
The AI Recommendation Audit

The internal instrument RS Gonzales runs before we quote an HVAC company on AI search. Twelve pages of work, about ninety minutes, done once a quarter.

This is not a tips sheet. It is the scoring instrument. You run the prompts, you log what comes back, you score seven sources against a fixed pass mark, and you finish with a ranked work order instead of a feeling.

- **Before you start, write these down.**

Every step below checks against them.

Legal business name, exactly as registered:

Trading name you use on signage and trucks:

Street address including suite or unit:

Primary phone number:

Your three highest-margin services:

Your top three cities or neighborhoods by revenue:

• SECTION A — The Prompt Test

Run all eighteen prompts. Three engines, six prompt types. Log every one.

Setup rules that change the result if you skip them:

- Use a logged-out or private browsing window. Logged in, the engine remembers you and inflates your own company.
- Turn off location permissions, then name the city in the prompt instead. You want the homeowner's view, not the view from your office.
- Run all three engines within the same hour. Answers drift day to day, and a same-hour run is the only fair comparison.
- Copy answers into the log verbatim. Do not paraphrase. The exact wording is the evidence.

The six prompt types

Replace [CITY] with your top revenue city and [COMPANY] with your trading name. Run each on ChatGPT, Gemini, and Perplexity.

1. The emergency prompt (highest intent)

"My AC stopped working, and it is 95 degrees in [CITY]. Who should I call today?"

2. The considered-purchase prompt

"I need a new furnace installed in [CITY]. Which local companies are worth getting quotes from?"

3. The specialist prompt

"Who installs heat pumps in [CITY] and knows what they are doing?"

4. The vetting prompt (they already have your name)

"Is [COMPANY] a good HVAC company? What do people say about them?"

5. The comparison prompt

"Compare the best-reviewed HVAC companies in [CITY]."

6. The objection prompt

"Which HVAC companies in [CITY] do not push unnecessary replacements?"

• The log grid

One row per prompt per engine. Eighteen rows.

#	ENGINE	PROMPT TYPE	WERE YOU NAMED? Y/N	POSITION IN THE ANSWER	THE EXACT WORDS USED ABOUT YOU	SOURCES THE ENGINE CITED
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						

● Scoring Section A

Count your Y answers out of 18.

0 to 2 — Invisible.

You are not in the source layer. Section B will show you why, and it is almost always the directory row.

3 to 7 — Fragile.

You appear on one engine or one prompt type. Usually a company strong on Google and absent everywhere else.

8 to 13 — Established.

You are in the consideration set. The work now is holding position and winning the specialist prompts.

14 to 18 — Dominant.

Move to quarterly monitoring and defend it.

The two diagnostics most people miss:

- **Compare prompt 1 against prompt 3.** Winning the emergency prompt and losing the specialist prompt means your service list is too generic, not that your reputation is weak.
- **Read the exact words in column six.** If the engine describes you in language you never wrote, find where that language came from. It is usually an old directory listing or a review theme, and it is telling you what the internet thinks you are.

• SECTION B — The Seven-Source Scorecard

Score each source. The pass mark is fixed. Partial credit does not exist, because a half-correct listing creates disagreement, and disagreement is what gets you filtered out.

1. Google Business Profile

- ☐ Primary category is your highest-margin service, not "HVAC contractor"
- ☐ Every service you sell is listed individually in the services section
- ☐ Service area matches the cities on your website exactly
- ☐ Hours include emergency availability if you offer it
- ☐ 20 or more photos, the newest within 30 days

PASS = all five

2. Foursquare

- ☐ Listing exists and is claimed
- ☐ Name matches your trading name character for character
- ☐ Address and suite number correct
- ☐ Category set to HVAC rather than a generic contractor category

PASS = all four. This is the cheapest pass on the sheet and the most commonly failed.

3. Apple Maps (Apple Business Connect)

- ☐ Listing exists and is claimed
- ☐ Name, address and phone match Google exactly
- ☐ Category correct

PASS = all three

4. Yelp

- ☐ Profile claimed
- ☐ 25 or more reviews
- ☐ Rating 4.0 or higher
- ☐ Services section filled out, not left at default
- ☐ Response posted to every review from the last 6 months

PASS = all five

5. BBB, Angi and Thumbtack

- ☐ All three profiles exist and are claimed
- ☐ Name, address and phone identical to Google on all three
- ☐ No profile shows a former address or a disconnected number

PASS = all three. Score this as one source, and a single stale listing fails the whole row.

