

What we found, and where AI helps

for **Prairie Lantern Heating & Air**, Broken Arrow, Oklahoma. Prepared for the owner.

Your "Service Areas" page lists eleven towns in one paragraph, so Google only connects you with Broken Arrow. A short page for each town you serve is the fastest win on this sheet.

● generated by Bishop, checked by Jeremiah Sample plan. The business and every finding are fictional.

AREA	WHAT COULD IMPROVE	WHERE WE CAN HELP
01 Website FROM THE AUDIT	The site is fast on a phone and "Book Service" sits at the top of every page. That is the part most contractors get wrong. Eleven towns share one paragraph on "Service Areas", so none of them has a page that can show up in search. No page answers what people ask AI assistants: what a new system costs to plan for, how long a repair takes. Every page title is just the company name, and the site carries no structured business details.	● One short page per town you actually serve, drafted from your job history and read by you before it goes up. ● A plain-answer FAQ in your words, structured so ChatGPT and Google's AI answers can quote it. ● Titles that name the service and the town, and your hours, area and services written into the code. A day, no rebuild.
02 Marketing FROM THE AUDIT	The Google Business Profile is claimed, the hours are right, and the reviews you have are strong and specific. Reviews arrive a few a month, while the companies listed above you in Google Maps for "AC repair" show far more. The last few reviews have no reply. The profile lists one category, no services, and two photos: the logo and a van.	● A review request by text after every finished job, the same day, in your voice. ● Every review answered within a day, drafted for you and approved in one tap. ● Services and real job photos added, then one short post a month drafted from that month's work.
Sales and Operations: we can't see these from the outside. Website and Marketing above are what we could see: your site, Google, your listings. What follows is what heating and air companies like yours typically find, and where AI helps. The call below is where we check it against how you really work.		
03 Sales BRIEF COMMON PATTERN	Heating and air companies like yours typically win on how fast they answer and lose money on replacement quotes nobody chases. Replacement quotes are commonly sent once and never followed up. Maintenance plan renewals often lapse because nobody owns them.	● Every open quote followed up on a schedule, in your voice, until it is a yes or a no. ● A reminder ahead of each season with a link to book the tune-up.
04 Operations HEAVIEST COMMON PATTERN	You named after-hours calls and rescheduling as the time-sink. In most HVAC shops this size, dispatch lives in one person's head and phone. After-hours calls typically go to voicemail and wait until morning. Reschedules commonly arrive by text and get re-entered by hand in two places. Techs usually retype job notes and parts back at the office. Weekly numbers often take a morning to pull from three different tools.	● Every call answered, sorted into emergency or routine, then booked or sent to the on-call tech. ● Read once, the schedule updated, and the customer and the tech told automatically. ● Notes and parts captured at the job, the invoice drafted before the truck leaves. ● Assembled overnight from the tools already in use, ready on Monday.

NEXT STEP

Want more? Book a 30-minute call.

A 30-minute discovery call to tailor this plan to how you actually operate, and to decide together whether a paid audit is the right next step.

IF AN AUDIT FITS: your plan shows an estimate here, sized to your business. Final pricing in a written proposal after we meet.

Book the call

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