

A clearer digital front door.

Texas Heating & AC Repair

Prepared by Abdelrahman Amr, independent software engineer with five years of experience.



AI-generated illustrative scene. Not company employees, actual projects or a webpage screenshot.

A specific opportunity.

Replace unfinished service descriptions and clarify the source of review content before adding more marketing claims.

Published business contact: 214-206-4082 | info@texasheatingandacrepair.com

Location context: Dallas, Texas

Status: Independent, unofficial proposal. No affiliation or endorsement.

[Open the proposal and interactive demo](#)

Three specific review points.

01 / Main service descriptions contain placeholder text

The AC repair and heating description blocks contain Latin placeholder copy rather than explanations of those services.

Short source extract: Lorem ipsum dolor sit amet

[Official-source link](#) | Retrieved October 19, 2026. Source text, not a live visual or delivery test.

02 / Review text names a different business

The extracted customer-review section includes text naming Texas Elite Remodeling and describing remodeling work.

Short source extract: Texas Elite Remodeling

[Official-source link](#) | Retrieved October 19, 2026. Source text, not a live visual or delivery test.

03 / Displayed rating summaries differ

Different homepage sections display different rating/count summaries in the retrieved page.

[Official-source link](#) | Retrieved October 19, 2026. Source text, not a live visual or delivery test.

Evidence cards reproduce limited text observations, not browser screenshots. Access restrictions prevented a fresh original-site visual audit; no screenshot has been fabricated.

Turn each issue into a test.

Observed issue	Proposed correction	What to measure
Main service descriptions contain placeholder text	Write original, owner-approved service descriptions and link to focused service pages.	Check the corrected content/action first. Then measure relevant visits, inquiry completion and inquiry quality.
Review text names a different business	Check the review source and business identity; show only properly attributed, verified relevant feedback.	Check the corrected content/action first. Then measure relevant visits, inquiry completion and inquiry quality.
Displayed rating summaries differ	Use one approved review source or label different sources and dates accurately.	Check the corrected content/action first. Then measure relevant visits, inquiry completion and inquiry quality.

Potential impact is not measured loss.

A customer cannot use those blocks to understand service scope or prepare a relevant inquiry. No lost-customer count, original conversion rate or revenue effect is established by this review.

Keep the existing strengths.

The site publishes a Dallas address, direct contact details, residential/commercial positioning, and a quote form. The proposal builds on these assets. It does not assume the company lacks customers or that every part of the current website is ineffective.

Working concept: homepage plus four tailored service pages, native links, service filtering, image dialogs, FAQ disclosures and a three-step sample request. The request uses no backend or browser storage; completion clears sample input.

An opportunity worth testing. Not a traffic guarantee.

85%: basic business information matters.

BrightLocal reports 85% value business contact details and opening hours in local-business research; 40% report actively using generative AI in search. The April 29, 2025 page states a 1,000-US-adult SurveyMonkey panel. These are broad self-reported behaviors, not local HVAC conversion benchmarks.

8% vs 15%: visibility does not ensure a click.

Pew found traditional-result clicks in 8% of Google visits with an AI summary versus 15% without; only 1% clicked a summary source. Its July 22, 2025 analysis covered 900 US adults and 68,879 unique searches. March browsing was matched to results collected April 7-17. This is observational, not an industry experiment.

Use the channel without overstating it.

Historical search behavior supports clear information and a measured AI-discovery strategy. It does not establish how many HVAC buyers use AI, whether this company will be recommended, or whether AI traffic will create incremental customers.

Technical foundations, not a special AI trick.

Use useful static content, descriptive titles, natural links, consistent approved business identity, appropriate structured data and crawler access. Google documents no special AI schema requirement. OpenAI separates search access from training controls. Supported Bing citation reporting is an additional visibility measure, not proof of a lead.

Primary references are linked on page 6. Statistics are explicitly historical; no claim is made that they are the newest available research. No report figure is used as a company-specific forecast.

Assumptions, not promises.

Every value below is fictional and illustrative. No company analytics or industry conversion benchmark was used. Qualified visits mean relevant potential buyers, not all site sessions.

Monthly scenario	Qualified visits	Inquiry rate	Expected inquiries	Jobs at assumed 40% close
Demand downside	400	2.0%	8	3.2
Illustrative baseline	500	2.0%	10	4
Same traffic / modest change	500	2.5%	12.5	5
Same traffic / larger change	500	3.0%	15	6
Traffic plus conversion change	600	3.0%	18	7.2

Inquiries = qualified visits x inquiry rate.

Expected jobs = inquiries x close rate.

Fractions represent averages across periods, not literal partial jobs. Actual results may decline or show no change.

Separate acquisition from conversion.

At the assumed 500 visits, a change from 2% to 3% would add five expected inquiries. This does not prove the design can produce it. Fifty genuinely incremental AI-referred visits at an assumed 2% would add one inquiry; if those visits replace another channel, net growth could be zero.

Before financial projection: establish traffic sources, form starts/completions, qualified vs duplicate/spam inquiries, phone outcomes, booking/close rates, service capacity, seasonality and contribution margin. Avoid attributing every before/after change to the redesign.

An accountable next step.

Suggested implementation scope.

Five business pages, approved content, responsive checks, real inquiry delivery/privacy integration, agreed redirects, search foundations, two written revision rounds and 30 days of implementation-defect fixes. Indicative fixed fee: US\$1,800; 15 working days after deposit, approved materials and access. 50% deposit / 50% after approval before launch. A written agreement controls; external paid services and ongoing marketing are excluded.

Verification limits: Source is the retrieved official homepage. A separate direct HTTP retrieval returned 403; this is not evidence the site is unavailable to customers. No review authenticity or business relationship was established.

No original form, checkout or email was submitted. No speed, full accessibility, ranking, current index coverage, credential, original analytics or revenue audit was completed. The demo remains noindex; official production indexing requires owner approval. Noindex is not authentication.

Official pages used for this company

1. Official homepage, retrieved October 19, 2026; recent search-tool crawl

Research and technical references

BrightLocal - Consumer Search Behavior, April 29, 2025

Pew Research Center - Google AI summaries, July 22, 2025

Google Search Central - AI features and your website

OpenAI - search and training crawler documentation

Bing Webmaster Tools - AI Performance

Prepared for review by email only. No company was contacted. Source text cards and illustrative images do not establish permission to reuse the company's logo, customer feedback or project photography.