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How to Get Your HVAC Company Ready for Google AI Mode Bookings

Getting ready for Google AI Mode bookings takes six steps, most of them inside tools you already run. The first two switch the booking button on, and the other four help homeowners choose you and keep the bookings they make.

1. Check Whether Your Field Service Software Connects to AI Mode

Your field service software is the program your office uses to schedule jobs and dispatch technicians. Start by finding out where it stands:

- **Jobber.** Your default request form connects to Google automatically, so the work is in matching your profile.
- **Housecall Pro.** Ask support whether your account is enrolled yet, since Housecall Pro says every pro gets AI Mode at no extra cost.
- **ServiceTitan.** Set up Reserve with Google now, and watch for the AI Mode launch.
- **Anything else.** There is no direct AI Mode booking yet, so your profile and website carry the load.

Whatever you run, an HVAC CRM that syncs with ServiceTitan, Housecall Pro, Jobber, and FieldEdge keeps AI Mode bookings in one place with your other leads.

2. Connect Your Google Business Profile at the Same Address

Jobber matches your account to Google through your Google Business Profile, and the address has to match exactly. Jobber's setup asks you to:

1. **Connect the profile.** In Jobber, go to Marketing, then More, then Google Profile, and sign in to Google.
2. **Turn on "Help clients find my business."** It sits in Company Settings.
3. **Pick your address from the suggestions.** Typing it freehand can create a mismatch with Google Maps.
4. **Check your phone number and website.** Both should match the profile word for word.

Jobber says the Book Online button usually appears within a few days. Housecall Pro says its pros need no profile at all, but Google Business Profile optimization still decides whether you show up in the answer.

3. Offer a Booking Form With True Availability, Not Only a Request Form

HVAC online booking works when the times a homeowner sees are times your team can keep. Jobber recommends a booking form over a request form, so people pick a slot instead of waiting for a callback. Housecall Pro pulls open slots from your calendar.

That makes your calendar part of your marketing. If dispatch blocks out a full day of installs, the calendar should show it. A homeowner who books Thursday at 9 expects a truck in the driveway Thursday at 9. The same goes for the booking form on an HVAC website built to book calls, so both show the same openings.

When the schedule is full, switching off "Help clients find my business" in Jobber takes you out of AI Mode until you turn it back on.

4. Match Your Services and Service Area Everywhere Google Looks

AI Mode compares businesses using what it can read about them. Your services and towns should read the same on your Google profile, your website, your booking software, and every directory. A furnace replacement that is listed on your website but missing from your profile gives Google two different answers.

Start with the profile categories and services, using these steps to optimize an HVAC Google Business Profile. Then fix your name, address, and phone number across directories with local citation building for HVAC contractors. Schema markup is code that labels your services and service area for machines, so AI reads your website in the same terms.

5. Keep Google Reviews Coming In Every Week

AI Mode checks reviews when it compares local companies, so each new review adds to what it can say about your work. Jobber names regular reviews as one of the two things that help AI Mode recommend a business. A steady flow beats a burst, because recent reviews show the company is busy now.

Ask after every finished job, by text, while the technician is still in the driveway, and keep every ask inside Google's review rules. HVAC reputation management turns that ask into a habit your office runs every week.

6. Answer AI Mode Bookings as Fast as a Phone Call

An AI Mode booking is a homeowner who chose you a minute ago. Treat it like a ringing phone:

- **Confirm the slot within minutes.** Jobber can auto-confirm assessment bookings or hold them for your approval.
- **Give one person the inbox.** Requests that land in a shared inbox wait the longest.
- **Answer the phone too.** AI Mode can call local businesses for a homeowner to ask about details that aren't online, like open appointment times.

Speed matters on every channel. Since October, missed Local Service Ads calls can cost you a lead fee, and the same phone coverage protects your AI Mode bookings.

See How Our AI SEO Works for HVAC Companies