

FERVOR

Conversion intelligence for home service contractors

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THE CONTRACTOR CRO INDEX ·

Digital State of the HVAC Industry.

A Fervor Grade Framework audit of 104 HVAC contractor websites across the US and Canada. 100 points across six categories, graded A through F



65.32

Mean Fervor Score

INDUSTRY AVERAGE

1 of 104

Brands earning an A

SCORE 90 OR ABOVE

61%

Brands earning a D or F

SCORE BELOW 70



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BY THE AUTHOR

Nenyi Keborku.

Founder & CRO Strategist . Fervor Studio . Calgary, AB

Bachelor of Interaction Design (Sheridan College). Business Marketing Diploma (George Brown College). Author of the 2026 State of the Industry reports for roofing, HVAC, and remodeling. Runs Fervor Studio, a CRO and web design studio for home-service contractors.

Reach out at nenyi@fervorstudio.ca or read more at fervorstudio.ca/nenyi-keborku/.

Report context

Sample size	104 hvac contractor websites
Geography	United States and Canada
Data collection window	2026-04-15 to 2026-05-12
Instruments	axe-core 4.10.2 (WCAG 2.1 AA), Google Lighthouse 13.3.0 (mobile)
Scoring rubric	Fervor Grade Framework. 100 points across six categories.
Published	2026-05-21

Self-consistency verified

Every percentage and count in this report is re-derived from the per-brand evidence captures at build time. A five-gate verifier refuses to ship the report if any rendered number drifts more than one percentage point from the canonical field, or if the score JSON cites only a single evidence source when the per-brand evidence directory contains non-empty DOM facts, accessibility, CTA, or architecture artifacts.

HIGHLIGHTS

Five findings from the 2026 HVAC trade sample.

Every number anchors to a real measurement. Captured at scale, scored on one framework, audited by a five-gate verifier before publication.

65.32

MEAN FERVOR SCORE

63 of 104 hvac brands graded D or F. 12 graded B or better.

74%

PHONE IN PERSISTENT HEADER

The strongest-adoption conversion signal in the HVAC trade. Three quarters of sites get the phone-first basics right.

8.35s

MEAN MOBILE LCP

Google's "good" threshold is 2.5 seconds. The trade sits beyond that on average across the sample.

64.4%

CRITICAL WCAG 2.1 AA

axe-core 4.10.2 flagged at least one critical violation in this share of brands. Overlay widgets do not satisfy ADA Title III.

67.3%

MAINTENANCE PLAN / TUNE-UP NAMED

The most reliable recurring-revenue path in the trade. About two-thirds of HVAC sites surface a named plan.

Source: Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands). Data captured 2026-04-15 to 2026-05-12.

METHODOLOGY

How the framework works.

The Fervor Grade Framework is a 100-point rubric. Six categories, weighted by their influence on lead generation. Each Site Inspection produces a Base Score from the rubric, then any documented Grade Adjustments are applied, then an Adjusted Score lands on the brand's record. That Adjusted Score is the Fervor Score reported here. Score maps to a letter Grade using standard school grading thresholds: A is 90 and above, B is 80 to 89, C is 70 to 79, D is 60 to 69, F is below 60.

Category	Max points	% of total
First Impression	20	20%
Trust & Credibility	22	22%
Lead Capture	20	20%
Mobile Experience	15	15%
Content & SEO	15	15%
Accessibility	8	8%
Total	100	100%

Sample and geography

Final sample: n = 104. HVAC contractor websites across the United States and Canada. Field work ran 2026-04-15 to 2026-05-12.

What the score uses

Every brand was inspected the same way. Screenshot capture across mobile and desktop viewports. Structured DOM extraction for facts a reviewer can verify, schema.org JSON-LD types, form counts, contact channels, navigation structure. axe-core 4.10.2 for accessibility, against WCAG 2.1 AA. And Google Lighthouse 13.3.0 for Core Web Vitals on a mobile profile. Rubric scoring is anchored to evidence files. Pure opinion doesn't move the score.

What the score doesn't use

Live conversion rate from analytics. Paid-traffic landing-page performance. A/B-test variants. Off-page SEO. Per-brand revenue. The Revenue Loss Estimate is a trade-comparability model, not a balance-sheet figure.

Accessibility overlays don't count toward the score

Third-party overlay widgets (AccessiBe, UserWay, EqualWeb, AudioEye, Recite Me, and similar) aren't credited toward a brand's accessibility score, even when present. This aligns with the WebAIM Overlay Fact Sheet, DOJ guidance, and U.S. case law in the Robles v. Domino's lineage. Overlays are opt-in by default, so most visitors never activate them. axe-core measures the DOM at page load, which is what a visitor encounters.

