

# The HVAC GBP Audit

What 80% of HVAC contractors in Collingwood  
get wrong

A free guide.

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# Why I wrote this

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I've audited dozens of HVAC contractor Google Business Profiles across the Georgian Bay corridor over the last year. And while every one is different, the same 6-7 issues come up in almost every audit. Most of them take less than an hour to fix.

The reason they're not fixed isn't that the owner doesn't care - it's that nobody told them what to look for. So this is what to look for. No retainer, no sales pitch, just the checklist I'd run through if you hired me to do an audit.

## The 7-point HVAC GBP checklist

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Your profile lives or dies on these 7 fields. If any are wrong, you're losing ranking - and more importantly, losing the right kind of calls.

### 1. Primary category

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Should be "HVAC Contractor" - the most specific match. Not "Heating Contractor" alone, not "Air Conditioning Contractor" alone. HVAC Contractor is the umbrella that gives you visibility across both seasons.

### 2. Secondary categories

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This is where most HVAC profiles fall flat. You want 4-6 secondary categories, not 1. The list to consider:

- Heating Contractor
- Air Conditioning Contractor
- Furnace Repair Service
- Heat Pump Supplier
- Ductwork Contractor
- Indoor Air Quality Service (if applicable)
- Solar Energy Equipment Supplier (if you do heat pumps and want the broader visibility)

Every secondary category opens you up to one more set of searches. Most HVAC contractors in Collingwood have only their primary category set - which means they're invisible for "furnace repair" and "AC installation" specifically.

### 3. Services list (with prices and descriptions)

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GBP lets you list services with descriptions and pricing ranges. Most HVAC contractors list 3 services. You should list 10-15: furnace repair, AC installation, heat pump installation, ductwork cleaning, indoor air quality assessment, emergency furnace service, tune-up packages, replacement quotes, and so on.

Pricing ranges are optional but worth including for the install services. "Starting at \$4,500" filters out price-shoppers and signals quality.

### 4. Photos

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The minimum is 20. Profiles with 20+ photos get 42% more views (per Google's own GBP help docs). You want:

- Storefront / vehicle (3-5 photos)
- Team in uniform (2-3)
- Recent installs - furnace + AC + heat pump (8-10)
- Ductwork / before-and-after work (4-5)

Photos should be uploaded fresh every month. Profiles with old photos signal a dormant business to Google.

### 5. Business description

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You get 750 characters. Use them all. Include: your city, your top 3 services, your differentiator (years in business, certifications, response time guarantee), and your phone number. The character limit isn't there to be polite - it's there to give Google more context for ranking.

### 6. Q&A seeded

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Most HVAC profiles have zero customer Q&A. This is one of the easiest wins in the entire playbook: post 6-8 common customer questions from a non-business Google account, then answer them as the owner.

Examples:

- "Do you do emergency furnace repair?"
- "Do you service Carrier / Lennox / Trane systems?"
- "How long does a typical install take?"
- "Do you offer financing on replacements?"

Public answers reduce friction for prospects and signal Google that you're an active, trusted profile.

## 7. Posts cadence

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GBP Posts are weekly content updates that appear directly on your profile. Most HVAC profiles haven't posted in 6+ months. Active profiles outrank dormant ones - period. The minimum cadence is 1 post per week, with content tied to seasonality:

- Spring: "AC tune-up special - book before May"
- Summer: "Heat pump installs - rebate season"
- Fall: "Furnace inspections before the first cold snap"
- Winter: "Emergency furnace repair, 24/7"

## Why these matter (the HVAC-specific case)

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HVAC has one of the highest dollar-per-call values of any local trade. A single furnace replacement covers 6 months of even premium SEO services. And the calls that matter - the high-margin install jobs, not the \$200 service calls - come from specific high-intent searches: "furnace replacement Collingwood," "AC installation Blue Mountain," "heat pump installer."

Those searches are won in the Map Pack, and the Map Pack is won by completing the 7 fields above. The difference between #4 and #2 in the Map Pack for "furnace repair Collingwood" is roughly 3x the call volume.

## The 5 most common mistakes I see

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These come up in nearly every HVAC GBP audit. None of them require a website rebuild, none of them cost money, and most can be fixed inside an hour.

### Mistake 1: Generic "HVAC" category only

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Missing the 5 secondary categories that capture furnace, AC, heat pump, and ductwork searches. Every additional category is one more search query you become visible for.

### Mistake 2: Last GBP post was 7+ months ago

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You posted about your spring AC special in March, then went silent. Google reads this as "this business may be dormant." Your competitor who posts weekly looks more active even if your work is better.

## Mistake 3: Generic service descriptions

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"We do furnace repair" instead of "24/7 emergency furnace repair in Collingwood and Blue Mountain. Most calls resolved same-day. Free estimates on replacements." The longer, more specific description matches more search queries.

## Mistake 4: Same-day review requests after install

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The customer just paid you \$5,000. They're stressed about the bill. They say yes when you ask for a review, then forget. The right time to ask is 2-3 weeks later when the system is working perfectly. Automate it via SMS.

## Mistake 5: Phone number on GBP doesn't match website

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You updated your business line last year but the website still has the old number in the footer. Google reads this as a NAP (name/address/phone) inconsistency and discounts your profile's trust. Fix all instances - website, Yelp, Apple Maps, Facebook, every directory.

# Your 30-day quick-win plan

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If you do nothing else, do these in this order. Each takes under 90 minutes.

## Week 1

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- Add 4-5 secondary GBP categories (Furnace Repair Service, AC Contractor, Heat Pump Supplier, Ductwork Contractor)
- Expand services list from 3 to at least 10 with descriptions
- Rewrite the business description to use all 750 characters

## Week 2

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- Upload 16 photos: storefront, team, recent installs (furnace, AC, heat pump), ductwork
- Seed 6 Q&A from a non-business account, answer each as the owner
- Reply to every existing Google review (good or bad - just respond)

## Week 3

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- Audit your NAP consistency: Google, Apple Maps, Yelp, Bing, Facebook, Yellow Pages. Fix any phone or address mismatch.
- Set up your first GBP Post (announce the current season's service)
- Build a 4-week posting calendar so you don't have to think about it every week

## Week 4

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- Set up an automated SMS review request system (1-tap link to your Google review page, sent 2-3 weeks after install)
- Add LocalBusiness schema markup to your website homepage
- Audit your top 2 service pages for missing title tags, meta descriptions, and H1s with your city in them

By the end of the 30 days you should see a 30-60% increase in profile views and a measurable lift in your Map Pack ranking for at least 1-2 target keywords.

## Want me to do all this for you?

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I'm Lasse Pettersen. Georgian Bay SEO is my local consultancy - I work exclusively with trades and service businesses across Collingwood, Blue Mountain, Wasaga Beach, Thornbury, and Meaford.

If you'd like me to run a personalized audit on your business (not the generic checklist above - the specific things wrong with your GBP, with screenshots, action plan, and competitor comparison), I do them as a \$499 one-off. If you decide to go monthly after, the \$499 applies as credit against the first month.

Foundation retainer is \$750/mo with a 90-day Map Pack movement guarantee. Shoreline is \$1,500/mo, Trades Premium with managed Google Ads is \$2,500/mo. Month-to-month, no annual contracts.

Email me at [hello@georgianbayseo.ca](mailto:hello@georgianbayseo.ca) or book a free 20-minute call at [georgianbayseo.ca](https://georgianbayseo.ca).

Either way - good luck with the work.

— Lasse / Georgian Bay SEO

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