

WOODWARD BLUEPRINT

Heating, Air & Plumbing

A clear plan for ownership, measurement, search visibility and more qualified service inquiries.

Prepared for Scott Woodward
Revved Digital • September 30, 2026

1,744

Main-site recent GSC clicks

5,009

Salem Google reviews

\$104,765

90-day Google Ads spend

12 pages

Prioritized implementation roadmap

Includes both organic websites, connected Google Ads, public local and competitor evidence, backlink research, AI observations and a preservation-first domain strategy.

Historical periods are labeled throughout. Reported events and conversions are not verified unique leads or invoiced revenue.

Your Blueprint

Read the executive briefing first, then use the roadmap to assign work. The evidence sections explain the reasoning behind each decision.

Executive briefing	3-4
Scope & governance	5-7
HVAC organic search	8-11
Organic search dimensions	12
Plumbing organic search	13-15
Two-site evidence	16
Google Ads	17-24
GA4 & measurement	25-28
Local search & profiles	29-31
Citations & business identity	32
Technical & on-page SEO	33
Authority & backlinks	34-35
Competitors	36
Keyword & content priorities	37
AI / generative search	38
Conversion experience	39-40
Two-domain strategy	41-42
Implementation roadmap	43-54
Sources & limitations	55

Strong assets. Clear priorities.

Protect ownership, make leads measurable, and turn existing visibility into more booked work.

Existing asset	Evidence	Business implication
Main-site search footprint	1,744 clicks / 746,113 impressions	A meaningful base to improve before chasing more traffic.
Salem reputation	4.9 stars / 5,009 reviews	Strong trust to place next to calls, forms and service offers.
Heating authority	321 referring domains; provider rank 37	Stronger established domain than the plumbing site.
Paid-search activity	\$104,765 / 2,572 clicks / 1,009.9 conversions	Material investment; lead definitions must be reconciled.
Plumbing visibility	126 clicks / 85,005 impressions	Early growth worth preserving; independent value unmeasured.

The five decisions to make first

Create a business-owned access register. Instrument the plumbing site and paid landing hosts. Audit overlapping conversion goals. Test a prominent, simpler service-request form. Prepare a staged plumbing consolidation plan rather than immediately redirecting the domain.

Our domain conclusion

We favor eventual consolidation into woodwardheating.com, subject to a complete URL map, lead baseline and migration checks. The main domain already represents both trades, holds the stronger link profile, and owns the large Salem review presence. A separate plumbing domain has not yet demonstrated enough measured independent value to outweigh the split.

Measurement is the central constraint: GA4 shows 9,584 Ashburn active users with only 0.38% engagement, and several form/call events need reconciliation. Recent 30-day Ads CPA is \$163.49 versus \$103.74 across 90 days. These are investigation priorities, not proof of bots, duplicated leads or unprofitable jobs.

This is a recommendation based on current evidence, not proof the original separation caused a loss. Plumbing visibility is increasing and the launch/property history is uncertain. No historical plumbing GA4 or booked-job dataset is available. Ads account names and destinations also contradict the supplied HVAC-only scope; account totals are not attributed to either organic website.

Source: uploaded Google Search Console exports | Jun 29-Sep 28, 2026 (92 days). Web search. Source: Google Ads account 805-868-2394 via Revved MCP | Jul 2-Sep 29, 2026. USD; reported conversions, not booked jobs. Source: DataForSEO via Revved MCP | collected Sep 30, 2026. Third-party snapshot; rankings vary by query, place and time.

Blueprint scorecard

Use this as a guide to decisions, not an arbitrary marketing score.

Area	Status	Priority / next decision
Ownership & recovery	NEEDS ATTENTION	CRITICAL / HIGH IMPACT — owner-controlled inventory.
Measurement	MEASUREMENT GAP	CRITICAL / HIGH IMPACT — plumbing and paid hosts; deduplication.
Salem brand / reviews	STRONG	OPTIMIZATION / MEDIUM IMPACT — convert trust into bookings.
HVAC organic demand capture	OPPORTUNITY	OPTIMIZATION / MEDIUM IMPACT — service-page relevance and snippets.
Plumbing organic / Maps	OPPORTUNITY	OPTIMIZATION / MEDIUM IMPACT — preserve growth; verify entity structure.
Paid-search efficiency	NEEDS ATTENTION	CRITICAL / HIGH IMPACT — recent CPA and conversion definitions.
Homepage lead capture	OPPORTUNITY	CRITICAL / HIGH IMPACT — measurable form experiment.
Two-domain structure	NEEDS ATTENTION	CRITICAL / HIGH IMPACT — staged consolidation assessment.
Links / citations / AI	OPPORTUNITY	OPTIMIZATION / MEDIUM IMPACT — real local corroboration.
Template wording / details	OPPORTUNITY	CLEANUP / LOW IMPACT — stale labels and address spelling.

How priorities are assigned

CRITICAL / HIGH IMPACT covers material ownership, measurement, structural, conversion or spend risks. **OPTIMIZATION / MEDIUM IMPACT** covers meaningful improvements without an immediate continuity issue. **CLEANUP / LOW IMPACT** covers refinements unlikely to change business results alone.

A measurement gap takes priority because it changes what Scott can safely decide. A large review count is an asset, not proof every service ranks well. Low CTR deserves query and page inspection, not a blanket rewrite of all titles. The roadmap applies these distinctions to specific work rather than marking everything critical.

What the evidence can answer

Historical first-party data and current snapshots answer different questions.

Dataset	Exact period / coverage	Use and boundary
Heating GSC (14 files)	Sep 29, 2025-Sep 28, 2026; recent Jun 29-Sep 28	Actual search clicks and impressions; 1,000-row query caps.
Plumbing GSC (14 files)	Mar 30-Sep 28, 2026 chart; recent Jun 29-Sep 28	"Last 12 months" selection contains only 183 chart days.
Heating GA4 (9 files)	Jul 2-Sep 29, 2026	Channels, behavior, events, geography; no plumbing history.
Google Ads	Jul 2-Sep 29; Aug 31-Sep 29	Account performance and current settings; conversion action outcomes unavailable.
Local / links / AI / SERPs	Sep 30, 2026	Snapshots and proprietary estimates, not business leads.
Website / concept inspection	Sep 30, 2026 desktop browser	Actual page paths and form interaction; no full crawl or mobile lab test.

Four evidence labels used throughout

Observed: uploaded data or connected Google Ads records. **Calculated:** sums, rates or grouped rows, with the denominator stated. **Third-party:** DataForSEO measurements. **Interpretation / recommendation:** the practical decision supported by those sources.

GSC dimensions overlap: query, page, country and device totals are not added together. Query-to-page joins were not supplied, so suspected mismatches and overlap cannot establish cannibalization. September trend rows end on the 28th. GA4 key events, Ads conversions and CRM booked jobs are different units.

No reliable field Core Web Vitals, full index coverage, authenticated GBP performance, lead quality, margin or job revenue was supplied. Zero exported revenue means revenue is unmeasured here. These boundaries constrain claims, not the usefulness of the immediate action plan.

Ownership is a continuity issue

Woodward should be able to access, recover and transition every mission-critical marketing asset.

Asset group	Owner-controlled record required	Recovery evidence
Domains / DNS / hosting	Registrar, registrant, renewal billing, DNS and host admins	Owner can renew and recover the domain; documented backup.
GA4 / GSC / GTM / Ads	Property IDs, verified owners, company admins, billing	Two named company admins; recovery email and delegated vendor access.
GBP / directories / social	Salem, Eugene and plumbing profile IDs; primary owner	Business owner can approve changes and transfer management.
Calls / CRM / booking	Number ownership, forwarding, lead export, vendor contacts	Porting rights, call routing and data export demonstrated.
Conversion integrations	Upload jobs, tags, service accounts, lead matching	Business knows who maintains them and can replace a vendor.

CRITICAL / HIGH IMPACT

Scott's difficulty obtaining access is a governance finding. It does not establish misconduct by any agency or CMO. A business should retain operational control while vendors work through appropriate delegated access. Missing recovery arrangements can interrupt calls, campaigns or reporting during an otherwise ordinary vendor transition.

Concrete first-week deliverable

Create a Marketing Asset Ownership & Access Inventory with the account URL, identifier, owner email, backup admin, vendor role, billing party, renewal date, recovery method and export location. Verify access by opening each asset with a company account. Store credentials in an approved password manager rather than the inventory.

Do not remove working vendor access or rotate integrations before documenting dependencies. Success means Scott can recover the accounts and export the data, not merely that a spreadsheet lists them. Review quarterly and before any provider change.

Source: Scott's onboarding account-access experience, supplied audit context; access is not independently audited for every asset.

The digital ecosystem is broader than two sites

Websites, paid landing hosts, booking and profile links must be governed as one company system.

Surface	Verified role	Measurement implication
woodwardheating.com	Main organic site; includes plumbing pages	Only supplied GA4 property; both-trade brand language.
woodwardplumbing.com	Dedicated plumbing organic site	Separate GSC; GA4 never implemented per client.
callwoodwardheating.com	HVAC / brand final ad destinations	Paid clicks need host-level tagging and lead reconciliation.
service.callwoodwardheating.com	Plumbing-named ad destinations	Separate paid host; not the plumbing organic property.
Google profiles	Salem, Eugene, separate plumbing	Website and tracking links need profile-specific ownership.
Housecall Pro / call systems	Booking modal and conversion uploads	A call or booking can occur outside the main-site GA4 view.

Important scope correction

The brief describes Google Ads as HVAC-only. Live account records include plumbing-named campaigns and plumbing service destinations. Those records are reported transparently at account level and by campaign-name group. They are not presented as woodwardplumbing.com advertising performance or as plumbing-site GA4 history.

This distinction explains why main-site GA4 paid sessions cannot reconcile directly to all account clicks. The paid hosts, call interactions, consent behavior and booking journey must be checked before treating the difference as lost traffic or failed campaign tracking.

Action

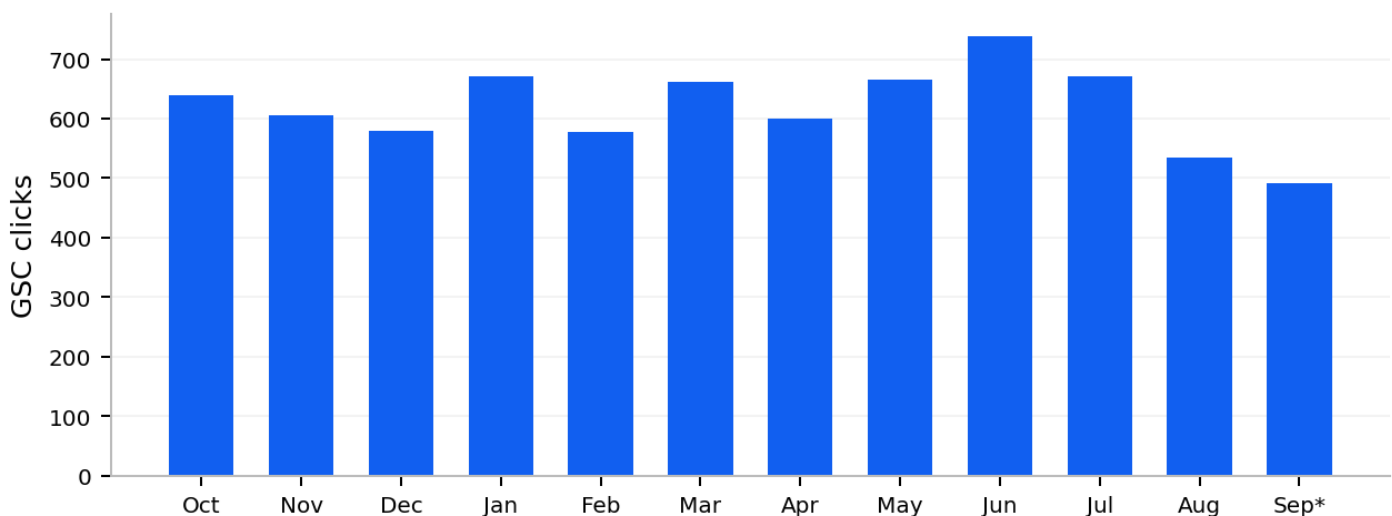
Create one destination and tracking register: campaign → final host → service → form/call system → CRM lead → booked job. Keep business-division reporting distinct while assigning one company owner to the complete path. Confirm whether any additional paid hosts are active before changing domains.

