



The 2026 HVAC Website Readiness Audit

Forty checks across four sections, scored pass or fail. About ninety minutes with a phone, a laptop, and no technical background.

Your website has two readers now. A homeowner on a phone in a hot house, and a machine with no browser deciding whether to name you in an answer. This audit tests both, because a site can pass one and fail the other while looking perfect to you.

Nothing here needs a developer to measure. Some of it needs one to fix.

Before you start, open these four tabs: PageSpeed Insights, your own website, your website on your phone with wifi switched off, and [yourdomain.com/robots.txt](#).

• SECTION A — The Homeowner On A Phone (12 checks)

Run every check on your phone, on cellular, with wifi off. Not on your office machine.

Speed and stability

- ☐ **A1.** Homepage shows something readable within 3 seconds
- ☐ **A2.** PageSpeed Insights mobile tab: Largest Contentful Paint under 2.5 seconds (loading speed)
- ☐ **A3.** PageSpeed Insights mobile tab: Interaction to Next Paint under 200 milliseconds (tap responsiveness)
- ☐ **A4.** PageSpeed Insights mobile tab: Cumulative Layout Shift under 0.1 (page does not jump while loading)
- ☐ **A5.** The field data at the top of the PageSpeed report exists at all. If it says insufficient data, note it, you have too little traffic to be measured yet
- ☐ **A6.** No homepage slider, carousel or autoplay video
- ☐ **A7.** No image on the page larger than 500KB

Getting a call

- ☐ **A8.** Phone number visible without scrolling, on every page
- ☐ **A9.** Phone number is tappable and dials on one tap
- ☐ **A10.** Phone number exists as text, not only inside a logo or image
- ☐ **A11.** A form can be completed one-handed without pinching or zooming
- ☐ **A12.** You completed a test booking on your own phone, start to finish, with no broken step

Section A score: / 12

10 to 12: Solid. Recheck quarterly.

6 to 9: You are losing calls you cannot see. Start with A8 through A12, they are the cheapest.

Under 6: Speed work alone will not save this. Read Section D.

• SECTION B — The Machine With No Browser (12 checks)

This section is the one nobody runs, and it is the one that decides whether your content work counts for anything.

Can it read the page?

- ☐ **B1.** Right-click a service page, View Page Source, search for a sentence you can see on screen. It is there
- ☐ **B2.** Same test on your homepage. The sentence is there
- ☐ **B3.** Your service list is text, not a graphic
- ☐ **B4.** Your certifications and licence numbers are text, not a badge image
- ☐ **B5.** Nothing essential is behind a click-to-load element

Can it reach the page?

- ☐ **B6.** `yourdomain.com/robots.txt` loads and you have read it
- ☐ **B7.** No Disallow rule blocking OAI-SearchBot
- ☐ **B8.** No Disallow rule blocking Claude-SearchBot
- ☐ **B9.** No Disallow rule blocking PerplexityBot
- ☐ **B10.** No blanket Disallow under User-agent: * beyond admin paths
- ☐ **B11.** Your host or CDN is not blocking unrecognised bots by default. Ask them, this one is invisible from the browser
- ☐ **B12.** You have an `llms.txt` or an equivalent plain page summarising the business for AI systems

A note on B7 through B9. Training crawlers and search crawlers are different things. Blocking GPTBot, ClaudeBot or Google-Extended stops your content being used to train models, which is a legitimate choice. Blocking OAI-SearchBot, Claude-SearchBot or PerplexityBot stops you being cited in AI answers, which almost nobody intends.

Section B score: / 12

10 to 12: You are readable and reachable. Most of your competitors are not.

6 to 9: Something is between you and the answer box. Fix B6 through B11 first, they take minutes.

Under 6: Do not spend another dollar on content until this section passes. It will not be read.

● SECTION C — Is There Anything Worth Quoting? (9 checks)

A machine that can read your site still needs to find an answer on it.