Source: Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands)

Source: axe-core 4.10.2 (WCAG 2.1 AA), Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands)

Source: Google Lighthouse 13.3.0 (mobile), Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands)

Hvac Contractor Website Performance: Comprehensive State of the Industry 2026

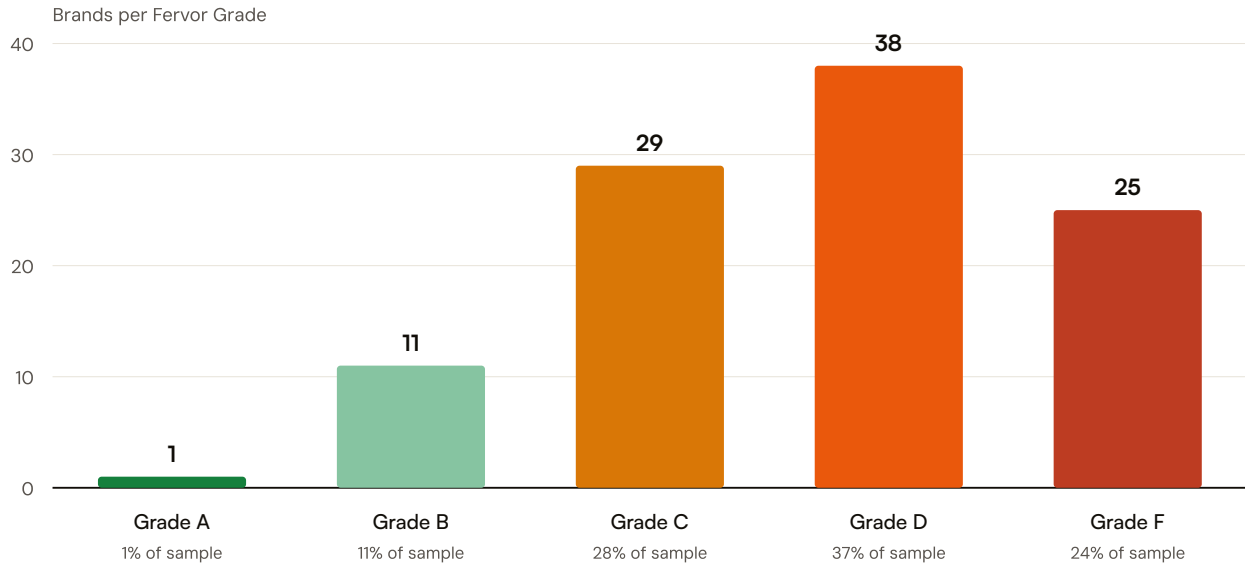
The Contractor CRO Index, Published by Fervor Studio.

This is the comprehensive report. Every signal mined from every captured page across every brand in the sample, organized for citation by trade press, associations, industry analysts, and contractors evaluating their own infrastructure. Methodology is fully reproducible; raw evidence files are preserved per brand.

1. Executive summary

Figure 1

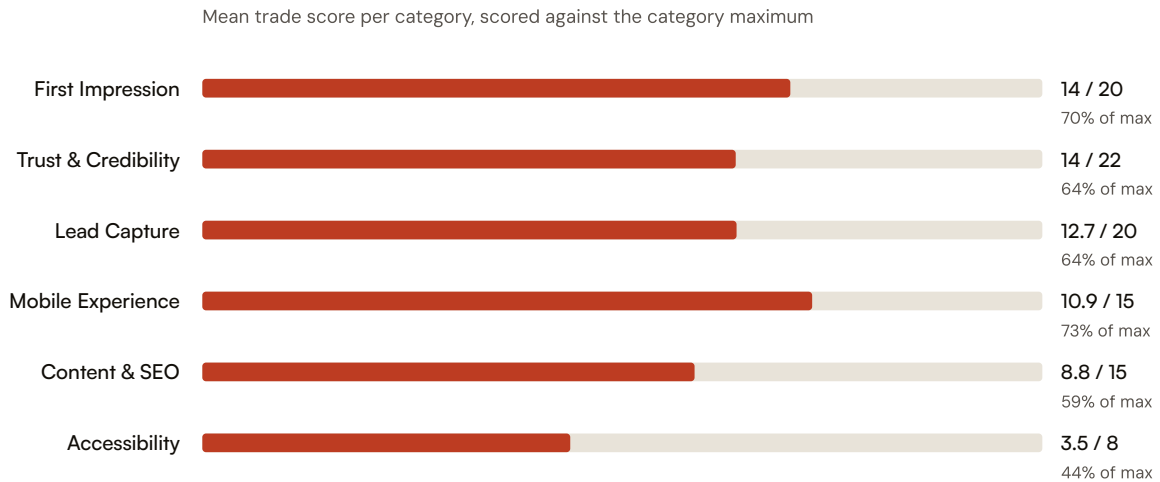
Fervor Grade distribution across the 2026 HVAC sample



Source: Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands). Data captured 2026-04-15 to 2026-05-12.