Source: Google Ads account 805-868-2394 via Revved MCP | Jul 2-Sep 29, 2026. USD; reported conversions, not booked jobs. Source: live website / browser inspection | Sep 30, 2026. Sampled pages; no production changes or form submissions. Source: DataForSEO via Revved MCP | collected Sep 30, 2026. Third-party snapshot; rankings vary by query, place and time.

A meaningful search base, modest click capture

The main site earned 1,744 Google search clicks from 746,113 impressions in the recent 92-day export.

Metric	Recent 92 days	Long 365 days
Clicks	1,744	7,472
Impressions	746,113	3,220,525
Calculated CTR	0.234%	0.232%
Clicks per chart day	19.0	20.5
Impressions per chart day	8,110	8,823



Trend period: Oct 2025–Sep 2026; September includes only Sep 1–28. The two selected windows overlap and are not independent comparison periods. Recent volume per day is below the whole-year average, but that is not a year-over-year decline test.

What this means

Woodward already has demand to work with. July recorded 671 clicks and August 534; September’s partial month recorded 491. Seasonal demand, query mix and page changes may explain movement. The supplied data does not isolate their effects. CTR alone also mixes brand, commercial and informational searches.

Prioritize qualified service inquiries from the existing footprint. Review furnace, AC and heat-pump pages against actual local SERPs, then measure clicks and qualified leads together. Do not chase the large impression total as if every impression were a nearby homeowner ready to book.

Source: uploaded Google Search Console exports | Jun 29–Sep 28, 2026 (92 days). Web search.

Brand drives the visible query clicks

Brand recognition is strong; disclosed non-brand clicks are much smaller.

Exported-query group	Clicks	Impressions	Share of disclosed clicks
Brand rule matches	677	4,340	83.5%
Other disclosed queries	134	531,913	16.5%
All 1,000 exported queries	811	536,253	100%
Property daily-chart total	1,744	746,113	Different coverage; not a group

Leading brand query	Impressions	Clicks	Position
woodward heating	1,847	435	1.3
woodward heating air & plumbing	284	78	1.0
woodward heating, air & plumbing	537	31	1.1
woodward heating salem oregon	139	30	1.1

Interpretation

The main site captures people who already know the business. That is commercially useful and should be protected. The 83.5% figure applies only to disclosed query clicks. It is not the brand share of all property clicks because anonymous queries and export limits leave 933 chart clicks outside this query table.

A brand click can follow a truck sighting, referral, ad, review or repeat visit. Search Console cannot identify that customer's first touch. The combined heating-and-plumbing brand query is itself evidence that customers encounter a company identity covering both services.

Action

Keep a clear combined-company identity on the main homepage while giving each service an obvious booking route. Track branded and non-branded query groups consistently month to month. Expand commercial service capture without judging brand traffic as low value or assuming paid brand conversions are wholly incremental.

Commercial visibility needs a better next step

Several relevant queries receive substantial impressions with few or no clicks.

Query	Impressions	Clicks	Avg. position
air conditioning service keizer or	7,401	0	7.3
thermostat installation	3,391	0	4.5
furnace installation	2,730	0	7.5
hvac repair near me	2,475	0	6.6
air conditioner repair	2,424	1	5.6
hvac company	2,381	0	9.3
ac repair near me	1,885	3	8.4
hvac salem oregon	1,862	9	7.8
furnace repair salem or	1,649	0	8.0

Why this is an opportunity

Thermostat installation averaged position 4.5 across 3,391 impressions without a disclosed click. Furnace repair Salem OR had 1,649 impressions at position 8.0 and zero clicks. AC repair near me had three clicks from 1,885 impressions. These are priority candidates for page and snippet inspection because they relate to services already visible on the website.

Average position is not a guaranteed ranking in every neighborhood. Ads, Maps and other result features affect what searchers see. Near-me terms also vary by search location. A title change alone will not resolve weak proximity, poor relevance or a result that does not match the searcher's task.

Action

Inspect the actual query-to-page pairs in GSC. Map furnace repair to /heating-service-salem/, AC repair to /air-conditioning-repair/, thermostat installation to /thermostats/, and Keizer demand to the relevant location/service page. Treat these as proposed mappings until the joined report verifies them. Improve local evidence, opening copy, offers and visible service-request options.

Measure query-group clicks, CTR at comparable position, and qualified organic leads over at least two complete monthly periods. Do not publish several competing pages for the same exact service and city before choosing a primary URL.

The homepage and location routes carry the load

Homepage variants account for 951 clicks in the recent page export.

Exported page / route	Clicks	Impressions	Position
Home — Salem UTM	593	237,601	2.1
Home — clean	358	76,244	14.9
Wildfire article	114	13,613	7.9
Windows at night article	62	10,081	8.1
Eugene — UTM	59	68,454	1.5
Eugene — clean	19	41,173	14.7
Meet the team	49	1,471	6.7
Contact	34	5,733	9.3
Specials	24	2,891	4.9

Make the most-used entry points work harder

The clean homepage and Salem-tagged variant recorded 358 and 593 clicks. Eugene's clean and tagged variants recorded 19 and 59. UTM parameters are tracking labels; they are not evidence that two independent pages should compete. Preserve attribution while using a consistent canonical page and grouping variants only in analysis.

The wildfire and windows articles produced 114 and 62 clicks. They can introduce Woodward to new readers, but their traffic should not be equated with repair demand. GA4 later shows limited key-event activity on these landing pages. Add contextually relevant service paths rather than turning every article into an aggressive sales page.

Action

Place the service request and phone option close to the homepage's first screen. On /eugene-or/, make local contact, service coverage and location proof explicit. Audit canonicals on tagged variants with URL Inspection before changing profile links. Preserve high-traffic articles and improve their paths to the right service.

Page momentum: compare rates, not unequal totals

Calculated recent 92-day versus remaining 273-day click rates: wildfire 1.24 versus 0.34 per day; tagged Eugene 0.64 versus 0.10; tagged Salem homepage 6.45 versus 7.18. These show directional gains and softening within supplied data. Seasonality and page publication timing are not isolated; this is not a year-over-year or causal comparison.

Source: uploaded Google Search Console exports | Jun 29-Sep 28, 2026 (92 days). Web search. URL variants are shown separately; grouped homepage clicks are calculated from these rows.

Mobile matters on both properties

Mobile generates most clicks even though desktop generates more search impressions.

Property / device	Clicks	Impressions	CTR	Position
Heating / Mobile	993	252,100	0.39%	14.1
Heating / Desktop	714	482,920	0.15%	9.5
Heating / Tablet	37	11,093	0.33%	17.3
Plumbing / Mobile	71	29,157	0.24%	22.8
Plumbing / Desktop	54	54,967	0.1%	16.3
Plumbing / Tablet	1	881	0.11%	30.9

Country / search appearance	Heating	Plumbing
United States clicks	1,656 of 1,744 (95.0%)	118 of 126 (93.7%)
United States impressions	673,287	72,466
Product snippets	3 clicks / 13 impressions	0 clicks / 827 impressions
Translated results	No row in recent export	0 clicks / 94 impressions

Interpretation

Heating mobile clicks total 993; plumbing mobile clicks total 71. Lower desktop CTR cannot be called a desktop website defect from GSC alone: desktop and mobile can show different queries, locations and result layouts. US-heavy clicks are consistent with the business market, but national country data cannot verify local serviceability.

Search-appearance rows cover only specific result features, not the full property. They should not be added to device or page totals. Plumbing product-snippet impressions may reflect water-treatment product pages, but no query/page join was supplied to confirm that connection.

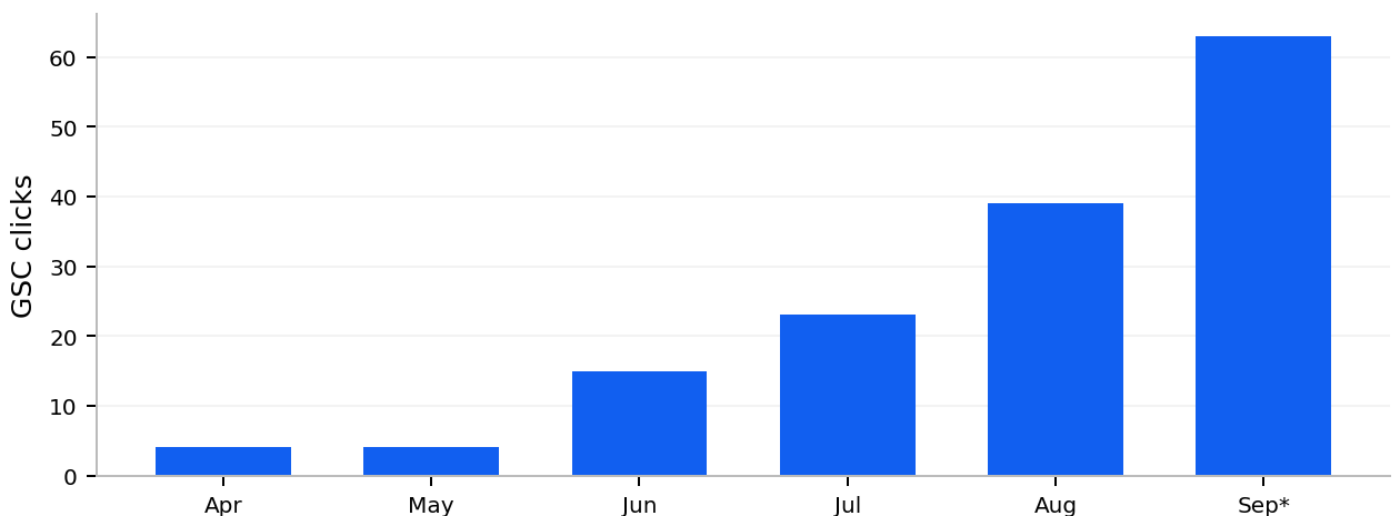
Action

Validate call links, sticky CTA, booking address entry and form errors on real mobile devices before launch. Record device-specific qualified-lead rate after instrumentation. Focus on Oregon service intent; do not create overseas content because a small country row shows a high percentage CTR.

An emerging footprint with incomplete history

Plumbing has 126 recent clicks; its longer chart contains 183 days, not a full year.

Metric	Recent 92 days	Longer 183 days
Clicks	126	148
Impressions	85,005	99,515
Calculated CTR	0.148%	0.149%
Page export rows	294	303
Query export rows	1,000	1,000



Trend period: Apr-Sep 2026; September ends Sep 28. The first chart date is not proof of a website launch date. The domain also appears in older third-party link history, which is a different signal.

What this means

The plumbing chart is growing from a small base: 23 clicks in July, 39 in August and 63 during September's 28 available days. This deserves preservation, not a conclusion that the separate site has failed. It also does not yet establish a mature independent lead engine.

Recent clicks represent 85.1% of the longer chart's clicks, but the windows overlap and reflect a changing footprint. Implement GA4 and qualified-lead tracking now. Give every service page a measured destination whether the domain remains independent temporarily or is prepared for migration.

Repair demand is visible before it converts to clicks

Water-heater, sewer and local-plumber queries are practical candidates for improvement.

Query	Impressions	Clicks	Avg. position
drain cleaning	5,558	0	1.6
water heater repair near me	1,261	0	9.9
sewer line repair	539	0	8.2
water heater replacement near me	511	0	15.6
water heater installation near me	398	0	15.4
water heater replacement	367	0	9.1
emergency plumber	367	0	18.2
plumber keizer	205	0	18.2
woodward plumbing	260	23	7.4

Do not overread the drain-cleaning position

Drain cleaning recorded 5,558 impressions, zero clicks and an average position of 1.6. That combination requires checking the actual result type, search location and ranking URL. It does not prove Woodward owns the top local commercial result. The localized plumber SERP and Maps snapshot show a much more competitive environment.

Water heater repair near me had 1,261 impressions at position 9.9; sewer line repair had 539 at 8.2. Both match services that exist on the plumbing site. The immediate opportunity is improving the existing service experience and local relevance before commissioning more loosely related content.

Action

Join queries to /water-heater-repair-salem-or/ and /sewer-line-repair-salem-or/ in GSC; refine each primary page around the diagnosis, service process, availability and booking expectations. Use /plumbing-keizer-or/ for genuine Keizer coverage. Emergency language must match dispatch capability and call routing.

Brand-query clicks total 24 under the disclosed-query brand rule, compared with 34 clicks across the entire capped query table. This tiny sample cannot measure the plumbing site's overall brand/non-brand conversion mix. Capture a clean baseline before a domain decision is executed.

Preserve the pages already earning attention

The separate domain has useful product and service assets, even at a small traffic scale.

