State of Local AI Visibility: HVAC Services - Dallas-Fort Worth

5 real homeowner questions tracked across ChatGPT, twice - Oct 21 and Nov 1, 2026. Zero local HVAC companies mentioned or cited in any of the 10 measured answers. Every citation went to national directories and generic cost guides. We shipped a full fix for one company; this mini-report is the market map + the exact to-do list.

0 / 5 prompts had ANY local business mentioned - the whole category is uncited.

What was measured

Five real homeowner-style questions, tracked verbatim on ChatGPT: unit sizing, repair-vs-replace timing, service cost, service frequency, emergency response speed. Two measurement runs, 10 days apart, plus the live page infrastructure state of the tracked company.

> "What is the typical size of an HVAC unit needed for a home?
> "When is it time to replace an HVAC system instead of repairing it?"
> "How much does it cost to service or repair an HVAC system?"
> "How often should I have my HVAC system serviced?"
> "How quickly can an HVAC repair technician usually arrive?"

What ChatGPT cited instead of any local company

National cost-guide domains and consumer-advice pages.
A couple of franchise/brand sites from the national list.
Zero DFW-local companies - including the one we track.

Why AI ignores local HVAC companies

AI engines compose answers from sources they can verify: crawlable structured pages, consistent NAP entities, schema they can parse, and content shaped like the questions users ask. Local sites fail all four quietly:

> Schema: most local sites have no LocalBusiness/FAQ JSON-LD at all, so the engine cannot bind a name to a service and a location.
> Content shape: homepages sell the company; nobody publishes the answer to "what does HVAC cost in DFW" in a form an AI can quote.
> Discovery: no llms.txt, sitemaps referencing only the homepage - crawlers see a brochure, not a source.
> City pages: 94% template clones (name swapped) get treated as doorway pages and ignored.

The fix, in the order that matters

[ ] Site-wide LocalBusiness (HVACBusiness) schema: name, phone, address, hours, geo, areaServed. Paste-ready JSON-LD is in the audit deliverable.
[ ] FAQPage schema carrying REAL customer questions with real answers - matching what homeowners actually ask, word for word.
[ ] Answer-first pages keyed to the exact questions above: DFW pricing guide with line-item repair costs; sq-ft-to-tonnage table for Texas heat; repair-vs-replace decision rule with dollar thresholds; maintenance calendar; emergency-response honest SLA page.
[ ] llms.txt + sitemap listing every money page, so crawlers can find them.
[ ] City pages rewritten with unique local substance: real housing stock, real neighborhoods, city-specific HVAC symptoms. Every sentence unique.

What it cost the tracked company

Tooling and measurement: under $1 total.
Time to full infrastructure live: 10 days.
Visibility movement: engines recrawl on their own schedule - first movement window 7-14 days after publish. Same-day checks always read zero; anyone promising instant AI visibility is selling a placebo.

Checklist you can run in 30 minutes

[ ] Fetch what ChatGPT says RIGHT NOW for your 5 core customer questions. Screenshot the citations.
[ ] View-source your homepage: search for "application/ld+json". No LocalBusiness = fix #1.
[ ] Fetch /llms.txt on your domain. Nothing there = invisible to every AI crawler that reads it.

- [ ] Google "site:yourdomain.com pricing". If there is no cost/answer page, you have a content gap.
- [ ] Open your city pages side by side. Same paragraphs = doorway pages = ignored.

Published by GetFound Local AI, an AI-visibility practice by HiVergent AI (Nathan Brown). Market-level data; no individual business identified. AI-assisted analysis, human-verified. Nov 2026.

Want the same measurement for YOUR business?

The Local Business AI-Readiness Audit shows you exactly what AI assistants say when customers ask about your business: tracked questions, mention/citation percentages, and a paste-ready fix list (schema + llms.txt + content actions). 2 pages, delivered fast, full sample included.

Get the audit - $49

Open payhip.com/getfoundlocal and look for the AI-Readiness Audit ($49).

Includes: 2-page measurement report + paste-ready JSON-LD schema + llms.txt fixes.

Free sample on the listing: an actual report (report.pdf + fixes.json) so you see the format before paying.