



SEARCH & AI VISIBILITY • GROWTH PROGRAM MONTHLY REPORT

Patterson Heating & Cooling

A monthly Growth Program update measuring how the brand shows up across Google, AI search engines, Search Console performance, and the five ZAP Score dimensions.

PREPARED BY

PondCypress

Search & AI Visibility for Local and Small Businesses — Growth Program • SAMPLE REPORT
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April 6, 2026

Executive Summary

ZAP SCORE™ • MONTHLY UPDATE

THE ZAP SCORE™

82 / 100

LEADING

Month 3 update • April 2026

FIVE-DIMENSION BREAKDOWN

DIMENSION	SCORE	PROGRESS
Google Business Profile	88 / 100	██████████████████
On-page SEO	83 / 100	██████████████████

DIMENSION	SCORE	PROGRESS
Schema markup	91 / 100	
AI engine answers	63 / 100	
Citations & reviews	85 / 100	

EMERGING	DEVELOPING	ESTABLISHED	LEADING
0 – 40	41 – 60	61 – 80	81 – 100

ESTIMATED REVENUE EXPOSURE

~ 1.8 %

Approximately 1.8% of Patterson Heating & Cooling's potential revenue is currently estimated to be at risk from AI answer engines and competitive search visibility gaps — down sharply from ~3.4% last cycle and ~5.6% at the January baseline, reflecting the composite ZAP Score's move from 54 to 68 to 82. This estimate is derived from the current ZAP Score, mapped to a sliding-scale displacement rate, applied to organic-traffic benchmarks for residential home services (46% of total sessions, 68% non-branded). Improving the score continuously reduces exposure.

Exposure range: 1.2% – 2.6%. The precise figure depends on the share of revenue attributable to organic and AI-driven discovery; the benchmark is conservative for contractors with an established maintenance-plan base and significant repeat and referral revenue.

The headline finding

Three months into the Growth Program, Patterson Heating & Cooling's composite reaches 82/100 — the Leading tier, and a +14 gain over March's 68 and +28 over the January 12, 2026 baseline of 54. Two things drove the jump. First, the schema deployment finished: LocalBusiness, Service, and FAQPage markup now validate cleanly sitewide, and the FAQ markup is measurably feeding AI answers — Perplexity is quoting Patterson's maintenance-frequency answer verbatim as its lead citation. Second, the sitewide H1 template fix and image-compression pass closed the last of the structural on-page issues. The headline commercial result: "HVAC near me" moved from position 11 to position 6 in organic Google search, and ChatGPT now returns Patterson for 4 of the 6 non-branded prompts we test each month, up from 0 at baseline. AI engine answers is still the weakest dimension at 63 — neighborhood-level emergency queries and the whole commercial-HVAC category remain blank, and that is where the next 30 days go.

How we measured this

Three data layers

This report combines three independent data layers into the 5-dimension composite. Each layer answers a different question; together they describe how the brand is positioned across the modern search landscape.

- AI engine visibility — buyer-intent query testing across ChatGPT, Perplexity, Gemini, and Google AI Overviews. Determines whether the brand appears in synthesized AI answers and where competitors appear instead.
- Traditional search performance — full-site crawl using Moz Pro covering 74 pages, generating data on Page Authority, metadata, content structure, redirect health, schema, and backlink profile.
- Qualitative content and structure review — editorial assessment of how well the on-page content supports both AI extraction and traditional ranking, plus a review of off-site citation and review footprint.

The five dimensions

Each dimension is scored 0–100 with equal 20% weighting. The composite ZAP Score is the average, mapped to a four-tier scale (Emerging / Developing / Established / Leading).

- GOOGLE BUSINESS PROFILE — claim status, NAP consistency, services list, photo cadence, post velocity, review volume and freshness, Q&A presence, and visibility in Google Maps for category queries in the service area.
- ON-PAGE SEO — content depth, internal linking, page-level metadata, heading structure, URL hygiene, page speed and Core Web Vitals, and template-level cleanliness across the site.
- SCHEMA MARKUP — structured data coverage and accuracy: Organization, LocalBusiness, Service, FAQPage, HowTo, Article, Person, BreadcrumbList. The dimension AI engines depend on most heavily and the easiest single area to move.
- AI ENGINE ANSWERS — appearance and position across ChatGPT, Perplexity, Gemini, and Google AI Overviews for buyer-intent queries. Tested monthly against the same prompt set so movement is measurable.
- CITATIONS & REVIEWS — third-party citation footprint (Angi, Yelp, BBB, HomeAdvisor, Nextdoor, and trade directories), referring-domain quality and growth, review velocity and rating across Google and category-specific platforms, and named-expert signals.

