



FIELDWORK · VISIBILITY REPORT

Rocky Mountain HVAC

HVAC contractor · Greeley, CO



C

AVERAGE — REAL UPSIDE

60 / 100

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September 9, 2026 · SAMPLE REPORT

What's in this report

14 sections. Footers carry the section number, not a page number — sections run to different lengths, so the number in the footer is what you navigate by.

1	Cover	Your score, and what it means at a glance.
2	Contents	This page.
3	Executive summary	The short version — where you stand and the three things to do first.
4	Start here READ THIS FIRST	Your first seven days, on one page. If you read nothing else, read this.
5	Scoring	How the score is built, and who is beating you right now.
6	Findings	Every individual check we ran, and what each one returned.
7	Head-to-head	You against the leaders on review count — and how long the gap takes to close.
8	Service area	What a searcher sees in each of the other towns you serve.
9	Action plan	Every fix in priority order, with the steps and why each one matters.
10	Social & content plan	Which profiles show up under your name, and what to post.
11	Ongoing playbook	The habits that hold the position once the fixes are done.
12	Data & verification	Every query we ran and every source we read, so you can check our work.
13	Method	How this was measured, and what it can and cannot tell you.
14	What happens next	What happens after this report.

Short on time? Section 4 is the whole report reduced to the next seven days. Everything else is the evidence behind it, and it is all checkable — section 12 lists every query we ran.

Executive summary

The short version — what your visibility looks like today and where to start.

BOTTOM LINE

Rocky Mountain HVAC scores **60/100** — average, with real upside. The fastest win right now: **You're invisible in Loveland and Windsor — towns you say you serve**. Full priority order on the action plan page.

60

VISIBILITY SCORE / 100

C · Average

23

GOOGLE REVIEWS

4.6★ average

Not cited

AI ANSWER BOX

an answer exists without you

Start here — your top 3 priorities

1

You're invisible in Loveland and Windsor — towns you say you serve

We ran the same customer query in each town you serve and you didn't surface in Loveland and Windsor.

3–6 hours · 6–16 weeks

2

Build a review engine — aim for 25+ this quarter

You have 23 reviews; market leaders typically hold 100+.

2 hrs setup, then ongoing · movement typically shows in 4–12 weeks

3

Work toward AI-answer citations

AI Overviews are live for your market and don't mention you.

half a day, then monthly · gradual — track monthly

Start here — your first week

The rest of this report is the full picture. This page is the next seven days — the three items with the smallest effort and the largest effect, in order. If you only read one page, read this one.

1

You're invisible in Loveland and Windsor — towns you say you serve

3-6 HOURS · FIRST EFFECT 6-16 WEEKS

- ☐ Add each of these towns as a service area on your Google profile (Edit profile → Location → Service area)
- ☐ Give Loveland its own page on your site — real content about work you've done there, not the Greeley page with the town name swapped

2

Build a review engine — aim for 25+ this quarter

2 HRS SETUP, THEN ONGOING · FIRST EFFECT MOVEMENT TYPICALLY SHOWS IN 4-12 WEEKS

- ☐ In your profile, tap “Ask for reviews” and copy your direct review link
- ☐ List your last 20-30 happy customers and text them your review link individually (5-8/week, not all at once — never a bulk blast)

3

Work toward AI-answer citations

HALF A DAY, THEN MONTHLY · FIRST EFFECT GRADUAL — TRACK MONTHLY

- ☐ Add an FAQ page answering real questions in plain language (“How do I choose an HVAC contractor in Greeley?”)
- ☐ Add a “Why work with us” page with concrete numbers (years in business, jobs done, response time — whatever is true)

Paste-ready: your Google profile description

Almost every profile we audit leaves this blank. It is 750 characters of free space that Google and the AI assistants both read. We wrote the parts we can verify; the bracketed gaps are the things only you know.

Rocky Mountain HVAC provides HVAC contractor services in Greeley, CO and the surrounding communities.

[One sentence on what makes you different — years in business, family-owned, a certification, a guarantee. Say the thing you'd tell a neighbor.]

