

HVAC About Us Page Checklist

Use checklist to evaluate whether your About page is built to convert visitors into leads:



RSGONZALES

1. Strong, Clear Opening

- Clearly states who you are
- Mentions who you serve (homeowners, commercial, etc.)
- Includes your primary service area (city/neighborhood)
- Highlights years of experience or key positioning

2. Local SEO Optimization

- Includes city and neighborhood keywords
- Mentions specific service areas (not just “surrounding areas”)
- Reflects local knowledge (homes, climate, systems)
- Reinforces relevance for “near me” searches

3. Unique Value Proposition

- Clearly explains what makes you different
- Avoids generic phrases like “we are the best”
- Highlights specific advantages (same-day service, pricing, expertise)

4. Trust & Credibility Signals

- Displays certifications or licenses
- Mentions years in business
- Includes brand partnerships (Carrier, Trane, etc.)
- Shows awards or recognitions (if applicable)

5. Real Customer Proof

- Includes testimonials or review snippets
- Mentions number of satisfied customers or ratings
- Uses real customer experiences (not vague statements)

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6. Authentic Visuals

- Uses real photos of your team
- Includes images of trucks, jobs, or equipment
- Avoids generic stock images

7. Customer-Focused Story

- Explains why the company was started
- Connects the story back to customer benefits
- Avoids long, irrelevant history

8. Clear Call-to-Actions (CTAs)

- CTA placed near the top of the page
- CTA repeated mid-page and at the end
- Uses action-driven language (“Book Now”, “Get a Free Estimate”)
- Includes a clickable phone number or booking link

9. Mobile & User Experience

- Easy to scan (short paragraphs, clear sections)
- Fast loading and mobile-friendly
- Key information visible without scrolling too much

10. Conversion-Focused Structure

- Guides the reader logically from intro → trust → action
- Removes friction (answers key questions upfront)
- Encourages immediate contact or booking

Quick Reality Check

If you checked 7 or fewer boxes, your About page is likely losing leads.

If you checked 9 or more, you’re in a strong position, but there’s always room to optimize.