



Company ABC
HEATING · COOLING · HEAT PUMPS
Metro Vancouver

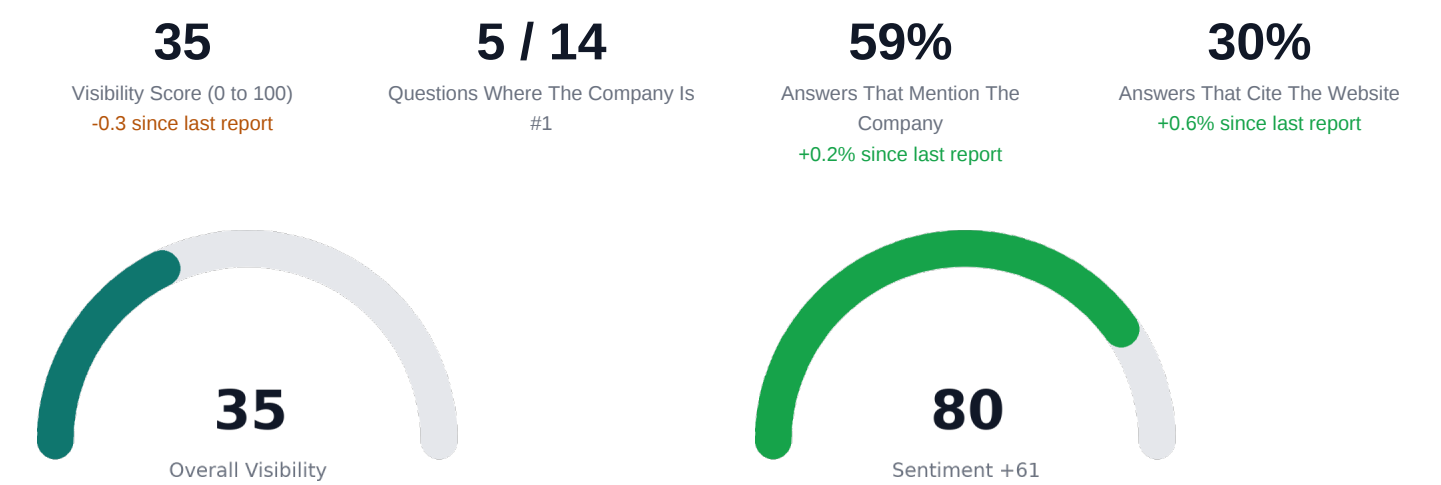
Company ABC

Full Visibility Report

Data collected	September 26, 2026 (the check this report is built from)
Compared with	September 19, 2026 (the previous check)
Report published	September 26, 2026
Prepared by	Canadian Data Solutions
Prepared for	Company ABC
Engines checked	ChatGPT, Claude, Gemini, Perplexity, Google AI Overviews
Questions tracked	14

This report uses sample data for demonstration.

Summary



Where Things Stand

Across 14 questions and 5 engines, Company ABC is named first on 5 questions, listed on 9, and has an open opportunity on 0.



Visibility By Engine



How Each Engine Treats The Company

Engine	Visibility	Mentioned	Named First	Website Cited	Top Pick	Sentiment
ChatGPT	39	66%	18%	34%	11%	+60
Claude	39	63%	20%	35%	16%	+59
Gemini	29	52%	12%	23%	6%	+62
Perplexity	40	62%	24%	30%	21%	+60
Google AI Overviews	29	51%	10%	24%	7%	+63

Current Strengths

Company ABC is already the first name AI engines give for heat pump installation in Burnaby, and that lead has held for the last five weeks.

Every engine that mentions the company describes it positively, with the 10 year workmanship warranty and same day service coming through most often.

The company website is cited as a source in a growing share of answers about BC heat pump rebates, which is the highest intent topic tracked.

Perplexity and ChatGPT now list the company on every strata and property manager question, a segment that was missing at the start of tracking.

Question Heatmap

Best result per question and engine across all runs. Green is #1 in most runs, amber is listed (#1* means first in some runs but not most), blue is an open opportunity. The small figure under a rank is the change since the last check: +2 means two places higher, new and out mark mentions that appeared or went.

Question	Stage	ChatGPT	Claude	Gemini	Perplexity	Google AI Overviews
Heat Pumps						
Are heat pumps worth it in Vancouver's climate?	Learning	#3	#3 +1	#3	#1* +3	#4 -1
What heat pump rebates are available in BC?	Learning	#3	#3	#3	#3	#3
Who are the best heat pump installers in Vancouver?	Comparing	#3	#3	#3	#1 +2	#1 +3
How much does a heat pump cost installed in Metro Vancouver?	Comparing	#1	#3	#1* +2	#1*	#3
Which company should I call to install a heat pump in Burnaby?	Ready To Buy	#4	#3 new	#4 -1	#3 -2	#3 +1
Furnaces						
How do I know if my furnace needs replacing?	Learning	#3	#3	#3	#2 -1	#3
Best furnace repair companies in Surrey	Comparing	#3 -2	#1	#1*	#2 -1	#3
Who offers 24 hour furnace repair in Vancouver?	Ready To Buy	#3	#3 +1	#3	#3 -2	#3 +1
Air Conditioning						
Should I get a heat pump or air conditioner in Vancouver?	Learning	#3	#3 -2	#3	#1 +1	#3
Best air conditioning installers in Burnaby	Comparing	#3	#3	#4 -1	#3 -2	#4 -1
Maintenance						
How often should a heat pump be serviced?	Learning	#2 -1	#1 +2	#3	#1	#1
Which HVAC companies in Vancouver offer maintenance plans?	Comparing	#3 +1	#3	#3 +1	#1* +2	#3
Strata						
Who installs HVAC systems for strata buildings in Metro Vancouver?	Comparing	#3 -2	#3	#4 -1	#3	#4 new
Company						
What are the top rated HVAC companies in Metro Vancouver?	Comparing	#3	#4	#3	#3 +1	Opp. out

Gains & Movement Since Last Report

Gains

Now #1 on Perplexity for "Who are the best heat pump installers in Vancouver?"

Now #1 on Google AI Overviews for "Who are the best heat pump installers in Vancouver?"

Now #1 on ChatGPT for "How much does a heat pump cost installed in Metro Vancouver?"

Now listed on Claude for "Which company should I call to install a heat pump in Burnaby?"

Now #1 on Claude for "Best furnace repair companies in Surrey"

Now #1 on Perplexity for "Should I get a heat pump or air conditioner in Vancouver?"

Now #1 on Claude for "How often should a heat pump be serviced?"

Now #1 on Google AI Overviews for "How often should a heat pump be serviced?"

Now listed on Google AI Overviews for "Who installs HVAC systems for strata buildings in Metro Vancouver?"

Opportunities Since Last Report

Room to win back #1 on Perplexity for "How much does a heat pump cost installed in Metro Vancouver?"

Room to win back #1 on ChatGPT for "Best furnace repair companies in Surrey"

Room to win back #1 on Perplexity for "Best furnace repair companies in Surrey"

Room to win back #1 on ChatGPT for "How often should a heat pump be serviced?"

Opportunity to be listed again on Google AI Overviews for "What are the top rated HVAC companies in Metro Vancouver?"

Movers

The biggest rank changes since the last check (September 19, 2026). AI ranks are the typical mention rank across runs; "new" means the company appears where it did not before, "out" means it is not mentioned where it was.

10

AI Answer Gains

10

AI Answers To Recover

10

Organic Gains

10

Organic To Recover

AI Answers: Biggest Gains

Question	Engine	From	To	Change
Which company should I call to install a heat pump in Burnaby?	Claude	-	#3	new
Who installs HVAC systems for strata buildings in Metro Vancouver?	Google AI Overviews	-	#4	new
Are heat pumps worth it in Vancouver's climate?	Perplexity	#4	#1	+3
Who are the best heat pump installers in Vancouver?	Google AI Overviews	#4	#1	+3
Who are the best heat pump installers in Vancouver?	Perplexity	#3	#1	+2
How much does a heat pump cost installed in Metro Vancouver?	Gemini	#3	#1	+2
How often should a heat pump be serviced?	Claude	#3	#1	+2
Which HVAC companies in Vancouver offer maintenance plans?	Perplexity	#3	#1	+2
Are heat pumps worth it in Vancouver's climate?	Claude	#4	#3	+1
Which company should I call to install a heat pump in Burnaby?	Google AI Overviews	#4	#3	+1

AI Answers: Room To Recover

Question	Engine	From	To	Change
What are the top rated HVAC companies in Metro Vancouver?	Google AI Overviews	#3	-	out
Which company should I call to install a heat pump in Burnaby?	Perplexity	#1	#3	-2
Best furnace repair companies in Surrey	ChatGPT	#1	#3	-2
Who offers 24 hour furnace repair in Vancouver?	Perplexity	#1	#3	-2
Should I get a heat pump or air conditioner in Vancouver?	Claude	#1	#3	-2
Best air conditioning installers in Burnaby	Perplexity	#1	#3	-2
Who installs HVAC systems for strata buildings in Metro Vancouver?	ChatGPT	#1	#3	-2
Are heat pumps worth it in Vancouver's climate?	Google AI Overviews	#3	#4	-1
Which company should I call to install a heat pump in Burnaby?	Gemini	#3	#4	-1
How do I know if my furnace needs replacing?	Perplexity	#1	#2	-1

Organic: Biggest Gains

Keyword	Engine	Location	From	To	Change
HVAC maintenance plan Vancouver	Bing	Surrey	#9	#5	+4
24 hour furnace repair Vancouver	Bing	Surrey	#10	#7	+3
heat pump installation Vancouver	Bing	Surrey	#8	#5	+3
heat pump rebate BC	Google	Surrey	#4	#1	+3
HVAC maintenance plan Vancouver	Bing	Vancouver	#8	#5	+3
HVAC maintenance plan Vancouver	Google	Surrey	#5	#2	+3
air conditioning installation Vancouver	Bing	Burnaby	#5	#3	+2
air conditioning installation Vancouver	Google	Burnaby	#8	#6	+2
furnace repair Surrey	Bing	Burnaby	#8	#6	+2
strata HVAC contractor	Bing	Burnaby	#6	#4	+2

Organic: Room To Recover

Keyword	Engine	Location	From	To	Change
air conditioning installation Vancouver	Google	Surrey	#20	-	out
furnace replacement Burnaby	Google	Vancouver	#19	-	out
heat pump rebate BC	Google	Burnaby	#19	-	out
strata HVAC contractor	Google	Burnaby	#20	-	out
furnace repair Surrey	Google	Surrey	#5	#7	-2
24 hour furnace repair Vancouver	Google	Vancouver	#1	#2	-1
24 hour furnace repair Vancouver	Google	Burnaby	#3	#4	-1
furnace repair Surrey	Bing	Vancouver	#11	#12	-1
furnace repair Surrey	Google	Burnaby	#2	#3	-1
heat pump rebate BC	Bing	Vancouver	#8	#9	-1

Since Tracking Began (July 11, 2026)

AI Answers: Largest Climbs

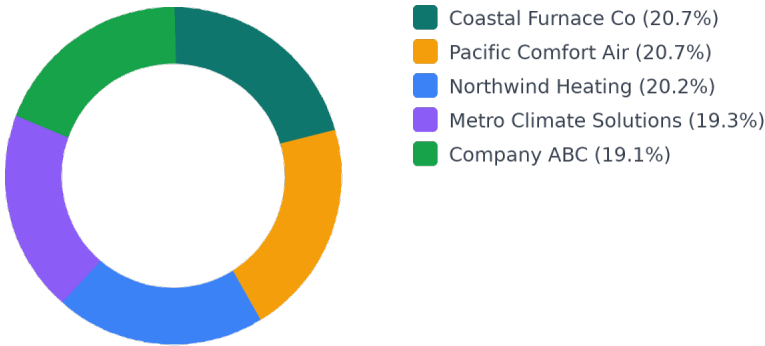
Question	Engine	From	To	Change
Are heat pumps worth it in Vancouver's climate?	Gemini	-	#3	new
Are heat pumps worth it in Vancouver's climate?	Google AI Overviews	-	#4	new
Which company should I call to install a heat pump in Burnaby?	Google AI Overviews	-	#3	new
Should I get a heat pump or air conditioner in Vancouver?	Google AI Overviews	-	#3	new
Best air conditioning installers in Burnaby	Google AI Overviews	-	#4	new

Organic: Largest Climbs

Keyword	Engine	Location	From	To	Change
24 hour furnace repair Vancouver	Bing	Burnaby	-	#6	new
air conditioning installation Vancouver	Bing	Vancouver	-	#7	new
furnace repair Surrey	Bing	Burnaby	-	#6	new
heat pump installation Vancouver	Bing	Surrey	-	#5	new
HVAC maintenance plan Vancouver	Bing	Surrey	-	#5	new

Share Of Voice

Share of all company mentions across every answer in this check.