Our services include [list your 4-6 main services, in the words customers use — not industry terms].

We serve [name the towns you actually drive to].

Visit www.example-demo-site.com or call to schedule.

DRAFT LENGTH WITH THE BLANKS FILLED: ROUGHLY 449 CHARACTERS — GOOGLE ALLOWS 750. PASTE IT AT [BUSINESS.GOOGLE.COM](https://business.google.com) → EDIT PROFILE → DESCRIPTION.

Where the score comes from

Five categories, weighted by how much they influence whether customers — and AI assistants — find and choose you.

Google presence

20 / 20

profile found on Google · star rating shows · website linked · other profiles detected: Facebook, Zillow, Yelp

Reviews & reputation

16 / 30

23 reviews · 4.6★ strong

Local search ranking

12 / 20

appears for “HVAC contractor Greeley, CO” · not found for “best HVAC contractor in Greeley, CO”

AI-search visibility

0 / 15

AI Overview triggers for your market (2 phrasings tested) · but you are not in it · press/mentions on 1 independent site

Website signals

12 / 15

site loads · secure (https) · phone visible · city named on page · title tag names your city · no LocalBusiness structured data

Who's winning your market right now

Summit Peak Realty

4.9★ · 212 reviews

Front Range Home Group

4.8★ · 147 reviews

Maria Delgado Homes

4.9★ · 98 reviews

These are the profiles ranking for your money queries today. Their review counts are your benchmark — not because the number itself is magic, but because it shows what “normal” looks like to someone comparing you.

What we found, signal by signal

Every check we ran, grouped by area. “Unverified” means the public data couldn't be read automatically — not that something is wrong.

SIGNAL	STATUS	DETAIL
GOOGLE BUSINESS PROFILE		
Google profile	Found	Your profile surfaces when people search your name.
Star rating	4.6★	23 Google reviews
Profile city	—	Profile city couldn't be read this run.
Other profiles	3 detected	Facebook, Zillow, Yelp seen in your search results.
LOCAL & AI SEARCH		
“HVAC contractor Greeley, CO”	You appear	You show up in web results for the key customer query.
“best HVAC contractor in Greeley, CO”	Absent	High-intent researchers use this phrasing — and so do AI assistants.
AI answer box	Not cited	An AI answer exists for your market and doesn't include you.
Press & mentions	1 site	Independent mentions on: coloradoan-demo.com.
WEBSITE & ON-PAGE		
Website	Live	https://www.example-demo-site.com
Secure (https)	Yes	Browsers flag non-https sites as “Not secure”.
Phone on site	Visible	Clickable phone number on the homepage.
City on site	Yes	Local relevance signal for Greeley.
Title tag	Names city	“Rocky Mountain HVAC — HVAC contractor in Greeley”
Mobile-ready	Yes	Responsive viewport — most local searches are on phones.
Meta description	Missing	The sentence under your name in search results.
Content depth	Thin (14 words)	Enough text for engines — and AI — to understand what you do.
Structured data	Missing	Machine-readable business facts (JSON-LD).

How you compare, side by side

The businesses ranking where you want to be — and the arithmetic of catching them.

Summit Peak Realty		212 · 4.9★
Front Range Home Group		147 · 4.8★
Maria Delgado Homes		98 · 4.9★
Rocky Mountain HVAC	YOU	23 · 4.6★

Your 4.6★ sits below their 4.9★ average. Below 4.5★ people start reading the reviews instead of trusting the number, so rating is worth fixing before volume.

THE GAP, IN MONTHS

Summit Peak Realty has 212 Google reviews. You have 23 — a gap of **189**.

