

Prairie Comfort Heating & Air (Sample)

HVAC Contractor · example.com · Des Moines, IA

Snapshot generated October 1, 2026 · Local Growth SEO · Whitespark 2026 framework

YOUR OVERALL SCORE

5.0 /10

Solid foundation with clear gaps to close

GBP 6.0

On-Page 4.0

Behavioral 6.5

Reviews 5.5

Citations 5.0

AI Search 2.0

WHAT WE FOUND

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

3 QUICK WINS TO START

- ✓ Add HVACBusiness + LocalBusiness JSON-LD schema sitewide
- ✓ Fill out the GBP services menu and post weekly
- ✓ Rewrite title tags and meta descriptions on all pages

AI SEARCH

GBP

ON-PAGE

This is just the surface.

Your full LGO audit turns this snapshot into a plan:

- Every fix ranked by ICE priority — what to do first, and why
- A phased 90-day action plan with owners and due dates
- Competitor benchmarking + step-by-step schema playbooks
- A live dashboard to track your score as the work gets done

Book your full audit