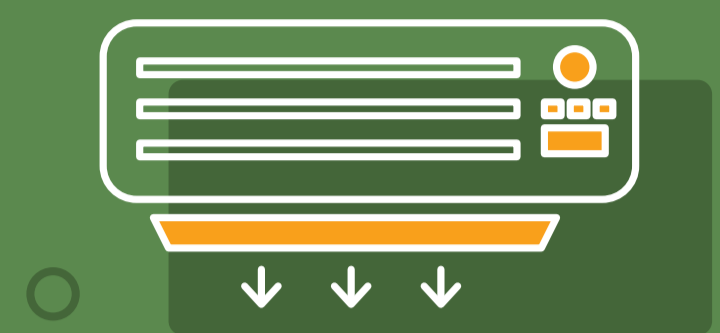


Quick Action Steps to Market Your HVAC Business

Unlike other industries, the HVAC industry requires a sense of urgency when it comes to servicing consumers in the face of an emergency. When consumers need to hire an HVAC company, they want it to be fast and simple.

To put your HVAC business in front of consumers when they're searching, check out these digital marketing statistics and correlating action steps you can follow.



46% of all Google searches are seeking local information.



Make sure your HVAC business is showing up in the local pack section of the search results! Local search marketing can help improve and optimize your local presence so consumers can find you easily online.



60% of consumers click on mobile ads weekly.

Creating a comprehensive paid advertising strategy by focusing on creating demand and meeting demand will allow you to reach consumers at the right place and the right time. Keep in mind that the ad types you choose should revolve around your business's goals.



92% of consumers look at a company's website when choosing an HVAC contractor.



Make sure your website is optimized! This includes showing up in relevant searches as well as having a quick load time and clear call to actions. Also, having a mobile-friendly website is crucial so customers can effortlessly hire you during an emergency.