Figure 2

Six-category mean performance



Source: Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands). Data captured 2026-04-15 to 2026-05-12.

We conducted independent **Site Inspections** of **104 hvac contractor websites** during April-May 2026, evaluating each against the **Fervor Grade Framework**, a 100-point, 6-category rubric covering

First Impression, Trust & Credibility, Lead Capture, Mobile Experience, Content & SEO, and Accessibility.

The sample's aggregate **Fervor Score** is **65.32** (median 65.0, range 31-90). On the **standard school grading scale** the Fervor Grade Framework uses:

Fervor Grade	Score range	Brands	% of sample
A, Honors	90+	1	1.0%
B, Passing	80-89	11	10.6%
C, Conditional	70-79	29	27.9%
D, Probation	60-69	38	36.5%
F, Condemned	<60	25	24.0%

Headline findings (each citable in isolation, each backed by mechanical measurement):

- **11.23 seconds:** mean mobile Largest Contentful Paint across the sample. Google considers anything over 4 seconds "poor."
- **15.0%:** brands missing a meta description on their homepage.
- **89.0%:** brands with any JSON-LD structured data markup (the signal that feeds AI Overviews + rich snippets).
- **1.0%:** brands with any detectable AI-integration signal.
- **2.0%:** brands running any pop-up / exit-intent vendor.
- **52.0%:** brands running any advertising retargeting pixel.
- **35.6%:** brands with **zero** critical accessibility violations under WCAG 2.1 AA.

2. Methodology

Each brand went through a hands-on Site Inspection. We captured full-page screenshots at desktop and mobile width across every page our crawler could find. We read each page's underlying structure, forms, the structured markup Google uses to build rich results, phone and email links, social-media links, manufacturer badges, review widgets, chat widgets, common body-copy patterns. We ran axe-core 4.10.2 against WCAG 2.1 AA to check accessibility. And we measured Core Web Vitals using Google Lighthouse. Then we scored what we captured against the Fervor Grade™ rubric, 100 points across six categories, and produced three numbers for each brand: a Base Score (what the rubric returned),

Grade Adjustments (small corrections we apply where context warrants), and the Adjusted Score, which is the final Fervor Score. That score maps to a Fervor Grade (A through F) on the same letter-grade scale schools use. The averages on this page, means, medians, distributions, are mechanical and reproducible. Per-brand callouts aren't included in this public report; they're still in the integrity-review queue and live on each brand's individual report page.

Evidence layers captured per brand

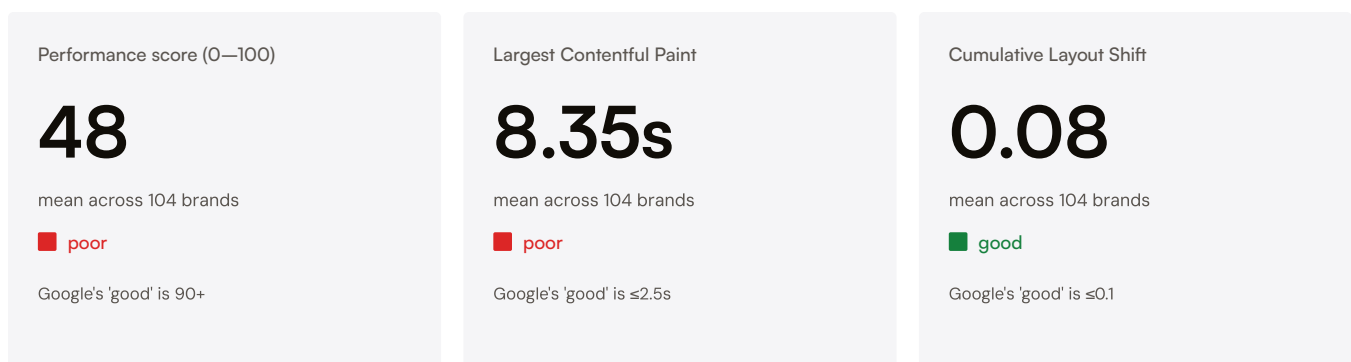
Layer	Tool	Per-brand artifacts
Visual	Crawl4AI + playwright-stealth	Screenshots at desktop + mobile, multiple render states, every page in URL discovery
Structural DOM	Custom JS extraction injected during Crawl4AI capture	dom_facts/*.json (schema, tel/mailto, forms, social, credentials, review widgets, chat widget, body-text patterns)
Raw markup	Crawl4AI HTML capture	html/*.html , every page x viewport
Accessibility	axe-core 4.10.2, WCAG 2.1 AA	a11y/*.json per-page violation lists
Performance	Google Lighthouse 13.3.0	lighthouse/home_lh_{mobile,desktop}.json , categories + ~150 audits
Architecture	Custom signal detection	architecture.json (standard / single_page_brochure / quiz / chat-widget conversion / etc.)
Conversion paths	Headless click-through automation	cta_clickthrough.json , every CTA on every page, destination URL captured
Rubric scoring	Session D (sealed-prompt scoring)	score.json , Fervor Score, Fervor Grade, evidence_citations