Page	Clicks	Impressions	Position
Home — clean	23	1,871	20.6
Home — GBP UTM	19	23,210	3.0
HALO Ultra Plus RO	7	1,485	8.3
HALO Mini series	5	862	8.1
Careers	5	198	9.7
Corvallis plumbing	4	1,147	19.5
Sewer backup article	4	285	11.8
HALO Hydro Point	4	233	6.6
Albany plumbing	3	739	23.2

What should survive a redesign or migration

The clean and tagged home variants together produced 42 clicks. HALO product pages show emerging demand and several average positions near the first page. Corvallis recorded four clicks from 1,147 impressions at position 19.5; Albany recorded three from 739 at 23.2. These pages require individual treatment rather than a blanket redirect to the homepage.

Careers traffic is useful for recruitment but should be excluded from service-lead targets. A product visitor may be comparing specifications rather than booking a repair. Build a service transition appropriate to that intent, such as installation consultation or water-quality assessment, only where Woodward provides it.

Action

Create a preservation list using both plumbing GSC windows, actual URLs, external links and future lead tracking. Keep useful product explanations and local pages. If consolidating, map each to its closest equivalent and retain the relevant copy, title and internal links. Keep monthly query/page exports so post-change losses can be detected.

Calculated page momentum: the clean homepage earned 23 clicks in the recent 92 days versus 11 in the preceding 91 days (0.25 versus 0.12 per day). HALO Ultra Plus and Mini series have no earlier clicks in the longer export. This supports preserving emerging assets without assuming when they launched.

The service split is not clean today

Plumbing content and water-heater visibility already exist on the main domain.

Main-domain plumbing page	Clicks	Impressions	Position
CPVC repipe warning signs	17	921	6.3
Heat-pump water heaters vs tanks	10	1,636	13.6
Full repipe signs	3	895	16.0
Albany water heater	2	208	8.7
Keizer plumbing	2	25	18.5
Hydro jetting vs snaking	1	1,322	12.2

Localized organic query	Main domain	Plumbing domain
Water heater repair Salem OR	Organic group rank 11 — homepage	Organic group rank 15 — tankless service page
Heat pump installation Salem OR	Organic group rank 1 — /heat-pumps/	Not observed in returned organic rows

Overlap is visible; cannibalization is unproven

The main site has a /plumbing-salem-or/ link and plumbing-related articles earning clicks. On one localized water-heater query both domains appeared, but neither result was the exact dedicated repair page. This supports reviewing page intent and domain architecture. It does not prove the two pages displaced each other or that a merge will immediately raise rankings.

No joined query/page/time dataset was supplied. Before deleting or moving content, identify which URL is strongest for each service and city. Preserve working pages and select one primary destination per intent. The brand can support both trades while reporting their leads separately.

Recommendation: use the main domain as the eventual combined service hub, with a controlled migration plan. Avoid simultaneously expanding duplicate plumbing city/service pages on both domains while that decision is being implemented.

The account invests \$104,765 over 90 days

Reported CPA is \$104, but the account's conversion count is not yet a booked-job count.

Metric	Observed / calculated result
Spend	\$104,765
Impressions	45,594
Clicks	2,572
Calculated CTR	5.64%
Calculated CPC	\$40.73
Reported conversions	1,009.9
Calculated conversion / click rate	39.26%
Calculated cost / reported conversion	\$103.74

The business question is lead quality

The totals reconcile across the 288 campaign rows, device rows and day-of-week rows returned for the period. Fractional conversions reflect attribution credit. They are not fractional jobs and do not establish 1,010 different customers. The account has several primary call and qualified-lead actions that could count stages of one inquiry.

Conversion value totals 995.9 in the account's reported currency/value field. Values close to lead counts and default settings do not establish invoiced revenue. The reported value/cost ratio therefore should not be presented as financial ROAS. A budget decision needs booked jobs, job value and contribution margin by service.

Scope and action

Account access is working and read-only. The account is named "Woodward Heating - Perry Marketing." Plumbing-named campaign activity is present, but no account result is attributed to the plumbing organic site. Map each active campaign to its host and CRM outcome before evaluating division profitability.

Priority: CRITICAL / HIGH IMPACT. Reconcile a sample of calls and forms from click through qualification, booking and invoice. Maintain the current working campaign system while the measurement path is verified.

A few campaigns drive most investment

The two CitySearch campaigns and the brand campaign account for 68.8% of account spend.

Campaign (shortened)	Spend	Clicks	Conv.	CPA
Plumbing / CitySearch	\$36,421	685	228.5	\$159
HVAC / CitySearch	\$24,355	456	178.0	\$137
Brand - HVAC	\$11,346	857	423.8	\$27
Plumbing / Salem	\$8,047	140	50.0	\$161
HVAC / Salem	\$6,378	111	33.5	\$190
Plumbing / Corvallis	\$1,796	34	11.0	\$163
HVAC / Albany	\$1,378	24	9.0	\$153
Plumbing / Tigard	\$1,297	22	7.0	\$184

Campaign-name grouping	Spend	Conversions	CPA
Brand	\$11,346	423.8	\$27
HVAC non-brand	\$38,107	245.5	\$155
Plumbing-named	\$55,311	340.6	\$162

Interpretation

Brand reported 423.8 conversions at \$27 CPA, much lower than HVAC non-brand's approximately \$155. Plumbing-named campaigns account for \$55,311 of spend; that is an account naming/destination finding, not performance assigned to woodwardplumbing.com. The groups are calculated from campaign names and do not prove customer service mix.

A blended CPA can hide weaker acquisition because brand converts people already looking for Woodward. Conversely, brand can protect access to the business when competitors advertise. Neither the low brand CPA nor the larger non-brand CPA establishes incrementality or profitability.

Action

Report brand, HVAC acquisition and plumbing-named account activity separately. Start optimization with the large CitySearch and Salem campaigns because they offer meaningful volume. Do not rank tiny city campaigns as winners or losers after only a handful of clicks. Confirm booked-job rates before moving substantial shared budget.

The recent 30 days warrant investigation

Account CPA rose to \$163.49 in Aug 31-Sep 29, compared with \$103.74 across the full 90 days.

Period	Spend	Clicks	Conversions	CPA
Earlier 60 days	\$73,425	1,921	818.2	\$90
Recent 30 days	\$31,339	651	191.7	\$163
Full 90 days	\$104,765	2,572	1009.9	\$104

Major campaign	90-day CPA	Recent 30-day CPA
Plumbing / CitySearch	\$159	\$181
HVAC / CitySearch	\$137	\$210
Brand - HVAC	\$27	\$42
Plumbing / Salem	\$161	\$178
HVAC / Salem	\$190	\$604

The change is real in reported metrics; the cause is not isolated

The HVAC Salem campaign reported \$1,811 of spend and three conversions in the recent window, yielding approximately \$604 CPA. HVAC CitySearch reported \$210 CPA versus \$137 across 90 days. Brand conversions also fell relative to its earlier activity, changing the account mix.

The recent window is part of the 90-day period. Comparing it with the calculated preceding 60 days avoids pretending the overlapping totals are independent. Attribution lag can affect recent conversions. Seasonal demand, call handling, conversion uploads and campaign changes all remain possible explanations.

Action

Review account change history, conversion upload logs, daily call quality, booked jobs and campaign search terms around the deterioration. Check phone routing and landing-page forms before cutting relevant demand. Restrict or reallocate spend only after separating genuine lead-efficiency decline from a change in reporting definitions or upload availability.

Primary goals need an outcome audit

Several enabled primary actions measure calls or lead stages; booked Prism actions are secondary.

Action	Included / role	Counting / definition
BC Calls v2	Primary; included	One per click; uploaded click/contact
BC Qualified Calls	Primary; included	One per click; uploaded qualified lead
BC Qualified Ext Calls	Primary; included	Uploaded calls; qualified lead
BC Qualified Forms	Primary; included	One per click; uploaded qualified lead
Call Extension Calls	Primary; included	One per click; 30-second duration setting
Call Tracking Lead	Primary; included	Many per click; default value 1
Calls from ads	Primary; included	Many per click; 60-second duration setting
Booked — Prism actions	Secondary; not included	Asset, form, onsite and call booking actions

Potential overlap, not proven duplication

A raw call and its qualified stage could both contribute if they describe the same person. One-per-click counting is defined per action, so it does not by itself deduplicate separate actions. Multiple enabled call integrations may also represent different traffic sources rather than duplicates. The current settings alone cannot determine which happened.

The visible booked-lead actions could support a closer business-outcome metric, but they should not be promoted to primary until import completeness, matching and delay are tested. Otherwise a bidding system may be deprived of reliable feedback or trained on a partial sample.

Action

Export conversions segmented by action, match 30-50 inquiries to CRM lead IDs, and document one canonical qualification and booking definition. Keep diagnostic events secondary once their relationship is understood. Use unique lead IDs in imports where supported and record a quality-check log. Never treat the current reported conversion total as verified unique leads.

Search terms: review intent before exclusions

A bounded 500-row search-term export reveals some routing questions, not a complete waste estimate.

Search term / context	Spend	Clicks	Conv.
woodward heating — Brand	\$6,310	494	265.2
plumber salem oregon — CitySearch / general	\$658	12	0
hvac near me — sampled row	\$383	6	0
Well-pump theme — four sampled rows	\$418	8	0
air duct scrubbing — Brand; now EXCLUDED	\$39	2	0
vent cleaners near me — Brand; NONE status	\$38	2	0

What is worth acting on

The well-pump theme spent approximately \$418 across eight clicks without a reported conversion in the returned rows. The inspected service navigation did not establish that Woodward offers well-pump work. Confirm service capability with dispatch before excluding this theme. If it is outside the service mix, add exact or carefully scoped phrase negatives to the appropriate campaigns.

“Vent cleaners near me” in Brand deserves a brand-routing check. It is non-branded text, but search-term matching and the keyword inventory were not successfully retrieved. The already-excluded air-duct row shows historic spend; it does not prove the exclusion was missing at audit time.

Do not exclude relevant demand just for zero conversions

Plumber Salem Oregon is a relevant commercial query with only 12 clicks in one row. Review its page, offer and lead-quality trail rather than adding it as a negative. The same query across ad groups can signal routing overlap but is not proof Woodward bids against itself.

The sampled terms total \$53,793 of account spend. This is neither complete query coverage nor a total account waste figure. Review a full account export before implementing a comprehensive negative list.

Source: Google Ads account 805-868-2394 via Revved MCP | Jul 2–Sep 29, 2026. USD; reported conversions, not booked jobs. Search terms: 500 highest-spend rows; tool reports truncated. Privacy-filtered coverage may also differ from account totals.

Landing destinations need service-level message match

Paid traffic often lands on dedicated hosts; the same broad repair page serves several intents.

Observed destination / campaign	Spend	Clicks	Conv.	CPA
callwoodwardheating.com/ — Brand	\$7,496	567	160.5	\$47
service.../salem/ — Plumbing CitySearch	\$6,125	112	36.0	\$170
call.../salem/hvac-repair/ — HVAC CitySearch	\$3,094	58	19.0	\$163
call.../salem/hvac-repair/ — HVAC Salem	\$2,514	44	7.5	\$335
call.../salem/air-conditioning-repair/ — HVAC Salem	\$1,852	32	13.5	\$137

Ad / ad-group evidence	Reported activity	Inspection priority
HVAC Maintenance → /salem/hvac-repair/	\$1,426; 24 clicks; 10 conversions	Maintenance intent and offer should be explicit.
HVAC Company Local → same repair route	\$1,389; 23 clicks; 4 conversions	Broad comparison vs urgent repair message.
Faucet Replacement → fixture replacement	\$581; 12 clicks; 0 conversions	Verify offer and form; too small to call waste.

Why totals differ

Landing-page view rows do not reconcile one-for-one with campaign interactions: Brand shows 567 landing-page clicks versus 857 campaign clicks, with a different conversion count. Call interactions and view scope can contribute. Tracking-template tokens such as {ignore} in the export are not proof of broken live destinations.

Action

Test the actual clicked destination, phone route and form on each high-spend host. Pair repair, maintenance and installation intent with appropriate opening copy and offers; retain successful destinations while testing changes. Capture a lead ID and booked outcome across hosts. Never infer main-site GA4 performance from a dedicated paid landing-page row.

Ad records are approved responsive search ads in the retrieved sample. The tool returned no asset rows; that is a coverage limitation, not proof the account lacks assets. Audit sitelinks, call assets, creative text and strength directly before a final creative rebuild.

Shared budgets and rank loss change the decision

Daily budgets repeat across city campaigns because HVAC and plumbing use shared pools.