Industry benchmark

Residential HVAC contractors in our reference set typically score 45–65 on the ZAP framework. Most sit in the Developing or low Established tier, with concentrated gaps in Schema markup (nearly universal — most contractor sites run no structured data beyond what their theme ships) and AI engine answers (the

category is dominated by national lead-generation directories and manufacturer sites rather than by local contractors). The regional multi-location operators that consistently win Tampa-market AI queries score in the mid-70s. Patterson's 82 sits at the top of the Leading tier and ahead of every single-location contractor in the local reference set — the schema build and the review velocity are the two clearest drivers.

AI search visibility

This is the third monthly recheck of the six buyer-intent prompts fixed at the January 12 baseline, run again across ChatGPT, Perplexity, Gemini, and Google AI Overviews so movement stays measurable against a stable prompt set. Alongside the original six, we tested one of the new FAQ questions verbatim to see whether the FAQPage markup deployed in February is being picked up, plus the branded check.

QUERY TESTED	PATTERSON HEATING & COOLING APPEARANCE	WHO AI RECOMMENDED INSTEAD
"best HVAC company Tampa"	Listed #2 in ChatGPT and Perplexity — new this cycle (not mentioned at Month 2)	Bayshore Air Systems (#1), then Gulf Coast Comfort Co., Suncoast Climate Pros
"AC repair near me" (Tampa geolocation)	Listed #4 in Google AI Overviews and ChatGPT; still absent from Gemini	Hillsborough Heating & Air, Bayshore Air Systems, plus two national lead-generation directories
"emergency AC repair Riverview FL"	Listed #5 in ChatGPT only — first appearance, but no other engine returns Patterson	Palm Ridge Mechanical, Gulf Coast Comfort Co., Valrico Air Team
"heat pump installation cost Tampa"	Not mentioned (unchanged) — no pricing or replacement-cost page exists on the site	Manufacturer sites and national cost-guide aggregators; no local contractor is cited at all
"How often should I service my AC in Florida?" (verbatim FAQ question)	Cited #1 in Perplexity — Patterson's own FAQ answer quoted verbatim as the lead source. New win this cycle.	Suncoast Climate Pros and two national HVAC blogs appear below the Patterson citation
"commercial HVAC maintenance contractor Tampa"	Not mentioned in any engine (unchanged since baseline)	Cypress Air Solutions, Tampa Bay Mechanical Group, and two national facilities-services firms
"Patterson Heating & Cooling" / "Dale Patterson" (branded)	Returns cleanly across all four engines, now with services, service area, hours, and the 4.8-star rating pulled directly from the Google Business Profile	No competing answers — clean branded results

The pattern

The pattern this cycle is that residential, Tampa-proper intent is now working and everything outside it is not. Patterson appears in 4 of the 6 non-branded prompts — up from 0 at baseline and 2 last month — and the wins are concentrated where the new content and schema actually live: "best HVAC company Tampa" now returns Patterson at #2 behind Bayshore Air Systems, and the verbatim FAQ question "how often should I service my AC in Florida" returns Patterson's own FAQ answer as Perplexity's lead citation.

That is the clearest possible evidence that the FAQPage markup is doing its job. Two categories remain completely blank. Neighborhood-level emergency intent ("emergency AC repair Riverview") surfaces Patterson only in ChatGPT and nowhere else, because no page on the site names Riverview, Valrico, or Brandon as anything more than a line in the service-area list. And commercial HVAC maintenance returns Patterson nowhere at all — an entirely separate buyer with an entirely separate query set that the site currently does not address. Branded results are clean and now unusually rich: AI engines return Patterson's services, service area, hours, and 4.8-star rating directly from the Google Business Profile, which is what a completed profile plus validating LocalBusiness markup buys.

Traditional search performance

Site crawl data from Moz Pro, covering 74 pages across pattersonheatingcooling.com as of April 6, 2026 — up from 61 pages at the January 12 baseline, reflecting the FAQ hub, the three service pages rebuilt in February, and the maintenance-plan section. The table below summarizes the headline metrics; below it, the pattern they describe together.

SITE HEALTH METRIC	CURRENT VALUE	WHAT IT MEANS
Pages crawled	74 (up from 61 at baseline)	Growth is all new service and FAQ content, not template bloat. Good base to optimize against.
Page Authority (key pages)	28 – 34 (was 19 – 24)	Crosses the 30+ benchmark for an established SMB on the top three service pages for the first time.
Pages missing or invalid H1	3 (was 22)	Sitewide template fix executed in March. The three remaining are legacy landing pages scheduled for retirement.
Duplicate titles	0 (was 6)	Archive-page pattern resolved with the same template pass. No further action needed.
Missing meta descriptions	2 (was 19)	Effectively closed. The two open pages are low-traffic and queued for the next content pass.
Schema coverage	LocalBusiness (HVACBusiness), Service, FAQPage — all validating	Deployment finished this cycle and is measurably feeding AI answers. Organization and Person are the only types still missing.
Mobile Core Web Vitals (LCP)	2.1s (was 3.4s)	Now inside Google's 2.5s threshold after the image-compression pass.
Backlink trend (30-day)	+7 / -1 (net +6)	Two Tampa-area home-services directories and a local business journal mention. First sustained authority growth of the engagement.

