

Prairie Comfort Heating & Air (Sample)

HVAC Contractor

example.com · Des Moines, IA

OVERALL SCORE

5.0 /10

Solid foundation with clear gaps to close

AUDIT DATE

October 1, 2026

NEXT AUDIT

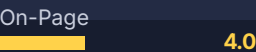
January 1, 2027

ANALYST

Local Growth SEO

TIER

LGO Standard



SITUATION

SAMPLE REPORT — Prairie Comfort Heating & Air is a fictional business used to demonstrate the Local Growth SEO audit. It represents a typical family-owned HVAC contractor: a verified Google Business Profile with 84 reviews, a dated five-page website, and almost no structured data. The business ranks in the Map Pack for its own name but rarely for 'furnace repair Des Moines' or 'AC installation near me', and it is not mentioned when ChatGPT, Perplexity, or Google AI Overviews are asked for HVAC recommendations in the metro.

TOP FINDINGS

FINDING 1

No structured data anywhere on the site, so AI assistants cannot identify the business, its services, or its service area — it is absent from every AI recommendation we tested.

FINDING 2

Review velocity has stalled at about one per month and 78% of reviews have no owner response, eroding the strongest trust asset the business has.

FINDING 3

A single catch-all Services page means high-intent searches like 'furnace repair Des Moines' have no matching page to rank.

SCORE SUMMARY

Google Business Profile	32%		6.0
Reviews & Reputation	20%		5.5
On-Page & Content	16%		4.0
Citations & NAP	12%		5.0
Behavioral Signals	8%		6.5
AI Search Visibility	12%		2.0

OVERALL

5.0 / 10

5.0 / 10 Overall LGO Score

Solid foundation with clear gaps to close

Google Business Profile

GBP completeness, categories, photos, posts, Q&A

Weight: 32%

6.0 /10

Reviews & Reputation

Volume, recency, response rate, sentiment, schema

Weight: 20%

5.5 /10

On-Page & Content

Titles/meta, content depth, service pages, E-E-A-T

Weight: 16%

4.0 /10

Citations & NAP

Consistency, directory coverage, NAP visibility

Weight: 12%

5.0 /10

Behavioral Signals

CTAs, engagement, conversion paths, click-to-call

Weight: 8%

6.5 /10

AI Search Visibility

Schema coverage, FAQPage, AI citations, entity data

Weight: 12%

2.0 /10

PILLAR OVERVIEW

Google Business Profile carries 32% of the score. The profile is claimed and verified with the correct primary category, but it is under-used: no posts in 7 months, no products or services menu, and holiday hours have never been set.

STRENGTHS

- Verified profile with correct primary category (HVAC Contractor)
- 84 photos including team, trucks, and completed installs

KEY GAPS

No GBP posts in 7 months

Post recency is a freshness signal. Competitors in the top three post weekly.

Services menu is empty

Furnace repair, AC install, heat pumps, and maintenance plans should each be listed with a description.

Holiday hours never set

Rankings drop when Google is unsure whether a business is open; emergency HVAC is searched heavily on holidays.

RECOMMENDATIONS

- Add all 8 core services to the GBP services menu with 300-character descriptions
- Post weekly: seasonal tips, completed installs, maintenance-plan offers
- Set holiday hours 30 days ahead of every major holiday

PILLAR OVERVIEW

Reviews carry 20% of the score. 84 reviews at 4.6 stars is a solid base, but velocity has slowed to about one per month and only 22% of reviews have an owner response.

KEY GAPS

Review velocity has stalled

Two reviews in the last 60 days. Recency outweighs raw count in 2026 ranking factors.

22% owner response rate

Unanswered reviews are a negative trust signal for both Google and AI assistants.

No review schema on site

AI engines cannot see the 4.6-star rating when evaluating the website.

RECOMMENDATIONS

Send a review-request text 2 hours after every completed job

Respond to 100% of reviews within 48 hours

Add AggregateRating JSON-LD to the homepage

PILLAR OVERVIEW

On-Page carries 16% of the score. The site has one 'Services' page covering everything, no city pages, and no pricing information, so it cannot match the specific queries homeowners type.

KEY GAPS

One page for all services

Google and AI assistants match queries to pages. 'Heat pump installation Des Moines' has no page to land on.

No pricing guidance

'How much does a new furnace cost in Des Moines?' is the most-asked AI question in this category.

Title tags are just the business name

Every page uses 'Prairie Comfort Heating & Air' as its title.