Comprehensive evidence mining via parallel multiprocessing across the full sample. Each brand's complete HTML capture (every page x viewport), every DOM-facts JSON, every axe-core JSON, every Lighthouse JSON, and every screenshot file is read and analyzed. Vendor pattern matching scans all pages (not just homepage), giving better coverage for tools loaded only on specific pages (contact

forms, scheduling embeds, etc.). False-positive/negative caveats apply: patterns can fire on legacy code and may miss vendors loaded via opaque tag managers. Coverage: 100/104 brands had at least one captured HTML file (96.2%).

3. Performance: Google Core Web Vitals

Figure 3
Mobile Core Web Vitals across the sample



Google Lighthouse 13.3.0, mobile profile, mean across the sample.

Source: Google Lighthouse 13.3.0 (mobile), Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands). Data captured 2026-04-15 to 2026-05-12.

Independent measurement via Google Lighthouse 13.3.0, run sequentially (one Chrome at a time) for research-grade measurement integrity.

Largest Contentful Paint (LCP)

The time it takes for the page’s main content to render. Google’s thresholds: ≤2.5s “good”, 2.5–4.0s “needs improvement”, >4.0s “poor.”

	Mobile	Desktop
Mean	8.5 s	2.29 s
Median	6.55 s	1.72 s
Worst observed	26.31 s	10.02 s

Cumulative Layout Shift (CLS)

How much elements move during load. Thresholds: ≤ 0.1 "good", $0.1-0.25$ "needs improvement", > 0.25 "poor."

	Mobile	Desktop
Mean	0.09	0.08
Median	0.01	0.01

Total Blocking Time (TBT), JavaScript execution time

	Mobile (ms)	Desktop (ms)
Mean	3086.29	275.93
Median	1516.5	83.0

Page weight

	Mobile (KB)	Desktop (KB)
Mean	3560.82	4177.52
Median	2551.93	2903.97

Lighthouse Performance Score (composite)

	Mobile	Desktop
Mean	47.49 / 100	75.31 / 100
Median	46 / 100	79 / 100

Estimated savings if Lighthouse opportunities were addressed

These are sample-mean values from Lighthouse's "Opportunities" section, what each brand could save if they remediated the flagged issue.

Opportunity	Mean savings (mobile)
Eliminate render-blocking resources	? ms
Remove unused CSS	7342.76 ms
Remove unused JavaScript	118854.78 ms
Use modern image formats (WebP/AVIF)	? bytes
Enable text compression	? bytes
Efficient cache policy	? ms

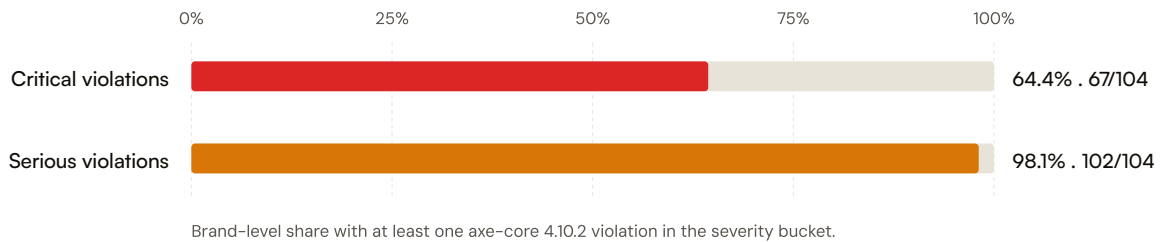
Technical SEO audit-flag adoption

Signal (from Lighthouse mobile audit)	% of sample
Uses HTTPS	96.0%
Has viewport meta tag	0.0%
Indexable (not blocked by robots.txt or noindex)	97.0%

4. Accessibility: comprehensive axe-core analysis

Figure 4

Brands with WCAG 2.1 AA violations, by severity



Source: axe-core 4.10.2 (WCAG 2.1 AA), Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands). Data captured 2026-04-15 to 2026-05-12.

