

MUST HAVES FOR AN HVAC DEALER WEBSITE

Making sure your customers can find you online, having a go-to place for contact information, and being able to build trust in your brand are necessary building blocks. Here are a few ideas to help you get started on creating an awesome website for your business!

1. A Highly Visible Phone Number

Your contact phone number should be easily accessible, located in the top, right-hand corner of the site and in the site's hero shot. Include multiple ways to contact you on your site, including a contact form, chat on your site, or other options that work for your business.

2. An Engaging Banner

The "hero shot" of the website (the main image) shows them what their life could look like using your services, with a smiling family enjoying a crystal-clean home. And, have a clear call-to-action (like a "Book an Appointment" button) that's located prominently on the site, and encourages further action than just checking out the website.

3. Strong Social Proof

Include recognition such as a "Best Business" award, certifications and a 5/5 customer rating mention located at the top of the site, all which inspire trust. If you have testimonials or Google reviews you can share, this would be a good place to do so!

4. Highlight Your Services

Be clear on the services you offer, payment options and financing programs. Your content needs to reflect HVAC experience to rank with the search engines and keep your visitor's attention. Demonstrate your HVAC expertise, show your ability to solve heating and cooling problems and reflect the culture and dedication of your team. Text is good; videos, infographics, charts, and original photos are even better.

5. Include Calls To Action Across Your Site

Ask customers to schedule service, view specials or learn more about financing (include an online application).

Additional ideas to include on your site:

- Highlight coronavirus safety precautions in place, or other up-to-date information
- Option to schedule a virtual sales call
- Let your customers know right away that beyond your hours of operation you're available for emergency services.
- "Meet the Team" page lets customers know straight away who they'll be letting into their home, something that's extremely important in home service.
- Tell your story, explaining how you do business and ensuring new customers that your services are guaranteed
- Add a blog with tips for homeowners

Some other site considerations to take into account when you build your site:

- Mobile responsive design
- Search engine optimization
- Web browser compatibility
- Integration with social media pages

SETTING A **NEW STANDARD**

MAKING IT **EASY**

FOR US, IT'S **PERSONAL**



EXTRAORDINARY SERVICE. INNOVATIVE SOLUTIONS.