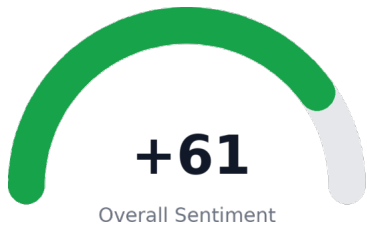
By Engine

Engine	Company	Share
ChatGPT	Pacific Comfort Air	22.5%
	Company ABC	20.6%
	Coastal Furnace Co	20%
	Metro Climate Solutions	19.2%
	Northwind Heating	17.8%
Claude	Coastal Furnace Co	21.9%
	Pacific Comfort Air	19.9%
	Northwind Heating	19.9%
	Company ABC	19.9%
	Metro Climate Solutions	18.5%
Gemini	Northwind Heating	22.1%
	Coastal Furnace Co	20.5%
	Metro Climate Solutions	19.9%
	Pacific Comfort Air	19.9%
	Company ABC	17.5%
Perplexity	Northwind Heating	21.6%
	Company ABC	20.2%
	Coastal Furnace Co	19.9%
	Metro Climate Solutions	19.3%
	Pacific Comfort Air	19%
Google AI Overviews	Pacific Comfort Air	22.4%
	Coastal Furnace Co	21.6%
	Metro Climate Solutions	19.6%

	Northwind Heating	19.6%
	Company ABC	16.9%

Sentiment

How positively the engines describe the company when it is mentioned, on a scale from -100 (negative) to +100 (glowing). 0 is neutral. Scores come from the judge model reading every answer that names the company.



+61
Overall Sentiment
-0.2 since last report

314
Answers Scored

Very Positive
Reading
Google AI Overviews
Most Positive Engine (+63)

What This Shows

Across 314 answers that name Company ABC, the average sentiment is +61 (very positive). 100% of those answers describe the company in a positive light. Google AI Overviews is the warmest at +63. Sentiment is steady since the last report.

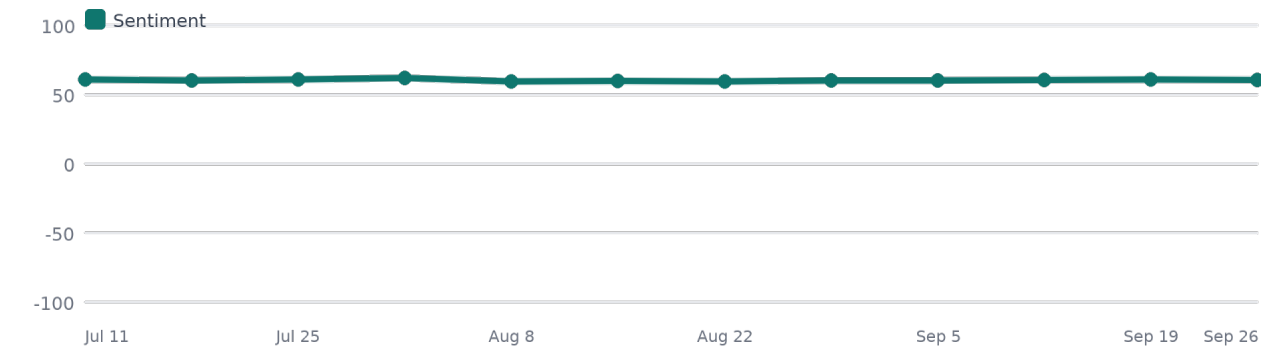
By Engine

Shown on a 0 to 100 scale where 50 is neutral.



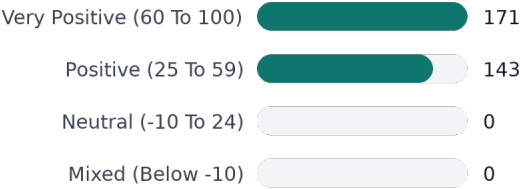
Engine	Sentiment	Reading	Answers Scored	Change
ChatGPT	+60	Very Positive	74	0
Claude	+59	Positive	70	-2.8
Gemini	+62	Very Positive	58	-0.1
Perplexity	+60	Very Positive	69	+1.3
Google AI Overviews	+63	Very Positive	43	+0.9

Sentiment Over Time



Spread Of Scores

How many scored answers fall in each band.



By Buying Stage

Stage	Sentiment	Reading
Learning	+62	Very Positive
Comparing	+60	Positive
Ready To Buy	+58	Positive

By Topic

Topic	Sentiment	Reading	Answers Scored	Mentioned
Heat Pumps	+59	Positive	122	64%
Furnaces	+61	Very Positive	68	60%
Air Conditioning	+63	Very Positive	35	46%
Maintenance	+64	Very Positive	57	75%
Strata	+54	Positive	20	53%
Company	+61	Very Positive	12	32%

Trends

How the scores have moved check by check. Visibility blends how often the company is mentioned, named first, cited and picked as the top choice.

12

Checks In History

35

Visibility Now
+17.8 since Jul 11

36

Best So Far (Sep 19)

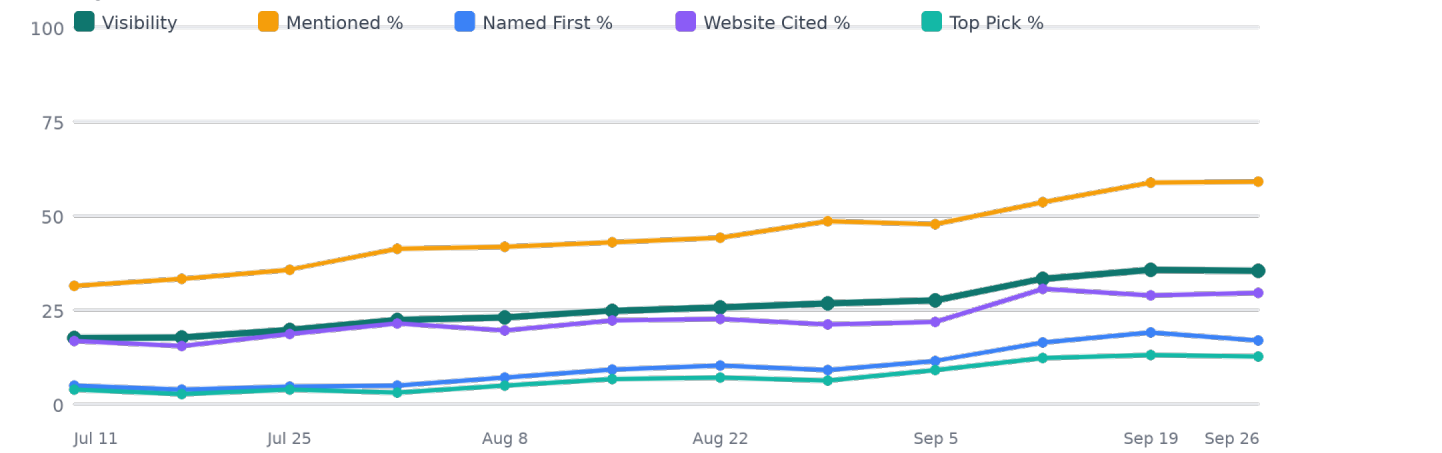
26

Average Over Period

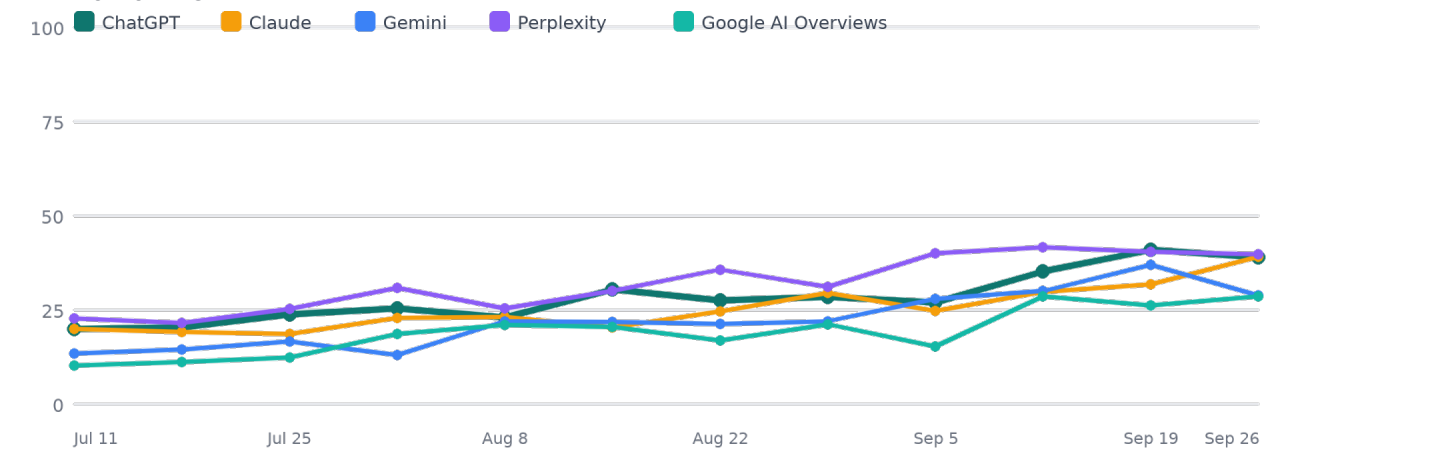
What This Shows

Visibility moved from 18 on July 11 to 35 on September 26, a change of +17.8 points over 12 checks. The company is now mentioned in 59% of answers (+27.6 points) and named first in 17% (+12 points). Claude has grown the most, up 19.1 points.

Visibility And Its Parts



Visibility By Engine



Check History

Date	Visibility	Change	Mentioned	Named First	Website Cited	Top Pick	Sentiment
Sep 26, 2026	35.4	-0.3	59%	17%	30%	13%	+61
Sep 19, 2026	35.7	+2.4	59%	19%	29%	13%	+61

Sep 12, 2026	33.3	+5.8	54%	16%	31%	12%	+60
Sep 5, 2026	27.5	+0.8	48%	12%	22%	9%	+60
Aug 29, 2026	26.7	+1	49%	9%	21%	6%	+60
Aug 22, 2026	25.7	+0.9	44%	10%	23%	7%	+59
Aug 15, 2026	24.8	+1.8	43%	9%	22%	7%	+60
Aug 8, 2026	23	+0.7	42%	7%	20%	5%	+60
Aug 1, 2026	22.3	+2.6	41%	5%	21%	3%	+62
Jul 25, 2026	19.7	+2	36%	5%	19%	4%	+61
Jul 18, 2026	17.7	+0.1	33%	4%	15%	3%	+60
Jul 11, 2026	17.6	-	31%	5%	17%	4%	+61

Buying Stage Funnel

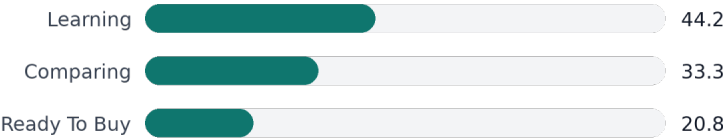
Visibility at each stage of the buying journey. Learning questions come first, then comparing options, then questions asked when the buyer is ready to purchase. A drop between stages shows where buyers stop hearing about the company, which is where the next gains are.