Active budget / major campaign	Budget or share	Practical meaning
Shared — HVAC	\$400/day; shared	Do not add the repeated amount per city campaign.
Shared — Plumbing	\$800/day; shared	Account scope includes this named pool.
Brand — HVAC	\$300/day; not shared	Distinct brand budget.
HVAC CitySearch — lost share	5.7% budget / 29.6% rank	More budget alone does not fix rank-related loss.
Plumbing CitySearch — lost share	19.8% budget / 21.0% rank	Budget constraint exists, but quality must justify scaling.
Brand — lost share	0% budget / 63.4% rank	Rank is the major reported visibility constraint.

Do not turn platform suggestions into a spending plan

The visible high-spend search campaigns use manual CPC. Repeated budget rows are not separate daily commitments. Settings also include older or other campaign budgets, so summing every listed budget would misstate active spend capacity. Current enabled status does not establish that all campaigns spent during the period.

Search impression share estimates the eligible impressions won. Lost rank share reflects competitiveness such as bid and ad quality, not simply how much budget remains. Campaign shares should not be averaged into an account figure without eligible-impression denominators.

Action

First reconcile booked-lead CPA and service margin. Then improve keyword/ad/page relevance and choose a measured bid or budget experiment in a high-volume campaign. Separate brand protection from acquisition economics. A move to automated bidding should follow reliable goals and sufficient outcome feedback, not serve as a substitute for fixing conversion definitions.

Several keyword, negative and geography tools failed because their account queries selected unsupported fields or segments. This is not a privacy-suppression finding. Use direct exports to complete match-type, geo and negative coverage before implementing broad changes.

Source: Google Ads account 805-868-2394 via Revved MCP | Jul 2–Sep 29, 2026. USD; reported conversions, not booked jobs. Current budget / bidding settings retrieved Sep 30, 2026.

Device and weekday patterns need operational context

Mobile delivers most reported conversions; the retrieved activity is concentrated on weekdays.

Device	Spend	Clicks	Conversions	CPA
Mobile	\$76,136	1,876	832.4	\$91
Desktop	\$26,210	633	154.4	\$170
Tablet	\$2,419	63	23.0	\$105

Weekday	Spend	Clicks	Conversions	CPA
Monday	\$23,596	554	216.3	\$109
Tuesday	\$21,710	525	200.6	\$108
Wednesday	\$22,292	558	232.7	\$96
Thursday	\$20,271	478	171.4	\$118
Friday	\$16,896	457	188.9	\$89

Interpretation

Mobile reported 832.4 conversions at \$91 CPA; desktop 154.4 at \$170. Differences can reflect calls, service intent and conversion definitions rather than page usability alone. Friday's reported CPA is approximately \$89 and Thursday's \$118, but neither row establishes qualified-job value or an optimal schedule.

No weekend performance rows were returned, and the weekday totals reconcile to the account total. This does not establish the configured ad schedule or prove there is no weekend market. Office hours on the profiles are Monday–Friday, while emergency claims appear on the websites. Operational availability must determine whether after-hours advertising is appropriate.

Action

Audit mobile click-to-call, call answer rates and service-request friction first. Obtain hour-level performance and call/booking outcomes before changing schedules. Keep staffed hours and emergency routing aligned with ad promises. Use booked CPA by device and time as the decision metric; a desktop bid cut based only on blended conversion CPA could suppress valuable installation inquiries.

Organic engagement is stronger than Direct

Main-site Direct accounts for 79.5% of channel sessions but has only 5.6% engagement.

Channel	Sessions	Engagement	Key events	Session KE rate
Direct	10,834	5.6%	174	0.9%
Organic Search	2,524	62.2%	436	9.9%
Referral	116	57.8%	11	5.2%
Unassigned	47	0.0%	35	29.8%
Organic Social	35	48.6%	1	2.9%
Paid Search	23	56.5%	3	8.7%
Cross-network	17	5.9%	1	5.9%
AI Assistant	13	61.5%	1	7.7%
Email	11	54.5%	1	9.1%

What the data supports

Organic Search recorded 2,524 sessions, 62.2% engagement and 436 key events, with a 9.9% session key-event rate. Direct recorded 10,834 sessions, 174 key events and a 0.9% session key-event rate. Organic looks much more engaged in this property, but the Direct denominator needs traffic-quality investigation before it is used to judge the website.

Google / organic accounts for 2,330 sessions and 396 key events; Bing / organic has 117 sessions and 22 key events. These source rows overlap the channel report and must not be added to it. Engagement time is approximately 72 seconds per organic session versus four seconds per Direct session.

Action

Keep an organic-lead view distinct from all-site reporting. Investigate the unusually large low-engagement traffic segment before setting a conversion baseline. Preserve source/medium labels across booking and paid hosts. Key events measure occurrences: 436 organic key events are not 436 different sales inquiries.

The 23 Paid Search sessions in this main-site export cannot be treated as the measured remainder of the account's 2,572 clicks. Dedicated paid hosts and call interactions are outside that simple comparison. Plumbing has no GA4 history in these exports.

Ashburn traffic distorts the headline picture

Ashburn shows 9,584 active users with 0.38% engagement and 0.20 seconds average engagement per active user.

Geographic row	Active users	Engaged sessions	Engagement	Key events
Ashburn	9,584	35	0.4%	12
(not set)	570	161	28.4%	65
Salem	345	385	77.6%	108
Portland	215	184	69.2%	84
Eugene	44	35	58.3%	10

Diagnostic row	Users	Engagement	Relevant contrast
Virginia	9,640	0.74%	12 key events
Oregon	1,077	71.4%	365 key events
Chrome	10,501	11.9%	284 key events
Safari	1,426	40.9%	277 key events
Mozilla Compatible Agent	537	0.94%	3 key events

Suspected traffic quality issue, not a confirmed bot diagnosis

The concentration in Ashburn, minimal engagement and browser pattern are consistent with automated, data-center, monitoring or other non-customer traffic. The exports do not include the necessary hostname, network, timing or cross-tab detail to prove a cause. Geographic users cannot be added across dimensions as unique company customers.

Action

Inspect GA4 Explorations by city × channel × hostname × event timing; review server logs and known uptime/agency monitoring. Separate verified internal or automated traffic in a documented reporting view. Preserve historical raw data. Do not exclude all Ashburn or all Direct sessions by assumption; real visitors and tracking behavior may be mixed into those labels.

Success means a reproducible explanation and a qualified-human lead baseline. Compare Oregon service-area engagement and booked outcomes before and after reporting changes. A cleaner denominator may change conversion rates without changing how many customers book.

Landing intent changes the conversion story

Contact and location pages show more key-event activity than the leading educational articles.

Landing page (exported path)	Sessions	Key events	Session KE rate
/	3,272	395	7.3%
(not set)	273	41	7.0%
/how-your-hvac-system-can-help-with-wildfire-season	153	2	1.3%
/contact-us	128	39	14.1%
/eugene-or	119	26	9.2%
/specials	110	14	5.5%
/meet-the-team	106	0	0.0%
/windows-at-night-or-running-ac	89	0	0.0%
/furnace-installation-salem	80	0	0.0%
/careers	78	27	12.8%
/furnace-company-salem	73	1	1.4%

Interpretation

The homepage recorded 3,272 landing sessions and 395 key events, but the session key-event rate was 7.3%: approximately 239 sessions contained at least one key event. That is different from 395 unique leads. Contact's 14.1% rate also reflects high intent among visitors who choose that route, not proof copying the page will double homepage performance.

The wildfire article has 153 sessions and two key events; windows at night has 89 sessions and zero. The furnace-installation landing row has 80 sessions with approximately 2.8 seconds average engagement and zero key events. Investigate landing validity and traffic quality before deciding the content is ineffective.

Action

Test a prominent lead-capture route on the homepage and high-intent service pages. Link useful educational content to its corresponding service or consultation. Keep careers outcomes separate from service inquiries. Inspect the 273 "(not set)" landing sessions and their 41 key events for missing page context or tag sequence issues.

The page/screens report contains slash variants and a different event scope; homepage page-level key events are 73, not the landing report's 395. Do not force those figures into a single page conversion rate. Use the same report definition and denominator for experiment comparisons.

Source: uploaded heating-site GA4 exports | Jul 2-Sep 29, 2026 (90 days). Key events are not unique leads.

Multiple events may describe one form submission

Forms, thank-you views and call clicks need a single lead definition.

Event	Count	Total users	Meaning / question
bct_calls_all	330	268	Reported call event; qualification unverified
unt_click_call_nl_website	172	121	Phone click, not necessarily answered call
form_start	111	101	Start event; confirm form identity
form_submit	97	76	Submission event; verify successful acceptance
bct_form_submission	87	70	Could describe the same form as other events
thank_you_page	87	70	Could repeat after refresh or revisits
form_submission	86	69	Another submission label to reconcile
chat_initiated	79	54	Chat start, not a booked service

Attribution paths add context, not a lead count

The path report lists 334 key events on single-touch Organic Search paths, 202 on Direct, and 78 on two-touch Organic Search paths. The data-driven attributed column is blank in the supplied file. Raw path key events should not be presented as verified data-driven credits or added to acquisition events.

Form submit has 97 occurrences across 76 total users; BCT form submission and thank-you page each have 87 occurrences across 70 users. Similar counts suggest overlapping instrumentation, but no event-level join proves duplication. A simple form-start minus form-submit calculation would also mix events/users and potentially different form sources.

Action

Document each event's trigger and key-event status. Choose one accepted lead event per successful form and one qualified-call outcome, with unique lead IDs. Keep clicks and starts as diagnostic funnel events. Link the resulting lead to a booked job. Plumbing instrumentation and paid-host instrumentation are new work; no historical plumbing analytics is invented here.

Three distinct profiles are verified

The main brand has two address-based locations; plumbing also has a separate profile with no visible address.

Profile	Category / website	Rating / reviews	Address / phone
Salem: combined brand	HVAC contractor; heating homepage	4.9 / 5,009	1728 22nd St SE; 503-749-0555
Eugene: combined brand	HVAC contractor; /eugene-or/	5.0 / 166	2063 Roosevelt Blvd STE 1; 541-722-2909
Woodward Plumbing	Plumber; plumbing homepage	5.0 / 10	No public address; 503-994-8280

Identifier	Verified CID
Salem	17280927573904869310
Eugene	9313393147977712594
Plumbing	17001060369978497196

What the structure means

The Salem profile has Plumber as a secondary category alongside HVAC categories and describes both trades. Eugene’s description also mentions plumbing, while its returned category list is HVAC-oriented. The separate plumbing profile has drain, bathroom and water-treatment categories. Website links therefore do not form a simple one-trade/one-profile split.

A hidden address can be appropriate for a service-area business. The provider’s “missing address” flag is not an optimization defect by itself. The surrogate map coordinates do not establish a staffed physical office. Public snapshots cannot verify Google eligibility, internal ownership or the exact service-area configuration.

Action

Verify primary ownership and genuine operating locations in the GBP manager. Document the business and department eligibility of the separate plumbing profile before changing it. Do not merge, delete, rename or add profiles merely to match a domain recommendation. Domain migration and GBP eligibility are separate decisions; preserve review assets and policy compliance.

HVAC and plumbing Maps visibility differ

At the sampled centers, the combined profile leads HVAC but trails specialized plumbing competitors.

Query / location	Woodward observation	Leading comparison
HVAC contractor Salem OR	Salem CID group rank 1	Day Heating 2; Freedom Heating 3
Plumber Salem OR	Salem CID group rank 15	Evergreen 1; Mr. Rooter 2; A1 Plumbing 3
Woodward Heating Eugene — Eugene center	Eugene CID group rank 1	Branded verification; not commercial demand benchmark
HVAC contractor Eugene OR	Eugene CID group rank 1	Other providers follow in returned rows
Plumber Eugene OR	Eugene CID group rank 9	HVAC rank does not imply leading plumber visibility

What this supports

Woodward's large Salem review base coexists with weaker visibility for the sampled plumber query. Reviews alone do not determine rank. Category relevance, service proof, distance and competition can change the result. The separate plumbing CID did not appear in the returned Salem plumber rows; that is a bounded snapshot, not proof it never ranks.

A branded Eugene search run from Salem originally returned the Salem profile. The Eugene-centered verification found the Eugene profile. This illustrates why location and exact profile IDs matter. The report uses the correct Eugene-centered commercial HVAC observation rather than the earlier cross-city branded result as a local ranking benchmark.

Action

Maintain separate Salem and Eugene service/lead scorecards and repeat a fixed set of commercial queries from documented centers. Verify plumbing service eligibility and dispatch coverage in each market. Improve plumber relevance on the legitimate profile and its destination, but do not change the main category blindly at the expense of HVAC strength.