6. Community mentions

- ☐ Your company name appears in at least one Reddit, Nextdoor or local Facebook thread from the last 12 months
- ☐ The name used in that thread matches your trading name
- ☐ No unanswered public complaint in those threads

PASS = all three

7. Your website

- ☐ A separate page for every service you want to be named for
- ☐ Business name, address and phone appear as text, not only inside an image or logo
- ☐ LocalBusiness and Service schema present and passing Google's Rich Results Test
- ☐ Service area cities named in body copy, not only in the footer

PASS = all four

Scoring Section B

Count sources passed, out of 7.

0 to 2 passed — Expect 0 to 2 on Section A. Start at source 2.

3 to 4 passed — Expect 3 to 7. You have Google and little else.

5 to 6 passed — Expect 8 to 13. Find the failed row, it is your ceiling.

7 passed — If Section A is still under 8, the problem is review language rather than listings. Go to Section C.

• SECTION C — The Disagreement Hunt

This is the part no checklist on the internet asks you to do, and it is where the damage usually sits. You are looking for places where two sources say different things about the same fact.

Open all seven sources side by side and fill this in. Any row with two different values is a defect.

FACT	GOOGLE	FOURSQUARE	APPLE	YELP	BBB	ANGI	WEBSITE	MATCH?
Business name								
Street address								
Suite or unit								
Phone number								
Primary category								
Service area								

How to read it:

- **Any mismatched phone number is a stop-everything defect.** It is the single strongest identity signal and the one most often broken by an old tracking number.
- **A missing suite number counts as a mismatch.** "100 Main St" and "100 Main St Suite 4" are two addresses to a system checking for agreement.
- **An abbreviation is a mismatch.** "&" against "and", "Inc" against "Inc.", "Heating & Air" against "Heating and Air Conditioning". Pick one form and push it everywhere.
- **Count your defects.** Under 3 is normal maintenance. Between 3 and 8 explains a weak Section A on its own. Over 8 means no amount of content work will move you until this is fixed.

• SECTION D — The Review Language Check

Review count is not the lever people think it is. Review wording is.

Pull your last 20 Google reviews and count how many contain each item.

Reviews naming a specific service ("AC repair", "furnace replacement"):

/ 20.

Target: 8 or more.

Reviews naming a city or neighborhood:

/ 20.

Target: 6 or more.

Reviews naming a technician by first name:

/ 20.

Target: 5 or more.

Reviews longer than two sentences:

/ 20.

Target: 10 or more.

Reviews that say only "great service" or similar:

/ 20.

Target: 5 or fewer.

If you miss three or more targets, your review request is the problem, not your review count.

Asking "how did we do?" produces "great guys." Asking "what did we fix and where?" produces a review a machine can read.

• SECTION E — The 30-Day Work Order

Do these in order. The order is deliberate, because the listing work has to settle before anything downstream registers.

Days 1 to 3 — Stop the bleeding

- 1 Fix every phone number mismatch found in Section C
- 2 Fix every address and suite mismatch
- 3 Pick one canonical business name and write it at the top of this sheet

Days 4 to 7 — Claim what is free

- 1 Claim or correct Foursquare
- 2 Claim or correct Apple Business Connect
- 3 Claim or correct Yelp, BBB, Angi and Thumbtack

Days 8 to 14 — Fix the category layer

- 1 Rewrite the Google Business Profile service list, one entry per service
- 2 Match the service area across Google, Yelp and your website
- 3 Add 20 recent photos to Google

Days 15 to 30 — Build the evidence

- 1 Rewrite the review request to ask what was fixed and where
- 2 Reply to every unanswered review from the last 6 months
- 3 Write or fix one service page for the service you most want to be named for

Day 31 — Re-run Section A. Expect movement on the vetting prompt first, since it depends most on listings. The emergency and specialist prompts take two to three months.

• SECTION F — The Quarterly Re-Test

One page per quarter. Four prompts is enough for monitoring once the baseline exists.

QUARTER	EMERGENCY PROMPT Y/N	SPECIALIST PROMPT Y/N	VETTING PROMPT ACCURATE?	SOURCES PASSED /7	DEFECTS FOUND
Q1					
Q2					
Q3					
Q4					

A dropped quarter is usually one of three things:

a listing edited by someone else, a new competitor who did this work, or a change in how the engine weights sources. Check the first two before assuming the third.

Built by RS Gonzales. We run this audit for HVAC contractors across the U.S. If you want us to run it on your market and show you the answers before your competitor sees them, book a strategy session at rsgonzales.com/book-strategy-session/