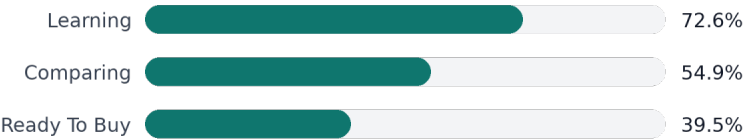
What This Shows

Company ABC is strongest with Learning at a visibility of 44, mentioned in 73% of answers and named first in 25%. The biggest opportunity is Ready To Buy at 21, with 0 open question and engine pairs where the company is not yet mentioned. The largest drop is between Comparing and Ready To Buy (12 points). Content written for buyers at the Ready To Buy stage, such as pricing, comparisons and how to buy pages, is the most direct way to close that gap. Since the last report, gains came from Learning (+2.7).

Visibility



Mentioned In Answers



The Numbers

Stage	Answers	Mentioned	Named First	Website Cited	Top Pick	Sentiment	Visibility	Change
Learning	190	73%	25%	35%	16%	+62	44.2	+2.7
Comparing	266	55%	15%	29%	12%	+60	33.3	-1.4
Ready To Buy	76	40%	4%	17%	4%	+58	20.8	-4

Question Status

Each question and engine pair counted once: green is #1, amber is listed, blue is an open opportunity.

Stage	#1	Listed	Opportunity	Mix
Learning	4	21	0	
Comparing	4	30	1	
Ready To Buy	0	10	0	

Visibility By Engine

Visibility score for each stage on each engine. Bold marks the best engine in the row.

Stage	ChatGPT	Claude	Gemini	Perplexity	Google AI Overviews
Learning	46 (80% mentioned)	48 (75% mentioned)	36 (65% mentioned)	58 (85% mentioned)	31 (53% mentioned)
Comparing	38 (63% mentioned)	36 (59% mentioned)	28 (46% mentioned)	34 (54% mentioned)	30 (52% mentioned)
Ready To Buy	25 (44% mentioned)	29 (44% mentioned)	16 (38% mentioned)	15 (31% mentioned)	18 (42% mentioned)

Questions By Stage

For each question, how many engines put the company at #1, list it, or leave an open opportunity. Usual rank is the position seen most often across runs, on the best engine.

Question	#1 On	Listed On	Opportunity On	Usual Rank
Learning				
Are heat pumps worth it in Vancouver's climate?	0	5	0	#1
What heat pump rebates are available in BC?	0	5	0	#3
How do I know if my furnace needs replacing?	0	5	0	#2
Should I get a heat pump or air conditioner in Vancouver?	1	4	0	#1
How often should a heat pump be serviced?	3	2	0	#1
Comparing				
Who are the best heat pump installers in Vancouver?	2	3	0	#1
How much does a heat pump cost installed in Metro Vancouver?	1	4	0	#1
Best furnace repair companies in Surrey	1	4	0	#1
Best air conditioning installers in Burnaby	0	5	0	#3
Which HVAC companies in Vancouver offer maintenance plans?	0	5	0	#1
Who installs HVAC systems for strata buildings in Metro Vancouver?	0	5	0	#3
What are the top rated HVAC companies in Metro Vancouver?	0	4	1	#3
Ready To Buy				
Which company should I call to install a heat pump in Burnaby?	0	5	0	#3
Who offers 24 hour furnace repair in Vancouver?	0	5	0	#3

Persona Comparison

The same questions asked as different buyer types. The general row is the question asked exactly as written. For each persona the question is prefaced with "I am a ..." and the persona description, the way a real user gives context or the way the engine remembers who it is talking to. Chat engines answer differently when they know who is asking, so this shows which audiences already hear about the company and which are the next opportunity. It measures how the engines respond to that context, not what those buyers have actually seen.

Homeowner
 Strongest Persona (42)

Property manager
 Biggest Opportunity (34)

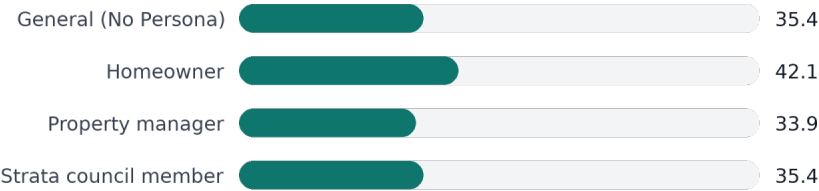
4
 Personas Compared

448
 Answers Analysed

What This Shows

Company ABC is strongest with Homeowner at a visibility of 42, mentioned in 68% of answers and named first in 19%. The biggest opportunity is Property manager at 34, with 10 open question and engine pairs where the company is not yet mentioned. Since the last report, gains came from General (No Persona) (+2.5), Homeowner (+1.9).

Visibility



Mentioned In Answers



The Numbers

Persona	Answers	Mentioned	Named First	Website Cited	Top Pick	Sentiment	Visibility	Change
General (No Persona)	112	60%	15%	28%	14%	+61	35.4	+2.5
Homeowner	112	68%	19%	39%	17%	+60	42.1	+1.9
Property manager	112	58%	19%	25%	10%	+59	33.9	-4.1
Strata council member	112	56%	21%	30%	13%	+61	35.4	-3.5

Question Status

Each question and engine pair counted once: green is #1, amber is listed, blue is an open opportunity.

Persona	#1	Listed	Opportunity	Mix
General (No Persona)	13	32	11	
Homeowner	17	31	8	
Property manager	19	27	10	
Strata council member	21	24	11	

Visibility By Engine

Visibility score for each persona on each engine. Bold marks the best engine in the row.

Persona	ChatGPT	Claude	Gemini	Perplexity
General (No Persona)	29 (54% mentioned)	35 (50% mentioned)	32 (61% mentioned)	46 (75% mentioned)
Homeowner	45 (75% mentioned)	43 (75% mentioned)	34 (54% mentioned)	46 (68% mentioned)
Property manager	37 (68% mentioned)	41 (64% mentioned)	25 (46% mentioned)	32 (54% mentioned)
Strata council member	45 (68% mentioned)	37 (61% mentioned)	24 (46% mentioned)	35 (50% mentioned)

Location Comparison

Visibility in search based AI answers (Google AI Overviews, Google AI Mode and Microsoft Copilot) by the location the search was run from. The general row is the search run with no city, for the national or worldwide picture.



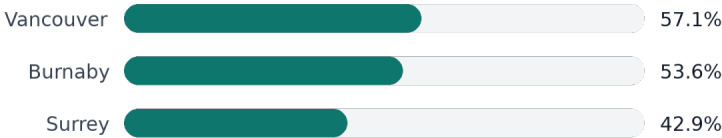
What This Shows

Company ABC is strongest with Vancouver at a visibility of 32, mentioned in 57% of answers and named first in 7%. The biggest opportunity is Surrey at 25, with 4 open question and engine pairs where the company is not yet mentioned. Since the last report, gains came from Vancouver (+10), Burnaby (+3.6).

Visibility



Mentioned In Answers



The Numbers

Location	Answers	Mentioned	Named First	Website Cited	Top Pick	Sentiment	Visibility	Change
Vancouver	28	57%	7%	32%	7%	+59	32.1	+10
Burnaby	28	54%	14%	11%	11%	+63	28.6	+3.6
Surrey	28	43%	7%	29%	4%	+67	25	-6.4

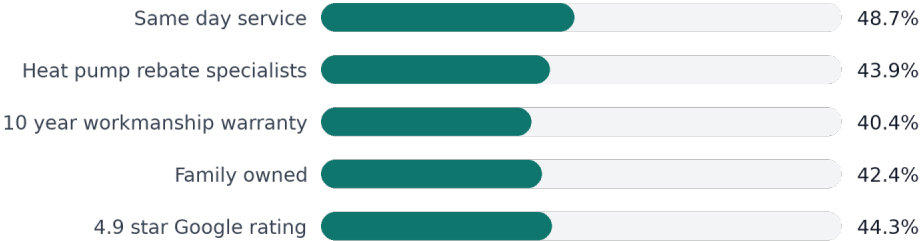
Question Status

Each question and engine pair counted once: green is #1, amber is listed, blue is an open opportunity.

Location	#1	Listed	Opportunity	Mix
Vancouver	2	9	3	
Burnaby	4	5	5	
Surrey	2	8	4	

Key Strengths Checklist

How often each selling point comes through when the company is mentioned.

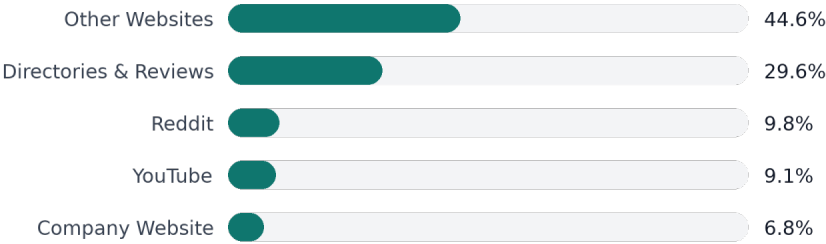


Fact Check

Every answer that mentioned the company matched the facts on file. Nothing to correct.

Cited Sources

Where the engines got their answers. Sites that are cited often but do not mention the company are the best places to get listed or featured.



Most Cited Websites

Website	Type	Citations	Questions
yelp.ca	Directories & Reviews	242	14
betterhomesbc.ca	Other Websites	239	14
www2.gov.bc.ca	Other Websites	237	14
reddit.com	Reddit	226	14
bbb.org	Directories & Reviews	223	14
homestars.com	Directories & Reviews	214	14
youtube.com	YouTube	210	14
companyabc.example company site	Company Website	157	14
coastal-furnace-co.example	Other Websites	151	14
northwind-heating.example	Other Websites	139	14
pacific-comfort-air.example	Other Websites	134	14
metro-climate-solutions.example	Other Websites	125	14

YouTube & Reddit Sources

AI engines lean on videos and community threads. Where a competitor has the top video or thread, that is often what the AI repeats.

1	1	8	7
YouTube Videos Cited	Reddit Threads Cited	Video On Page One	Reddit On Page One

Videos Cited

- https://www.youtube.com/watch?v=sample-heat-pump-vancouver

Threads Cited

- https://www.reddit.com/r/vancouver/comments/sample-heat-pump-installer/

Hidden Searches

The searches AI engines ran behind the scenes to answer the tracked questions. Content that answers these directly is what the engines are looking for.

Search	Times Run	Questions
furnace vs heat pump vancouver cost	184	14
strata hvac contractor metro vancouver	168	14
bc heat pump rebate 2026	160	14
best hvac company burnaby	152	14
heat pump installers vancouver reviews	146	14

Opportunities & Quick Gains

Quick Gains

Publish a BC heat pump rebate guide for 2026 New Content

Create a plain language page that lists every current CleanBC and municipal rebate with amounts and eligibility, updated with a visible date.

AI engines cite betterhomesbc.ca for this question and would cite a clearer local guide.

Helps: What heat pump rebates are available in BC?

Add a "Is a heat pump worth it in Vancouver?" answer block to the heat pump page Page Update

Put a 2 sentence direct answer at the top of the page, then a short comparison table of running costs for a typical Vancouver home. Engines quote direct answers.

