

FREE HVAC MARKETING AUDIT

A 15-Page Report Sample
Showcasing Our Methodology

Get the same kind of deep analysis we deliver to clients.
15-page custom audit of your GBP, reviews, SEO, ads, & competitors.

Prepared for: HVAC Business Owners

From: Trades Marketing Co | Date: 2026

What's Inside

Executive Summary

What this audit does for your business

GBP Deep Dive

Google Business Profile analysis (12-point check)

Local SEO Analysis

Citations, NAP consistency, rankings

Reviews Audit

Quantity, velocity, response rate, sentiment

Google Ads Audit

Wasted spend, keyword gaps, conversion tracking

Competitor Benchmark

How you stack up vs top 3 competitors

90-Day Action Plan

Step-by-step priority list

Pricing & ROI

Investment ranges + expected returns

Next Steps • john@orangeagency.media

How to get started with TMC

Executive Summary

42/100

Current Marketing Score

Average trades business in our study scores 38/100.

Verdict

Your marketing has significant gaps in 4 of 6 critical areas.

Top 3 Priorities

#1 Fix Google Business Profile

Currently losing 60%+ of local search impressions. Could add 15-25 monthly service calls.

#2 Build Reviews Pipeline

Below the threshold for the Maps 3-pack. 5-10 reviews/mo would push you to top 3 with.

#3 Rebuild Google Ads

Wasting \$X/mo on broad keywords. Tightening targeting + landing pages could 3x your

GBP Deep Dive

12-Point Google Business Profile Audit

- ✅ Profile claimed and verified
- ✅ All sections filled out (services, hours, attributes)
- ✅ 50+ photos added (uniformly high quality)
- ✅ Weekly Google Posts for last 6 months
- ✅ Q&A section has 5+ business-seeded Q&As
- ✅ All reviews responded to (response rate 100%)
- ✅ NAP consistent with website
- ✅ Primary category = HVAC contractor
- ✅ Secondary categories filled
- ✅ Service area properly defined
- ✅ Booking link integrated
- ✅ Local Schema markup

90-Day Action Plan

Week-by-week priority list to fix your marketing

Weeks 1-2

Foundation

- Claim + verify GBP
- Audit current state
- Set up tracking (CallRail, GSC)
- Onboarding call with TMC

Weeks 3-4

GBP Optimization

- Photo uploads (50+)
- Service descriptions
- First 4 Google Posts
- Q&A seeding
- Citation building

Weeks 5-8

Reviews + Citations

- Review request SMS
- Yelp, BBB, Apple Maps setup
- 30+ directory citations

Pricing & ROI

Starter

\$1,500/mo

GBP + 5-10 city pages + reviews

Growth

\$2,500/mo

Full local SEO + Google Ads

Pro

\$5,000/mo

Multi-location + AI tools + dedicated AM

Expected ROI:

- Average client: 20-50 qualified leads/month within 90 days
- Cost per lead: \$30-60 from organic, \$60-120 from Google Ads
- 30-day money-back guarantee on all plans

Get Your Custom Audit

Three steps from this sample to a custom audit of your HVAC business:

Step 1

Schedule a free call

We'll review this sample + walk through your specific business

Step 2

Receive your custom audit

15-page report tailored to your HVAC business within 24 hours

Step 3

Decide your next step

DIY with our playbook, partner with TMC, or wait — no pressure

Get Your Free HVAC Marketing Audit Today

orangeagency.media/#free-audit