# How an HVAC Company Added $1.27M in 90 Days

THE BIG IDEA

**Fix your website before you buy more traffic. Then show up on Google three ways. Then judge your ads by what a customer is worth, not by what a lead costs.**

## Part 1: Fix the website first

99.2% of home service sites convert under 1%. Traffic into a weak site is wasted.

01 **Headline the result, not the trade.**
"HVAC services in city" is a category. "Cool air in 90 minutes, flat-rate pricing" is an outcome.

02 **Show proof on the homepage.**
Reviews, before and after photos, the owner's name, guarantees, licensed and insured.

03 **Cut the wait.**
Online booking, an instant estimate tool, a 90-minute dispatch promise, and fast answers to every lead.

04 **Cut the effort.**
A call and quote button that follows people down the phone screen, address auto-fill, and a price range page.

05 **Why this comes first.**
Going from under 1% to 4-5% conversion means 3 to 5 times the revenue from the same traffic.

## Part 2: Get found, then spend smart

Result: $600+ per lead down to about $150, and a 6.9x return on ad spend.

01 **Show up in all three places.**
Google's map pack, AI answers, and regular results.

02 **Tighten your Google Business Profile.**
Name, exact trade category, every service listed, and weekly job photos.

03 **Ask for reviews in person.**
The tech asks before leaving and hands over a QR code. Competitive trades need 30+ a month.

04 **Judge ads by customer value.**
A $600 lead on a $400 repair loses money. On a $15-25k system replacement, it pays.

05 **Spend in order.**
Google Local Services Ads first (30-45% close rates), then search ads, then everything else.

> "The cheapest leads are always the worst customers."
>
> Noah Igler

DO THIS WEEK

- ☐ Rewrite your homepage headline to promise a result, a speed, or a price.
- ☐ Train every tech to ask for the review in person, with a QR code.
- ☐ Work out what one new customer is worth.

Ask weekly: What did a new customer cost us, and what are they worth?