Helps: Are heat pumps worth it in Vancouver's climate?

All Opportunities

Action	Type	Impact	Effort	Status
Add LocalBusiness and Service schema to every service page Include service area, phone, hours and the 24 hour emergency line in structured data so search AI answers can read them directly.	Structured Data	Medium	Low	In progress
Publish a BC heat pump rebate guide for 2026 Create a plain language page that lists every current CleanBC and municipal rebate with amounts and eligibility, updated with a visible date. AI engines cite betterhomesbc.ca for this question and would cite a clearer local guide.	New Content	High	Low	To do
Add a "Is a heat pump worth it in Vancouver?" answer block to the heat pump page Put a 2 sentence direct answer at the top of the page, then a short comparison table of running costs for a typical Vancouver home. Engines quote direct answers.	Page Update	High	Low	To do
Write a strata council buyer guide for building HVAC A page for strata councils covering quotes, warranties, scheduling and maintenance plans, with a downloadable checklist. No competitor has one.	New Content	High	Medium	To do
Publish a cost guide: heat pump installed price ranges by home size Real ranges for Metro Vancouver, including what changes the price. This is the most asked comparison question in the set.	New Content	High	Medium	To do
Answer the r/vancouver thread on heat pump installers A helpful, non promotional reply from the owner explaining what to look for in a quote. The thread is cited by two engines.	Community & Forums	Medium	Low	To do
Add an "Is my furnace due for replacement?" checklist A short, honest checklist of the signs, with a note on repair versus replace. Answers on this question currently cite general sites only.	New Content	Medium	Low	To do
Record a 3 minute video: heat pump vs air conditioner for Vancouver homes A YouTube video is cited on this question and the company has none. A short walkthrough with a real installation would give engines something to cite.	Video	Medium	Medium	To do
Create a maintenance plan page with pricing tiers Engines list competitors with maintenance plans first. A clear page with what is included and the price per year fills the gap.	New Content	Medium	Medium	To do

Completed, With Results

Each item below was marked done in the app. "What was done" is the team's own note. Rank before is the best mention rank for the linked question at the check before the work; rank after is the best rank at the latest check since, so a result needs at least one check after the work was finished.

1

Completed

1

Measured By A Later Check

1

Improved Afterwards

0

Awaiting The Next Check

Claim and complete the HomeStars and BBB profiles

Get Listed Or Cited

The suggestion	Both directories are cited in answers about installers in Surrey and Burnaby. Complete profiles with service areas, photos and recent reviews make the company more likely to be named.
What was done	No notes were recorded. Add them on the Suggestions page under What Was Done.
Question it helps	Best furnace repair companies in Surrey
Timeline	Suggested September 26, 2026 · Marked done September 26, 2026
Best rank before	#3 (best across engines)
Best rank after	#1
Result	Up 2 places, from #3 to #1.

Full AI Answers Appendix

One answer per question and engine, reproduced word for word as the engine gave it; everything inside a grey box is the engine's own text. The line above each box says which engine answered, how the question was asked (with no persona, as a named persona, or searched from a location), and where Company ABC appeared among the companies named. Every run, persona and location is available in the app.

Are heat pumps worth it in Vancouver's climate?

Claude · Asked with no persona · Company ABC not mentioned (opportunity)

What Claude answered:

In Vancouver's climate, yes. Heat pumps are efficient down to well below freezing, and the city rarely gets there for long. Expect lower bills than baseboard heating, plus cooling in July. The main things that change the answer are your current fuel, the insulation of the house, and the quality of the install.

Installers that come up often for heat pumps in Metro Vancouver:

1. Coastal Furnace Co offers financing and will tell you honestly when a heat pump is not the right fit for a house.
2. Pacific Comfort Air gets consistently good reviews for heat pump installs in older Vancouver homes.
3. Northwind Heating installs cold climate ductless and ducted heat pumps and handles the CleanBC rebate paperwork.

Get two or three quotes, ask for the load calculation, and confirm which rebates apply before you sign.

Gemini · Asked with no persona · Company ABC named #3 of 3 companies

What Gemini answered:

Generally worth it. BC's electricity is relatively cheap and clean, the climate is mild, and rebates can take thousands off the price. The weak spots are poorly insulated houses and undersized systems, so the installer matters as much as the equipment.

Companies people recommend for heat pump work:

- **Metro Climate Solutions:** Does a load calculation before quoting rather than sizing by square footage.
- **Coastal Furnace Co:** Gets consistently good reviews for heat pump installs in older Vancouver homes.
- **Company ABC:** Same day service, heat pump rebate specialists.

Get two or three quotes, ask for the load calculation, and confirm which rebates apply before you sign.

Google AI Overviews · Searched from Vancouver · Company ABC named #4 of 4 companies

What Google AI Overviews answered:

In Vancouver's climate, yes. Heat pumps are efficient down to well below freezing, and the city rarely gets there for long. Expect lower bills than baseboard heating, plus cooling in July. The main things that change the answer are your current fuel, the insulation of the house, and the quality of the install.

Coastal Furnace Co: Does a load calculation before quoting rather than sizing by square footage.

Metro Climate Solutions: Offers financing and will tell you honestly when a heat pump is not the right fit for a house.

Pacific Comfort Air: Gets consistently good reviews for heat pump installs in older Vancouver homes.

Company ABC: Same day service, 10 year workmanship warranty.

ChatGPT · Asked with no persona · Company ABC not mentioned (opportunity)

What ChatGPT answered:

Yes, for most homes in Vancouver a heat pump is a good fit. Winters are mild, so a modern cold climate heat pump runs efficiently almost all year and gives you air conditioning in summer. Payback depends on what you are replacing: switching from electric baseboards or an old oil furnace pays off fastest, while replacing a newer gas furnace takes longer.

If you go ahead, choose an installer who does a proper load calculation. A few well reviewed options in the area:

1. **Metro Climate Solutions:** Gets consistently good reviews for heat pump installs in older Vancouver homes.
2. **Northwind Heating:** Offers financing and will tell you honestly when a heat pump is not the right fit for a house.
3. **Pacific Comfort Air:** Known for Mitsubishi and Daikin installs with tidy line set work and clear quotes.

Get two or three quotes, ask for the load calculation, and confirm which rebates apply before you sign.

Perplexity · Asked with no persona · Company ABC named #3 of 4 companies

What Perplexity answered:

Generally worth it. BC's electricity is relatively cheap and clean, the climate is mild, and rebates can take thousands off the price. The weak spots are poorly insulated houses and undersized systems, so the installer matters as much as the equipment.

- **Metro Climate Solutions** Does a load calculation before quoting rather than sizing by square footage. [1]
- **Coastal Furnace Co** Installs cold climate ductless and ducted heat pumps and handles the CleanBC rebate paperwork. [2]
- **Company ABC** Heat pump rebate specialists, 10 year workmanship warranty. [3]
- **Northwind Heating** Known for Mitsubishi and Daikin installs with tidy line set work and clear quotes. [4]

Ask about the CleanBC and municipal rebates, since they change the math quite a bit.

What heat pump rebates are available in BC?

Claude · Asked with no persona · Company ABC named #1 of 4 companies

What Claude answered:

The main ones are the CleanBC Better Homes rebates, income qualified rebates that can cover most of the cost for eligible households, and the federal Greener Homes interest free loan. Municipal top ups exist in some cities. Amounts change often, so check the current figures on the Better Homes BC site.

Installers who deal with these programs every week:

1. Company ABC same day service, family owned.
2. Metro Climate Solutions installs cold climate ductless and ducted heat pumps and handles the CleanBC rebate paperwork.
3. Pacific Comfort Air known for Mitsubishi and Daikin installs with tidy line set work and clear quotes.
4. Coastal Furnace Co does a load calculation before quoting rather than sizing by square footage.

Keep every invoice and the model numbers, since the applications ask for them.

Gemini · Asked with no persona · Company ABC not mentioned (opportunity)

What Gemini answered:

The main ones are the CleanBC Better Homes rebates, income qualified rebates that can cover most of the cost for eligible households, and the federal Greener Homes interest free loan. Municipal top ups exist in some cities. Amounts change often, so check the current figures on the Better Homes BC site.

Installers who deal with these programs every week:

- **Northwind Heating:** Known for Mitsubishi and Daikin installs with tidy line set work and clear quotes.
- **Coastal Furnace Co:** Offers financing and will tell you honestly when a heat pump is not the right fit for a house.
- **Pacific Comfort Air:** Installs cold climate ductless and ducted heat pumps and handles the CleanBC rebate paperwork.

Confirm the current amounts before you commit, because the programs are updated through the year.

Google AI Overviews · Searched from Vancouver · Company ABC named #3 of 3 companies

What Google AI Overviews answered:

Several rebates can stack in BC. The CleanBC Better Homes program offers rebates for switching from fossil fuel heating to a heat pump, with larger amounts for lower income households. The federal Greener Homes loan can cover the rest interest free. Some municipalities and BC Hydro add their own top ups, and there are extra amounts for electrical panel upgrades when they are needed for the heat pump.

Pacific Comfort Air: Gets consistently good reviews for heat pump installs in older Vancouver homes.

Metro Climate Solutions: Does a load calculation before quoting rather than sizing by square footage.

Company ABC: Same day service, heat pump rebate specialists.

ChatGPT · Asked with no persona · Company ABC named #3 of 4 companies

What ChatGPT answered:

Rebates in BC come from three places: the province through CleanBC Better Homes, the federal government through the Greener Homes loan, and some municipalities. The heat pump usually has to be on the approved list and installed by a registered contractor, so pick the installer with that in mind.

A few registered contractors in Metro Vancouver:

1. **Pacific Comfort Air:** Installs cold climate ductless and ducted heat pumps and handles the CleanBC rebate paperwork.
2. **Coastal Furnace Co:** Gets consistently good reviews for heat pump installs in older Vancouver homes.
3. **Company ABC:** Heat pump rebate specialists, 10 year workmanship warranty.
4. **Northwind Heating:** Offers financing and will tell you honestly when a heat pump is not the right fit for a house.

The installer must be a registered contractor for the rebate to be paid, so ask about that first.

Perplexity · Asked with no persona · Company ABC named #4 of 4 companies

What Perplexity answered:

Several rebates can stack in BC. The CleanBC Better Homes program offers rebates for switching from fossil fuel heating to a heat pump, with larger amounts for lower income households. The federal Greener Homes loan can cover the rest interest free. Some municipalities and BC Hydro add their own top ups, and there are extra amounts for electrical panel upgrades when they are needed for the heat pump.

- **Northwind Heating** Installs cold climate ductless and ducted heat pumps and handles the CleanBC rebate paperwork. [1]
- **Pacific Comfort Air** Offers financing and will tell you honestly when a heat pump is not the right fit for a house. [2]
- **Metro Climate Solutions** Gets consistently good reviews for heat pump installs in older Vancouver homes. [3]
- **Company ABC** Same day service. [4]

Keep every invoice and the model numbers, since the applications ask for them.

Who are the best heat pump installers in Vancouver?

Claude · Asked with no persona · Company ABC named #1 of 3 companies

What Claude answered:

For heat pump installs in Vancouver, the companies with the strongest reputations include:

1. Company ABC same day service, 4.9 star google rating.
2. Northwind Heating does a load calculation before quoting rather than sizing by square footage.
3. Coastal Furnace Co offers financing and will tell you honestly when a heat pump is not the right fit for a house.

Recent reviews that mention follow up service are a better guide than star ratings alone.