Benchmark the actual services against Evergreen, Mr. Rooter and A1 for plumbing, and Day/Freedom for HVAC. A one-time center rank does not establish neighborhood coverage or sustainable dominance.

Review strength is proven; grid coverage is not

Salem’s reputation is a major asset, but the attempted grid is too incomplete for a reliable coverage score.

Profile	Reviews	Photos	Public hours
Salem	5,009 at 4.9	276	Mon–Fri 8am–5pm
Eugene	166 at 5.0	63	Mon–Fri 8am–5pm
Separate plumbing	10 at 5.0	31	Mon–Fri 8am–5pm

Grid attempt	Returned coverage	Reliability decision
Salem 3×3; 3 km spacing	6 of 9 points successful per query	Three failed points excluded from conclusions.
HVAC contractor / plumber	Only 1–2 result rows at many successful points	Requested depth 20 not achieved in practice.
Automated target-not-found score	Tool reports zero found points	Do not present as real 0% Maps visibility.

Do not confuse incomplete collection with absence

The center Maps snapshot finds Woodward first for HVAC, while the grid returns sparse rows and target-not-found metrics. That inconsistency and low returned depth make the grid unsuitable for a neighborhood heatmap or a local share-of-voice claim. A not-found label in one returned row is not “below 20.”

Review-detail retrieval also remained unavailable: the connector rejected its own returned task identifier format. Current review counts and ratings were verified, but review velocity, newest-review dates and owner-response rates were not measured. None are inferred from the total count.

Action

Use current reviews as trust evidence on conversion pages with the correct profile and collection date. Establish a monthly review-count baseline, a genuine-customer request process and a response log. Repeat a complete, validated rank grid before choosing neighborhoods for additional investment. Track qualified calls by profile so reputation and ranking translate into an operational result.

Phone variation needs mapping; old addresses need verification

Observed inconsistencies should be resolved against a company-approved source of truth.

Source	Observed information	Disposition
Salem GBP	1728 22nd St SE; 503-749-0555	Address matches main site; map tracking phone.
Main site browser	Header 971-900-5693 on one session; service page 503-990-8222	Dynamic number insertion possible; verify routing.
Main homepage structured data	503-610-8948; Woodward Heating name	Align stable entity phone and combined brand.
Plumbing site / GBP	Header 503-966-7370; service copy/GBP 503-994-8280	Document static vs tracked numbers.
Current BBB profile	1728 22nd St SE; 503-990-8222	Business identity corroboration; verify owner access.
Older BBB search entries	5490 Commercial St SE; Aumsville references	Potential stale records; verify current listing status.
Plumbing footer vs Eugene GBP	"Roosvelt"; no suite vs Roosevelt Blvd STE 1	Correct spelling; confirm actual public address.

A tracking number is not automatically a wrong number

Multiple call numbers can legitimately support attribution. The risk is an undocumented number that cannot be ported, forwards incorrectly, or creates conflicting stable entity information. The current snapshots do not establish that any observed number fails. Do not replace dynamic numbers without preserving tracking and call continuity.

Both site headers reference the same Google Maps short link and the same Yelp Aumsville URL. Verify their resolved destinations and business fit. Yelp content was not accessible through research; Bing and Apple listings were not positively verified. Their absence from this audit is not proof no listing exists.

Action

Approve one identity record per genuine location: public name, street/suite, stable phone, website and hours. Create a companion tracking-number register. Reconcile current BBB, Yelp, local chamber, HomeAdvisor and trade listings before bulk changes. Retain dated screenshots and listing IDs; treat old search snippets as leads to verify, not confirmed live errors.

Source: live website / browser inspection | Sep 30, 2026. Sampled pages; no production changes or form submissions. Public directory search / BBB snapshots Sep 30, 2026. Some search entries may be cached.

Sampled service pages are indexable and purpose-built

No blanket crawl or indexation failure was demonstrated; specific template and identity issues were observed.

Sample	Observed state	Conclusion
Heating homepage	Self canonical; combined-services title; one main H1	Functional main brand entry; plumbing already represented.
Heating /air-conditioning-repair/	Self canonical; index/follow; Salem repair H1	Relevant existing page to improve.
Plumbing homepage	Self canonical; index/follow; licensed-plumber Salem H1	Purpose-specific page; no global noindex observed.
Plumbing /water-heater-repair-salem-or/	Self canonical; index/follow; repair H1 and substantive FAQs	Detailed service asset to preserve.
Main homepage schema	Organization + HVACBusiness; stable phone differs	Reconcile entity name, services and phone.
Plumbing service-page contact link	One cross-domain /contact-us/ link to heating	Verify intended lead routing and attribution.

Actual issue versus optional refinement

The water-heater page has specific repair explanations and links to replacement/tankless content; it is not fairly labeled thin from this sample. The heating AC page has an awkward repeated “Heating” heading, a low-impact copy correction. Plumbing about/why-choose pages surfaced HVAC-oriented titles in public search, requiring current title verification before a template fix.

Robots.txt and sitemap-index requests were inaccessible through the research tool. This is not proof either file is missing or blocks Google. Exported GSC page visibility confirms at least some indexing, but 429 heating and 294 plumbing recent page rows are not indexed-page counts. Third-party crawled pages are also not index coverage.

Action

Run a complete authenticated crawl and GSC Page Indexing / URL Inspection check before migration. Verify sitemap contents, status codes, redirects, tagged canonicals, orphan pages and genuine duplicates. Obtain field Core Web Vitals and real-device tests before making performance claims. Align structured data to verified company identity; no rich-result or AI-ranking guarantee is implied.

The established domain has a stronger link foundation

Main-domain link quality and business corroboration matter more than raw plumbing domain count.

Provider metric	woodwardheating.com	woodwardplumbing.com
Backlinks	2,452	207
Referring domains	321	202
Referring main domains	310	199
Provider rank (0-100 scale)	37	0
Provider spam indicator	5	54
Referring pages marked nofollow	164	18
Image links	2,054	0 reported
Provider crawled pages	541	2

Interpretation

The main domain has 321 referring domains and provider rank 37, compared with plumbing's 202 and rank 0. A rank of zero is a provider measurement, not a Google penalty or proof the site cannot rank. Plumbing's higher spam indicator and sampled link sources suggest less business-relevant corroboration despite a sizable domain count.

Heating's 2,452 backlink total is concentrated in image links. The referring-domain list shows 1,395 links from homebuildersassociation.org alone. That likely reflects a repeated sponsorship/logo placement; one relationship can generate many links. It is a useful local affiliation, but 1,395 links are not 1,395 independent endorsements.

Domain decision implication

Consolidation can place plumbing service content within the more established brand domain. It does not automatically transfer every reputation signal or guarantee increased traffic. Preserve relevant URLs and citations, and prioritize real local/trade relationships. The provider's two crawled plumbing pages do not mean Google indexed only two pages.

Source: DataForSEO via Revved MCP | collected Sep 30, 2026. Third-party snapshot; rankings vary by query, place and time. Backlink summary includes subdomains; proprietary metrics are not Google ranking scores.

Recent link growth deserves source review

Both domains show September domain gains; sampled plumbing links include report and link-promotion sites.

Monthly provider bucket	Heating new / lost domains	Plumbing new / lost domains
July	2 / 9	0 / 3
August	11 / 8	9 / 1
September (partial request)	170 / 0	166 / 0

Sample source	Observed link	Practical interpretation
HomeAdvisor → heating	Business review page; homepage link	Relevant customer / directory corroboration.
Homebuilders association → heating	Image link; local organization	Preserve genuine membership / sponsorship relationship.
Expertise → heating	Salem AC-repair list; follow link	Industry/local discovery source, verify listing facts.
drjack.world / bye.fyi → plumbing	Domain-report pages; nofollow	Not evidence of local customer endorsement.
onvaxs.com → plumbing	PBN / link-selling promotional anchor; follow	Investigate origin; no agency attribution inferred.

What the data does not prove

The September referring-domain surge may reflect new links, crawler discovery or repeated low-value patterns. Heating also shows 1,146 lost backlinks in August while lost domains total eight, illustrating how sitewide relationships can dominate link counts. These are crawler dates, not verified marketing activity or proof of a ranking impact.

Action

Review source URLs and any contracted link-building activity. Do not disavow based only on a proprietary spam score, and do not accuse a vendor of buying links from a promotional anchor. Seek genuine local/trade/manufacturer mentions with useful service evidence. Preserve important links during any migration and request direct destination updates from valuable partners.

Source: DataForSEO via Revved MCP | collected Sep 30, 2026. Third-party snapshot; rankings vary by query, place and time. New/lost timeseries requested Jul 2–Sep 29, 2026; provider buckets end at month boundaries, not exact acquisition dates.

The competition changes by service and result type

Use actual organic and Maps competitors to identify the page or trust gap, not to copy a vanity leaderboard.

Query	Observed Woodward organic group rank	Leading organic sources
Furnace repair Salem OR	Not in returned organic rows	123hvac.net; HomeAdvisor; Angi
AC repair Salem OR	Not in returned organic rows	123hvac.net; Gagle's; HVAC & Appliance Guys
Heat pump installation Salem OR	1 — /heat-pumps/	Salem Heating; Yelp; Heat Pump Store follow
Plumber Salem OR	Neither domain in returned rows	Roto-Rooter; Reddit; Yelp; DoneRite
Water heater repair Salem OR	Heating 11; plumbing 15	Fast Water Heater; Evergreen; Reddit
HVAC Eugene OR (Salem origin)	13 — /eugene-or/	Reddit; Alpine; Priority One

Comparator	Reviews / local observation	Backlink context
Evergreen	4.9 / 3,089; Maps plumber Salem group 1	279 domains; provider rank 22
Day Heating	Maps HVAC Salem group 2	349 domains; rank 43; many provider-broken links
Woodward Salem	4.9 / 5,009; HVAC Maps 1, plumber 15	321 domains; provider rank 37

Actionable difference

Woodward already leads the sampled heat-pump organic result and HVAC Maps query. Protect /heat-pumps/ rather than assuming every commercial page is weak. Plumbing competition includes dedicated service providers, directories and community discussions. Improve precise service intent and third-party corroboration, not just word count.

Day's raw backlink total includes 7,222 provider-broken links, so its 7,478 total cannot be treated as live useful authority. No competitor leads or revenue were measured. Snapshot absence is bounded by returned rows and collection conditions; it is not a universal ranking claim.

Improve proven demand before expanding the catalog

GSC supplies the local opportunity; national keyword estimates provide commercial context only.

Workstream	Evidence / context	Primary URL or new asset
Quick win: furnace repair	1,649 impressions; position 8.0; 0 clicks	Heating /heating-service-salem/ — confirm joined query.
Quick win: thermostat	3,391 impressions; position 4.5; 0 clicks	Heating /thermostats/.
Quick win: AC repair	2,424 impressions; position 5.6; 1 click	Heating /air-conditioning-repair/.
Quick win: water heater repair	1,261 near-me impressions; position 9.9	Plumbing /water-heater-repair-salem-or/.
Quick win: sewer repair	539 impressions; position 8.2; 0 clicks	Plumbing /sewer-line-repair-salem-or/.
New evidence asset	Commercial pages need local proof	Verified installation / repair case study linked to service.
Authority build	Brand and real local corroboration	Trade-partner and community pages; original project evidence.

National term	Monthly estimate	CPC estimate	Difficulty
Water heater repair	74,000	\$48.95	6
HVAC repair	74,000	\$34.77	39
Air conditioning repair service	33,100	\$51.30	19
Heating repair	27,100	\$17.97	10

Provider difficulty is a proprietary national indicator, not the difficulty of ranking in Salem. The idea response included unrelated retail and training queries; those are excluded from the plan. High national volume is not a reason to pursue portable-AC retail or HVAC-school traffic.

For new content, prioritize proof and genuinely unanswered customer questions: verified repair-vs-replacement examples, real local installation process and serviceable-town evidence. Many city pages already exist; audit quality and primary intent before creating more. Measure qualified organic leads by service, not article count.

Source: uploaded Google Search Console exports | Jun 29–Sep 28, 2026 (92 days). Web search. DataForSEO keyword ideas | United States, national estimates, metrics updated Sep 2026; not local market size.

Woodward appears in one controlled AI test

Historical mention coverage and a live answer test produced different observations.

Test	Observation	Boundary
Historical ChatGPT mention search	No matching records for tested filters	Dataset/filter coverage; not proof of universal absence.
Google AI mention search	No matching records for tested domain filters	No reliable AI Overview market-share conclusion.
Live furnace-repair comparison prompt	Woodward named with Freedom, Hajek, Arrows and Valley View	One sampled answer; model and prompt dependent.
Sources cited in live response	Business websites, including woodwardheating.com	No plumbing-domain citation in this sampled answer.
GA4 AI Assistant channel	13 sessions; 1 key event; 61.5% engagement	Small observed referral segment in heating property.

