

The HVAC SEO Checklist: Get Your Business Found Faster Online

(without breaking the bank!)



thryv

Boost Your Search Ranking, Not Your Budget

Struggling to get leads or wasting money on ads that don't work? It's time to improve your SEO!

SEO stands for search engine optimization, and it's how savvy businesses get found online faster without relying on paid advertising.

Boost your HVAC company's online presence by getting started with these simple SEO checklists. It's time to rank higher in search results and get found by more customers — without breaking the bank!



Online Business Listings



Claim and optimize your company's profiles across all major listing sites like, Google Business Profile™ business listing service.



Use the exact same Name, Address, and Phone Number (NAP) across all listings.



Keep business hours, website URL, and other key details consistent across all platforms.

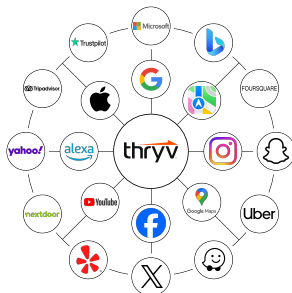


Develop a strategy for acquiring quality backlinks.



Link your social media profiles to your local listings.

Top Online Listings



1

Keyword Research



Identify primary and secondary keywords relevant to your business.



Analyze competitor keywords and search volume.



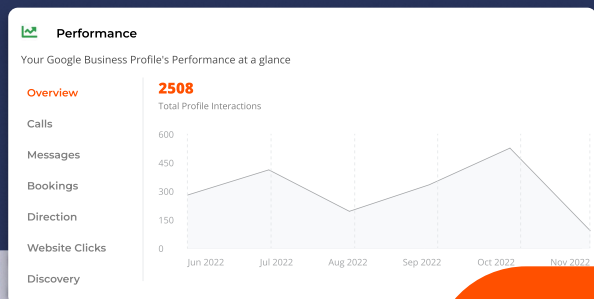
Incorporate long-tail keywords for more specific targeting (ex: 'Trane repair 85040' instead of simply 'AC repair'.)



Use location-based keywords in your content and website.



Regularly perform SEO audits and update your strategy.



On-Page SEO



Optimize title tags and meta descriptions with targeted keywords.



Use header tags (H1, H2, H3) to structure your content.



Ensure URLs are clean, descriptive, and have your main keywords.



Include keywords where they sound natural – don't force them into your copy.



Add alt text to images for accessibility and SEO.



Implement an effective internal linking strategy.



Include accurate NAP (Name, Address, Phone) details on your website.

3

Website Content



Develop high-quality, original, and engaging content.



Regularly update your blog or news section.



Use a combination of images and videos to create visual interest.



Make sure your website copy is written and formatted so it's easy to read.



Get more customer reviews and add those to your website.



Engage in guest posting, local partnerships, and industry forums.



Integrate social sharing buttons on your content pages.



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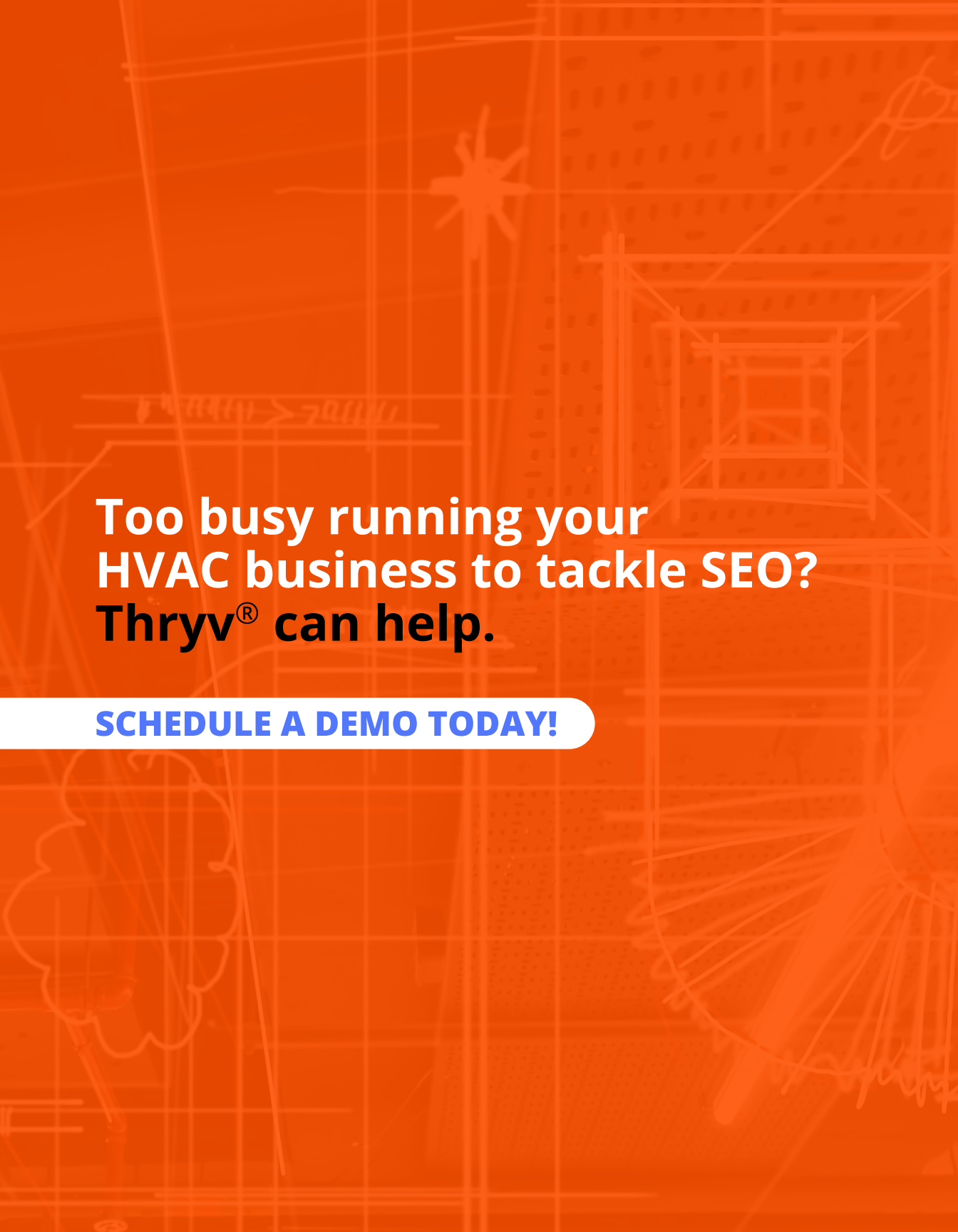
Regularly share your content on social media platforms.



Experiment with A/B testing for key elements like CTAs and page layouts.

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**Too busy running your
HVAC business to tackle SEO?
Thryv[®] can help.**

SCHEDULE A DEMO TODAY!