



HVAC Brand Visibility Checklist

1. Build a Strong Brand

- Create a modern, professional logo
- Choose consistent brand colors and fonts
- Develop a clear tagline or brand message

2. Optimize Your Online Presence

- Ensure your website is mobile-friendly
- Add click-to-call buttons and quote forms
- Create service area pages using local keywords
- Complete and update your Google Business Profile

3. Use Social Media

- Post weekly updates (photos, promos, videos)
- Highlight team members and behind-the-scenes work
- Create short educational videos or tips
- Engage with local community or neighborhood groups

4. Get More Reviews

- Send automated review requests after each job
- Make it easy for customers to leave reviews
- Display positive reviews on your website and social media

5. Stay Connected with Email & SMS

- Send seasonal service reminders
- Promote limited-time deals or tune-ups



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- Send monthly tips or newsletters
- Use SMS for confirmations and promotions

6. Measure What Matters

- Track website traffic and lead conversions
- Review monthly reports on ad performance
- Adjust your marketing based on real data