48 mo AT 4 A MONTH	24 mo AT 8 A MONTH	10 mo AT 20 A MONTH
--	--	---

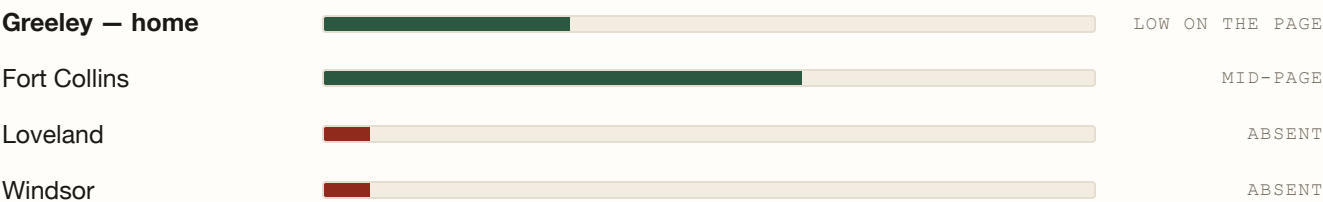
Read those as floors, not forecasts — they assume the leader stops collecting reviews, and they won't. The number that matters isn't the finish line, it's the monthly rate: a business adding 8 a month is visibly moving to anyone comparing the two profiles, whatever the totals say.

What actually closes a review gap

- ☐ Ask **every** customer, not the ones you predict will say something nice — screening or filtering who gets asked is a policy violation and profiles get suspended for it
- ☐ Ask within 48 hours of the moment they were happiest, in your own words, one at a time
- ☐ Send everyone to **one** platform. A split ask halves both counts and helps nobody
- ☐ Make it one tap: a short link or QR code, not “search for us on Google”
- ☐ Reply to every review inside two business days — replies are public proof that someone is home
- ☐ Track it as a monthly number. Reviews are the only input in this whole report you control completely

Where else can customers find you

You told us you also serve Fort Collins, Loveland and Windsor. We ran the same customer query in each — “HVAC contractor [town]” — and read what a searcher in that town actually sees.



TOWN	SEARCH RESULTS	PLACEMENT	AI ANSWER
Greeley — home	You appear	Low on the page	Without you
Fort Collins	You appear	Mid-page	Not shown
Loveland	Absent	—	Without you
Windsor	Absent	—	Without you

You surface in 1 of the 3 nearby towns we checked, and not in the others. Every job in the towns you're absent from is currently going to somebody the customer found instead of you.

What we checked, and what we didn't. These are the ordinary web results — the ten blue links below the map. We deliberately did **not** check the map pack in these towns. Google's map results overwhelmingly favor a pin near the searcher, and your pin is in Greeley, so a map-pack check in a town you have no address in tells you something you already know and can do nothing about. The web results are the surface you can win from a distance, which is why they are the ones we measured.

This page does not affect your score. Your score is Greeley's, measured on the same rubric as every other audit we run, so it stays comparable month to month and business to business. Treat this page as the map of where the work goes next, not as a mark against you.

Your action plan

In priority order, with the concrete steps for each. Check the boxes as you go.

A promise about promises: nobody can guarantee a specific ranking or an AI citation — not us, not anyone (and be wary of whoever says otherwise). What we can say honestly: these are the changes most consistently associated with better local visibility, they're all things you control, and a monthly re-audit will show you whether they're moving your numbers.

PRIORITY 1 Do these first — biggest effect for the effort

2 items

You're invisible in Loveland and Windsor — towns you say you serve

3-6
HOURS

6-16
WEEKS

We ran the same customer query in each town you serve and you didn't surface in Loveland and Windsor. That's not a map-pack problem you can't fix: these are the ordinary web results, which aren't proximity-locked the way the map is. A business pinned in Greeley can rank in Loveland's web results — it just has to give Google a reason to believe it serves Loveland.

- ☐ Add each of these towns as a service area on your Google profile (Edit profile → Location → Service area)
- ☐ Give Loveland its own page on your site — real content about work you've done there, not the Greeley page with the town name swapped
- ☐ Give Windsor its own page on your site — real content about work you've done there, not the Greeley page with the town name swapped
- ☐ Ask two or three customers in each town to name their town in their review
- ☐ Name the towns in your profile description and in your Google Posts
- ☐ Re-run this audit in 90 days — each town is its own scoreboard and they move at different speeds

Why it matters: Every job in these towns is currently going to whoever the customer found instead of you — and you already serve them, so the work is visibility, not expansion.

