-heating-air.example/llms.txt – like a cheat sheet AI assistants read to describe you correctly. It's the AI-era version of a sitemap.

Example – save as llms.txt at the root of your site:

```
# YOUR BUSINESS NAME
> HVAC repair, install, and maintenance in CITY, ST.
```

```
## Services
- AC repair & replacement
- Heating repair & install
- Maintenance plans
```

```
## Contact
- Phone: 555-555-5555
- Service area: CITY and surrounding areas
```

3. No page-level structured data

Page schema helps AI understand and quote your content; it's missing.

On your site: No page-level (Service/WebPage) structured data was found.

- Add Service or WebPage JSON-LD to your main service pages.

What this is: Service JSON-LD labels what a specific page is about (e.g. "AC Repair in CITY"), helping it rank for that service and be quoted accurately.

Example – paste in a service page's <head>:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Service",
  "serviceType": "AC Repair",
  "areaServed": "CITY",
  "provider": { "@type": "LocalBusiness", "name": "YOUR BUSINESS NAME" }
}
</script>
```

4. No FAQ structured data

FAQ schema is a top way to get pulled into AI answers and rich results – you have none.

On your site: No FAQPage structured data was found on your homepage.

- Add a short FAQ section to key pages and mark it up with FAQPage JSON-LD.
- Use real questions customers ask ("How much is an AC tune-up?").

What this is: An FAQ is a short list of real questions customers ask, with answers, on the page. FAQPage JSON-LD marks them up so Google can show them as expandable Q&As under your result – and AI assistants can lift the answers.

Example – pair a visible FAQ with this in the page <head>:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "How much does an AC tune-up cost?",
    "acceptedAnswer": { "@type": "Answer", "text": "Most tune-ups run $89-$149 in CITY..." }
  }]
}
</script>
```

5. No breadcrumb structured data

Breadcrumb schema helps search engines map your site structure.

On your site: No BreadcrumbList structured data was found.

- Add BreadcrumbList JSON-LD reflecting your page hierarchy.

What this is: A breadcrumb is the little “Home › Services › AC Repair” trail that shows where a page sits in your site. BreadcrumbList JSON-LD is hidden code that tells Google (and AI assistants) that trail, so they can show it under your listing and understand your site structure.

Example – paste in the page’s <head>, editing the names and URLs:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    { "@type": "ListItem", "position": 1, "name": "Home", "item": "https://summit-heating-air.example/" },
    { "@type": "ListItem", "position": 2, "name": "Services", "item": "https://summit-heating-air.example/services/" },
    { "@type": "ListItem", "position": 3, "name": "AC Repair", "item": "https://summit-heating-air.example/services/ac-repair/" }
  ]
}
</script>
```

6. Your brand isn’t connected to its profiles

No sameAs links to your social/business profiles, so search and AI can’t connect your brand entity.

On your site: We found 0 sameAs profile link(s) in your markup; 3+ connects your brand for search and AI.

- Add sameAs links in your schema pointing to your GBP, Facebook, Instagram, and Yelp.
- This connects your website to your verified profiles for search and AI.

What this is: “sameAs” links inside your schema point to your other verified profiles (Google Business Profile, Facebook, Yelp). They connect your website to those profiles so search and AI know they’re all the same business.

Example – add a sameAs array to your LocalBusiness schema:

```
"sameAs": [  
  "https://www.google.com/maps/place/...",  
  "https://www.facebook.com/YOURPAGE",  
  "https://www.yelp.com/biz/YOURBIZ"  
]
```

7. Your site looks abandoned to Google

There's no recent date anywhere on the page. Search engines and AI answers favor sites that look actively maintained – yours reads as stale.

On your site: No date was found anywhere on your homepage – it reads as unmaintained.

- Add or update a visible date on key pages (e.g. a recently-updated note or blog post).
- Publish something modest monthly so the site reads as actively maintained.

8. No clear About page for a customer to trust you

Customers letting a tech into their home or business want to know who you are. There's no findable About page telling them – and telling Google – your story.

On your site: No About page was found at the usual paths (/about, /about-us).

- Create an About page: who you are, years in business, service area, licenses, photos.
- Link it in the main nav so customers and search engines can find it.

9. Images are missing alt text

Missing alt text hurts accessibility and removes ranking and AI-readability signals.

On your site: 5 of your 9 images are missing alt text.

- Add descriptive alt text to every meaningful image (what it shows + service/city where natural).
- Leave alt empty only for purely decorative images.

What this is: Alt text is a short description of an image, read by screen readers and search engines (and used for AI image understanding). Describe what the photo shows.

Example – before and after:

