

AI VISIBILITY AUDIT

Heat Pump HQ

Prepared exclusively by CoolWeb

heatpumps-christchurch.co.nz

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THE ONE-GLANCE VERDICT

When local customers ask ChatGPT, Claude or Gemini for businesses like this, **Heat Pump HQ never comes up — Daikin does.**

WHAT WE FOUND

My recommendation is a major overhaul of your content and structure — the technical foundation is sound, but the content isn't earning visibility, conversions, or AI recommendations.

- Your AI-citability score is genuinely strong (10.4/12) and only one page lacks a meta description, so the underlying structure works — this is a content problem, not a coding one.
- All 129 pages lack any local or area references, which is likely why AI engines recommend national brands like Daikin over you; adding real local expertise is your single biggest opportunity to stand out.
- 73 pages earned zero clicks in a full year, meaning more than half your content isn't pulling its weight — these should be consolidated, rewritten with local focus, or retired.
- Zero visibility across all three AI engines means new customers searching by AI can't find you; targeted, locally-grounded content is the fastest path to changing that.
- Nearly every page needs a clear next step for the reader, so as you rewrite, build in strong calls to action to turn new traffic into booked jobs.

Est. impact of closing the gap: +\$85,680/yr — actual results vary with competition, implementation quality, and market conditions.

SEARCH RANKINGS — WHERE YOU STAND & HOW TO CLIMB

Where the site sits in ordinary Google results today, the fastest opportunities to move up, and the concrete steps to get there — from the site's own Search Console data.

#36.2

AVERAGE POSITION

121

KEYWORDS ON PAGE 1

61

STUCK AT BOTTOM OF PAGE 2

FASTEST WINS — BOTTOM OF PAGE 2, ONE PUSH FROM PAGE 1

These already rank on page 2 (positions 11–20). Moving a keyword from page 2 to page 1 typically multiplies its clicks several times over — the cheapest gains available.

#18	fujitsu heat pump	2,468 impr/mo	page 2
#12	energy efficient solutions	251 impr/mo	page 2
#12	heat pump brands nz	215 impr/mo	page 2
#19	heat pump replacement cost near me	207 impr/mo	page 2
#12	heat pumps christchurch prices	174 impr/mo	page 2
#19	best heat pump brand nz	124 impr/mo	page 2
#14	heat pump sizing calculator	119 impr/mo	page 2
#13	fujitsu heat pump service near me	87 impr/mo	page 2
#16	toshiba heat pumps christchurch	74 impr/mo	page 2
#12	heat pump sizing calculator nz	69 impr/mo	page 2

+51 more page-2 keywords in the same striking range.

Brand search: the site ranks #1 for its own name — solid.

HOW TO CLIMB THE RANKINGS

1. Fix the 121 pages with weak, missing, or duplicate titles and meta descriptions first — this is your biggest lever and the fastest way to shift page-2 keywords up. Prioritise the exact pages targeting your near-the-top terms: rewrite the "fujitsu heat pump" page title to lead with that phrase (it's your highest-impression keyword at 2468/mo and only #18 — huge upside), and give the sizing calculator, Christchurch pricing, and "best heat pump brand nz" pages unique, keyword-front-loaded titles and compelling descriptions to lift their click-through.

2. Fix the 1 important page that has almost no internal links pointing to it — identify which money keyword it maps to and add links to it from your homepage, main navigation, and 3–5 related content pages using descriptive anchor text (e.g. "heat pump sizing calculator nz" or "Fujitsu heat pump service"). Pages at #12–#14 often need only a small authority nudge to cross onto page 1.
3. Expand the 1 thin page (under ~300 words) to at least 800–1000 words of genuinely useful content — if it's one of your ranking pages (e.g. "toshiba heat pumps christchurch" at #16 or "heat pump replacement cost near me" at #19), thin content is likely what's capping it. Add specifics buyers search for: local pricing ranges, brand comparisons, and installation details.
4. Build dedicated, location-specific pages for the "near me" and Christchurch terms — "heat pump replacement cost near me" (#19), "fujitsu heat pump service near me" (#13), "toshiba heat pumps christchurch" (#16), and "heat pumps christchurch prices" (#12). Include real Christchurch pricing, your service area, embedded map, and NAP details so Google connects your business to local intent and lifts these transactional keywords.
5. Consolidate and strengthen your calculator content — "heat pump sizing calculator" (#14) and "heat pump sizing calculator nz" (#12) are near-identical intents. Ensure one strong page targets both, with the NZ variant addressed on-page (kW sizing by room size, NZ climate zones), and interlink it with your brand and pricing pages to concentrate ranking signals rather than splitting them.
6. Create a comparison hub targeting "heat pump brands nz" (#12) and "best heat pump brand nz" (#19) that ranks side-by-side brands including Fujitsu and Toshiba, then internally link it to your individual Fujitsu, Toshiba, and pricing pages — this cross-linking spreads authority to all your brand-name keywords at once and reinforces the "fujitsu heat pump" page that has the most impressions to gain.