Build a review engine — aim for 25+ this quarter

2 HRS SETUP, THEN ONGOING

MOVEMENT TYPICALLY SHOWS IN 4-12 WEEKS

You have 23 reviews; market leaders typically hold 100+. Count, recency, and written detail all matter — a steady drip beats a one-time blast.

- ☐ In your profile, tap “Ask for reviews” and copy your direct review link
- ☐ List your last 20–30 happy customers and text them your review link individually (5–8/week, not all at once — never a bulk blast)
- ☐ Make the ask a standard step within 48 hours of every completed job
- ☐ Ask happy clients to mention the service and the town in their review — detailed local reviews are worth more
- ☐ Reply to every review (yes, positive ones too) within 2 business days
- ☐ Never buy, trade, or fake reviews — Google suspends profiles for it

Why it matters: Reviews are the single strongest signal both Google and AI assistants use when deciding who to recommend.

PRIORITY 2 Next, once the first block is done

2 items

Work toward AI-answer citations

HALF A DAY, THEN MONTHLY

GRADUAL — TRACK MONTHLY

AI Overviews are live for your market and don't mention you. AI engines cite businesses with strong reviews, consistent facts across the web, and pages that plainly answer the questions people ask.

- ☐ Add an FAQ page answering real questions in plain language (“How do I choose an HVAC contractor in Greeley?”)
- ☐ Add a “Why work with us” page with concrete numbers (years in business, jobs done, response time — whatever is true)
- ☐ Get mentioned on local sites: chamber, news, community blogs, “best of” roundups — even one or two genuine mentions helps
- ☐ Keep your business facts identical everywhere (see the consistency checklist)
- ☐ Re-run this audit monthly and note whether the AI answer changes

Why it matters: AI assistants compress a market into one answer — the inputs are public signals you can influence, though nobody can promise inclusion.

Claim and set up Nextdoor — where your customers actually look

1-2
HOURS

4-12
WEEKS

The platforms that matter for your trade are Facebook and Nextdoor, and one of them has a profile ranking for your name. An empty channel isn't neutral — a customer who checks and finds nothing reads it as a business that may not still be operating.

- ☐ Search the platform first for a duplicate or unclaimed page — claim it rather than creating a second one
- ☐ Use the identical business name, address and phone you use on Google
- ☐ Add a profile photo, a cover image, your hours and a link to your website before you post anything
- ☐ Post twice in the first week so a visitor doesn't land on an empty wall

Why it matters: A profile that exists but is empty converts worse than no profile at all — and both are fixable in an afternoon.

PRIORITY 3 Worth doing, not urgent

4 items

Add a meta description

15 MINUTES

1-4 WEEKS

This is the sentence under your name in search results. Without one, search engines improvise.

- ☐ Write ~150 characters: who you help, where, and one reason to pick you — end with a call to action
- ☐ Include Greeley naturally, not stuffed

Why it matters: You get to write your own first impression — most businesses don't bother.

Your homepage is thin (14 words)

2-3 HOURS

4-8 WEEKS

There isn't enough text for search engines — or AI assistants — to understand what you do and where.

- ☐ Add an “About” section: who you are, how long you've served Greeley, what you specialize in
- ☐ Add a services/areas section naming the towns and neighborhoods you cover
- ☐ Add 2-3 real client testimonials (with the client's town, with permission)
- ☐ Aim for 300+ words of genuinely useful text — write for people, not robots

Why it matters: Pages with substance get cited; placeholder pages get skipped.

Add LocalBusiness structured data

1 HOUR (WEB PERSON)

2-6 WEEKS

JSON-LD schema is the machine-readable card that tells search engines and AI assistants your exact business facts.

- ☐ Have your web person add LocalBusiness JSON-LD with your name, address, phone, hours, and URL
- ☐ Use the exact same name/address/phone as your Google profile
- ☐ Validate it free at validator.schema.org

Why it matters: Structured data is literally how machines read your business — including the AI engines writing answer boxes.

