



# SEO OPPORTUNITY AUDIT

## Apex Comfort HVAC

apexcomforthvac.com | Prepared by Purposeful IT | April 2026

This audit identifies specific gaps in Apex Comfort's current search visibility. These gaps are leaving service calls on the table in markets you're already working in. No fluff -- just what's missing and why it matters.

### AUDIT SUMMARY

AREA	STATUS	IMPACT
Google Business Profile	NOT CLAIMED	HIGH
Service Area Location Pages	MISSING	HIGH
Structured Schema Markup	NOT IMPLEMENTED	HIGH
FAQ / AEO Content	NOT IMPLEMENTED	MEDIUM
On-Page SEO (titles, H1s)	INCOMPLETE	HIGH
Local Blog Content	PARTIAL	MEDIUM

### FINDING 01: GOOGLE BUSINESS PROFILE NOT CLAIMED

Apex Comfort does not have a claimed and verified Google Business Profile. That means the business does not appear in Google Maps, the Local Pack, or Google's AI Overviews when someone searches for HVAC services in Elyria or any surrounding city.

The Local Pack -- the three businesses that appear at the top of a local search with a map -- is where the majority of local service calls originate. Without a verified GBP, you are not eligible to appear there regardless of how good your website is.

GBP ELEMENT	STATUS	IMPACT
Profile claimed and verified	NO	Invisible in Maps and Local Pack
Business description	NO	Google and AI tools have nothing to reference
Service areas defined	NO	Cannot surface for Avon, Lorain, or surrounding cities
Photos uploaded	NO	42% fewer direction requests vs profiles with photos
Services listed	NO	Google cannot match listing to service-specific searches

**Fix:** Claim and verify the GBP, complete every field including service areas and service list, upload a minimum of 10 photos, and implement an ongoing review strategy. This is typically the highest-ROI single action for a local service business.

## FINDING 02: NO LOCATION PAGES FOR SERVICE CITIES

Apex Comfort's website lists Elyria, Lorain, Avon, Amherst, and North Ridgeville as service areas. None of those cities have a dedicated page on the site. From Google's perspective, you don't serve those markets.

A homeowner in Avon searching 'AC repair Avon Ohio' has no path to finding you organically. The search returns businesses with dedicated Avon pages. You are not one of them.

CITY	DEDICATED PAGE	RANKS LOCALLY
Elyria	Homepage mention only	NO
Lorain	NO	NO
Avon	NO	NO
Amherst	NO	NO
North Ridgeville	NO	NO

**Fix:** Five dedicated service area pages, one per city, each targeting the specific searches homeowners run when they need HVAC. Each page follows a proven template: city-specific intro, core services, FAQ section, and click-to-call CTA.

## FINDING 03: NO SCHEMA MARKUP ON ANY PAGE

Schema markup is structured data that tells search engines and AI tools -- Google's AI Overviews, ChatGPT, Perplexity -- exactly what your business is, where you operate, what services you offer, and what customers say about you. Apex Comfort has none implemented.

Competitors with proper schema markup show review stars, service details, and business hours directly in search results. Without it, your listing is plain text next to their rich results.

SCHEMA TYPE	WHAT IT DOES	IMPLEMENTED
LocalBusiness	Confirms name, address, phone, hours to Google	NO
HVACBusiness	Industry-specific designation; boosts category relevance	NO
Service	Marks each service page as a distinct, indexable offering	NO
FAQPage	Displays expandable Q&A; directly in search results	NO
BreadcrumbList	Improves site structure signals for crawlers	NO

**Fix:** Site-wide schema implementation across homepage, service pages, and location pages. One-time setup with lasting impact on both traditional search rankings and AI-generated answers.

## FINDING 04: ON-PAGE SEO INCOMPLETE ACROSS ALL PAGES

Every page on the site has a title tag, but none are optimized for local search. The homepage title reads 'Apex Comfort HVAC' with no geographic modifier. Service pages use generic titles like 'Air Conditioning' with no city, no intent signal, and no differentiation from every other HVAC page Google has indexed.

Meta descriptions are missing on five of seven pages. H1 headings on service pages lead with the company name rather than the service and location being targeted.

CURRENT APPROACH	WHAT IT SHOULD BE
Title: "Apex Comfort HVAC"	Title: "AC Repair & Furnace Service in Elyria, OH   Apex Comfort HVAC"
H1: "Welcome to Apex Comfort"	H1: "HVAC Repair and Installation in Elyria, Ohio"
Meta: Missing on 5 of 7 pages	Meta: Every page has a unique 150-character description with location + service
Body copy: No city or county references	Body copy: Elyria, Lorain County, and surrounding cities referenced naturally

**Fix:** Full on-page optimization across all existing pages -- title tags, H1s, meta descriptions, and body copy rewritten for local keyword targeting. Typically completed in one focused session.

## FINDING 05: NO FAQ OR AEO CONTENT

When someone asks Google's AI Overview or ChatGPT 'who does furnace repair in Elyria Ohio,' the answer comes from businesses that have published structured, direct-answer content. FAQ sections on service pages, blog posts that answer specific questions, and properly marked-up schema are what get a local business cited by AI tools.

Apex Comfort has no FAQ content on any page and no blog posts targeting local search intent. The site has no footprint in AI-generated answers for any relevant query in the service area.

CURRENT APPROACH	WHAT IT SHOULD BE
No FAQ content on any page	Expandable FAQs that appear in Google results and train AI citations
No blog content	"How much does AC replacement cost in Lorain County" ranks locally
Generic service descriptions	City-specific service guides with local pricing context
No AI search presence	Business cited by name in ChatGPT and Google AI Overviews

**Fix:** FAQ sections added to the top five service pages with FAQPage schema markup. Four locally targeted blog posts, one per primary city, each answering the question that city's homeowners are actually searching.

### WHAT PURPOSEFUL IT WOULD DO

These are not abstract recommendations. Here is the exact work, in order.

#	DELIVERABLE	TIMELINE
1	Google Business Profile -- claim, verify, complete every field, upload photos, set service areas	Week 1
2	Full on-page optimization -- title tags, H1s, meta descriptions, body copy across all existing pages	Week 1
3	Schema implementation -- LocalBusiness, HVACBusiness, Service, FAQPage, BreadcrumbList	Week 1-2
4	Five service area location pages (Elyria, Lorain, Avon, Amherst, North Ridgeville)	Week 2-3
5	FAQ sections added to top 5 service pages with structured markup	Week 2
6	Four locally targeted blog posts -- one per primary service city	Month 1-2

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**This is a sample audit.** Want to see what your site looks like to Google? We will review your site, your Google presence, and how you rank against local competitors -- no cost, no commitment.

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