AI AUTHORITY FRAMEWORK SCORE

How trustworthy the website looks to AI engines, across five kinds of signals. The stronger these are, the more likely an AI is to recommend the business.

57

/100

Entity Signals

20/20

- Business entity structured in schema
- Person schema present for team members
- 1 about/team page(s)

Knowledge Signals

20/20

- 129 service pages, 0 blog posts
- Average 1626 words per page (whole page, incl. menus/footer)
- 134 total pages crawled
- 1 thin pages (<300 words)

Reputation Signals

0/20

- No Review/AggregateRating schema found

Structured Signals

17/20

- FAQ schema present
- Breadcrumb schema present
- Schema coverage: 99% of pages

Validation Signals

0/20

- AI Visibility Score: 0%
- Cited by 0 of 3 AI engines tested

AI CRAWLER ACCESS

Whether the website even lets AI systems read it. A blocked crawler can never recommend the business, no matter how good the site is.

No robots.txt was found — AI crawlers are not blocked at the robots level. (A robots.txt is still worth adding to control crawling deliberately.)

AI ENGINE PRESENCE

We asked each AI assistant the kinds of questions a real customer would, several times over, and checked whether it named this business in its answer.

CHATGPT

0%

CLAUDE

0%

GEMINI

0%

QUERY	CHATGPT	CLAUDE	GEMINI
smart heat pump system installation near me	OMITTED	OMITTED	error
cold climate heat pump installers near me	OMITTED	OMITTED	error
heat pump energy efficiency assessment near me	OMITTED	OMITTED	error
heat pump efficiency upgrade services near me	OMITTED	OMITTED	error
custom heat pump service plans near me	OMITTED	OMITTED	error
buy heat pump covers near me	OMITTED	OMITTED	error

Each query was asked 3× per engine to average stochastic output; cells show mentions / runs.

WHO AI RECOMMENDS INSTEAD

The businesses the AI assistants named in place of this one — in other words, who is winning those customers right now.

When asked for businesses like this, these are the businesses the AI engines named — while omitting Heat Pump HQ entirely. Ranked by how many engines recommend them and how often.

1	Daikin	ChatGPT	5×
2	Carrier	ChatGPT	4×
3	Mitsubishi Electric	ChatGPT	4×
4	Trane	ChatGPT	4×
5	Bosch Thermotechnology	ChatGPT	3×
6	Climate Control Experts	ChatGPT	1×

These competitors have the entity, content, and validation signals the engines currently trust. The fixes in this report are what close that gap.

SEARCH CONSOLE — MEASURED PERFORMANCE

The site's real Google numbers from its own Search Console: impressions are how often it appeared in results, clicks are how often someone chose it.

TOTAL CLICKS / MO

74

TOTAL IMPRESSIONS / MO

51,122

AVG POSITION

36.2

STRIKING DISTANCE — PAGE 2 (POSITIONS 11–20), 61 TOTAL

Already ranking on page 2 with real impressions. The cheapest wins available: a small push moves these onto page 1.

#18.0	fujitsu heat pump	2,468 impr/mo	1 clicks
#11.8	energy efficient solutions	251 impr/mo	0 clicks
#11.7	heat pump brands nz	215 impr/mo	0 clicks
#19.1	heat pump replacement cost near me	207 impr/mo	0 clicks
#11.9	heat pumps christchurch prices	174 impr/mo	1 clicks
#19.0	best heat pump brand nz	124 impr/mo	1 clicks
#13.7	heat pump sizing calculator	119 impr/mo	0 clicks
#12.7	fujitsu heat pump service near me	87 impr/mo	0 clicks
#15.8	toshiba heat pumps christchurch	74 impr/mo	0 clicks
#11.9	heat pump sizing calculator nz	69 impr/mo	0 clicks
#12.3	best heat pump brands nz	65 impr/mo	0 clicks
#15.4	pump replacement services	61 impr/mo	0 clicks
#15.7	heat pumps addington	55 impr/mo	0 clicks
#19.9	how to calculate what size heat pump i need	54 impr/mo	0 clicks
#18.9	whole-home comfort christchurch	52 impr/mo	0 clicks

+46 more

LOW CTR ON PAGE 1 — 15 TOTAL

Already ranking on page 1 but earning well below the expected click share for the position — usually a weak page title or meta description. Fast wins.