Gemini · Asked with no persona · Company ABC not mentioned (opportunity)

What Gemini answered:

There is no single best, but a few companies come up again and again in reviews and local discussions for heat pump work in Vancouver:

- **Pacific Comfort Air:** Installs cold climate ductless and ducted heat pumps and handles the CleanBC rebate paperwork.
- **Coastal Furnace Co:** Offers financing and will tell you honestly when a heat pump is not the right fit for a house.
- **Metro Climate Solutions:** Gets consistently good reviews for heat pump installs in older Vancouver homes.

Whichever you choose, ask for a load calculation, a written quote and proof of Technical Safety BC licensing.

Google AI Overviews · Searched from Vancouver · Company ABC not mentioned (opportunity)

What Google AI Overviews answered:

For heat pump installs in Vancouver, the companies with the strongest reputations include:

Pacific Comfort Air: Known for Mitsubishi and Daikin installs with tidy line set work and clear quotes.
Northwind Heating: Offers financing and will tell you honestly when a heat pump is not the right fit for a house.
Coastal Furnace Co: Gets consistently good reviews for heat pump installs in older Vancouver homes.

ChatGPT · Asked with no persona · Company ABC not mentioned (opportunity)

What ChatGPT answered:

There is no single best, but a few companies come up again and again in reviews and local discussions for heat pump work in Vancouver:

1. **Northwind Heating**: Known for Mitsubishi and Daikin installs with tidy line set work and clear quotes.
2. **Coastal Furnace Co**: Does a load calculation before quoting rather than sizing by square footage.

Whichever you choose, ask for a load calculation, a written quote and proof of Technical Safety BC licensing.

Perplexity · Asked with no persona · Company ABC named #1 of 3 companies

What Perplexity answered:

For heat pump installs in Vancouver, the companies with the strongest reputations include:

- **Company ABC** Same day service, 10 year workmanship warranty. [1]
- **Metro Climate Solutions** Gets consistently good reviews for heat pump installs in older Vancouver homes. [2]
- **Coastal Furnace Co** Does a load calculation before quoting rather than sizing by square footage. [3]

Whichever you choose, ask for a load calculation, a written quote and proof of Technical Safety BC licensing.

How much does a heat pump cost installed in Metro Vancouver?

Claude · Asked with no persona · Company ABC named #1 of 3 companies

What Claude answered:

Installed prices in Metro Vancouver vary a lot with the type of system. A single zone ductless mini split usually runs a few thousand dollars, a multi zone ductless setup more, and a ducted central heat pump replacing a furnace can be considerably more depending on the home. Electrical panel upgrades and permits add to that. Rebates can bring the net cost down by a large margin.

For quotes, these installers are often recommended:

1. Company ABC family owned, 4.9 stars on Google, and known for handling CleanBC rebate paperwork.
2. Coastal Furnace Co offers financing and will tell you honestly when a heat pump is not the right fit for a house.
3. Metro Climate Solutions known for Mitsubishi and Daikin installs with tidy line set work and clear quotes.

Financing is common, and some installers will apply the rebate up front.

Gemini · Asked with no persona · Company ABC named #1 of 3 companies

What Gemini answered:

Installed prices in Metro Vancouver vary a lot with the type of system. A single zone ductless mini split usually runs a few thousand dollars, a multi zone ductless setup more, and a ducted central heat pump replacing a furnace can be considerably more depending on the home. Electrical panel upgrades and permits add to that. Rebates can bring the net cost down by a large margin.

For quotes, these installers are often recommended:

- **Company ABC**: 4.9 star google rating.
- **Metro Climate Solutions**: Offers financing and will tell you honestly when a heat pump is not the right fit for a house.
- **Coastal Furnace Co**: Gets consistently good reviews for heat pump installs in older Vancouver homes.

Financing is common, and some installers will apply the rebate up front.

Google AI Overviews · Searched from Vancouver · Company ABC named #3 of 3 companies

What Google AI Overviews answered:

Expect a wide range. The equipment brand, the number of zones, ductwork condition and any electrical upgrade all move the price. The good news is that BC rebates can offset a meaningful share of it.

Pacific Comfort Air: Installs cold climate ductless and ducted heat pumps and handles the CleanBC rebate paperwork.

Northwind Heating: Gets consistently good reviews for heat pump installs in older Vancouver homes.

Company ABC: 10 year workmanship warranty, 4.9 star google rating.

ChatGPT · Asked with no persona · Company ABC named #1 of 3 companies

What ChatGPT answered:

Installed prices in Metro Vancouver vary a lot with the type of system. A single zone ductless mini split usually runs a few thousand dollars, a multi zone ductless setup more, and a ducted central heat pump replacing a furnace can be considerably more depending on the home. Electrical panel upgrades and permits add to that. Rebates can bring the net cost down by a large margin.

For quotes, these installers are often recommended:

1. **Company ABC**: Family owned, 4.9 star google rating.
2. **Metro Climate Solutions**: Does a load calculation before quoting rather than sizing by square footage.
3. **Coastal Furnace Co**: Offers financing and will tell you honestly when a heat pump is not the right fit for a house.

Beware of quotes that are far below the others; sizing and workmanship are usually where the savings come from.

Perplexity · Asked with no persona · Company ABC named #3 of 3 companies

What Perplexity answered:

It depends on the house. Ductless systems for one room are the cheapest, whole home ducted systems the most expensive, and older homes sometimes need electrical work on top. Most homeowners in Metro Vancouver end up somewhere in the mid range after rebates.

- **Northwind Heating** Known for Mitsubishi and Daikin installs with tidy line set work and clear quotes. [1]
- **Metro Climate Solutions** Installs cold climate ductless and ducted heat pumps and handles the CleanBC rebate paperwork. [2]
- **Company ABC** Same day service, 4.9 star google rating. [3]

Financing is common, and some installers will apply the rebate up front.

Which company should I call to install a heat pump in Burnaby?**Claude** · Asked with no persona · Company ABC named #3 of 3 companies

What Claude answered:

For a heat pump install in Burnaby, these are the companies most often recommended:

1. Coastal Furnace Co known for Mitsubishi and Daikin installs with tidy line set work and clear quotes.
2. Pacific Comfort Air gets consistently good reviews for heat pump installs in older Vancouver homes.
3. Company ABC same day service, heat pump rebate specialists.

Check that the company is a registered contractor for the CleanBC rebate.

Gemini · Asked with no persona · Company ABC not mentioned (opportunity)

What Gemini answered:

A few installers serve Burnaby regularly and have good reviews for heat pump work:

- **Coastal Furnace Co**: Installs cold climate ductless and ducted heat pumps and handles the CleanBC rebate paperwork.
- **Northwind Heating**: Gets consistently good reviews for heat pump installs in older Vancouver homes.
- **Pacific Comfort Air**: Known for Mitsubishi and Daikin installs with tidy line set work and clear quotes.

Ask who will actually do the install, since some companies subcontract.

Google AI Overviews · Searched from Vancouver · Company ABC named #3 of 3 companies

What Google AI Overviews answered:

A few installers serve Burnaby regularly and have good reviews for heat pump work:

Pacific Comfort Air: Offers financing and will tell you honestly when a heat pump is not the right fit for a house.

Metro Climate Solutions: Known for Mitsubishi and Daikin installs with tidy line set work and clear quotes.

Company ABC: Heat pump rebate specialists, 10 year workmanship warranty.

ChatGPT · Asked with no persona · Company ABC not mentioned (opportunity)

What ChatGPT answered:

For a heat pump install in Burnaby, these are the companies most often recommended:

1. **Coastal Furnace Co:** Known for Mitsubishi and Daikin installs with tidy line set work and clear quotes.
2. **Northwind Heating:** Gets consistently good reviews for heat pump installs in older Vancouver homes.
3. **Metro Climate Solutions:** Does a load calculation before quoting rather than sizing by square footage.

Ask who will actually do the install, since some companies subcontract.

Perplexity · Asked with no persona · Company ABC named #3 of 4 companies

What Perplexity answered:

A few installers serve Burnaby regularly and have good reviews for heat pump work:

- **Pacific Comfort Air** Does a load calculation before quoting rather than sizing by square footage. [1]
- **Coastal Furnace Co** Gets consistently good reviews for heat pump installs in older Vancouver homes. [2]
- **Company ABC** Same day service, 10 year workmanship warranty. [3]
- **Metro Climate Solutions** Offers financing and will tell you honestly when a heat pump is not the right fit for a house. [4]

Check that the company is a registered contractor for the CleanBC rebate.

How do I know if my furnace needs replacing?

Claude · Asked with no persona · Company ABC named #3 of 3 companies

What Claude answered:

Age is the biggest clue. Past 15 years, efficiency drops and parts get harder to find. Other signs are yellow burner flames, a noticeable increase in dust or dry air, loud bangs or rattles, and a repair quote that is more than half the cost of a new unit.

For an inspection, these companies get good reviews:

1. Pacific Comfort Air has strong reviews for furnace repairs in Surrey and Langley.
2. Northwind Heating runs a 24 hour emergency line and usually has a technician out the same day.
3. Company ABC same day service, 10 year workmanship warranty.

Get the heat exchanger checked every year; that is the one fault you should not run with.

Gemini · Asked with no persona · Company ABC named #3 of 3 companies

What Gemini answered:

Look at the age, the repair history and the bills. If it needs a major repair after 15 years, replacing usually makes more sense, and it may be a good time to consider a heat pump with the furnace as backup.

Companies that will give you a straight answer:

- **Pacific Comfort Air:** Is straightforward about repair versus replace and shows you the failed part.
- **Northwind Heating:** Carries common furnace parts on the truck, which matters when it is minus five outside.
- **Company ABC:** Same day service, heat pump rebate specialists.

A good technician will show you the failed part and explain the options rather than pushing a replacement.

Google AI Overviews · Searched from Vancouver · Company ABC not mentioned (opportunity)

What Google AI Overviews answered:

Age is the biggest clue. Past 15 years, efficiency drops and parts get harder to find. Other signs are yellow burner flames, a noticeable increase in dust or dry air, loud bangs or rattles, and a repair quote that is more than half the cost of a new unit.

Metro Climate Solutions: Runs a 24 hour emergency line and usually has a technician out the same day.

Coastal Furnace Co: Has strong reviews for furnace repairs in Surrey and Langley.

Pacific Comfort Air: Carries common furnace parts on the truck, which matters when it is minus five outside.

ChatGPT · Asked with no persona · Company ABC named #3 of 3 companies

What ChatGPT answered:

Look at the age, the repair history and the bills. If it needs a major repair after 15 years, replacing usually makes more sense, and it may be a good time to consider a heat pump with the furnace as backup.

Companies that will give you a straight answer:

1. **Metro Climate Solutions:** Installs high efficiency gas furnaces and can pair one with a heat pump as a hybrid system.
2. **Coastal Furnace Co:** Has strong reviews for furnace repairs in Surrey and Langley.
3. **Company ABC:** Family owned, 4.9 star google rating.

A good technician will show you the failed part and explain the options rather than pushing a replacement.

Perplexity · Asked with no persona · Company ABC named #2 of 3 companies

What Perplexity answered:

Signs your furnace is near the end: it is more than 15 to 20 years old, repairs are getting frequent or expensive, some rooms stay cold while others overheat, your gas bills are rising without a rate change, or it short cycles. A cracked heat exchanger is a safety issue and means replacement right away.

- **Pacific Comfort Air** Installs high efficiency gas furnaces and can pair one with a heat pump as a hybrid system. [1]
- **Company ABC** Same day service, 10 year workmanship warranty. [2]
- **Coastal Furnace Co** Is straightforward about repair versus replace and shows you the failed part. [3]

Get the heat exchanger checked every year; that is the one fault you should not run with.