Fill your profile gaps (Angi, HomeAdvisor, Thumbtack not detected)

1-2
HOURS

2-8
WEEKS

Search engines and AI assistants cross-check you across the web; each consistent profile is a small vote of confidence. (We may simply not have seen yours — verify before creating duplicates.)

- ☐ Search each platform for an existing/duplicate listing first — claim, don't recreate
- ☐ Create or complete the profile with IDENTICAL name, address, phone, and website
- ☐ Add a couple of photos and your hours — empty profiles can look worse than none

Why it matters: Consistency across platforms is a trust signal you fully control.

Social presence & your content plan

Where your customers actually look — what we found, and exactly what to post for the next 30 days.

WHERE TO SPEND YOUR EFFORT

Facebook and Nextdoor are where a homeowner asks their neighbors for a recommendation by name — that is the single highest-intent moment in your trade, and it happens without you. Instagram is your proof file: before-and-after photos are the whole product.

FACEBOOK

NEXTDOOR

PLATFORM	STATUS	DETAIL
Facebook PRIORITY	Found	www.facebook.com/demo-page · last activity shown in search: 8 months ago
Nextdoor PRIORITY	Not found	Nothing ranking for your name here — and this is one of the two platforms that matter most for your trade.
Instagram	Not found	Nothing ranking for your name here. Worth claiming the handle, not worth a content plan.
YouTube	Not found	Nothing ranking for your name here. Worth claiming the handle, not worth a content plan.

This check reads public search results, so it finds profiles that **rank for your business name**. A profile that exists but doesn't rank will show as “Not found” here — which is itself worth knowing, because that is also what a customer searching for you sees. It cannot tell how active an account is beyond what search happens to show, and it never signs in to anything.

Your next 30 days

Two posts a week. Not three, not one — two is the rate people sustain, and consistency beats volume on every platform here.

WEEK 1

Proof

Show one finished job or product and name the problem it solved in the first line — not “another happy customer”, but the actual thing that was wrong and what it took to put right. Photo first, caption second.

Your trade

Before-and-after of one job, with the problem named in the first line

Answer

Take one question you were genuinely asked this week and answer it in full, for free. This is the post that gets saved, screenshotted and sent to a friend.

Your trade

A 30-second phone walkthrough of a finished job, narrated the way you'd explain it to the homeowner

Face

One person on your team, named, doing the actual work. Accounts with faces outperform accounts with logos on every local platform, consistently.

Your trade

The thing homeowners most often get wrong about your trade — one myth, one correction

Local

Something about the town that isn't about you — a landmark, an event, a road closure, the high-school game. It's the difference between a local account and a brochure.

Your trade

What a fair quote looks like: the three line items that should appear on any estimate in your trade

Month two, and the rest of the year

KEEP GOING WITH

- ☐ **Trust** — Screenshot a real review, use the reviewer's first name only, and thank them publicly. Never buy, stage, or incentivize one — the platforms publish that penalty permanently.
- ☐ **Ask** — One clear, unembarrassed ask: the booking link, the phone number, and exactly what you have availability for this month. People who follow you still need telling.
- ☐ Your truck at a recognizable local landmark — the cheapest brand recognition available
- ☐ A seasonal maintenance reminder naming the exact month it should be done

WHEN

WHAT TO LEAD WITH

Mar-May	Pre-season tune-ups and storm-damage checks — the highest-intent months of your year
Jun-Aug	Peak season: post availability, not persuasion. “Two slots left this week” outperforms any ad copy.
Sep-Nov	The “do this before it freezes” checklist — write it once, repost every year
Dec-Feb	Slow season: publish the education posts and run the review requests you had no time for in July

Three rules that don't change: never buy followers or engagement — it is visible in your own analytics and it suppresses reach permanently. Never post a customer, a property, a patient or a plate without permission. And post from the business account, not your personal one, however tempting the shortcut is — the audience you build personally doesn't transfer.

The ongoing playbook

Visibility isn't a one-time fix — it's a small set of habits. This page is the routine, independent of today's score.