RECOMMENDATIONS

Build individual pages for the top 6 services

Publish a furnace and AC cost guide with real price ranges

Rewrite title tags as service + city + brand

PILLAR OVERVIEW

Citations carry 12% of the score. Core directories are claimed, but an old address from a 2019 move still appears on 9 listings.

KEY GAPS

Old address on 9 directories

Inconsistent NAP splits entity signals between two locations.

Not listed on Angi or Nextdoor

Both are frequently cited sources for home-service recommendations.

RECOMMENDATIONS

Correct the 9 listings carrying the pre-2019 address

Claim Angi, Nextdoor, and BBB profiles with consistent NAP

PILLAR OVERVIEW

Behavioral signals carry 8% of the score. Click-to-call works on mobile and the phone number is in the header. The quote form is long (11 fields), and there is no online booking.

STRENGTHS

Click-to-call phone number in the header on every page

KEY GAPS

11-field quote form

Each extra field lowers completion. Four fields is the benchmark.

RECOMMENDATIONS

Cut the quote form to name, phone, ZIP, and issue

PILLAR OVERVIEW

AI Search Visibility carries 12% of the score and is the biggest gap. The site has no LocalBusiness, Service, or FAQPage schema, and the business is absent from ChatGPT, Perplexity, and AI Overview answers for 'best HVAC company in Des Moines'.

KEY GAPS

No LocalBusiness / HVACBusiness schema

AI engines cannot confidently identify the business, its service area, or its hours.

No FAQ content

Homeowner questions are the queries AI answers most often; the site answers none of them.

Not on any 'best HVAC in Des Moines' lists

Curated lists are a top source for AI recommendations.

RECOMMENDATIONS

- Add HVACBusiness + LocalBusiness JSON-LD sitewide
- Publish a 20-question FAQ hub with FAQPage schema
- Pitch inclusion on the three local 'best of' lists AI currently cites

ICE Priority Matrix

Impact × Confidence × (11–Effort) ÷ 10

Action	Pillar	I	C	E	ICE	Phase	Owner
Add HVACBusiness + LocalBusiness JSON-LD schema...	AI Search	9	9	2	73	P1	—
Fill out the GBP services menu and post weekly	GBP	8	9	2	65	P1	—
Rewrite title tags and meta descriptions on all pages	On-Page	7	9	1	63	P1	—
Correct old address on 9 directory listings	Citations	8	9	3	58	P1	—
Launch post-job review request texts	Reviews	9	8	3	58	P1	—
Publish a 20-question FAQ hub with FAQPage schema	AI Search	9	8	4	50	P2	—
Shorten the quote form to 4 fields	Behavioral	6	8	1	48	P2	—
Publish a furnace and AC cost guide for Des Moines	On-Page	8	8	4	45	P2	—
Respond to all 84 existing reviews	Reviews	6	8	3	38	P2	—
Claim Angi, Nextdoor, and BBB profiles	Citations	6	8	3	38	P3	—
Build individual pages for the top 6 services	On-Page	9	8	6	36	P2	—
Pitch inclusion on 3 local 'best HVAC' lists	AI Search	8	6	5	29	P3	—

GOOGLE BUSINESS PROFILE

- ✗ Fill out the GBP services menu and post weekly P1

REVIEWS & REPUTATION

- ✗ Launch post-job review request texts P1
- ✗ Respond to all 84 existing reviews P2

ON-PAGE & CONTENT

- ✗ Rewrite title tags and meta descriptions on all pages P1
- ✗ Publish a furnace and AC cost guide for Des Moines P2
- ✗ Build individual pages for the top 6 services P2

CITATIONS & NAP

- ✗ Correct old address on 9 directory listings P1
- ✗ Claim Angi, Nextdoor, and BBB profiles P3

