

HVAC SEO Content Calendar

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HVAC SEO Content Calendar (Action Guide)

Rank higher on Google and get more organic leads. Here's your 3-hour setup to start ranking.

What You Need (10 minutes)

- ☐ Your website with blog section
- ☐ Google Analytics access
- ☐ Google Search Console access
- ☐ List of cities/areas you serve
- ☐ Your main HVAC services
- ☐ Competitor websites (top 3 in your area)

Setup Process (2 hours, 50 minutes)

Step 1: Find Your Keywords (45 minutes)

Local Service Keywords (20 minutes): Open Google, type these and note what auto-completes:

- "[your city] hvac"
- "[your city] ac repair"
- "[your city] furnace repair"
- "[your city] hvac installation"
- "hvac near me"
- "emergency hvac [your city]"

Write down 15-20 keywords that include your city.

Question Keywords (15 minutes): Check Google's "People Also Ask" for:

- "why is my ac not cooling"
- "how much does hvac cost"
- "when to replace furnace"

Write down 10 common questions.

Check Competitors (10 minutes): Visit top 3 competitor blogs. What topics are they writing about? List 10 topics they're missing.

Step 2: Create Your SEO Article Templates (30 minutes)

Template 1 - Service Page SEO Structure:

None

Title: [Service] in [City] | [Company Name]

H1: Professional [Service] in [City]

Intro paragraph with [city] + [service] in first sentence

H2: Why Choose Our [Service]?

- 3-4 bullet points

H2: Our [Service] Process

- Step 1
- Step 2
- Step 3

H2: [Service] Pricing in [City]

- Pricing info or range

H2: Service Areas

- List neighborhoods/zip codes

H2: Frequently Asked Questions

- 3-5 FAQs

Call-to-action: Call [Phone] for [Service] in [City]

Word count: 800-1,200 words

Template 2 - How-To Article:

None

Title: How to [Problem/Task] | [Company Name]

H1: How to [Problem/Task]

Intro: What problem this solves

H2: What You'll Need

- List of items

H2: Step-by-Step Guide

H3: Step 1: [Action]

H3: Step 2: [Action]

H3: Step 3: [Action]

H2: When to Call a Professional

- 3-4 signs

H2: FAQs About [Topic]

- 3 questions

CTA: Need help? Call [Phone]

Word count: 1,000-1,500 words

Template 3 - Cost Guide:

None

Title: [Service] Cost in [City] (2024 Price Guide)

H1: How Much Does [Service] Cost in [City]?

Intro: Address pricing questions

H2: Average Cost Breakdown

- Low: \$X

- Average: \$Y

- High: \$Z

H2: Factors That Affect Cost

- Factor 1
- Factor 2
- Factor 3

H2: How to Save Money on [Service]

- Tip 1
- Tip 2
- Tip 3

H2: Get a Free Quote

- CTA with phone/form

Word count: 1,200-1,800 words

Step 3: Fill Your 12-Month SEO Calendar (45 minutes)

Month	Article 1 (Local Focus)	Article 2 (How-To)	Article 3 (Seasonal)	Article 4 (FAQ/Cost)
Jan	Emergency Furnace Repair in [City]	How to Troubleshoot a Furnace	Winter HVAC Maintenance Checklist	Furnace Repair Cost in [City]
Feb	Heating System Installation [City]	How to Improve Indoor Air Quality in Winter	Preparing for Spring HVAC Season	Heat Pump vs Furnace: Cost Comparison
Mar	Spring AC Tune-Up Services [City]	How to Change Your HVAC Air Filter	Spring HVAC Maintenance Guide	AC Tune-Up Cost in [City]
Apr	AC Repair Services in [City]	How to Know When Your AC Needs Repair	AC Maintenance Before Summer	AC Repair vs Replace: Cost Guide
May	Central AC Installation [City]	How to Choose the Right AC Size	Preparing Your Home for Summer Heat	New AC Unit Cost in [City]

Jun	Emergency AC Repair [City]	How to Reduce Summer Cooling Costs	Common Summer AC Problems	Duct Cleaning Cost in [City]
Jul	Ductless Mini-Split Installation [City]	How to Improve AC Efficiency	Smart Thermostat Benefits for HVAC	HVAC Maintenance Plan Pricing
Aug	Indoor Air Quality Services [City]	How to Tell if Your Ductwork Leaks	Back-to-School HVAC Check	Ductwork Replacement Cost [City]
Sep	Furnace Tune-Up Services [City]	How to Prepare Your Furnace for Winter	Fall HVAC Maintenance Checklist	Furnace Installation Cost [City]
Oct	Heating System Replacement [City]	How to Choose a New Furnace	Winterization Tips for Your HVAC	Boiler vs Furnace Cost Comparison
Nov	Thermostat Installation [City]	How to Program Your Thermostat	Holiday HVAC Emergency Prevention	Smart Thermostat Installation Cost
Dec	24/7 Emergency HVAC Services [City]	How to Prevent Frozen Pipes	Year-End HVAC Maintenance Guide	HVAC Service Call Cost in [City]

Priority: Write Articles 1 & 3 first (local + seasonal). These drive the most traffic.