WEEKLY · ~20 MINUTES

Feed your Google profile

- ☐ Post one update: a finished job, a new service or product, a seasonal reminder, or a community event
- ☐ Answer any new questions on the profile — and seed useful ones yourself (“How soon can you come out?”)
- ☐ Add 2–3 fresh photos at least monthly; keep hours current, especially around holidays

ONGOING · AFTER EVERY HAPPY CLIENT

Run the review engine

- ☐ Ask within 48 hours of a positive milestone, personally — one message at a time, in your own words
- ☐ Target a steady 4–8 new reviews a month — a drip, not a blast
- ☐ Reply to every review within 2 business days; never buy or incentivize reviews

MONTHLY · 1–2 HOURS

Give your website one local page

- ☐ Publish one genuinely useful local piece: a neighborhood guide, a seasonal checklist, or the question you are asked most
- ☐ Refresh a testimonial; confirm your phone, title tag, and hours are still right

QUARTERLY · 1 HOUR

Consistency sweep

- ☐ Check your name, address, and phone on Google, Angi, HomeAdvisor, Thumbtack, Yelp, BBB, Nextdoor — they must match exactly
- ☐ Claim or close any duplicate/abandoned listings you find

MONTHLY · 5 MINUTES

Measure

- ☐ Re-run this audit; log the score, review count, and whether an AI answer mentions you
- ☐ Judge yourself on the trend over months, not any single week

Data & verification appendix

Every claim in this report traces to a page fetched on September 9, 2026. Here's exactly what was fetched — and how to check each one yourself in 30 seconds.

Check it yourself

Open these in any browser and compare what you see to the findings table:

- ☐ [Google: “Rocky Mountain HVAC” Greeley, CO](#) — the profile, rating & review count
- ☐ [Google: “HVAC contractor Greeley, CO”](#) — the local ranking check
- ☐ [Google: “best HVAC contractor in Greeley, CO”](#) — the “best of” + AI answer check
- ☐ [Google: “who is the best HVAC contractor in Greeley CO”](#) — second AI phrasing
- ☐ [Google: “HVAC contractor Fort Collins CO”](#) — service-area check, Fort Collins
- ☐ [Google: “HVAC contractor Loveland CO”](#) — service-area check, Loveland
- ☐ [Google: “HVAC contractor Windsor CO”](#) — service-area check, Windsor
- ☐ [Google: your name across Facebook / Nextdoor / Instagram / YouTube](#) — the social presence sweep
- ☐ <https://www.example-demo-site.com> — the website signals

Results vary by location, device, and day — small differences from this snapshot are normal; big ones are worth a re-run.

What the AI answer actually said

Captured on September 9, 2026. AI answers vary by day, device and wording — this is the text that produced the finding above, quoted so you can check it rather than take our word for it.

AI OVERVIEW — “BEST HVAC CONTRACTOR IN GREELEY, CO”

“For buyers in Greeley, frequently recommended options include Summit Peak Realty and Front Range Home Group, cited for responsiveness and strong reviews. Summit Peak Realty — 4.9 (212) · Greeley Front Range Home Group — 4.8 (147) · Greeley Maria Delgado Homes — 4.9 (98) · Greeley”

This answer does **not** name Rocky Mountain HVAC.

AI OVERVIEW, LOVELAND — “HVAC CONTRACTOR LOVELAND CO”

“In Loveland, frequently recommended options include Peak Ridge and Valley HVAC contractor Co, cited for review volume and response time. Results for HVAC contractor in Loveland Peak Ridge HVAC contractor — 4.8 (167) · Loveland Valley HVAC contractor Co — 4.7 (121) · Loveland Northline Services — 4.6 (88) · Loveland”

This answer does **not** name Rocky Mountain HVAC. Drawn from: peakridge-demo.com, valley-demo.com, northline-demo.com.