Best furnace repair companies in Surrey

Claude · Asked with no persona · Company ABC not mentioned (opportunity)

What Claude answered:

For furnace repair in Surrey, these companies have solid reputations for response time and fair pricing:

1. Northwind Heating carries common furnace parts on the truck, which matters when it is minus five outside.
2. Coastal Furnace Co runs a 24 hour emergency line and usually has a technician out the same day.
3. Metro Climate Solutions installs high efficiency gas furnaces and can pair one with a heat pump as a hybrid system.

Check that the technician is licensed with Technical Safety BC.

Gemini · Asked with no persona · Company ABC not mentioned (opportunity)

What Gemini answered:

Surrey homeowners often recommend these companies for furnace repairs:

- **Pacific Comfort Air:** Has strong reviews for furnace repairs in Surrey and Langley.
- **Metro Climate Solutions:** Carries common furnace parts on the truck, which matters when it is minus five outside.

In a cold snap, response time matters more than price, so ask how soon they can come.

Google AI Overviews · Searched from Vancouver · Company ABC named #3 of 3 companies

What Google AI Overviews answered:

Well reviewed furnace repair companies serving Surrey include:

Coastal Furnace Co: Has strong reviews for furnace repairs in Surrey and Langley.

Metro Climate Solutions: Runs a 24 hour emergency line and usually has a technician out the same day.

Company ABC: Same day service, heat pump rebate specialists.

ChatGPT · Asked with no persona · Company ABC not mentioned (opportunity)

What ChatGPT answered:

For furnace repair in Surrey, these companies have solid reputations for response time and fair pricing:

1. **Coastal Furnace Co:** Carries common furnace parts on the truck, which matters when it is minus five outside.
2. **Northwind Heating:** Runs a 24 hour emergency line and usually has a technician out the same day.
3. **Pacific Comfort Air:** Installs high efficiency gas furnaces and can pair one with a heat pump as a hybrid system.

Ask about the diagnostic fee and whether it is applied to the repair.

Perplexity · Asked with no persona · Company ABC named #2 of 3 companies

What Perplexity answered:

For furnace repair in Surrey, these companies have solid reputations for response time and fair pricing:

- **Metro Climate Solutions** Has strong reviews for furnace repairs in Surrey and Langley. [1]
- **Company ABC** Heat pump rebate specialists. [2]
- **Northwind Heating** Carries common furnace parts on the truck, which matters when it is minus five outside. [3]

Check that the technician is licensed with Technical Safety BC.

Who offers 24 hour furnace repair in Vancouver?

Claude · Asked with no persona · Company ABC not mentioned (opportunity)

What Claude answered:

For after hours furnace repair in Vancouver, these companies advertise round the clock service and have the reviews to back it up:

1. Coastal Furnace Co is straightforward about repair versus replace and shows you the failed part.
2. Northwind Heating carries common furnace parts on the truck, which matters when it is minus five outside.
3. Pacific Comfort Air runs a 24 hour emergency line and usually has a technician out the same day.

Keep the model number handy so they can bring the right parts.

Gemini · Asked with no persona · Company ABC not mentioned (opportunity)

What Gemini answered:

Several Vancouver companies run 24 hour emergency furnace repair. The ones that come up most often:

- **Northwind Heating:** Carries common furnace parts on the truck, which matters when it is minus five outside.
- **Pacific Comfort Air:** Installs high efficiency gas furnaces and can pair one with a heat pump as a hybrid system.

Expect an after hours premium, and ask what it is before the technician is dispatched.

Google AI Overviews · Searched from Vancouver · Company ABC named #3 of 3 companies

What Google AI Overviews answered:

For after hours furnace repair in Vancouver, these companies advertise round the clock service and have the reviews to back it up:

Coastal Furnace Co: Installs high efficiency gas furnaces and can pair one with a heat pump as a hybrid system.
Pacific Comfort Air: Carries common furnace parts on the truck, which matters when it is minus five outside.
Company ABC: 10 year workmanship warranty, family owned.

ChatGPT · Asked with no persona · Company ABC not mentioned (opportunity)

What ChatGPT answered:

If your furnace has quit at night, these companies take emergency calls in Vancouver:

1. **Northwind Heating:** Installs high efficiency gas furnaces and can pair one with a heat pump as a hybrid system.
2. **Coastal Furnace Co:** Runs a 24 hour emergency line and usually has a technician out the same day.
3. **Pacific Comfort Air:** Is straightforward about repair versus replace and shows you the failed part.

Keep the model number handy so they can bring the right parts.

Perplexity · Asked with no persona · Company ABC not mentioned (opportunity)

What Perplexity answered:

If your furnace has quit at night, these companies take emergency calls in Vancouver:

- **Northwind Heating** Is straightforward about repair versus replace and shows you the failed part. [1]
- **Pacific Comfort Air** Installs high efficiency gas furnaces and can pair one with a heat pump as a hybrid system. [2]

Keep the model number handy so they can bring the right parts.

Should I get a heat pump or air conditioner in Vancouver?

Claude · Asked with no persona · Company ABC named #3 of 4 companies

What Claude answered:

Heat pump, in almost every case. Vancouver's mild winters are ideal for it, and the rebates tilt the cost heavily in its favour.

For quotes on either option:

1. Northwind Heating installs central air and ductless mini splits, with heat pumps as the usual recommendation.
2. Coastal Furnace Co handles permits and electrical upgrades as part of the install.
3. Company ABC same day service, heat pump rebate specialists.
4. Pacific Comfort Air is good at retrofitting cooling into homes without ductwork.

Ductless units are the quickest way to add cooling to a house with no ducts.

Gemini · Asked with no persona · Company ABC named #3 of 3 companies

What Gemini answered:

Go with a heat pump unless your budget is very tight. The cooling performance is the same, the heating side cuts your gas or baseboard bill, and rebates only apply to heat pumps, not air conditioners.

Companies that install both in Vancouver:

- **Metro Climate Solutions:** Handles permits and electrical upgrades as part of the install.
- **Northwind Heating:** Installs central air and ductless mini splits, with heat pumps as the usual recommendation.
- **Company ABC:** Same day service, heat pump rebate specialists.

Ask for the running cost comparison; a good installer will have it ready.

Google AI Overviews · Searched from Vancouver · Company ABC named #3 of 4 companies

What Google AI Overviews answered:

Heat pump, in almost every case. Vancouver's mild winters are ideal for it, and the rebates tilt the cost heavily in its favour.

Pacific Comfort Air: Installs central air and ductless mini splits, with heat pumps as the usual recommendation.

Coastal Furnace Co: Is good at retrofitting cooling into homes without ductwork.

Company ABC: Same day service, heat pump rebate specialists.

Northwind Heating: Handles permits and electrical upgrades as part of the install.

ChatGPT · Asked with no persona · Company ABC named #3 of 4 companies

What ChatGPT answered:

Heat pump, in almost every case. Vancouver's mild winters are ideal for it, and the rebates tilt the cost heavily in its favour.

For quotes on either option:

1. **Coastal Furnace Co:** Is good at retrofitting cooling into homes without ductwork.

2. **Northwind Heating:** Quotes both an air conditioner and a heat pump so you can compare running costs.
 3. **Company ABC:** Same day service, family owned.
 4. **Metro Climate Solutions:** Installs central air and ductless mini splits, with heat pumps as the usual recommendation.
- Ductless units are the quickest way to add cooling to a house with no ducts.

Perplexity · Asked with no persona · Company ABC named #1 of 3 companies

What Perplexity answered:

- Heat pump, in almost every case. Vancouver's mild winters are ideal for it, and the rebates tilt the cost heavily in its favour.
- **Company ABC** Heat pump rebate specialists. [1]
 - **Coastal Furnace Co** Is good at retrofitting cooling into homes without ductwork. [2]
 - **Pacific Comfort Air** Installs central air and ductless mini splits, with heat pumps as the usual recommendation. [3]
- Ductless units are the quickest way to add cooling to a house with no ducts.

Best air conditioning installers in Burnaby**Claude** · Asked with no persona · Company ABC not mentioned (opportunity)

What Claude answered:

- For air conditioning in Burnaby, these installers are recommended most often:
1. Pacific Comfort Air is good at retrofitting cooling into homes without ductwork.
 2. Metro Climate Solutions quotes both an air conditioner and a heat pump so you can compare running costs.
 3. Coastal Furnace Co handles permits and electrical upgrades as part of the install.
- Most will suggest a heat pump instead, which is worth considering for the rebates.

Gemini · Asked with no persona · Company ABC not mentioned (opportunity)

What Gemini answered:

- Burnaby homeowners rate these companies well for cooling installs:
- **Pacific Comfort Air:** Quotes both an air conditioner and a heat pump so you can compare running costs.
 - **Northwind Heating:** Handles permits and electrical upgrades as part of the install.
- Book early; cooling installs back up quickly once the first heat wave hits.

Google AI Overviews · Searched from Vancouver · Company ABC not mentioned (opportunity)

What Google AI Overviews answered:

- For air conditioning in Burnaby, these installers are recommended most often:
- Northwind Heating: Installs central air and ductless mini splits, with heat pumps as the usual recommendation.
- Coastal Furnace Co: Is good at retrofitting cooling into homes without ductwork.

ChatGPT · Asked with no persona · Company ABC not mentioned (opportunity)

What ChatGPT answered:

- For air conditioning in Burnaby, these installers are recommended most often:
1. **Pacific Comfort Air:** Quotes both an air conditioner and a heat pump so you can compare running costs.
 2. **Coastal Furnace Co:** Installs central air and ductless mini splits, with heat pumps as the usual recommendation.
 3. **Metro Climate Solutions:** Handles permits and electrical upgrades as part of the install.
- Book early; cooling installs back up quickly once the first heat wave hits.

Perplexity · Asked with no persona · Company ABC not mentioned (opportunity)

What Perplexity answered:

For air conditioning in Burnaby, these installers are recommended most often:

- **Metro Climate Solutions** Quotes both an air conditioner and a heat pump so you can compare running costs. [1]
- **Pacific Comfort Air** Handles permits and electrical upgrades as part of the install. [2]

Most will suggest a heat pump instead, which is worth considering for the rebates.

How often should a heat pump be serviced?

Claude · Asked with no persona · Company ABC named #1 of 4 companies

What Claude answered:

Annually, with filter cleaning by you every couple of months. Some manufacturers require proof of annual service to keep the warranty valid, so it is worth keeping the receipts.

For a maintenance plan, these companies are well regarded:

1. Company ABC 10 year workmanship warranty, family owned.
2. Coastal Furnace Co includes filter changes and a refrigerant check in its plan.
3. Pacific Comfort Air has a plan aimed at property managers with several units.
4. Northwind Heating sends reminders and keeps a service history for each system.

A plan with reminders and priority booking is convenient if you forget, which most people do.

Gemini · Asked with no persona · Company ABC named #3 of 3 companies

What Gemini answered:

Annually, with filter cleaning by you every couple of months. Some manufacturers require proof of annual service to keep the warranty valid, so it is worth keeping the receipts.

For a maintenance plan, these companies are well regarded:

- **Pacific Comfort Air:** Includes filter changes and a refrigerant check in its plan.
- **Northwind Heating:** Offers an annual maintenance plan that covers a spring and fall visit with priority booking.
- **Company ABC:** 10 year workmanship warranty, family owned.

A plan with reminders and priority booking is convenient if you forget, which most people do.

Google AI Overviews · Searched from Vancouver · Company ABC named #1 of 3 companies

What Google AI Overviews answered:

Once a year is the usual recommendation, ideally in spring before cooling season. A service visit covers cleaning the coils, checking refrigerant levels, testing the electrical connections and clearing the condensate drain. Between visits, clean or replace the filters every one to three months and keep the outdoor unit clear of leaves and snow.

Company ABC: 10 year workmanship warranty, family owned.

Pacific Comfort Air: Includes filter changes and a refrigerant check in its plan.

Northwind Heating: Sends reminders and keeps a service history for each system.