Even an answer containing the brand can be inaccurate

The response’s Woodward review figure conflicted internally: a structured entry showed 5,009 while prose used 4,561. The public profile snapshot supports 5,009 at collection time. We do not repeat the AI response’s other business claims as verified competitor facts. This illustrates the need for clear, current entity information across owned and third-party sources.

US AI keyword estimates for August 2026 were six for HVAC Salem Oregon and nine for plumber Salem Oregon; heat-pump installation Salem returned zero. These are modeled national query-string estimates, not total local AI demand or a budget forecast.

Action

Make company, location, service, licensing and contact facts consistent. Add concise, original answers backed by real service expertise and corroborating local sources. Repeat a small fixed prompt set monthly, storing model, date, answer and citations. Score observed mentions/citations only within that test set; do not promise AI rankings or let this experimental channel outrank proven lead-measurement work.

Source: DataForSEO via Revved MCP | collected Sep 30, 2026. Third-party snapshot; rankings vary by query, place and time. AI test: gpt-4o-mini-2024-07-18, web search on, Salem/US prompt, Sep 30, 2026. One response, not a visibility rate.

Visitors have routes to book, but lead capture is far down

The current homepage's booking modal starts with a full-address check; its inline contact form sits below several content sections.

Current flow	Observed detail	Opportunity
Header / hero booking	Schedule Now / Book Online opens Housecall Pro	Keep booking for ready customers; offer a faster inquiry alternative.
Booking first step	Full street address, city, state, ZIP; Verify address	Serviceability matters; explain why and test abandonment.
Homepage form	Name, phone, email, new-customer and inquiry controls; referral selector; opt-in	Reduce initial decisions where dispatch does not need them.
Trust / financing	Licensing, service history, financing and reviews available	Bring verified proof closer to the request.
Homepage GA4	3,272 sessions; 7.3% session key-event rate	Baseline only after traffic and key-event definitions are cleaned.

The practical CRO principle

Woodward already receives traffic. If more qualified visitors can call, request service or book, lead volume can improve without buying additional traffic. Revved reports stronger results from prominent, low-friction forms on other client sites; no Woodward-specific uplift is established by that experience.

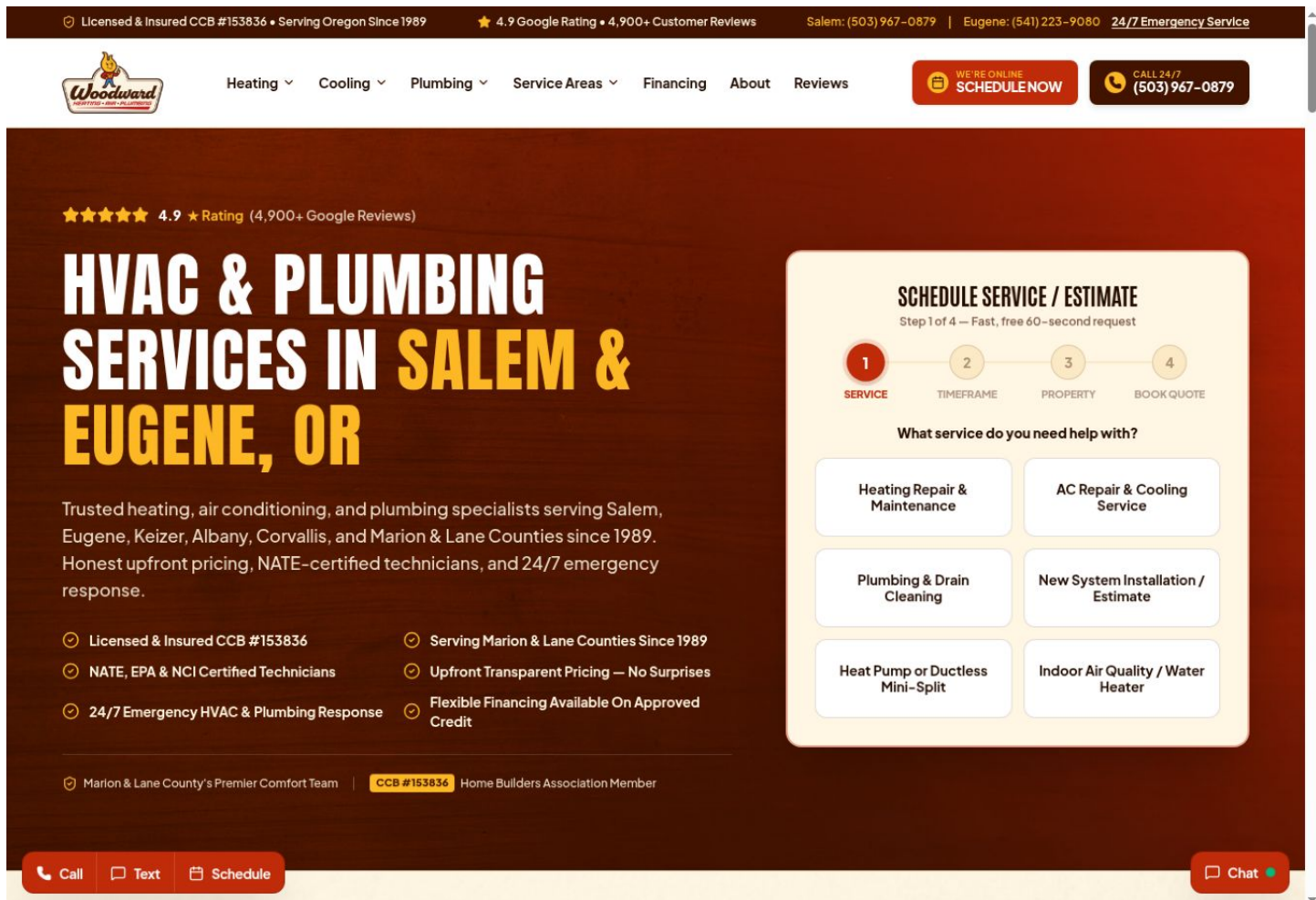
The current system offers both booking and contact routes, so this is an optimization opportunity rather than a claim visitors cannot convert. Some people want a scheduled appointment; others need a quick callback or help choosing the right service. Keep those tasks clear and route urgency to the appropriate staffed phone flow.

Action

Test a service-request form near the first screen with service choice, name and phone; ask for email/address only when operationally required. Keep opt-in separate from required service consent. Measure accepted qualified leads and booked jobs per eligible human session. Real mobile, error, accessibility and submission tests remain launch requirements; no test inquiry was sent during inspection.

The Revved hero form concept

A prominent four-step request flow offers a practical experiment, with copy and operational claims still to validate.



The screenshot shows the homepage of Woodward HVAC & Plumbing Services. The header includes the company logo, navigation links (Heating, Cooling, Plumbing, Service Areas, Financing, About, Reviews), and contact information (Salem: (503) 967-0879, Eugene: (541) 223-9080, 24/7 Emergency Service). A prominent four-step request flow is displayed on the right side of the hero section, titled "SCHEDULE SERVICE / ESTIMATE". The steps are: 1. SERVICE, 2. TIMEFRAME, 3. PROPERTY, and 4. BOOK QUOTE. Below the steps, a form asks "What service do you need help with?" and provides six options: Heating Repair & Maintenance, AC Repair & Cooling Service, Plumbing & Drain Cleaning, New System Installation / Estimate, Heat Pump or Ductless Mini-Split, and Indoor Air Quality / Water Heater. The main message on the left highlights the company's 4.9-star rating (4,900+ Google Reviews) and lists services in Salem & Eugene, OR. It also includes a list of credentials and a call to action to "Call", "Text", or "Schedule".

What to notice: service selection is in the first screen beside the main message. This is a concept screenshot, not an approved production page or evidence of conversion uplift.

The inspected flow has service, urgency and property steps, followed by four required fields: name, phone, email and address/city. Test whether that qualification is needed before first contact. Keep direct calling available and measure step abandonment, accepted qualified leads and booked jobs.

Before publication, verify or replace testimonials, offers, phone numbers, ratings and 24/7 claims. Revved's experience supports testing prominent lead capture; it does not establish a Woodward uplift. The prior page explains the shorter callback alternative and launch checks.

Favor consolidation, with preservation and measurement gates

The current evidence supports one stronger company domain, not an immediate blanket redirect.

Decision factor	Keep separate	Consolidate into main domain
Search visibility	Plumbing grows from small base; preserve it	Main site has 13.8× recent clicks, already includes plumbing.
Authority	Must earn independent relevant links	Main rank 37 / 321 domains vs 0 / 202; quality matters.
Local identity	Separate plumbing CID; verify eligibility	Large combined-brand Salem/Eugene profiles point to main.
Measurement	No GA4 history; independence value unknown	Still must measure trade/host separately; merge is not a tracking fix.
Content / maintenance	Two overlapping service catalogs to manage	One primary URL per intent; preserve best existing assets.
Risk	More time may prove independent value	Migration can lose traffic if mapping or content is poor.

Woodward-specific conclusion

The main brand and website already represent both trades. Its review ecosystem and observed heat-pump strength are valuable, while plumbing-specific content also earns main-domain visibility. The separate plumbing footprint is smaller and not yet tied to leads or booked work. That combination favors building a coherent plumbing hub on the established domain.

We cannot prove the original separation caused harm, nor that consolidation will automatically increase leads. An emerging plumbing site deserves a preservation-first approach. If Scott keeps it separate temporarily, give it 90 days of clean qualified-lead reporting, a clear entity purpose and a realistic maintenance owner before reassessing.

Decision gate

Approve the destination architecture only after a full crawl, URL map, link/lead baseline and GBP eligibility review. Do not delete the plumbing profile to match the domain decision. Stage the migration around operational readiness and retain the old domain, redirects and reporting long enough to catch losses.

Source: uploaded Google Search Console exports | Jun 29-Sep 28, 2026 (92 days). Web search. Source: uploaded heating-site GA4 exports | Jul 2-Sep 29, 2026 (90 days). Key events are not unique leads. Source: DataForSEO via Revved MCP | collected Sep 30, 2026. Third-party snapshot; rankings vary by query, place and time. Recommendation: professional interpretation of current evidence.

A migration must move intent, not just addresses

Preserve the pages that matter and measure both search and lead outcomes after launch.

Existing plumbing asset	Proposed main-domain destination	Preservation requirement
/water-heater-repair-salem-or/	Dedicated Salem water-heater repair page	Keep repair intent; do not redirect to generic home.
/sewer-line-repair-salem-or/	Dedicated Salem sewer service page	Retain relevant diagnostic/service evidence.
/plumbing-corvallis-or/ and /plumbing-albany-or/	Primary plumbing page for each city	Merge duplicates after query/link inspection.
/halo-ultra-plus-ro/ and /halo-mini-series/	Equivalent water-treatment product/service pages	Preserve specifications and emerging queries.
Useful sewer / repipe articles	Best relevant article on main domain	Keep content and contextual service links.
Home / UTM variants	Main plumbing hub; tracking kept deliberate	Preserve attribution, choose canonical URL.

Pre-launch and launch

Crawl both sites; choose the strongest primary URL for each intent. Build a one-to-one map of every live source URL, including low-traffic pages with links. Preserve titles, useful copy and service relevance. Use direct permanent redirects to final 200-status destinations. Update canonicals, sitemaps and internal links to the new URLs. Avoid chains and mass homepage redirects.

Verify both GSC properties and appropriate migration tools for the final move type. Configure GA4, consent, calls, booking and lead IDs before switching. Update eligible GBP website links, valuable citations and any affected Google Ads destinations; many current paid hosts may remain unchanged. Test all forms and phone routes.

Post-launch acceptance

Monitor old/new URL status, index coverage, service-query clicks and qualified leads daily in the first week, weekly through 90 days. Investigate material sustained losses by mapped intent rather than aggregate traffic alone. Retain source backups, the registrar and redirect hosting. Keep distinct plumbing lead reporting on the combined site; consolidation should improve structure without hiding business-division results.

Source: recommended migration design based on supplied page exports, link evidence and sampled service architecture. Targets below are proposed, not existing verified URLs.

The first decisions and their dependencies

Fix control and measurement first; use the resulting evidence to guide spend, conversion and structural changes.

