

AI SEARCH VISIBILITY SPRINT

Northstar Heating & Air

A dated field sample of how buyers find, compare, and validate local HVAC providers in Austin.

CONFIDENTIAL • AGENCY

MARKET

Austin, Texas

FIELDWORK

July 2026

PREPARED FOR

Your Agency

THE SHORT VERSION

The site explains the service. The wider web does not yet corroborate it.



01 • PRESENCE

Absent from most non-branded recommendation answers

Northstar appeared in 6 of 20 illustrative checks. Two larger competitors appeared in 13 and 15.

02 • SOURCES

Competitors own the third-party evidence layer

Three recurring directories and one local publisher support competitor mentions; Northstar is absent or incomplete.

03 • CONTENT

One service page is close to answer-ready

The AC repair page has useful facts, but pricing context, process detail, author evidence, and structured FAQs are missing.

RECOMMENDED DECISION

Fix entity and source gaps first, then publish one stronger answer page. Do not buy an AI-monitoring subscription until the underlying evidence is ready to move.

FIELDWORK DESIGN

A transparent sample, not a permanent “AI rank.”

20

Buyer-intent prompts

Discovery, comparison, purchase, trust, and problem-aware language.

3

Competitors

Comparable service providers with overlapping market coverage.

4

Evidence layers

Observed answers, cited sources, public entity signals, and on-site readiness.

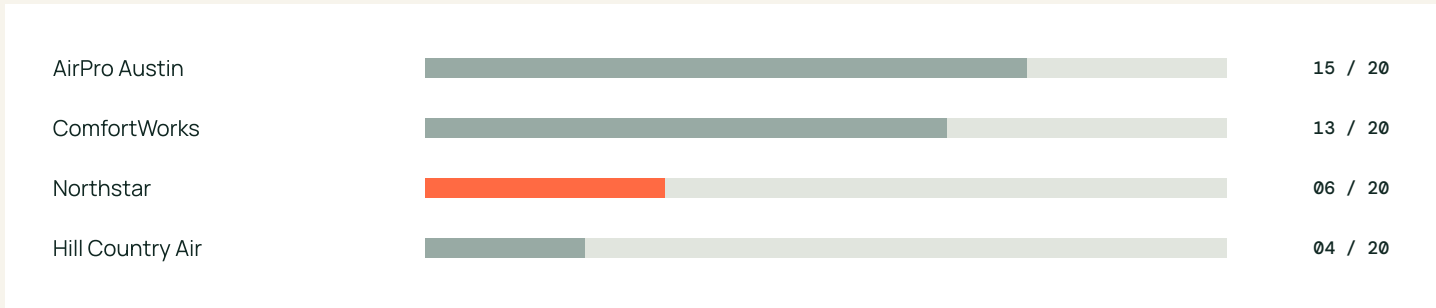
LAYER	RECORDED	HOW IT IS USED
Observed answer	Engine, exact prompt, date, brand mentions	Directional presence sample
Sources	Cited or visibly supporting URLs	Find evidence and publisher gaps
Public signals	Business profiles, reviews, directories, mentions	Check entity consistency and corroboration
Owned site	Copy, structure, schema, crawl signals, proof	Identify implementation-ready fixes

LIMITATION

Answers can vary by model, time, location, account, wording, and system updates. Results are a dated field sample. Scores summarize documented checks; they do not predict or guarantee future inclusion.

SHARE OF OBSERVED ANSWERS

Competitors are easier to recommend before a buyer knows a brand name.



What changes by intent

DISCOVERY	COMPARISON	TRUST	PURCHASE
1 / 5 Weakest when the buyer asks broadly for trusted or recommended providers.	1 / 5 Competitor roundups and directories dominate the visible evidence.	3 / 5 Reviews help when Northstar is named, but do little in non-branded discovery.	1 / 5 Emergency availability and financing claims lack consistent third-party support.

Interpretation: The primary constraint is not a missing “AI keyword.” It is the gap between what Northstar says about itself and what trusted public sources can corroborate.

RECURRING SUPPORT LAYER

Four sources explain most of the competitor advantage.

SOURCE TYPE	AIRPRO	COMFORTWORKS	NORTHSTAR	ACTION
Regional contractor directory Complete service + market pages	Strong	Strong	Absent	Build complete profile
Consumer review platform Recent detailed service reviews	Strong	Mixed	Thin	Request specific review detail
Local editorial roundup Updated "best of" comparison	Named	Named	Absent	Qualify and pitch evidence
Manufacturer dealer locator Credential corroboration	Complete	Complete	Mismatch	Correct entity details

HIGHEST-LEVERAGE MOVE

Repair the manufacturer entity mismatch before publishing more content.

The locator uses a legacy business name and old phone number. That weakens corroboration of the exact credentials emphasized on the website.

SHIP SEQUENCE

Fix the evidence chain before scaling the content calendar.

01

ENTITY · 30 MIN

NOW

Correct manufacturer locator name and phone

Owner: client ops · Dependency: account access · Proof: public locator matches website and GBP

02

SOURCE · 90 MIN

NOW

Complete the regional contractor directory profile

Owner: agency off-site · Dependency: service list, license, photos · Proof: indexed complete profile

03

CONTENT · 4 HRS

WEEK 1

Rebuild the AC repair page around buyer questions

Owner: agency content · Dependency: approved price/process facts · Proof: page, FAQs, author and update date live

04

SCHEMA · 60 MIN

WEEK 1

Add aligned LocalBusiness, Service, and FAQ markup

Owner: agency dev · Dependency: final page copy · Proof: validator pass and entity fields match

05

REVIEWS · ONGOING

WEEK 2+

Prompt customers for service-specific detail

Owner: client CS · Dependency: compliant request flow · Proof: recent reviews describe job, location, and outcome

ANSWER-FIRST PAGE MODULE

Emergency AC repair in Austin: what happens after you call?

DRAFT OPENING ANSWER

For an AC failure in Austin, Northstar Heating & Air confirms availability by phone, gives an arrival window, diagnoses the system before recommending work, and explains the approved repair price before starting. Same-day service depends on call volume and parts availability; the dispatcher confirms both when you call.

FAQ SET

Six questions mapped to buyer uncertainty

- Do you offer same-day AC repair?
- What does a diagnostic visit include?
- Will I approve the price first?
- Which Austin areas do you serve?

PROOF NEEDED

Facts the client must verify before publishing

- Dispatch and arrival-window process
- Diagnostic fee and credit policy
- Financing provider and eligibility
- License and manufacturer credentials

STRUCTURED DATA

Schema starter supplied separately

- HVACBusiness identity alignment
- Service + areaServed fields
- FAQPage for visible approved FAQs
- No unsupported rating or price claims

NEXT CHECK

Re-run the frozen prompt set only after the source and page changes are indexed. Compare patterns, not a single answer.