- ☐ **C1.** Every service you sell has its own page
- ☐ **C2.** No page covers more than one service
- ☐ **C3.** Each service page opens with an answer, not a welcome sentence
- ☐ **C4.** The city or service area appears in body text, not only in the footer
- ☐ **C5.** Each service page has an FAQ section answering questions your phone team actually fields
- ☐ **C6.** Each FAQ answer sits in one paragraph, not spread across three
- ☐ **C7.** Business name, address and phone appear as text on every page and match your Google Business Profile character for character
- ☐ **C8.** LocalBusiness and Service schema present and passing Google's Rich Results Test
- ☐ **C9.** No page lists a service you no longer offer

Section C score: / 9

The C7 trap. This is the most commonly failed check on the sheet and the least understood. "Smith Heating & Air" on your site against "Smith Heating and Air LLC" on Google reads as two businesses to a system looking for agreement, and disagreement is what gets you filtered out of an answer.

● SECTION D — Optimize Or Rebuild? (7 checks)

Answer these honestly. They decide whether the rest of this audit is a work order or a wish list.

- ☐ **D1.** Your platform lets you compress and replace images
- ☐ **D2.** Your platform lets you edit robots.txt
- ☐ **D3.** Your platform lets you add schema markup
- ☐ **D4.** You can add a new service page without a developer
- ☐ **D5.** You own the site outright and can move it to another host
- ☐ **D6.** The site has been updated in the last twelve months
- ☐ **D7.** Your total failed checks from Sections A, B and C is under 15

If you failed D1, D2 or D3: the platform is your ceiling. No amount of work inside it will clear the bar, and optimization budget spent here is wasted.

If you failed D7: the fix list is longer than the site. You are rebuilding either way, so do it deliberately and protect your rankings on the way through.

If you passed all seven: optimize. You have a sound foundation and a work order.

● YOUR SCORE

SECTION	SCORE	OUT OF
A. The homeowner on a phone		12
B. The machine with no browser		12
C. Anything worth quoting		9
D. Optimize or rebuild		7
Total		40

34 to 40

Ready. You are ahead of most HVAC companies in your market. Move to quarterly rechecks and put the effort into content and reviews instead.

26 to 33

One reader served, one not. Compare your A and B scores. A high A with a low B means a site built for people that machines cannot use. A high B with a low A means a technically clean site that loses homeowners before they call.

18 to 25

Leaking. The failures are costing calls now. Work the fix order below strictly top to bottom.

Under 18

Rebuild. Optimizing this is throwing money at a foundation problem. Go back to Section D and read what you failed.

• THE FIX ORDER

Do these in order. The order is deliberate, because the cheap fixes unlock the expensive ones.

Week 1, costs almost nothing

- 1 Read and correct robots.txt so search crawlers are allowed
- 2 Ask your host or CDN whether it blocks unknown bots, and turn that off
- 3 Put the phone number on every page as tappable text

Week 2, one developer day

- 1 Compress every image over 500KB
- 2 Remove the homepage slider or video
- 3 Reserve space for late-loading elements so the page stops jumping

Weeks 3 and 4, writing work

- 1 Rewrite service page openings to answer first
- 2 Add an FAQ section to each service page
- 3 Match name, address and phone to your Google Business Profile exactly

Ongoing

- 1 One dedicated page per service, added as you go
- 2 Schema markup across service pages
- 3 Publish an llms.txt or equivalent summary page

• THE QUARTERLY RECHECK

Speed work decays. Plugins, images, and platform updates undo it steadily, so this is a standing check rather than a project.

QUARTER	A SCORE	B SCORE	C SCORE	TOTAL	WHAT CHANGED
Q1	/12	/12	/9	/40	
Q2	/12	/12	/9	/40	
Q3	/12	/12	/9	/40	
Q4	/12	/12	/9	/40	

A dropped score is almost always one of three things: a new plugin, an uncompressed image somebody uploaded, or a security tool that started blocking bots after an update. Check those three before assuming anything larger.

Built by RS Gonzales. We run this audit on every HVAC website before we touch it. If you want us to run it on yours and send you the findings, book a strategy session at rsgonzales.com/book-strategy-session/