ChatGPT · Asked with no persona · Company ABC named #2 of 3 companies

What ChatGPT answered:

A professional service once a year, plus regular filter care. Heavily used systems or homes with pets may benefit from twice a year.

Maintenance plans are available from:

1. **Pacific Comfort Air:** Offers an annual maintenance plan that covers a spring and fall visit with priority booking.
2. **Company ABC:** Heat pump rebate specialists, family owned.
3. **Northwind Heating:** Includes filter changes and a refrigerant check in its plan.

A well maintained unit also runs quieter and uses less power.

Perplexity · Asked with no persona · Company ABC named #2 of 3 companies

What Perplexity answered:

Annually, with filter cleaning by you every couple of months. Some manufacturers require proof of annual service to keep the warranty valid, so it is worth keeping the receipts.

- **Northwind Heating** Offers an annual maintenance plan that covers a spring and fall visit with priority booking. [1]
- **Company ABC** Same day service, heat pump rebate specialists. [2]
- **Coastal Furnace Co** Includes filter changes and a refrigerant check in its plan. [3]

A plan with reminders and priority booking is convenient if you forget, which most people do.

Which HVAC companies in Vancouver offer maintenance plans?

Claude · Asked with no persona · Company ABC not mentioned (opportunity)

What Claude answered:

Maintenance plans are common. These Vancouver companies are known for theirs:

1. Coastal Furnace Co offers an annual maintenance plan that covers a spring and fall visit with priority booking.
2. Metro Climate Solutions has a plan aimed at property managers with several units.
3. Pacific Comfort Air sends reminders and keeps a service history for each system.

Compare what each plan includes; some cover parts discounts and some do not.

Gemini · Asked with no persona · Company ABC named #4 of 4 companies

What Gemini answered:

Several Vancouver HVAC companies offer annual maintenance plans, usually covering a spring and fall visit, priority scheduling and a discount on repairs:

- **Metro Climate Solutions:** Has a plan aimed at property managers with several units.
- **Pacific Comfort Air:** Offers an annual maintenance plan that covers a spring and fall visit with priority booking.
- **Coastal Furnace Co:** Includes filter changes and a refrigerant check in its plan.
- **Company ABC:** Same day service, 4.9 star google rating.

Compare what each plan includes; some cover parts discounts and some do not.

Google AI Overviews · Searched from Vancouver · Company ABC named #3 of 4 companies

What Google AI Overviews answered:

Maintenance plans are common. These Vancouver companies are known for theirs:

Coastal Furnace Co: Has a plan aimed at property managers with several units.

Metro Climate Solutions: Offers an annual maintenance plan that covers a spring and fall visit with priority booking.

Company ABC: Family owned.

Pacific Comfort Air: Sends reminders and keeps a service history for each system.

ChatGPT · Asked with no persona · Company ABC not mentioned (opportunity)

What ChatGPT answered:

Several Vancouver HVAC companies offer annual maintenance plans, usually covering a spring and fall visit, priority scheduling and a discount on repairs:

1. **Metro Climate Solutions:** Sends reminders and keeps a service history for each system.
2. **Pacific Comfort Air:** Offers an annual maintenance plan that covers a spring and fall visit with priority booking.

Compare what each plan includes; some cover parts discounts and some do not.

Perplexity · Asked with no persona · Company ABC named #1 of 4 companies

What Perplexity answered:

If you want an ongoing plan rather than one off visits, these companies offer them:

- **Company ABC** 4.9 star google rating. [1]
- **Pacific Comfort Air** Has a plan aimed at property managers with several units. [2]
- **Northwind Heating** Offers an annual maintenance plan that covers a spring and fall visit with priority booking. [3]
- **Metro Climate Solutions** Sends reminders and keeps a service history for each system. [4]

Compare what each plan includes; some cover parts discounts and some do not.

Who installs HVAC systems for strata buildings in Metro Vancouver?

Claude · Asked with no persona · Company ABC not mentioned (opportunity)

What Claude answered:

Strata work needs a contractor comfortable with councils, building managers and multi unit systems. Companies with that experience in Metro Vancouver include:

1. Northwind Heating has experience with multi unit buildings and provides the documentation stratas need.
2. Metro Climate Solutions coordinates with building managers on access and scheduling.

Check insurance coverage and whether the contractor coordinates access with the building manager.

Gemini · Asked with no persona · Company ABC named #3 of 3 companies

What Gemini answered:

A few Metro Vancouver contractors specialise in strata and multi unit HVAC:

- **Pacific Comfort Air:** Works with strata councils on rooftop units and common area systems, with quotes written for council meetings.
- **Northwind Heating:** Has experience with multi unit buildings and provides the documentation stratas need.
- **Company ABC:** 10 year workmanship warranty, family owned.

Ask for references from other stratas and a sample maintenance contract.

Google AI Overviews · Searched from Vancouver · Company ABC named #4 of 4 companies

What Google AI Overviews answered:

A few Metro Vancouver contractors specialise in strata and multi unit HVAC:

Coastal Furnace Co: Offers maintenance contracts for strata buildings.

Northwind Heating: Has experience with multi unit buildings and provides the documentation stratas need.

Pacific Comfort Air: Works with strata councils on rooftop units and common area systems, with quotes written for council meetings.

Company ABC: A 10 year workmanship warranty and same day service across Metro Vancouver.

ChatGPT · Asked with no persona · Company ABC named #3 of 3 companies

What ChatGPT answered:

For strata buildings, look for contractors that can provide the documentation councils need and handle rooftop or common area equipment. Often mentioned:

1. **Northwind Heating:** Offers maintenance contracts for strata buildings.
2. **Pacific Comfort Air:** Coordinates with building managers on access and scheduling.
3. **Company ABC:** Same day service, family owned.

Councils usually want three quotes, so start early and share the same scope with each.

Perplexity · Asked with no persona · Company ABC named #3 of 3 companies

What Perplexity answered:

For strata buildings, look for contractors that can provide the documentation councils need and handle rooftop or common area equipment. Often mentioned:

- **Pacific Comfort Air** Works with strata councils on rooftop units and common area systems, with quotes written for council meetings. [1]
- **Coastal Furnace Co** Offers maintenance contracts for strata buildings. [2]
- **Company ABC** Same day service, heat pump rebate specialists. [3]

Check insurance coverage and whether the contractor coordinates access with the building manager.

What are the top rated HVAC companies in Metro Vancouver?

Claude · Asked with no persona · Company ABC not mentioned (opportunity)

What Claude answered:

The most consistently well rated HVAC companies in Metro Vancouver include:

1. Pacific Comfort Air is licensed with Technical Safety BC and fully insured.
2. Northwind Heating gets recommended often on local forums for honest pricing.
3. Coastal Furnace Co is family owned and has been in Metro Vancouver for years.

Ratings shift over time, so read the most recent reviews and look for how complaints were handled.

Gemini · Asked with no persona · Company ABC named #3 of 3 companies

What Gemini answered:

Based on review counts, ratings and how often they are recommended, these HVAC companies rank well across Metro Vancouver:

- **Coastal Furnace Co:** Is licensed with Technical Safety BC and fully insured.
- **Northwind Heating:** Is family owned and has been in Metro Vancouver for years.
- **Company ABC:** Heat pump rebate specialists, 10 year workmanship warranty.

Licensing with Technical Safety BC is the baseline; check it for any company you shortlist.

Google AI Overviews · Searched from Vancouver · Company ABC not mentioned (opportunity)

What Google AI Overviews answered:

Across Google reviews and local forums, these companies stand out in Metro Vancouver:

Northwind Heating: Gets recommended often on local forums for honest pricing.
Coastal Furnace Co: Is licensed with Technical Safety BC and fully insured.

ChatGPT · Asked with no persona · Company ABC not mentioned (opportunity)

What ChatGPT answered:

Based on review counts, ratings and how often they are recommended, these HVAC companies rank well across Metro Vancouver:

1. **Coastal Furnace Co:** Is licensed with Technical Safety BC and fully insured.
2. **Northwind Heating:** Holds a high Google rating with a large number of reviews.
3. **Metro Climate Solutions:** Gets recommended often on local forums for honest pricing.

The right company also depends on your area, since travel time affects both price and response.

Perplexity · Asked with no persona · Company ABC named #3 of 3 companies

What Perplexity answered:

Based on review counts, ratings and how often they are recommended, these HVAC companies rank well across Metro Vancouver:

- **Northwind Heating** Is family owned and has been in Metro Vancouver for years. [1]
- **Coastal Furnace Co** Is licensed with Technical Safety BC and fully insured. [2]
- **Company ABC** 10 year workmanship warranty, 4.9 star google rating. [3]

Licensing with Technical Safety BC is the baseline; check it for any company you shortlist.

Organic Rankings

Where the company's website ranks in Google and Bing for the tracked keywords and questions, how those positions have moved, and how the competitors compare. Change is measured against the last check (September 19, 2026).

44 / 48

Lookups Ranking In The Top 20

5.1

Average Position

1.8 positions better since last check

12

In The Top 3

42

On Page One

What This Shows

Company ABC ranks in the top 20 for 44 of 48 tracked keyword lookups, with 42 on page one and 12 in the top 3. The average position is 5.1, 1.8 positions better than the last check. Since the last check 23 lookups improved, 13 held, 8 slipped, 4 dropped out. The strongest keyword is "24 hour furnace repair Vancouver" at #1 on Google (Surrey). The clearest opportunity is "air conditioning installation Vancouver" on Google (Surrey), not yet in the top 20, having reached #13 before. Google shows an AI Overview on 50% of these searches, so the AI answer pages in this report matter for the same keywords.

Where The Keywords Sit



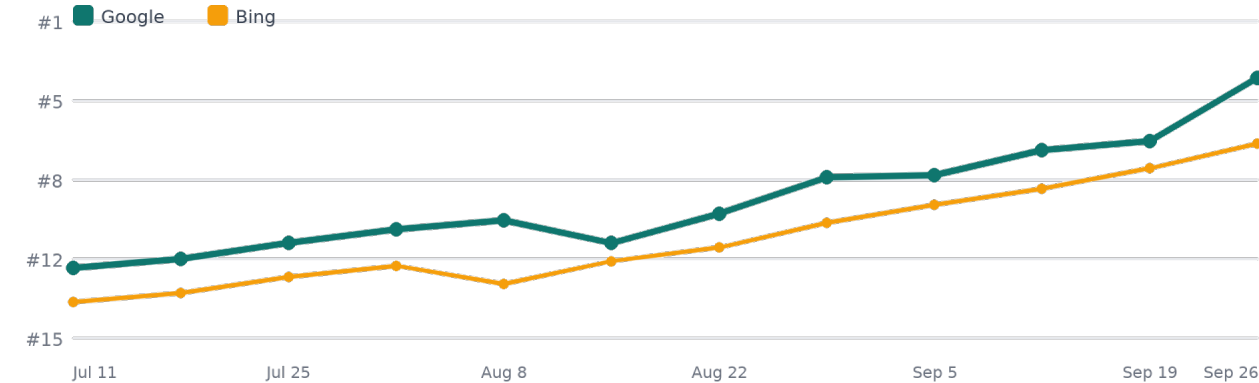
Movement Since Last Check

Improved	Held	Slipped	New	Dropped Out
23	13	8	0	4

Google lookups with an AI Overview: 50%.

Average Position Over Time

Ranking lookups only. Higher on the chart is better.



Share of Google lookups where the company is on page one, and the share where Google showed an AI Overview.



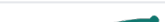
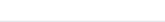
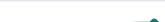
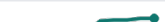
The chart displays the ranking of five HVAC companies over time. The y-axis is inverted, with #1 at the top and #14 at the bottom. The companies are: Company ABC (dark green), Northwind Heating (orange), Pacific Comfort Air (blue), Coastal Furnace Co (purple), and Metro Climate (teal). The x-axis shows dates from July 11 to September 26.