The pattern

This is the cleanest crawl of the engagement. The sitewide H1 template fix executed in March closed the largest structural issue on the site — pages missing or carrying an invalid H1 fell from 22 to 3, and the three remaining are legacy landing pages scheduled for retirement. Duplicate titles are now at zero and missing meta descriptions are down to two. Page Authority on the key service pages has crossed the 30 benchmark for the first time (28–34, from 19–24 at baseline), which tracks with the backlink profile turning positive: seven new referring domains against one lost over the trailing 30 days, including two Tampa-area home-services directories and a local business journal mention. Mobile Core Web Vitals also moved materially — LCP from 3.4s to 2.1s after the image-compression pass. There is no remaining technical debt worth prioritizing; the open items on this site are now content coverage, not site health.

Organic search performance (Google Search Console)

Search Console export, trailing 28 days ending April 6, 2026, compared against the prior 28 days. This is real organic Google performance data — a fourth data layer alongside AI-engine testing, the Moz crawl, and the editorial review — available because Growth-tier engagements include ongoing access to the client's Search Console property.

Snapshot

METRIC	LAST 28 DAYS	PREVIOUS 28 DAYS
Clicks	412	268 (+54%)
Impressions	38,904	29,617 (+31%)
Click-through rate	1.06%	0.90%
Average position	9.4	13.1 (improved ~3.7 spots)

Queries gaining the most ground

QUERY	POSITION NOW vs. BEFORE	IMPRESSIONS (LAST 28D)
hvac near me	#6 (was #11)	4,182
ac repair tampa	#4 (was #9)	2,930
how often to service ac florida	#2 (was #14)	806
air conditioning repair brandon fl	#7 (was #19)	1,145
heat pump installation tampa	#12 (was #26)	1,470

QUERY	POSITION NOW vs. BEFORE	IMPRESSIONS (LAST 28D)
emergency ac repair riverview	#9 (was unranked)	517

The headline number is "hvac near me" moving from position 11 to position 6 — crossing onto the first page for the highest-volume query in the category, worth 4,182 impressions in the period on its own. Underneath it, the pattern is that every query tied to a page rebuilt in February gained ground: "ac repair tampa" 9 → 4, "air conditioning repair brandon fl" 19 → 7, and "how often to service ac florida" 14 → 2, which is the same question the FAQ markup is winning in Perplexity. Site-wide, clicks are up 54% (412 vs. 268) and impressions up 31% (38,904 vs. 29,617), with average position improving from 13.1 to 9.4. Two things to watch: "heat pump installation tampa" is climbing (26 → 12) with 1,470 impressions but no dedicated page to land on, and "emergency ac repair riverview" entered the index at #9 from unranked purely on the strength of the service-area list — a strong signal that dedicated neighborhood pages would convert quickly.

Strengths and gaps

What's working

- Composite ZAP Score reaches 82 — the Leading tier — a third consecutive month of gains (54 at baseline → 68 in March → 82 now).
- "HVAC near me" moved from position 11 to position 6 in organic Google search, crossing onto page one for the highest-volume query in the category.
- ChatGPT now returns Patterson for 4 of the 6 non-branded prompts tested monthly, up from 0 at the January baseline and 2 last cycle.
- The FAQPage markup is demonstrably working: Perplexity quotes Patterson's own maintenance-frequency answer verbatim as its lead citation, and the same query moved to position #2 in organic Google search.
- Google Business Profile views are up 38% month over month, with 18 new reviews this period at a 4.8 average — well ahead of the local market's review velocity.
- Site health is effectively clean: H1 issues down from 22 pages to 3, duplicate titles at zero, mobile LCP from 3.4s to 2.1s, and Page Authority on key service pages crossing the 30 benchmark for the first time.
- Backlink trend turned clearly positive — seven new referring domains against one lost, including two Tampa-area directories and a local business journal mention.

What's holding the brand back

- AI engine answers remains the weakest dimension at 63, roughly 20 points behind every other dimension — the single constraint on the composite score.