Sequence / owner	Priority	Deliverable / gate
1. Scott + operations	CRITICAL / HIGH IMPACT	Access register and verified owner recovery.
2. Analytics lead	CRITICAL / HIGH IMPACT	Plumbing / paid-host measurement and lead IDs.
3. Ads + CRM owners	CRITICAL / HIGH IMPACT	Conversion definitions and recent-CPA diagnosis.
4. Web + dispatch	CRITICAL / HIGH IMPACT	Prominent request-form experiment with verified copy.
5. SEO + web	OPTIMIZATION / MEDIUM IMPACT	Five priority service pages and joined query baselines.
6. Local manager	OPTIMIZATION / MEDIUM IMPACT	GBP eligibility, hours, links and phone register.
7. Scott + SEO + web	CRITICAL / HIGH IMPACT	Domain decision and approved URL migration map.
8. Content + partnerships	OPTIMIZATION / MEDIUM IMPACT	Original proof, credible local/trade corroboration.
9. Web editor	CLEANUP / LOW IMPACT	Template headings, address spelling and stale labels.
10. Operations + marketing	OPTIMIZATION / MEDIUM IMPACT	Monthly qualified-lead and booked-job review.

Use gates instead of a fixed launch promise

Ownership and instrumentation can begin immediately. A migration should wait for a verified destination structure and working lead routes. A large bidding change should wait for conversion definitions that reflect business outcomes. These dependencies reduce the risk of changing several causes at once and being unable to explain the result.

Assign a named accountable person to each deliverable at kickoff. The roles above are proposed responsibilities, not claims about current staffing. Each owner should record the baseline, change date, acceptance evidence and follow-up metric in one implementation log.

Use the following 11 pages as work orders. Complexity estimates describe coordination and technical effort, not quoted hours or fees. Benefits describe the intended strategic effect; no revenue uplift or lead-volume guarantee is attached to this roadmap.

Source: implementation recommendations derived from the evidence in this Blueprint | baseline collected Sep 30, 2026. Benefits are strategic expectations, not forecasts.

First 7 days: establish recoverable ownership

FIRST 7 DAYS | CRITICAL / HIGH IMPACT

Finding and evidence

Scott encountered difficulty getting access to important properties. Treat the handoff as business continuity, not a judgment about a vendor. The audit's read-only Ads connection works; ownership of other systems was not comprehensively verified.

Implementation step	Responsible role / concrete output
Create the asset register	Operations: registrar, DNS, hosting, GA4, GSC, GTM, Ads, all GBP CIDs, call tracking, CRM, booking, Meta, Microsoft, Yelp and Angi.
Verify company access	Scott / IT: open each asset with a company account; record admin role, billing party and export rights.
Add recovery evidence	IT: backup admin, recovery email, renewal/billing dates and an approved password-manager reference.
Document vendor dependencies	Marketing lead: tag containers, call numbers, import jobs, hosts and service-account ownership.
Demonstrate a transition path	Operations: export key data and test backup access without disrupting active integrations.

Benefit, complexity and dependencies

Expected benefit: Reduce the chance of calls, domains, campaigns or historical data becoming unavailable during routine personnel or vendor changes. **Complexity:** Medium coordination; low website-development effort. **Dependencies:** Current admins, billing contacts and vendors must identify dependencies. Company-controlled accounts and MFA are needed.

Acceptance and KPI

Scott can access and recover every critical asset, and the register has a dated verification and named owner for each. **Monitor:** Share of critical assets with verified company admin and recovery; number of unresolved ownership gaps; renewal failures.

Execution guardrail

Do not remove vendor access or rotate credentials before integration dependencies are documented. Keep secrets out of the ordinary inventory. Preserve delegated working access during transition.

Source: implementation recommendations derived from the evidence in this Blueprint | baseline collected Sep 30, 2026. Benefits are strategic expectations, not forecasts.

First 7 days: instrument the full lead journey

FIRST 7 DAYS | CRITICAL / HIGH IMPACT

Finding and evidence

Plumbing has no GA4 history and paid traffic often uses hosts outside the main website. Main-site GA4 shows only 23 Paid Search sessions while the account records 2,572 clicks; this is a scope discrepancy, not a quantified tracking-loss rate.

Implementation step	Responsible role / concrete output
Create plumbing measurement	Analytics: business-owned GA4 property / stream for woodwardplumbing.com, with appropriate consent and tag configuration.
Map paid-host coverage	Analytics + Ads: inspect callwoodwardheating.com and service.callwoodwardheating.com; record tag IDs, source persistence and lead systems.
Define accepted lead events	CRM + analytics: successful service form, qualified answered call, completed booking; keep clicks and starts diagnostic.
Carry lead identity	Web + CRM: persist a unique lead ID, source/medium, service, location and available click identifiers through booking.
Run controlled QA	Web: test forms, consent states, phone routes and booking; reconcile test IDs to CRM before enabling business dashboards.

Benefit, complexity and dependencies

Expected benefit: Make division, host and channel results measurable without borrowing heating history for plumbing. **Complexity:** Medium to high; cross-host and third-party booking coordination. **Dependencies:** Owner access to GA4/GTM, paid hosts, call provider, booking and CRM; documented event schema.

Acceptance and KPI

Every approved test lead appears once at the canonical lead stage with the correct service, location and source. Record the measurement start date. **Monitor:** Successful event-to-CRM match rate; source retention; unmatched leads; qualified calls and bookings by domain/host.

Execution guardrail

Do not backfill invented historical sessions. Preserve consent behavior and keep cross-domain configuration limited to legitimate user journeys. A new property does not fix Ads goal definitions by itself.

Source: implementation recommendations derived from the evidence in this Blueprint | baseline collected Sep 30, 2026. Benefits are strategic expectations, not forecasts.

First 30 days: audit and simplify conversion goals

FIRST 30 DAYS | CRITICAL / HIGH IMPACT

Finding and evidence

Reported conversions combine several enabled call and lead-stage actions. BC Calls v2, qualified calls/forms and call integrations are primary; booked Prism actions are secondary. The 1,009.9 account conversions are not verified unique leads.

Implementation step	Responsible role / concrete output
Export action-level outcomes	Ads owner: obtain conversion count/value by action and campaign for the same Jul 2-Sep 29 window.
Reconcile a lead sample	CRM + call owner: match 30-50 call/form records to click, qualification, booking and invoice; document overlap.
Approve one business definition	Scott + operations: define qualified service inquiry and booked job, exclusions and duplicate-handling rules.
Adjust goal roles after testing	Ads owner: retain a reliable primary business outcome; make raw clicks/calls diagnostic where appropriate.
Validate imports and delay	Integration owner: record import frequency, matching completeness, lead ID deduplication and conversion lag.

Benefit, complexity and dependencies

Expected benefit: Give CPA and bidding feedback a meaning closer to actual business opportunity and avoid counting multiple stages as multiple customers. **Complexity:** High coordination; medium technical effort. **Dependencies:** CRM/call records, action-level exports, integration access and a signed-off lead definition.

Acceptance and KPI

Sample records reconcile with documented reasons for any difference. Booked actions become decision-ready only when imports are complete and reliable. **Monitor:** Unique qualified leads / reported conversions; booked rate; upload failure rate; match rate; cost per qualified and booked lead.

Execution guardrail

Do not remove all existing goals at once. Preserve diagnostic history and annotate definition changes. Compare before/after periods using compatible definitions; do not claim CPA improvement caused by counting fewer or different events alone.

Source: implementation recommendations derived from the evidence in this Blueprint | baseline collected Sep 30, 2026. Benefits are strategic expectations, not forecasts.

First 30 days: diagnose paid-search deterioration

FIRST 30 DAYS | CRITICAL / HIGH IMPACT

Finding and evidence

The recent window shows higher reported CPA in major acquisition campaigns. Aug 31-Sep 29 account CPA is \$163.49; HVAC Salem is about \$604 with three conversions. HVAC CitySearch is about \$210 versus \$137 over 90 days.

Implementation step	Responsible role / concrete output
Build the change timeline	Ads + tracking owners: campaign edits, phone/landing changes, goal changes and upload interruptions by date.
Check the high-spend routes	Web + dispatch: test HVAC Salem and CitySearch destinations, call answer rates, forms and booked quality.
Review terms and match types	Ads owner: complete keyword/negative exports. Verify the \$418 well-pump theme is outside the offered mix before excluding it.
Audit brand routing	Ads owner: inspect non-brand terms in Brand, including vent cleaners; preserve already-applied exclusions.
Run one controlled adjustment	Ads owner: change routing, relevance, bid or budget after lead validation; keep a dated experiment and comparison window.

Benefit, complexity and dependencies

Expected benefit: Recover acquisition efficiency while preserving relevant demand and avoiding unsupported blanket cuts. **Complexity:** Medium to high analytical effort; low to medium implementation effort. **Dependencies:** Reliable conversion definitions, full search-term/keyword/geo exports, recent change history and call outcomes.

Acceptance and KPI

A documented cause or bounded set of causes explains the recent change, and each proposed exclusion has a service-fit reason. **Monitor:** Booked CPA by service/campaign; qualified rate; relevant query share; recent conversion lag; rank/budget loss in the tested campaign.

Execution guardrail

Do not label \$3,676 spent in zero-conversion campaign rows as proven waste: it spans 67 clicks across small campaigns. Do not raise shared budgets merely because the platform recommends more spend. Review geographic targeting and hour-level outcomes before schedule changes.

Source: implementation recommendations derived from the evidence in this Blueprint | baseline collected Sep 30, 2026. Benefits are strategic expectations, not forecasts.

First 30 days: launch a measured lead-capture test

FIRST 30 DAYS | CRITICAL / HIGH IMPACT

Finding and evidence

The current homepage contact form is below several sections and the booking modal starts with a full-address check. The concept puts service selection in the hero; its final step still requires four fields. Main-site homepage session key-event rate is 7.3%, before traffic/event cleanup.

Implementation step	Responsible role / concrete output
Verify the offer and operational route	Scott + dispatch: approved services, response time, emergency availability, phone numbers and financing language.
Build a shorter request alternative	Web: visible hero service request; ask only for information needed for a callback; retain direct calling and full booking.
Replace concept placeholders	Editor: verified testimonials, correct profile ratings, real offers and approved location numbers.
Instrument every form step	Analytics: service selection, step progression, validation errors, accepted lead and booked-job join.
Test real devices and launch	Web: keyboard/accessibility, small-screen layout, sticky CTA, phone taps, consent and success/error handling.

Benefit, complexity and dependencies

Expected benefit: Increase accepted qualified requests from existing eligible visitors; reduce unnecessary first-contact decisions. **Complexity:** Medium web and analytics effort; dispatch coordination required. **Dependencies:** Clean event definitions, qualified-human baseline, approved copy and CRM routing.

Acceptance and KPI

All test paths reach the correct team once. Compare control and variant using the same traffic eligibility and lead definitions; extend the test if volume is insufficient. **Monitor:** Qualified leads and bookings per eligible session; step abandonment; spam rate; response time; device-specific outcomes.

Execution guardrail

No guaranteed uplift is promised. Do not declare a winner from raw submission counts or a short small sample. Avoid obstructive mobile overlays, combine service and marketing consent carefully, and never make unverified 24/7 or review claims.

Source: implementation recommendations derived from the evidence in this Blueprint | baseline collected Sep 30, 2026. Benefits are strategic expectations, not forecasts.

First 30 days: improve the five priority service intents

FIRST 30 DAYS | OPTIMIZATION / MEDIUM IMPACT

Finding and evidence

Commercial queries already show visibility, but click capture is limited. Furnace repair Salem: 1,649 impressions at 8.0; thermostat installation: 3,391 at 4.5; water-heater repair near me: 1,261 at 9.9 in the recent exports.

Implementation step	Responsible role / concrete output
Verify query-to-page mappings	SEO: joined GSC reports for furnace, AC, thermostat, water-heater and sewer queries; select one primary page per intent.
Refine main-site repair pages	Editor + technicians: /heating-service-salem/, /air-conditioning-repair/ and /thermostats/; improve diagnosis, local proof and CTA.
Refine plumbing repair pages	Editor: /water-heater-repair-salem-or/ and /sewer-line-repair-salem-or/; preserve useful details and improve service routing.
Align titles and internal links	SEO + web: clear service/city title and opening message, relevant links from location and educational pages.
Record the baseline and release	SEO: save exact query/page export, page version and change date; avoid concurrent duplicate-page expansion.

Benefit, complexity and dependencies

Expected benefit: Capture more relevant clicks and qualified inquiries from services already close to visible positions. **Complexity:** Medium editorial effort; low to medium development effort.

Dependencies: Technician review, service/availability confirmation, working lead measurement and primary URL choice.

