

RECON

Technical Analysis™

SCORED DIMENSIONS

Website		C	53
SEO		B	78
Listings		B	67
Reviews		C	51
Social		F	24
Ads		F	28
AI Ready		B	69

COMPOSITE SCORE

58

/100

Grade C · Fair

TIER 2

Primary Gap: Customer Reviews

Strongest: Business Listings

Birchline Heating & Air

October 3, 2026

HOW TO READ YOUR TIER: TIER 1 (76-100) Strong · TIER 2 (58-75) Fair · TIER 3 (0-57) At risk

TECHNICAL ANALYSIS · SCORED DIMENSION DEEP-DIVE

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OPPORTUNITY MATRIX

Every Area, Weakest Score First

TECHNICAL ANALYSIS · SCORED DIMENSION DEEP-DIVE

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WEBSITE PERFORMANCE

Website Performance

53

Grade C · Fair

/100

SCORED SIGNALS

Signal	What We Found	Impact
● Mobile PageSpeed	Score 47/100 on mobile — very slow	High
● Phone/Contact Visible	Phone number prominent in header	High
● Trust Signals	2 found: Years in business, Insurance — missing: license number	High
● CTA Quality	Moderate call-to-action	Medium
● Service Area Coverage	No service area content found on site	Medium
● Owner/About Story	No owner bio or About page found	Low

KEY TECHNICAL FINDING

Diagnostics: the WordPress snapshot shows mobile PageSpeed is 47/100. Implementation: Use Lighthouse to identify the LCP element, optimize it, and re-test to at least 75.

TECHNICAL ANALYSIS · SCORED DIMENSION DEEP-DIVE

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LOCAL SEO

Local SEO

78

Grade B · Good

/100

SCORED SIGNALS

Signal	What We Found	Impact
● Local Pack Position	6	High
● GBP Category	HVAC contractor — a real, specific category signal	High
● Review Velocity	Last review 84 days ago — healthy freshness	Medium
● Service Area Pages	No dedicated service-area pages found — a real, secondary local-organic opportunity, not a map-pack blocker	Medium
● LocalBusiness Schema	Detected — aids classification and rich-result eligibility	Low
● Organic Keyword Volume	Not measured in this scan — no keyword-research data source is integrated	Medium
● Branded Search Presence	Ranks #1 organically for its own business name	Medium
● Entity Recognition	Google recognizes this business as a distinct entity (Knowledge Panel present)	Low

KEY TECHNICAL FINDING

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.

TECHNICAL ANALYSIS · SCORED DIMENSION DEEP-DIVE

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BUSINESS LISTINGS

Business Listings

67

Grade B · Good

/100

SCORED SIGNALS

Signal	What We Found	Impact
 GBP Claimed	Yes — profile appears claimed	High
 GBP Completeness	100% complete (estimated from available signals)	Medium
 Category Correct	Category on file: "HVAC contractor" — accuracy not independently verified in this scan	Medium
 Hours Accurate	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	Medium
 Platform Count	Directory coverage not checked in this scan	Medium
 Industry Directories	2 industry-specific directories found (target: 3+)	Low
 NAP Consistency	Name, address, and phone 78% consistent across platforms	Low
 Duplicate Listings	1 duplicate Google Business listing found — duplicates split reviews and confuse customers	Medium
 Map Pin Accuracy	Map pin matches the listed address (40m)	Low

KEY TECHNICAL FINDING

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.

TECHNICAL ANALYSIS · SCORED DIMENSION DEEP-DIVE

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CUSTOMER REVIEWS

Customer Reviews

51

Grade C · Fair

/100

SCORED SIGNALS

Signal	What We Found	Impact
 Total Reviews	38 total reviews across all platforms	High
 Average Rating	4.6 ★ average across platforms	High
 Review Velocity	~0.6 new reviews/month	Medium
 Response Rate	Owner responds to ~14% of reviews (measured from the most recent reviews Google returns for this profile)	Medium
 Platforms With Reviews	1 platform has reviews (target: 4+)	Low
 vs. Local Competitors	Behind the local average (4.8 ★ / 152 reviews from 3 real local competitors)	Medium

KEY TECHNICAL FINDING

Diagnostic: GBP reports 38 total reviews; Google's available recent-review sample measures 14% owner responses. Remediation: reply to every unanswered sampled review, then monitor weekly and maintain 100% response coverage on new reviews.