AI OVERVIEW, WINDSOR — “HVAC CONTRACTOR WINDSOR CO”

“In Windsor, frequently recommended options include Peak Ridge and Valley HVAC contractor Co, cited for review volume and response time. Results for HVAC contractor in Windsor Peak Ridge HVAC contractor — 4.8 (167) · Windsor Valley HVAC contractor Co — 4.7 (121) · Windsor Northline Services — 4.6 (88) · Windsor”

This answer does **not** name Rocky Mountain HVAC. Drawn from: peakridge-demo.com, valley-demo.com, northline-demo.com.

Sources checked for your profile & ranking

A “not found” above means every one of these came back empty — not that we stopped at the first miss.

Google local / Places index (name only)	profile found here
Web results — “HVAC contractor Greeley, CO”	you appear here
Web results — “HVAC contractor Fort Collins CO”	you appear here
Web results — “HVAC contractor Loveland CO”	you're not in these results
Web results — “HVAC contractor Windsor CO”	you're not in these results

Fetch log (11 requests)

PAGE	FETCHED	METHOD	SIZE
https://www.google.com/search?tbm=lcl&q=Rocky%20Mountain%20HVAC	Sample data	—	
https://www.google.com/search?q=HVAC%20contractor%20Greeley%2C%20CO&num=20	Sample data	—	
https://www.google.com/search?q=best%20HVAC%20contractor%20in%20Greeley%2C%20CO&num=20	Sample data	—	
https://www.example-demo-site.com	Sample data	—	
https://www.google.com/search?q=%22Rocky%20Mountain%20HVAC%22%20(site%3Aangi.com%20OR%20si...	Sample data	—	
https://www.google.com/search?q=%22Rocky%20Mountain%20HVAC%22%20Greeley%20(site%3Afacebook...	Sample data	—	
https://www.google.com/search?q=%22Rocky%20Mountain%20HVAC%22%20Greeley%20(new s%20OR%20awa...	Sample data	—	
https://www.google.com/search?q=who%20is%20the%20best%20HVAC%20contractor%20in%20Greeley%2...	Sample data	—	
https://www.google.com/search?q=HVAC%20contractor%20Fort%20Collins%20CO&num=20	Sample data	—	
https://www.google.com/search?q=HVAC%20contractor%20Loveland%20CO&num=20	Sample data	—	
https://www.google.com/search?q=HVAC%20contractor%20Windsor%20CO&num=20	Sample data	—	

How this audit works

This report was generated by live checks against the same public results your customers see: a Google search of your name, the two highest-intent local queries for your category, the AI answer box when one appears, and your website's on-page signals.

Why AI visibility is in here

A growing share of buyers now start with an AI assistant (“who's the best HVAC contractor in Greeley?”) instead of ten blue links. Those assistants lean on the same signals as local search — reviews, consistency, and clear websites — but they compress the winners into one answer. Being third used to be fine; in an AI answer, there is often no third.

Honest limits — read this part

Checks marked “Unverified” or “—” mean the public data couldn't be read automatically on this run — not that something is wrong. Search results vary by day and location; AI answers vary even more. Treat this as a directional snapshot, and re-run monthly to track movement.

No promises, on purpose. Nobody controls Google's or the AI engines' results, so nobody can honestly guarantee a ranking, a map-pack position, or an AI citation — and this report never will. What it gives you instead is the full list of signals you actually control, the concrete steps to improve each one, and a way to measure whether they're working. In local markets, simply doing these fundamentals consistently puts you ahead of most competitors — but the proof is in your own monthly numbers, not in anyone's promise. **This copy was generated with sample data for demonstration.**

What happens next

Visibility compounds. A few consistent habits, measured monthly, beat any one-time push.

- 1 Fix the Priority 1 items first.** They're the ones costing you customers today — every other improvement builds on top of them.
- 2 Put the review engine on autopilot.** A steady 4–8 new Google reviews a month is the single highest-return habit in this report — make the ask a standard step after every completed job.
- 3 Re-audit in 30 days.** Log your score, review count, and whether an AI answer names you. Judge the trend over months, not any single week.

LET'S KEEP GOING

Turn this into a plan

Have questions about any finding, or want help working through the action plan? Reach out to Trent Nitta — (720) 539-6364 · trentnitta@gmail.com. That's what the audit is for.

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