Acceptance and KPI

Each target intent has one approved URL and verified content/CTA. Inspect results after two complete monthly periods, accounting for season and ranking mix. **Monitor:** Query-group clicks and CTR at comparable positions; service-page qualified leads; bookings; local-intent impressions.

Execution guardrail

Do not imply the supplied exports prove which page ranks for each query. Do not promise a CTR uplift from metadata alone. Keep genuine repair detail; the sampled plumbing water-heater page is already substantive and does not need arbitrary word-count expansion.

Source: implementation recommendations derived from the evidence in this Blueprint | baseline collected Sep 30, 2026. Benefits are strategic expectations, not forecasts.

First 30 days: align profiles, phones and citations

FIRST 30 DAYS | OPTIMIZATION / MEDIUM IMPACT

Finding and evidence

Verified profiles and website identity do not align to a simple HVAC/plumbing split. Salem combined profile includes Plumber; Eugene and a separate plumbing CID also exist. Site and profile phone numbers vary, and older address references surface in directories.

Implementation step	Responsible role / concrete output
Verify GBP ownership and eligibility	Local manager: document the three CIDs, real staffed locations, service-area structure and department eligibility.
Approve location identity records	Operations: Salem 1728 22nd St SE; verify Eugene Roosevelt Blvd STE 1; distinguish mailing address and public service location.
Create a phone register	Call owner: stable numbers, dynamic pools, forwarding, ownership/porting and source assignments.
Reconcile high-value sources	Local manager: current BBB, Yelp link, chamber, HomeAdvisor and trade listings; verify old entries before requesting corrections.
Check links, categories and hours	Local manager + dispatch: service relevance, booking destinations, emergency language and real serviceable towns.

Benefit, complexity and dependencies

Expected benefit: Make customers and platforms encounter a coherent company identity while preserving tracking and review assets. **Complexity:** Medium coordination; low website effort; listing verification timing may vary. **Dependencies:** Owner access, actual business-location evidence, approved identity facts and call-provider cooperation.

Acceptance and KPI

Each profile has an approved purpose and a verified destination; key listing discrepancies have dated evidence and resolution status. **Monitor:** Verified consistent listings; correct call routing; qualified calls by profile; fixed-query Maps snapshots; unresolved duplicate cases.

Execution guardrail

A hidden service-area address is not automatically incomplete. Do not merge or delete a profile without an eligibility review. Phone variation may be legitimate tracking. Treat “Roosevelt” spelling and stale labels as CLEANUP / LOW IMPACT unless they cause a verified service-routing issue.

Days 31-90: build proof around profitable services

DAYS 31-90 | OPTIMIZATION / MEDIUM IMPACT

Finding and evidence

Educational content earns visits, while precise repair intent needs stronger local evidence and conversion paths. Wildfire earned 114 GSC clicks and 153 GA4 landing sessions with two key events; /heat-pumps/ leads the sampled Salem heat-pump installation organic result.

Implementation step	Responsible role / concrete output
Protect the working heat-pump asset	SEO + editor: preserve /heat-pumps/ architecture and useful content; add verified project proof without replacing the successful intent.
Produce two original service examples	Technicians + content owner: a real HVAC installation and a plumbing repair/replacement case, with approved photos and customer permission.
Connect guides to services	Editor: wildfire → appropriate indoor-air service; repipe/sewer guides → relevant qualified consultation, without intrusive sales blocks.
Improve city proof before adding cities	SEO + operations: Corvallis/Albany plumbing and Eugene HVAC pages; real coverage, projects, availability and team information.
Review the content plan monthly	Marketing + Scott: prioritize using qualified leads, service margin and existing query visibility; maintain one primary URL per intent.

Benefit, complexity and dependencies

Expected benefit: Strengthen trust and commercial relevance with evidence competitors cannot simply duplicate. **Complexity:** Medium editorial / technician coordination; modest web effort. **Dependencies:** Operational service mix, photo permissions, lead measurement and the planned domain structure.

Acceptance and KPI

Each new asset answers a real customer decision, includes verified evidence and links to the correct service route. Existing useful pages are preserved. **Monitor:** Service-query clicks; assisted and direct qualified leads; bookings by content/service; primary-page visibility; content freshness.

Execution guardrail

Do not treat national keyword volume as local demand or publish retail/training topics to inflate traffic. Do not invent testimonials, job prices or outcomes. If consolidation is scheduled, build new plumbing content in the approved destination architecture to avoid duplicate work.

Source: implementation recommendations derived from the evidence in this Blueprint | baseline collected Sep 30, 2026. Benefits are strategic expectations, not forecasts.

Days 31-90: prepare and execute the domain decision

DAYS 31-90 | CRITICAL / HIGH IMPACT

Finding and evidence

Current authority, combined-brand profiles and content overlap favor eventual consolidation. Heating has 1,744 recent clicks versus plumbing 126, provider rank 37 versus 0, and 321 versus 202 referring domains. Plumbing's growing footprint must be protected.

Implementation step	Responsible role / concrete output
Complete a two-site crawl and baseline	SEO: all live URLs, canonicals, links, index coverage, service intent and qualified-lead performance after instrumentation.
Approve the destination architecture	Scott + SEO: one primary URL per service/city; preserve HALO pages, useful guides and location assets.
Build and test the redirect map	Web: direct permanent redirects to equivalent final URLs; no chains or mass homepage redirects; preserve relevant copy/metadata.
Coordinate all destinations	Analytics + local + Ads: sitemap/internal links, GSC, eligible GBP/citations, affected ad URLs, calls and booking.
Launch with monitoring and rollback plan	Web + SEO: backups, ownership, baseline export, URL tests and daily initial checks; maintain old domain and redirect infrastructure.

Benefit, complexity and dependencies

Expected benefit: Focus company authority and content maintenance while retaining service-specific reporting and customer relevance. **Complexity:** High: structural web, SEO, tracking and operational coordination. **Dependencies:** Complete mapping, functioning destination pages, owner access, reliable leads, GBP eligibility and a staged launch window.

Acceptance and KPI

Every valuable source has a relevant tested destination, every lead route works, and post-launch comparisons use the same service intent and measurement definition. **Monitor:** Mapped URL status; indexed target pages; old/new service-query clicks; qualified organic plumbing leads; booked jobs and referral continuity.

Execution guardrail

If keeping separate, require 90 days of clean qualified-lead evidence, a credible independent entity purpose and a maintenance/link plan. No guaranteed migration uplift or review transfer is promised. Do not delete the plumbing GBP or abandon the old domain simply because content moves.

Source: implementation recommendations derived from the evidence in this Blueprint | baseline collected Sep 30, 2026. Benefits are strategic expectations, not forecasts.

3-6 months: earn credible authority and monitor AI

3-6 MONTHS | OPTIMIZATION / MEDIUM IMPACT

Finding and evidence

The link profile contains concentrated sponsorship links and low-value plumbing sources; AI visibility is variable. Heating has 1,395 reported links from one homebuilders domain. Plumbing sampled sources include domain-report and PBN promotion pages. One live AI answer cites the main site.

Implementation step	Responsible role / concrete output
Review meaningful links and contracts	SEO + Scott: inspect sources and any existing link-building arrangements; record genuine relationships and unexplained promotional links.
Strengthen existing local relationships	Partnership owner: accurate chamber, homebuilders, manufacturer and trade-partner profiles with useful service/project information.
Create earned proof assets	Content + technicians: original projects, service decision guides and locally relevant expertise that partners can reference.
Run a fixed monthly AI panel	Marketing: same customer questions, models, location settings and recorded citations; compare bounded observations only.
Measure real outcomes	Analytics: referral and AI visits, qualified leads and booked work; connect useful mentions to business evidence where possible.

Benefit, complexity and dependencies

Expected benefit: Build trustworthy corroboration for local, organic and generative discovery without buying undifferentiated link volume. **Complexity:** Medium sustained relationship/editorial work; low technical effort after tracking. **Dependencies:** Approved domain direction, verified business facts, real partnerships, content evidence and clean attribution.

Acceptance and KPI

Each outreach or listing opportunity is relevant to Woodward's customers and supported by accurate facts. AI records retain the exact prompt, date, model and source URLs. **Monitor:** Relevant referring domains; preserved high-value links; qualified referral leads; observed AI citations within the fixed panel; factual consistency.

Execution guardrail

Do not infer purchased links from a spam score or promotional anchor alone. Do not disavow automatically. AI can mention Woodward while misstating review counts; verify facts independently. This work should follow control, tracking and conversion fixes rather than delaying them.

Source: implementation recommendations derived from the evidence in this Blueprint | baseline collected Sep 30, 2026. Benefits are strategic expectations, not forecasts.

Longer term: manage booked outcomes, not channel totals

LONGER TERM | OPTIMIZATION / MEDIUM IMPACT

Finding and evidence

The current data cannot establish job revenue, margin or incremental return from every channel. GA4 revenue is zero in the exports and Ads values behave like lead counts. Brand, non-brand, service and location mixes materially change reported efficiency.

Implementation step	Responsible role / concrete output
Build a monthly owner scorecard	Analytics + operations: spend, unique qualified inquiries, booked jobs, completed jobs, revenue and contribution by trade/location/channel.
Keep definitions and change logs	Marketing: measurement version, conversion action roles, domain/CTA changes and comparable periods.
Review spend against service economics	Scott + Ads owner: booked CPA, capacity, cancellation rate, average job contribution and response times before scaling.
Recheck local and technical health	SEO/local: fixed commercial SERPs, complete grids, index coverage, redirect health, profile identity and valuable citations.
Verify resilience quarterly	Operations: account recovery, renewals, lead/data exports, phone porting and integration ownership.

Benefit, complexity and dependencies

Expected benefit: Create a repeatable decision system that aligns marketing with service capacity and actual completed work. **Complexity:** Medium recurring reporting and operations effort; initial CRM integration may be high. **Dependencies:** Reliable lead IDs, booking/invoice linkage, service economics, owner access and a stable measurement specification.

Acceptance and KPI

Scott can trace each headline number to a consistent source and understand whether a change improved business outcomes or merely changed reporting. **Monitor:** Booked and completed-job CPA; gross contribution after marketing; lead response and booking rates; service/city demand; recovery readiness.

Execution guardrail

Do not add GA4 key events to Ads conversions, or sum users across city/browser reports. Do not confuse one-time rank snapshots with market share. Set financial targets from Woodward's actual margins and capacity; this Blueprint does not invent break-even CPA, revenue or ROAS.

Source: implementation recommendations derived from the evidence in this Blueprint | baseline collected Sep 30, 2026. Benefits are strategic expectations, not forecasts.

Source register and unfinished evidence

This Blueprint is defensible within its stated coverage; several checks need direct exports or authenticated tools.

Source set	Record / collection	Evidence covered
Uploaded first-party CSVs	28 GSC + 9 heating GA4	Dimensions and dates stated on each analysis page.
Google Ads via Revved MCP	8058682394; service-account read-only	288 campaign rows; device/day totals reconcile; 500-row bounded terms.
DataForSEO via Revved MCP	Sep 30, 2026	Public profiles, localized organic/Maps, backlinks, keyword ideas and AI.
Live sites / concept	woodwardheating.com; woodwardplumbing.com; revved-template6.vibepreview.app	Desktop DOM and booking/form inspection; concept screenshot.
Public business records	BBB, local chamber, homebuilders, HomeAdvisor, Manta and trade references	Citation corroboration; cached entries treated as unverified current status.

Verification URLs

Google profiles: <https://www.google.com/maps?cid=17280927573904869310> (Salem);
<https://www.google.com/maps?cid=9313393147977712594> (Eugene);
<https://www.google.com/maps?cid=17001060369978497196> (plumbing).

BBB: <https://www.bbb.org/us/or/salem/profile/heating-and-air-conditioning/doug-woodward-heating-inc-1296-75006770>

HomeAdvisor: <https://www.homeadvisor.com/rated.WoodwardHeating.20529223.html>

Main-site primary service sample: <https://woodwardheating.com/air-conditioning-repair/>

Plumbing sample: <https://woodwardplumbing.com/water-heater-repair-salem-or/>

What remains unmeasured

Full crawl/index coverage, robots/sitemaps, field Core Web Vitals, real-device mobile QA, GBP ownership/eligibility and private performance, review velocity/responses, complete rank grids, Bing/Apple/Yelp listing verification, Ads match types/negative/geo/hour data, conversion-action outcomes, CRM deduplication and job economics.

Specific connector failures affected summary/audit queries, keyword/negative and geography selections, and review task retrieval. Account access itself works. No privacy-suppression claim is inferred from those failures. Historical AI mention filters returned no matches, while a controlled live answer mentioned Woodward. Neither result establishes a universal AI visibility rate.