#5.7	best heat pumps nz	193 impr/mo	0.0% CTR	exp 5.0%
#6.5	heat pump outdoor unit cover	136 impr/mo	0.0% CTR	exp 4.0%
#7.3	heat pump brands	134 impr/mo	0.0% CTR	exp 4.0%
#2.6	heat pump protective cover	105 impr/mo	0.0% CTR	exp 11.0%
#7.0	daikin heat pump service near me	75 impr/mo	1.3% CTR	exp 4.0%
#6.9	toshiba heat pump reviews	53 impr/mo	1.9% CTR	exp 4.0%
#1.7	fujitsu heat pumps	50 impr/mo	0.0% CTR	exp 15.0%
#7.4	best heat pump brands	46 impr/mo	2.2% CTR	exp 4.0%
#6.1	heat pump unit cover	42 impr/mo	0.0% CTR	exp 5.0%
#6.1	ducted heat pump christchurch cost	37 impr/mo	0.0% CTR	exp 5.0%
#7.7	what is the best heat pump	35 impr/mo	0.0% CTR	exp 3.2%
#9.6	heat pump noise	33 impr/mo	0.0% CTR	exp 2.5%

+3 more

CURRENT GOOGLE RANKINGS

Where the site currently ranks in ordinary Google search results, from third-party ranking data.

All keywords this site currently ranks for on Google, organized by position.

Intent labels (HIGH / MEDIUM / LOW) indicate commercial intent — the likelihood a searcher is ready to buy.

TOTAL RANKED KEYWORDS

0

PAGE 1 (POSITIONS 1–10) · 0

PAGE 2 (POSITIONS 11–20) · 0

PAGE 3+ (POSITIONS 21+) · 0

HIGH PURCHASE INTENT QUERIES NOT CURRENTLY RANKED

Money searches — ones typed by people ready to buy — that this business doesn't show up for anywhere yet.

High-intent money queries this business is not ranking for at all on Google or in AI search.

- › smart heat pump system installation near me HIGH
- › cold climate heat pump installers near me HIGH
- › heat pump energy efficiency assessment near me HIGH
- › heat pump efficiency upgrade services near me HIGH
- › custom heat pump service plans near me HIGH
- › buy heat pump covers near me HIGH

These queries represent significant untapped revenue opportunity. With proper AI-optimization and targeted content, ranking for these terms is achievable — and AI citation typically follows within 60–90 days of achieving page 1 Google visibility.

LOCAL SEARCHES YOU'RE MISSING

Nearby-area searches with real monthly volume that the site doesn't rank for — customers being missed close to home.

Not run — this section needs local areas (the towns served). Add them in the Advanced section of the form (or they fill in automatically once the site can be crawled).

INTERNAL LINKING

Which pages the site links to from its other pages. Links are how both Google and AI learn which pages matter — a service page nothing links to looks unimportant, however good it is.

35.3

AVG LINKS INTO A PAGE

39.2

AVG LINKS OUT OF A PAGE

15

ORPHAN PAGES (<3 IN)

SERVICE PAGES BARELY LINKED TO — THE SITE ISN'T SIGNALLING THESE MATTER

<https://heatpumps-christchurch.co.nz/locations.kml> <https://heatpumps-christchurch.co.nz/locations.kml>

0 links in

Fix: add contextual links to these from related service pages, the homepage, and relevant blog posts.

Inbound-link counts are measured across the crawled pages; a page linked only from an un-crawled page may read as weaker than it is.

REVENUE OPPORTUNITY

What the missed visibility is roughly worth in dollars — using the site's own data and deliberately cautious assumptions, with the working shown.

Grounded in this site's **real Search Console impressions** — not benchmark multipliers. The lever is the striking-distance keywords already ranking on page 2.

357

extra clicks/mo from lifting 61 page-2 keywords into the top 5

×

1.0%

assumed click → new-customer conversion (deliberately conservative)

×

\$2,000

average case value

= \$7,140/mo ≈ \$85.7K/yr

Range at 0.5%–1.5% conversion: \$3,570–\$10,710/mo. Adjust `conversionRate` in the client config to match the practice's real booking rate.

All revenue estimates are projections based on industry benchmarks and the business's current market position. Actual results vary based on competition, implementation quality, market conditions, and the speed and completeness of recommended changes.

PRIORITY ACTION PLAN

What to fix, in order of impact — the quick wins first, then the ongoing work that keeps the visibility compounding.

HIGHEST LEVERAGE, FASTEST WINS — MONTHS 1–3

- Expand 1 thin content pages to 800+ words.
- Fix 15 weakly-linked pages with contextual internal links.
- Reformat the 1 low-scoring service page answer-first with FAQ blocks and schema.

ONGOING AI AUTHORITY BUILDING — CONTINUOUS OPTIMIZATION

AI search is not a one-time fix. The engines behind ChatGPT, Claude and Gemini retrain continuously — businesses that stop after initial fixes gradually lose ground to competitors who keep building.

- Continuous content gap monitoring as AI engines evolve (monthly)
- Quarterly entity and authority signal audits
- New content creation targeting emerging queries (monthly)
- Competitor citation monitoring — track which businesses AI engines recommend and why (monthly)
- Directory and validation signal maintenance (ongoing)

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