TECHNICAL ANALYSIS · SCORED DIMENSION DEEP-DIVE

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SOCIAL PRESENCE

Social Presence

24

Grade F · Critical

/100

SCORED SIGNALS

Signal	What We Found	Impact
Facebook Profile	Verified presence — no recent activity confirmed; presence confirmed but management health is weak	High
Instagram Profile	No identity-verified Instagram presence found — recommended for a home/local service trade business	Medium
LinkedIn Profile	Not applicable — LinkedIn is not a relevant channel for a home/local service trade business	None
Twitter Profile	Not applicable — Twitter is not a relevant channel for a home/local service trade business	None
YouTube Profile	Optional for a home/local service trade business — absence is not penalized	Low
TikTok Profile	Optional for a home/local service trade business — absence is not penalized	Low

KEY TECHNICAL FINDING

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.

TECHNICAL ANALYSIS · SCORED DIMENSION DEEP-DIVE

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ADVERTISING REACH

Advertising Reach

28

Grade F · Critical

/100

SCORED SIGNALS

Signal	What We Found	Impact
 Website (Ad Landing Page)	https://birchlineheating.com — HTTPS secure, eligible for paid campaigns	Low
 Ad Tracking Stack	Analytics only: Google Analytics — no paid ad pixels for conversion tracking	Medium
 Facebook Pixel	Not detected — Meta ads cannot be tracked or retargeted	Medium
 Google Ads Pixel	Not detected — Google ad spend cannot be attributed to conversions	Medium
 Google Search Ads	No Google Ads conversion pixel detected on the site	High
 Meta Ads	No Facebook Pixel detected on the site	Medium
 Active Campaign Detection	LSA status and competitor/keyword intelligence require the researched full-scan report — not checked here	Medium

KEY TECHNICAL FINDING

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.

TECHNICAL ANALYSIS · SCORED DIMENSION DEEP-DIVE

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AI ENGINE READINESS

AI Engine Readiness

69

Grade B · Good

/100

SCORED SIGNALS

Signal	What We Found	Impact
● AI Answer Crawler Access	AI-answer crawlers are not blocked from the site	High
● AI Training Crawler Access	AI training crawlers are not blocked from the site	Low
● Structured Data (Schema.org)	Valid LocalBusiness structured data found	High
● FAQ Schema	No FAQ structured data found	Low
● Entity Linking (sameAs)	No entity-linking (sameAs) data found	Low
● llms.txt	No llms.txt found (an emerging standard with no measured effect on AI visibility yet)	Low
● Sitemap	sitemap.xml found	Low
● AI Overview Citation	AI Overview citation not checked in this scan	Medium

KEY TECHNICAL FINDING

3 of 5 measured AI-readiness signals are in place. Biggest gap: FAQ Schema — No FAQ structured data found.

TECHNICAL ANALYSIS · SCORED DIMENSION DEEP-DIVE

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REMEDIATION ROADMAP

Every Real Finding, Sequenced Into an Action Plan

FIX FIRST · CRITICAL

WEB

Raise mobile PageSpeed from 47/100 to at least 75 on WordPress.*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.*

WEB

Mobile PageSpeed: Score 47/100 on mobile — very slow*Scored High impact.*

ADS

Google Search Ads: No Google Ads conversion pixel detected on the site*Scored High impact.*

FIX NEXT · HIGH LEVERAGE

OPS

Total Reviews: 38 total reviews across all platforms*Scored High impact.*

OPS

Review Velocity: ~0.6 new reviews/month*Scored Medium impact.*

OPS

Response Rate: Owner responds to ~14% of reviews (measured from the most recent reviews Google returns for this profile)*Scored Medium impact.*

OPS

Platforms With Reviews: 1 platform has reviews (target: 4+)*Scored Low impact.*

KEEP IMPROVING · COMPOUNDING

LISTINGS

Category Correct: Category on file: "HVAC contractor" — accuracy not independently verified in this scan*Scored Medium impact.*

LISTINGS

Hours Accurate: Hours are listed on the profile (not independently verified)*Scored Medium impact.*

LISTINGS

Platform Count: Directory coverage not checked in this scan*Scored Medium impact.*

LISTINGS

Industry Directories: 2 industry-specific directories found (target: 3+)*Scored Low impact.**The ongoing work above, keeping what this report measured current, is often called Digital Presence Management (DPM).*