

A clearer digital front door.

Cozy-D Heating & Air Conditioning

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



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

A specific opportunity.

Replace unfinished location/service content and reconcile contact routes before expanding local-search pages.

Published business contact: 972-291-8002 | info@cozydair.com

Location context: Dallas, Texas

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

[Open the proposal and interactive demo](#)

Three specific review points.

01 / A cooling description retains placeholder copy

One homepage cooling block contains placeholder-style Latin text while another cooling block carries a fuller description.

Short source extract: Amet minim mollit

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

02 / Retrieved city page is unfinished

The older retrieved city URL uses City 1 headings and includes editing instructions rather than a completed local service explanation.

Short source extract: City 1

[Official-source link](#) | Retrieved October 19, 2026. Older snapshot; current state unverified.

03 / Phone numbers vary across retrieved sections

The homepage and older city template expose multiple different phone numbers.

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

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

Turn each issue into a test.

Observed issue	Proposed correction	What to measure
A cooling description retains placeholder copy	Maintain one approved service explanation per intended layout and test all responsive variants.	Check the corrected content/action first. Then measure relevant visits, inquiry completion and inquiry quality.
Retrieved city page is unfinished	Reconfirm the URL; remove unused templates or replace them with useful, approved location content.	Check the corrected content/action first. Then measure relevant visits, inquiry completion and inquiry quality.
Phone numbers vary across retrieved sections	Document the approved main number and any tracking numbers and test their destinations.	Check the corrected content/action first. Then measure relevant visits, inquiry completion and inquiry quality.

Potential impact is not measured loss.

The content is inconsistent for readers of different sections or layouts. A visual/device-specific effect was not established. No lost-customer count, original conversion rate or revenue effect is established by this review.

Keep the existing strengths.

The homepage already has a request form, FAQs, service categories and named DFW service areas. The proposal builds on these assets. It does not assume the company lacks customers or that every part of the current website is ineffective.

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

An opportunity worth testing. Not a traffic guarantee.

85%: basic business information matters.

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

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

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

Use the channel without overstating it.

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

Technical foundations, not a special AI trick.

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

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

Assumptions, not promises.

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

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

Inquiries = qualified visits x inquiry rate.

Expected jobs = inquiries x close rate.

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

Separate acquisition from conversion.

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

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

An accountable next step.

Suggested implementation scope.

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

Verification limits: The city-template URL was returned from an older crawler snapshot; it must be reconfirmed before outreach asserts it is still live. Homepage findings are from a more recent retrieved snapshot. The published email is visually split in extraction and its link was not validated as a mailbox action.

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

Official pages used for this company

- [1. Official homepage, retrieved October 19, 2026; recent search-tool crawl](#)
- [2. Public city-template URL in a materially older retrieved crawler snapshot; current state unverified](#)

Research and technical references

- [BrightLocal - Consumer Search Behavior, April 29, 2025](#)
- [Pew Research Center - Google AI summaries, July 22, 2025](#)
- [Google Search Central - AI features and your website](#)
- [OpenAI - search and training crawler documentation](#)
- [Bing Webmaster Tools - AI Performance](#)

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