- Neighborhood-level intent is unaddressed. Brandon, Riverview, and Valrico appear only as line items in the service-area list; "emergency AC repair Riverview" surfaces Patterson in ChatGPT and in no other engine.
- Commercial HVAC maintenance returns Patterson in zero engines. It is a separate buyer with a separate query set, and the site currently has no content addressing it at all.
- "Heat pump installation tampa" is climbing in Search Console (position 26 → 12, 1,470 impressions) with no dedicated pricing or replacement-cost page to land the traffic on.
- Organization and Person schema are still missing — the only meaningful structured-data gap left, and the one that would attach the lead technician's expertise signals to the brand.

Recommendations and outlook

Top 5 priorities, in order

Site health and schema are effectively finished. Every remaining point on the board is a content-coverage question: the neighborhoods the site does not name, the commercial buyer it does not address, and the replacement-cost intent it does not answer. Total estimated impact from executing the list below: approximately +8 to +14 points, which would put the composite in the low 90s.

#	RECOMMENDATION	TIME REQUIRED	EST. SCORE LIFT
1	Build neighborhood-level service pages for Brandon, Riverview, and Valrico. The single highest-leverage open item. "Emergency ac repair riverview" already entered the index at #9 on nothing but a service-area list entry — dedicated pages with local landmarks, response times, and neighborhood-specific FAQ blocks should convert that intent quickly across both Google and the AI engines.	2 weeks	+3 to +5
2	Add Organization and Person schema for the lead technician. The last missing structured-data type on an otherwise complete implementation. Attaches licensing, certifications, and years-of-experience signals to a named expert, which is what AI engines weigh when choosing between contractors of similar size.	1 work session	+2 to +3
3	Publish a Tampa heat pump and AC replacement cost guide. "Heat pump installation tampa" is climbing (position 26 → 12, 1,470 impressions) with nowhere to land, and the AI-engine test for that query returns no local contractor at all — only manufacturer sites and national cost aggregators. An honest, range-based cost guide with FAQPage markup is an open lane.	3 weeks	+2 to +4
4	Open the commercial HVAC track with a dedicated service page and prompt set. Commercial maintenance returns Patterson in zero engines. Build one commercial service page covering rooftop units, preventive maintenance agreements, and emergency response SLAs, then add 10 commercial-intent prompts to the monthly test set so the category becomes measurable.	3 weeks	+1 to +3

#	RECOMMENDATION	TIME REQUIRED	EST. SCORE LIFT
5	Move the Google Business Profile to a weekly cadence. Photos and Posts are still being batched. Shift to a weekly photo refresh from completed jobs, one Post per service line per month, and a review request attached to every closed ticket. Cadence, not content, is what is capping this dimension at 88.	2 weeks to establish	+2 to +3

This-week quick wins

Three items can be executed immediately and produce the largest signal change for the least effort:

- Add Organization and Person schema for the lead technician — the last missing structured-data type, and a single afternoon of dev work on an otherwise complete implementation.
- Move the Google Business Profile photo refresh from batched to weekly and keep the review request going out with every completed job — the cadence, not the content, is what is capping this dimension.
- Add an FAQ block with FAQPage markup to the AC Repair and Maintenance Plans pages, reusing the answers already written for the FAQ hub.

What 90 days could look like

Realistic outcome from executing the priority list above: composite ZAP Score moves from 82 into the low 90s, with the gain concentrated almost entirely in AI engine answers — the one dimension still trailing. Neighborhood pages should close the Brandon / Riverview / Valrico gap within a cycle, since the underlying authority is already there. The commercial track is the slower build and should be measured as a separate prompt set rather than expected to move the composite immediately. On the current trajectory, organic clicks should pass 600 per 28-day period by July, and "hvac near me" should hold a top-five position.

Continuing with PondCypress

This is Patterson Heating & Cooling's third monthly ZAP Score update since the January 12, 2026 baseline, on the PondCypress Growth program. Growth-tier engagements include ongoing Search Console access, which is why this report carries a fourth data layer (organic performance) alongside AI-engine testing, the Moz crawl, and the editorial review. Note: this is a sample report. Patterson Heating & Cooling is a fictional company and every figure, query result, and competitor name in this document is illustrative — it is published to show the format and depth of the monthly Growth Program deliverable, not to describe a real engagement.

This month's priorities.

The five recommendations above are this cycle's priority list, with the neighborhood pages and the Organization / Person schema as the two items to start this week. We'll track all of them against this month's scores in next month's update, alongside the weekly GBP cadence and the expanded commercial prompt set.

Want to talk it through? Anthony from PondCypress is happy to set up a short 20-minute call to walk through this month's findings and confirm priorities for the next 30 days.

Reach Anthony at anthony@pondcypress.ai • pondcypress.ai

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