

RECON

Dossier™ · Intelligence File

COMPOSITE INTELLIGENCE SCORE

58 /100

Grade C · Fair

TIER 2

Primary Gap: Customer Reviews

Strongest: Business Listings

Data confidence: HIGH (100%)

53

C

Website

78

B

Local

67

B

Business

51

C

Customer

24

F

Social

28

F

Advertising

69

B

AI

Birchline Heating & Air

birchlineheating.com · (717) 555-0142 · SAMPLE-REPORT · October 3, 2026

2217 Orchard Ridge Dr, Mechanicsburg, PA 17055

HOW TO READ YOUR TIER

TIER 1 · 76-100

Strong. Your online presence is competitive. Protect it and keep it current.

TIER 2 · 58-75

Fair. A solid base with gaps a competitor can use against you.

TIER 3 · 0-57

At risk. Significant gaps. Start with the primary gap in this report.

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INTELLIGENCE SUMMARY

What Your Score Says — Area by Area

COMPOSITE	GRADE	TIER	PRIMARY GAP	STRONGEST
58/100	C · Fair	TIER 2	Customer Reviews	Business Listings

DIMENSION SCORECARD

B	Business Listings Weight: 25%		B	67/100
C	Customer Reviews Weight: 25%		C	51/100
B	Local SEO Weight: 17%		B	78/100
C	Website Performance Weight: 18%		C	53/100
F	Social Presence Weight: 7%		F	24/100
F	Advertising Reach Weight: 3%		F	28/100
B	AI Engine Readiness Weight: 5%		B	69/100

DATA RICHNESS



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TOP FINDINGS

Ranked by Score Impact — Biggest Gains First

CUSTOMER REVIEWS

Score: 51/100 · Grade C · Weight: 25%



You have 38 total reviews, but the recent sample Google returned shows 14% owner responses. Prospects may read unanswered feedback as inattention, and consistent replies can support local visibility.

WEBSITE PERFORMANCE

Score: 53/100 · Grade C · Weight: 18%



Mobile PageSpeed score is 47/100 — critically slow. Google uses page speed as a direct ranking signal, and a site this slow loses a large share of mobile visitors before the page loads.

BUSINESS LISTINGS

Score: 67/100 · Grade B · Weight: 25%



Listings foundation is solid, including confirmed presence on Angi, BBB. Next-level opportunity lies in claiming the major directories not yet confirmed (Yelp, HomeAdvisor, Yellow Pages, Nextdoor), and maintaining NAP accuracy as the business evolves.

SOCIAL PRESENCE

Score: 24/100 · Grade F · Weight: 7%



Presence confirmed on Facebook with management health measured on 1 of 1. Cadence, responsiveness, and engagement — not just existence — now drive most of this score. Still missing: Instagram.

LOCAL SEO

Score: 78/100 · Grade B · Weight: 17%



No dedicated service-area landing pages were found. This is a real, secondary opportunity for local organic visibility beyond the map pack — worth doing, but it is not the dominant factor in local-pack ranking.

ADVERTISING REACH

Score: 28/100 · Grade F · Weight: 3%



No live ad-conversion pixels detected (Google Analytics present, but analytics only) — no evidence this business is currently running paid ads on Google or Meta. That's the real gap: not a tracking-setup issue, an absence of live campaigns to track. LSA and competitor ad-spend visibility require a full researched scan.

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PRIORITIZED ACTIONS

What to Fix, in Priority Order

FIX FIRST

- 1** **Raise mobile PageSpeed from 47/100 to at least 75 on WordPress.** **Critical**
Use Lighthouse mobile to identify the LCP element, serve that asset as WebP/AVIF at its rendered size, defer noncritical scripts, and re-test with cache enabled.
- 2** **Mobile PageSpeed: Score 47/100 on mobile — very slow** **High**
Scored High impact.
- 3** **Google Search Ads: No Google Ads conversion pixel detected on the site** **High**
Scored High impact.

FIX NEXT

- 1** **Total Reviews: 38 total reviews across all platforms** **High**
Scored High impact.
- 2** **Review Velocity: ~0.6 new reviews/month** **Medium**
Scored Medium impact.
- 3** **Response Rate: Owner responds to ~14% of reviews (measured from the most recent reviews Google returns for this profile)** **Medium**
Scored Medium impact.

KEEP IMPROVING

- 1** **Category Correct: Category on file: "HVAC contractor" — accuracy not independently verified in this scan** **Medium**
Scored Medium impact.
- 2** **Hours Accurate: Hours are listed on the profile (not independently verified)** **Medium**
Scored Medium impact.
- 3** **Platform Count: Directory coverage not checked in this scan** **Medium**
Scored Medium impact.

The ongoing work above, keeping what this report measured current, is often called Digital Presence Management (DPM).

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ENRICHMENT DATA

All Collected Signals — Organized by Data Source

GOOGLE BUSINESS PROFILE

GBP Claim Status:	See listings score
Business Hours:	Monday: 7:30 AM – 5:00 PM Tuesday: 7:30 AM – 5:00 PM Wednesday: 7:30 AM – 5:00 PM Thursday: 7:30 AM – 5:00 PM Friday: 7:30 AM – 5:00 PM Saturday: Closed Sunday: Closed

Photo Count:	9 photos on record
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Primary Category:	HVAC contractor
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Price Level:	Not available
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REVIEW INTELLIGENCE

Total Reviews:	38 reviews
Average Rating:	4.6 ★ out of 5.0
Latest Review:	2026-07-11
Reviews (12 mo):	7 in last 12 months
Response Rate:	14% of reviews answered

WEBSITE & AD TECHNOLOGY

Website URL:	https://birchlineheating.com
HTTPS / SSL:	Yes — secure
Mobile PageSpeed:	47/100 (Google threshold: 75+)
Schema.org Markup:	LocalBusiness schema detected
CMS Platform:	Built on WordPress
Tracking Pixels:	Google Analytics
Primary Contact:	office@birchlineheating.com