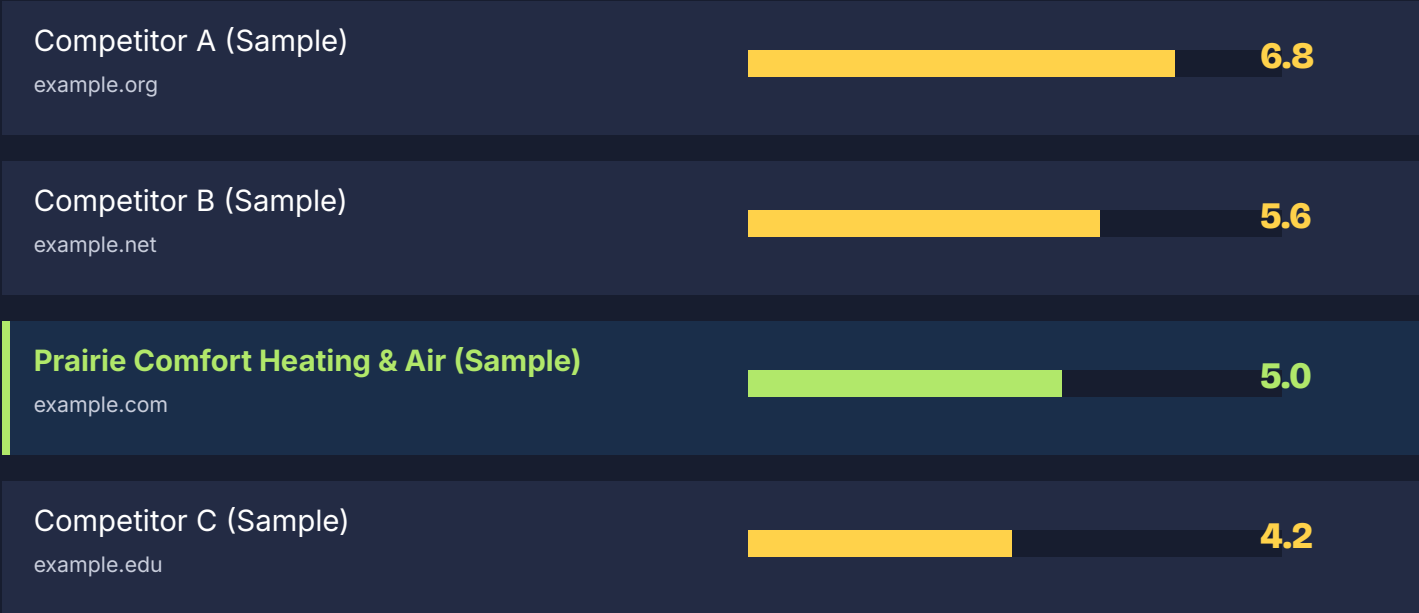
BEHAVIORAL SIGNALS

- ✗ Shorten the quote form to 4 fields P2

AI SEARCH VISIBILITY

- ✗ Add HVACBusiness + LocalBusiness JSON-LD schema sitewide P1
- ✗ Publish a 20-question FAQ hub with FAQPage schema P2
- ✗ Pitch inclusion on 3 local 'best HVAC' lists P3

Overall LGO Score Comparison



COMPETITIVE POSITIONING

Prairie Comfort sits slightly below the local competitor average. Its review base and GBP photos are competitive; it falls behind on website depth and AI visibility. The Phase 1 items alone are projected to lift the score from 5.0 to roughly 6.5 within 60 days.

KEY ADVANTAGES TO LEVERAGE

- 4.6-star rating across 84 reviews — above the metro average for HVAC
- Family-owned for 31 years — a strong, under-used trust story
- Strong photo library ready to reuse for posts and service pages

PHASE 1

Days 1–30

Foundation — highest-ICE structural fixes

- Add HVACBusiness + LocalBusiness JSON-LD schema sitewide (ICE 73)
- Fill out the GBP services menu and post weekly (ICE 65)
- Rewrite title tags and meta descriptions on all pages (ICE 63)
- Correct old address on 9 directory listings (ICE 58)
- Launch post-job review request texts (ICE 58)

PHASE 2

Days 31–60

Credibility — reviews, content, and conversion

- Publish a 20-question FAQ hub with FAQPage schema (ICE 50)
- Shorten the quote form to 4 fields (ICE 48)
- Publish a furnace and AC cost guide for Des Moines (ICE 45)
- Respond to all 84 existing reviews (ICE 38)
- Build individual pages for the top 6 services (ICE 36)

PHASE 3

Days 61–90

Authority — citations, ratings, AI citation testing

- Claim Angi, Nextdoor, and BBB profiles (ICE 38)
- Pitch inclusion on 3 local 'best HVAC' lists (ICE 29)

ESTIMATED SCORE IMPACT

Current: 5.0 / 10 → After Phase 1: ~6.5 → After Phase 2: ~7.8 → After Phase 3: ~8.5+

Next steps

Your 90-day roadmap starts with three actions.

01

Add HVACBusiness + LocalBusiness JSON-LD schema sitewide

Declare name, address, phone, hours, areaServed (Des Moines metro cities), and sameAs links to GBP, Facebook, and BBB.

02

Fill out the GBP services menu and post weekly

8 services with descriptions. Weekly posts drafted by the Content Agent.

03

Rewrite title tags and meta descriptions on all pages

Pattern: [Service] in Des Moines, IA | Prairie Comfort Heating & Air.

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