```
<!-- before -->   
<!-- after --> 
```


10. Not enough content to rank

The page is too thin to compete for buyer searches or to be cited in AI answers.

On your site: Your homepage has roughly 22KB of readable text.

- Build out service pages (AC repair, furnace install, maintenance) with real detail.
- Aim for substantive, specific copy — what you do, where, and why you're trusted.

What this is: “Thin” content means a page has too little real text for Google to understand and rank it — and too little for an AI assistant to quote. The fix is a genuine page per service with specifics, not a sentence or two.

Example — an outline for a service page that ranks:

AC Repair in CITY

- Problems we fix (no cooling, frozen coil, blower issues)
- Brands we service (Trane, Carrier, Lennox, ...)
- Service area: CITY + nearby towns
- Typical pricing: diagnostic \$XX, common repairs \$XXX-\$XXX
- Why us: licensed, insured, X years, warranty
- FAQ: "How fast can you come out?", "Do you offer financing?"

11. Missing trust pages (privacy / terms)

Basic privacy and terms pages signal a legitimate business to both customers and Google. Yours are missing or incomplete.

On your site: Privacy page: found. Terms page: missing.

- Add a Privacy Policy and a Terms page (generators are fine to start).
- Link them in the footer.

12. Your search snippet isn't selling the call

The description Google shows under your link is missing or the wrong length, so your listing doesn't pull the click when someone's comparing HVAC companies.

On your site: Your meta description is 98 characters: “Summit Heating & Air keeps Denver homes comfortable with fast AC repair and furnace installation.”. The ideal range is 120–160.

- Write a 120–160 character description that names your service + city and a reason to call.
- Lead with the outcome (“Same-day AC repair in {city}”) not your company name.
- Add it to the homepage <meta name=“description”> tag.

What this is: The meta description is the short blurb under your link in Google results. A good one names your service + city and gives a reason to click; without it Google writes its own.

Example – add to your homepage <head>:

```
<meta name="description" content="Same-day AC repair in CITY. Licensed, upfront pricing, 5-star service. Call 555-555-5555." />
```

13. Links look broken when shared

Missing Open Graph tags mean your pages show no image or title when shared or surfaced by AI.

On your site: We found 2 Open Graph tag(s) on your homepage; 4+ is best practice.

- Add Open Graph tags (og:title, og:description, og:image) so shared links show a preview.
- Use a branded image (logo + tagline) as the og:image.

What this is: Open Graph tags control the title, description, and image shown when your link is shared (texts, Facebook) or surfaced by AI. Without them, shared links look broken.

Example – add to your homepage <head>:

```
<meta property="og:title" content="YOUR BUSINESS NAME — HVAC in CITY" />
<meta property="og:description" content="Same-day AC & heating repair in CITY." />
<meta property="og:image" content="https://summit-heating-air.example/og-image.jpg" />
```

Your copy-paste build kit

Finished assets for your site, ready to paste in. Hand them to your web person as a work order.

Skip the retyping. Open your report online and click **Copy** – one click copies each asset (or the whole kit) cleanly, so nothing gets truncated across pages. [Open your online report](#)

We pre-filled these for you – confirm before pasting:

- Business name: **Summit Heating & Air** (from your site)
- Phone: **(303) 555-0142** (from your site)
- Address: **1840 Blake St, Denver, CO, 80202** (from your site)
- Linked profile: **<https://www.facebook.com/summitheatingair>** (from your site)

LocalBusiness schema – paste into your homepage <head>

```

<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "HVACBusiness",
  "name": "Summit Heating & Air",
  "url": "https://summit-heating-air.example/",
  "telephone": "(303) 555-0142",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "1840 Blake St",
    "addressLocality": "Denver",
    "addressRegion": "CO",
    "postalCode": "80202",
    "addressCountry": "US"
  },
  "areaServed": "Denver and surrounding areas",
  "makesOffer": [
    {
      "@type": "Offer",
      "itemOffered": {
        "@type": "Service",
        "name": "AC repair"
      }
    },
    {
      "@type": "Offer",
      "itemOffered": {
        "@type": "Service",
        "name": "AC installation"
      }
    },
    {
      "@type": "Offer",
      "itemOffered": {
        "@type": "Service",
        "name": "furnace repair"
      }
    },
    {
      "@type": "Offer",
      "itemOffered": {
        "@type": "Service",
        "name": "heating installation"
      }
    },
    {
      "@type": "Offer",
      "itemOffered": {
        "@type": "Service",
        "name": "HVAC maintenance"
      }
    },
    {
      "@type": "Offer",
      "itemOffered": {
        "@type": "Service",
        "name": "emergency HVAC service"
      }
    }
  ],
  "sameAs": [
    "https://www.facebook.com/summitheatingair"
  ]
}

```

