



How to Improve Your HVAC Company's Online Reviews



Customers aren't excited about working with 2-star contractors. Build and protect your company's online reputation with these tips.

Facts + Figures

12x

growth in the last five years for Google searches including "HVAC repair near me."

64%

of consumers check reviews on Google before visiting a business.

Top Review Sites



Google

#1

Top Used Review Site



Facebook

2.4

Billion Users



Yelp

77

Million Users



Angie's List

6

Million Users



Thumbtack

10

Million Users

1-5

Scale

1-5

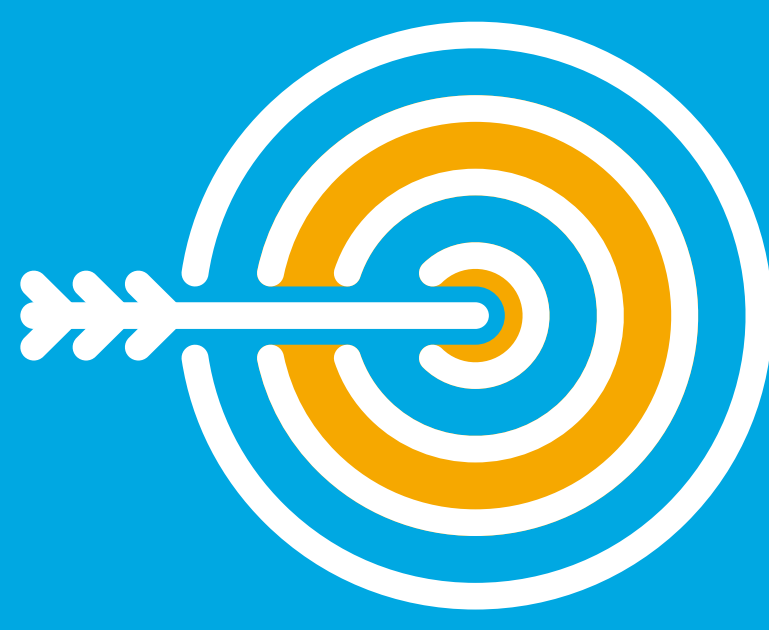
Scale

A-F

Scale

1-5

Scale



Aim For

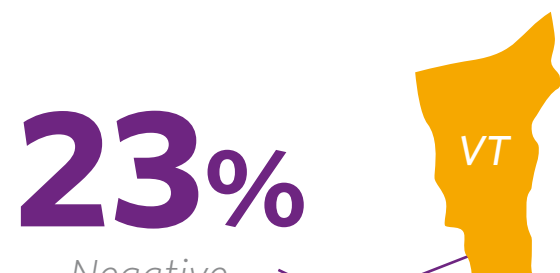
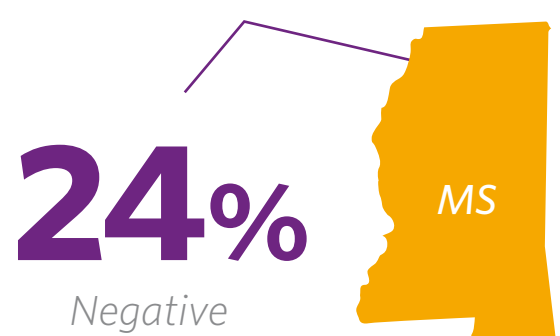
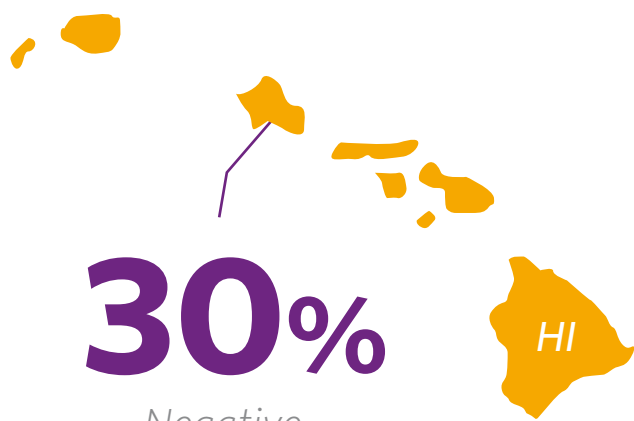


Aim for a review between 4.0 and 4.9 stars! Businesses with a 5-star average actually earn *below-average* revenue.

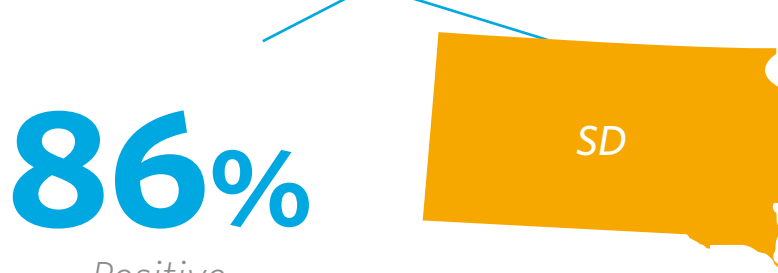
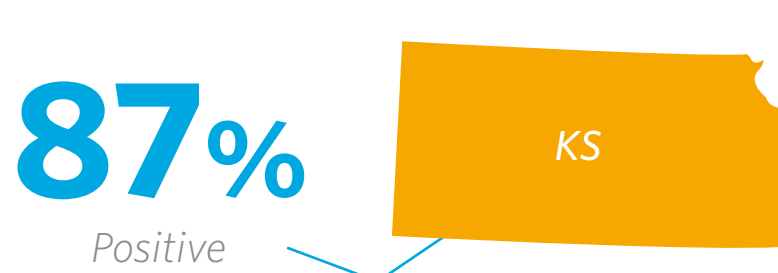
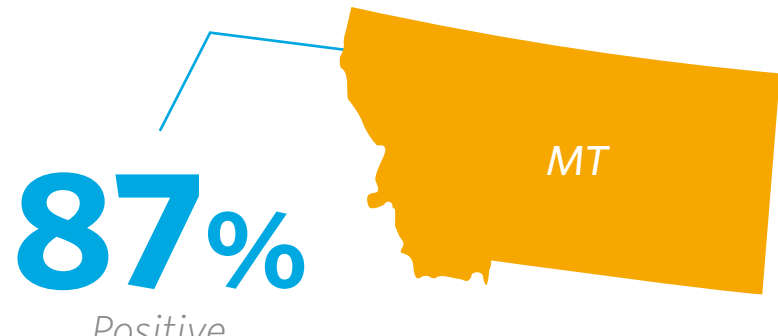
Did You Know?

The way consumers review local services varies by state.

Harshest Reviews for Local Services:



Kindest Reviews for Local Services:



Tips for Building Your Reputation



Add photos of your business and/or employees



Use keywords to help customers discover you



Remind customers to share their feedback

Tips for Protecting Your Reputation



Claim or verify your profile



Reply to reviews



Check in at least once a month



Many of your happy customers would be thrilled to leave you an honest and detailed review if you just ask. One of the best things you can do to grow your business is implementing a customer follow up process where you request honest feedback and tell your customers exactly where and how they can give it.

Bryan Orr, Founder
HVAC School



Sources: <https://www.reviewtrackers.com/reports/online-reviews-survey/>
<https://www.womply.com/impact-of-online-reviews-on-small-business-revenue/>