Step 4: Build Your SEO Checklist (30 minutes)

For Every Article You Write:

Pre-Writing (5 min):

- ☐ Choose keyword from calendar
- ☐ Search keyword on Google
- ☐ Read top 3 results
- ☐ Note what they're missing

Writing (60-90 min):

- ☐ Use template structure
- ☐ Include keyword in title
- ☐ Include keyword in first paragraph

- ☐ Include keyword in 2-3 H2 headers
- ☐ Add 2-3 relevant images
- ☐ Write 1,000+ words
- ☐ Add internal links to 2-3 other pages
- ☐ Include clear call-to-action

Post-Writing (10 min):

- ☐ Write meta description (150-160 characters)
- ☐ Add alt text to all images
- ☐ Check mobile preview
- ☐ Add FAQ schema if applicable
- ☐ Set publish date
- ☐ Share on social media

Total time per article: 75-105 minutes

Step 5: Set Up Your Production Schedule (20 minutes)

Choose Your Pace:

Option 1 - Aggressive (1 article/week):

- Monday: Research & outline (30 min)
- Wednesday: Write article (90 min)
- Friday: Edit, optimize, publish (30 min)

Option 2 - Moderate (2 articles/month):

- 1st & 3rd Tuesday of month: Full article day (2.5 hours)

Option 3 - Minimal (1 article/month):

- First Monday of month: Research, write, publish (2.5 hours)

Set calendar reminders right now.

On-Page SEO Checklist (Use for Every Article)

Title Tag:

- ☐ 50-60 characters
- ☐ Includes main keyword
- ☐ Includes city name
- ☐ Compelling/clickable

URL Structure:

- ☐ Short and descriptive
- ☐ Includes keyword
- ☐ No special characters
- ☐ Example: /ac-repair-chicago

Headers:

- ☐ One H1 (title)
- ☐ 3-5 H2 subheaders
- ☐ Keyword in 1-2 headers
- ☐ Clear hierarchy

Content:

- ☐ 1,000+ words
- ☐ Keyword in first 100 words
- ☐ Natural keyword usage (3-5 times)
- ☐ Short paragraphs (2-4 sentences)
- ☐ Bullet points for readability

Images:

- ☐ At least 2 images
- ☐ Compressed (under 200KB)
- ☐ Alt text with keyword
- ☐ Descriptive file names

Internal Links:

- ☐ 2-3 links to other pages
- ☐ Relevant anchor text
- ☐ Link to service pages

Call-to-Action:

- ☐ Phone number clickable
- ☐ Contact form linked
- ☐ Service areas mentioned

Technical SEO Quick Wins (30 minutes one-time)

Google Search Console Setup:

1. Verify your website (5 min)

2. Submit sitemap (2 min)
3. Check for errors weekly (3 min)

Local SEO Basics:

- ☐ Name, Address, Phone on every page
- ☐ City names in footer
- ☐ Service area pages created
- ☐ Google Business Profile linked

Mobile Optimization:

- ☐ Test site on mobile
- ☐ Check loading speed (use PageSpeed Insights)
- ☐ Fix obvious issues

Monthly SEO Maintenance (30 minutes)

Week 1:

- Check Google Analytics (10 min)
- Note which articles get traffic
- Identify what's ranking

Week 2:

- Update old article (20 min)
- Add current year to title
- Update outdated info
- Add new section

Week 3:

- Find broken links (10 min)
- Fix or remove them

Week 4:

- Review Search Console (10 min)
- Check new rankings
- Note new keyword opportunities

Keyword Tracking Sheet

Create spreadsheet with these columns:

Keyword	Article URL	Current Rank	Monthly Searches	Last Updated	Notes
AC repair [city]	/ac-repair	15 → 8	480	Jan 2024	Moving up
Furnace cost [city]	/furnace-cost	Not ranking	210	Feb 2024	New post

Update monthly.

Content Promotion Checklist (10 minutes per article)

After publishing:

- ☐ Share on Facebook business page
- ☐ Share on LinkedIn
- ☐ Post snippet on Google Business Profile
- ☐ Email to existing customers
- ☐ Add to newsletter
- ☐ Link from old related articles

Quick SEO Wins This Week

Day 1 (30 min):

- Set up Google Search Console
- Submit sitemap
- Fix any critical errors

Day 2 (2 hours):

- Write your first article using Template 1
- Publish it

Day 3 (15 min):

- Share article on social media
- Email to customer list

Day 4 (30 min):

- Add service area pages if missing
- Ensure NAP is consistent

Day 5 (1 hour):

- Update your homepage with keywords
- Add city name to title tag

Results Timeline

Month 1-2: Articles indexed, starting to appear in search

Month 3-4: Rankings improving for long-tail keywords

Month 5-6: Top 20 for some target keywords

Month 7-9: Top 10 for multiple keywords

Month 10-12: Consistent organic traffic, leads coming in

SEO is a long game. Consistency wins.

Emergency Content (Post When These Happen)

Heat Wave in Your Area: "[City] Heat Wave: AC Not Keeping Up? Here's What to Do"

Polar Vortex/Cold Snap: "[City] Cold Snap: Furnace Troubleshooting Guide"

Power Outages: "What to Check After Power Outage: HVAC Recovery Tips"

Capitalize on local weather events immediately.

Start Right Now

1. **Today:** Pick Article 1 from Month 1 (30 min)
2. **Tomorrow:** Research keyword, outline article (30 min)
3. **This week:** Write and publish first article (90 min)
4. **Next week:** Share everywhere and start Article 2

Set calendar reminder for your writing day right now.

Most HVAC companies publish 0-2 articles per year. Publish 1 per month and you'll dominate local search.

HVAC DM Can do this for you [Get a Quote](#) | [Schedule a Demo](#)