```
]
}
</script>
```

FAQ schema – paste alongside a visible FAQ section

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "Best AC repair in Denver?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "[Write 1–2 plain sentences answering \"best AC repair in Denver\" — name your service area, pricing range, and response time.]"
      }
    },
    {
      "@type": "Question",
      "name": "Who fixes furnaces near Denver?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "[Write 1–2 plain sentences answering \"who fixes furnaces near Denver\" — name your service area, pricing range, and response time.]"
      }
    },
    {
      "@type": "Question",
      "name": "Emergency HVAC repair Denver?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "[Write 1–2 plain sentences answering \"emergency HVAC repair Denver\" — name your service area, pricing range, and response time.]"
      }
    },
    {
      "@type": "Question",
      "name": "Best HVAC company in Denver?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "[Write 1–2 plain sentences answering \"best HVAC company in Denver\" — name your service area, pricing range, and response time.]"
      }
    }
  ]
}
</script>
```

llms.txt – upload to summit-heating-air.example/llms.txt

Summit Heating & Air

> Summit Heating & Air provides AC repair, AC installation, furnace repair and more for customers and businesses.

Services

- AC repair
- AC installation
- furnace repair
- heating installation
- HVAC maintenance
- emergency HVAC service

Service area

- Denver and surrounding areas

Contact

- Website: <https://summit-heating-air.example/>
- Phone: (303) 555-0142

robots.txt – let AI assistants read your site

Remove the Disallow rules blocking AI crawlers, then add:

User-agent: GPTBot

Allow: /

User-agent: ClaudeBot

Allow: /

User-agent: PerplexityBot

Allow: /

Design & UX review

A creative director's read of your site the way a customer sees it.

First impression

Strong — the hero says 'AC Repair & Furnace Install in Denver' and the phone is visible. Add a one-line trust cue (years in business / license #).

Click-to-call

The number is tap-to-call on mobile, but it scrolls out of view. Pin a sticky call bar on phones.

Mobile usability

Comfortable tap targets, but the form fields are tight — add vertical padding so thumbs don't mis-tap.

Trust signals

Reviews and the license number aren't above the fold. Pull your Google rating and a license badge up near the hero.

Service-area clarity

Denver is named, but neighborhoods/suburbs aren't. List the cities you serve — it helps both customers and local search.

Conversion path

Two competing CTAs (call vs. 'book online'). Pick one primary action and make it dominant.

Visual credibility

Clean and current. Swap two stock photos for real truck/team shots to lift authenticity.

Speed feel

Loads fine, but the hero image is oversized. Compress it to keep the first paint snappy on phones.

How we scored you & plain-language glossary

Your score is the AI Search Readiness Index (ASRI): 45 checks across four weighted areas – Technical Foundation (25), Content & Answer Structure (25), AI & Generative Readiness (30), Authority & Trust (20) – summed to a score out of 100. Every finding names something we could verify on your own site.

Schema / structured data

Hidden code (JSON-LD) that tells Google and AI assistants exactly who you are, what you do, and where – so they can confirm and quote your business.

LocalBusiness schema

The structured-data type that states your name, address, phone, hours, and service area. It's how a search engine confirms you're a real local company.

llms.txt

A simple text file at `summit-heating-air.example/llms.txt` that describes your business in plain language for AI systems, the way `robots.txt` and sitemaps work for search engines.

AI crawler

The automated readers (GPTBot, ClaudeBot, PerplexityBot) AI assistants use to read your site. If your robots file blocks them, you can't be quoted in AI answers.

Canonical tag

A line of code telling search engines which version of a page is the 'official' one, so your ranking signals don't get split.

Open Graph tags

The title and image shown when your link is shared or surfaced by AI. Missing them makes your links look broken.

ASRI

AI Search Readiness Index – our 0–100 score across four areas (technical, content, AI readiness, trust) measuring how ready your site is for Google and AI search.

Questions? Email us — Brian & Savelle. **Backed by our money-back guarantee:** if this isn't worth more than you paid, tell us and we refund you in full. You keep the report either way.