

# Quick HVAC Landing Page Audit Checklist

Run this on a page you are sending paid traffic to. Pass or fail on each item.

## Page Alignment

- This page is dedicated to one primary service (AC repair, furnace install, maintenance, IAQ)
- The main headline matches the promise in your ad or campaign
- The primary CTA matches the action your campaign is optimized for (call, book, quote)



## Above the fold

- Headline speaks to a homeowner problem, not equipment specs
- Phone number is visible and tappable on mobile
- Form or booking button appears above the fold
- At least one trust signal (review stars, badge, guarantee) appears near the headline or CTA



## Copy and layout

- Copy uses "you" and "your home" more than "we" and "our company"
- Benefits appear before technical features
- Sections are short and scannable on mobile
- Navigation is limited to keep focus on the main action



## Trust and risk reversal

- Recent review snippets or star ratings appear on the page
- Certifications, affiliations, and membership credentials are displayed
- Guarantees are stated in plain language
- Response time or availability is spelled out (same day, 24/7, business hours)



## Follow-up and tracking

- Forms route to a process with a fast response time
- Calls are answered live or trigger a fast callback
- You can see which campaigns and pages are generating calls or form fills
- You have a way to follow up with visitors who clicked but did not convert