Date	Company ABC	Northwind Heating	Pacific Comfort Air	Coastal Furnace Co	Metro Climate
Jul 11	#12	#4	#8	#10	#13
Jul 18	#11	#4	#8	#10	#13
Jul 25	#10	#4	#8	#9	#13
Aug 1	#9	#4	#8	#10	#13
Aug 8	#9	#4	#8	#10	#13
Aug 15	#10	#3	#7	#10	#13
Aug 22	#9	#4	#7	#10	#12
Aug 29	#7	#4	#7	#10	#13
Sep 5	#7	#4	#7	#9	#12
Sep 12	#6	#4	#7	#10	#13
Sep 19	#5	#3	#6	#10	#13
Sep 26	#2	#4	#7	#10	#13

Position now, change since the last check, the position when tracking began, the best position seen, and the page on the website that ranks. The small chart is the position at each check, top is #1.

Keyword	Engine	Location	Position	Change	History	First	Best	AI Overview	Ranking Page
24 hour furnace repair Vancouver	Bing	Vancouver	#8	+1		#10	#8	-	/24-hour-furnace-repair-vancouver/
	Bing	Burnaby	#6	+1		-	#6	-	/24-hour-furnace-repair-vancouver/
	Bing	Surrey	#7	+3		#14	#7	-	/24-hour-furnace-repair-vancouver/
	Google	Vancouver	#2	-1		#11	#1	Yes	/24-hour-furnace-repair-vancouver/
	Google	Burnaby	#4	-1		#15	#3	Yes	/24-hour-furnace-repair-vancouver-guide/

	Google	Surrey	#1	+1		#15	#1	No	/24-hour-furnace-repair-vancouver/
air conditioning installation Vancouver	Bing	Vancouver	#7	+1		-	#7	-	/air-conditioning-installation-vancouver/
	Bing	Burnaby	#3	+2		#13	#3	-	/air-conditioning-installation-vancouver/
	Bing	Surrey	#5	+1		#13	#5	-	/air-conditioning-installation-vancouver/
	Google	Vancouver	#1	0		#13	#1	Yes	/air-conditioning-installation-vancouver-guide/
	Google	Burnaby	#6	+2		#14	#6	No	/air-conditioning-installation-vancouver/
furnace repair Surrey	Google	Surrey	-	out		#13	#13	Yes	
	Bing	Vancouver	#12	-1		#14	#11	-	/furnace-repair-surrey/
	Bing	Burnaby	#6	+2		-	#6	-	/furnace-repair-surrey/
	Bing	Surrey	#6	0		#12	#6	-	/furnace-repair-surrey/
	Google	Vancouver	#5	0		#11	#5	No	/furnace-repair-surrey/
	Google	Burnaby	#3	-1		#13	#2	No	/furnace-repair-surrey-guide/
	Google	Surrey	#7	-2		#9	#5	Yes	/furnace-repair-surrey/
furnace replacement Burnaby	Bing	Vancouver	#5	0		#12	#4	-	/furnace-replacement-burnaby/
	Bing	Burnaby	#3	+1		#16	#3	-	/furnace-replacement-burnaby/
	Bing	Surrey	#15	+1		#18	#15	-	/furnace-replacement-burnaby/
	Google	Vancouver	-	out		#11	#11	No	
	Google	Burnaby	#4	+1		#14	#4	No	/furnace-replacement-burnaby/

	Google	Surrey	#6	0		#12	#6	No	/furnace-replacement-burnaby/
heat pump installation Vancouver	Bing	Vancouver	#6	0		#17	#6	-	/heat-pump-installation-vancouver/
	Bing	Burnaby	#10	+1		#12	#10	-	/heat-pump-installation-vancouver/
	Bing	Surrey	#5	+3		-	#5	-	/heat-pump-installation-vancouver/
	Google	Vancouver	#2	0		#13	#2	No	/heat-pump-installation-vancouver/
	Google	Burnaby	#2	+1		#7	#2	No	/heat-pump-installation-vancouver/
	Google	Surrey	#1	0		#14	#1	Yes	/heat-pump-installation-vancouver-guide/
heat pump rebate BC	Bing	Vancouver	#9	-1		#11	#8	-	/heat-pump-rebate-bc/
	Bing	Burnaby	#4	0		#17	#4	-	/heat-pump-rebate-bc/
	Bing	Surrey	#6	0		#11	#6	-	/heat-pump-rebate-bc/
	Google	Vancouver	#2	0		#11	#2	Yes	/heat-pump-rebate-bc/
	Google	Burnaby	-	out		#11	#11	Yes	
	Google	Surrey	#1	+3		#14	#1	No	/heat-pump-rebate-bc/
HVAC maintenance plan Vancouver	Bing	Vancouver	#5	+3		#16	#5	-	/hvac-maintenance-plan-vancouver/
	Bing	Burnaby	#8	+1		#10	#8	-	/hvac-maintenance-plan-vancouver/
	Bing	Surrey	#5	+4		-	#5	-	/hvac-maintenance-plan-vancouver/
	Google	Vancouver	#6	0		#10	#6	No	/hvac-maintenance-plan-vancouver/
	Google	Burnaby	#4	0		#10	#4	Yes	/hvac-maintenance-plan-vancouver/

	Google	Surrey	#2	+3		#15	#2	Yes	/hvac-maintenance-plan-vancouver-guide/
strata HVAC contractor	Bing	Vancouver	#5	+1		#17	#5	-	/strata-hvac-contractor/
	Bing	Burnaby	#4	+2		#10	#4	-	/strata-hvac-contractor/
	Bing	Surrey	#4	+1		#11	#4	-	/strata-hvac-contractor/
	Google	Vancouver	#5	-1		#9	#4	Yes	/strata-hvac-contractor/
	Google	Burnaby	-	out		#12	#12	No	
	Google	Surrey	#5	-1		#8	#4	Yes	/strata-hvac-contractor/

Best Competitor Per Keyword (Google)

Keyword	Location	Company ABC	Best Competitor	Their Position
24 hour furnace repair Vancouver	Vancouver	#2	Pacific Comfort Air	#6
24 hour furnace repair Vancouver	Burnaby	#4	Northwind Heating	#3
24 hour furnace repair Vancouver	Surrey	#1	Pacific Comfort Air	#10
air conditioning installation Vancouver	Vancouver	#1	Northwind Heating	#4
air conditioning installation Vancouver	Burnaby	#6	Northwind Heating	#2
air conditioning installation Vancouver	Surrey	-	Northwind Heating	#3
furnace repair Surrey	Vancouver	#5	Northwind Heating	#2
furnace repair Surrey	Burnaby	#3	Northwind Heating	#6
furnace repair Surrey	Surrey	#7	Pacific Comfort Air	#9
furnace replacement Burnaby	Vancouver	-	Pacific Comfort Air	#5
furnace replacement Burnaby	Burnaby	#4	Northwind Heating	#6
furnace replacement Burnaby	Surrey	#6	Northwind Heating	#1
heat pump installation Vancouver	Vancouver	#2	Pacific Comfort Air	#6
heat pump installation Vancouver	Burnaby	#2	Pacific Comfort Air	#6
heat pump installation Vancouver	Surrey	#1	Pacific Comfort Air	#6
heat pump rebate BC	Vancouver	#2	Pacific Comfort Air	#5
heat pump rebate BC	Burnaby	-	Pacific Comfort Air	#4
heat pump rebate BC	Surrey	#1	Northwind Heating	#6
HVAC maintenance plan Vancouver	Vancouver	#6	Metro Climate Solutions	#11
HVAC maintenance plan Vancouver	Burnaby	#4	Northwind Heating	#1
HVAC maintenance plan Vancouver	Surrey	#2	Metro Climate Solutions	#11
strata HVAC contractor	Vancouver	#5	Northwind Heating	#1
strata HVAC contractor	Burnaby	-	Pacific Comfort Air	#4
strata HVAC contractor	Surrey	#5	Northwind Heating	#3

Site Readiness For AI

Visibility in AI answers starts with the website itself: the engines have to be allowed to read it, and the pages have to state the facts plainly. This audit read robots.txt, looked for llms.txt and opened 1 key page on companyabc.com on September 26, 2026. This is a sample result for a fictional website.



Part of the score	Points	
AI crawler access	23 / 30	
Page basics (title, description, canonical, indexing, Open Graph, structured data, heading)	35 / 35	
Organization record on the home page	15 / 15	
FAQ structured data	0 / 10	
llms.txt	0 / 10	

Which AI Crawlers May Read The Site

10 of 13 crawlers can read the site. Each one feeds a different engine, so every crawler that is opened widens the audience that can find the company.

Crawler	Feeds	Status
GPTBot (OpenAI)	ChatGPT	Open
OAI-SearchBot (OpenAI)	ChatGPT search	Open
ChatGPT-User (OpenAI)	ChatGPT browsing	Open
ClaudeBot (Anthropic)	Claude	Open
Claude-SearchBot (Anthropic)	Claude search	Open
anthropic-ai (Anthropic)	Claude (legacy)	Open
PerplexityBot (Perplexity)	Perplexity	Open
Google-Extended (Google)	Gemini	Opportunity Named and blocked
Googlebot (Google)	Google Search, AI Overviews, AI Mode	Open
Bingbot (Microsoft)	Bing, Copilot	Open
Applebot (Apple)	Siri, Apple Intelligence	Open
CCBot (Common Crawl)	Many models	Opportunity Named and blocked
Bytespider (ByteDance)	Doubao	Opportunity Named and blocked

Key Pages

Page	Title	In place	Would help
companyabc.com Home page	Company ABC Heating, Cooling & Heat Pumps in Metro Vancouver Structured data: WebSite, Organization	Title in place, Description in place, Canonical set, Open to indexing, Open Graph tags present, Structured data: WebSite, Organization, Main heading present	Complete

llms.txt: not found yet. A generated file is ready in the app.

Next Steps, Biggest Gain First

- Publish an llms.txt file** +10 points

A short plain text file at /llms.txt that describes the company, its products and the pages worth reading. Several AI crawlers look for it first. The generated file below is ready to upload.
- Add an FAQ block that answers the tracked questions** +10 points

Answer the questions this project tracks in the company's own words, on the site, with FAQPage structured data. Engines lift answers from FAQ blocks readily, and the questions are already the ones buyers ask.
- Open the site to Google-Extended, CCBot and Bytespider** +7 points

These crawlers feed the AI answers. Allowing them in robots.txt lets the engines read the pages and quote them. The generated robots.txt block below has the allow list ready to paste.

The Organization record, FAQ block, llms.txt file and robots.txt allow list are generated in the app from the project facts, ready to copy, download or publish.

Methodology

Each tracked question was asked to every engine in this report, 2 times per engine, because AI answers vary from run to run. Chat engines were asked once with the question exactly as written (the general pass) and once per buyer persona, where the question is prefaced with "I am a ..." and the persona description. That reproduces the context real users give in conversation, or that the engine remembers about them; it does not observe real buyers. Search engines were checked from each location that is switched on.

Every answer was read for: whether the company or any of its product brands is named (a mention), where it appears among the companies named (mention rank, where 1 is first), whether the company website is cited as a source (citation), whether the answer recommends the company as the best choice (top pick), and how positively the company is described (sentiment, from -100 to +100).

The visibility score combines these: 40% mention rate, 20% named first rate, 20% citation rate and 20% top pick rate, giving a number from 0 to 100.

Share of voice is the company's share of all company mentions across every answer. Cited sources are grouped by type to show where the engines get their information. Hidden searches are the searches engines ran behind the scenes, where the engine reports them.

Names counted as a mention: Company ABC, ABC Heating and Cooling, ABC Comfort.