We score each brand’s accessibility on what a visitor actually sees when they land on the page, the default state, no overlays activated. The third-party overlay widgets (AccessiBe, UserWay, EqualWeb, AudioEye, Recite Me, and similar) are NOT credited toward a brand’s accessibility Fervor Score, even when they’re installed. Three reasons. First, the WebAIM team and 700+ accessibility experts published the Overlay Fact Sheet making the same call. Second, U.S. Department of Justice guidance is that overlays don’t satisfy the ADA. And third, U.S. case law (Robles v. Domino’s and the cases that followed) has held that overlays aren’t enough to defend against an accessibility lawsuit. Overlays are also opt-in, most visitors never click the widget, keyboard-only users often can’t reach it before bouncing, and screen-reader users frequently get a worse experience with the overlay turned on.

We also ran a separate overlay census to ground-truth how common they are. On 2026-05-12 we fetched the homepage of every roofing brand in the trade (n=132 at that point) with a Chrome 120 user agent, then looked through the page source for the named overlay vendors (AccessiBe, UserWay, EqualWeb, AudioEye, Recite Me, MaxAccess, Allyable, UsableNet, Level Access). 115 sites returned HTML successfully (87.1%); 17 failed (15 on SSL or network errors, one on HTTP 403, one on HTTP 404). Of the 115 we did scan, 7 brands ran an overlay (5.3% of the trade), 4 AudioEye, 2 UserWay, 1 AccessiBe. Worst case, if every single one of the 16 unscanned in-report brands also carried an overlay, the rate would top out at 17.6%, still a small minority, and still uncredited toward the score.

One footnote on the sample. The overlay census above ran against the sample as it stood on 2026-05-12. The sample published in this report is n=130. The overlay percentages reflect the May 12 sample and haven’t been re-scanned for the current one.

Overlay-census sample vs current sample: the empirical overlay scan above was conducted on 2026-05-12 against the then-current sample. The current published sample (this report) is n=35. Overlay-adoption percentages from the scan are reported relative to the May 12 sample and have not been re-scanned for the current sample.

Severity breakdown

Severity	Count across sample
critical	492
minor	178
moderate	1479
serious	1385

Top 20 most common violation IDs

The actionable sample-wide remediation list. Fix these at the template/theme level and accessibility improves across every page simultaneously.

Rank	Violation ID	Occurrences
1	region	444
2	color-contrast	442
3	link-name	400
4	heading-order	339
5	landmark-unique	258
6	landmark-one-main	201
7	image-alt	137
8	frame-title	131
9	link-in-text-block	93
10	aria-allowed-role	84
11	meta-viewport	84
12	button-name	78
13	page-has-heading-one	60
14	aria-required-children	58
15	listitem	56
16	scrollable-region-focusable	49
17	list	45
18	landmark-complementary-is-top-level	41
19	image-redundant-alt	39
20	empty-heading	38

Brand-level outcomes

- **64.4%** of brands have at least one critical violation
- **35.6%** have zero critical violations
- **98.1%** have at least one serious violation

Violations by page role

Where accessibility violations concentrate per page type:

- **other**: 975 total violations, by severity: {'moderate': 401, 'critical': 148, 'serious': 370, 'minor': 56}
- **location**: 247 total violations, by severity: {'critical': 45, 'moderate': 94, 'serious': 93, 'minor': 15}
- **service**: 553 total violations, by severity: {'minor': 20, 'critical': 61, 'serious': 218, 'moderate': 254}
- **home**: 1044 total violations, by severity: {'minor': 66, 'moderate': 413, 'critical': 140, 'serious': 425}
- **contact**: 715 total violations, by severity: {'serious': 279, 'moderate': 317, 'critical': 98, 'minor': 21}

5. SEO infrastructure (homepage)

Title tag

- Brands with a title tag: **98.0%**
- Median title length: **61 chars** (Google truncates around 60)
- Brands with titles exceeding 60 chars (truncated in SERPs): **53.0%**
- Brands with titles under 30 chars (underutilizing SERP slot): **7.0%**

Meta description

- Brands with a meta description: **85.0%**
- Brands MISSING meta description: **15.0%**
- Median description length: **146 chars** (Google truncates around 160)
- Brands with descriptions exceeding 160 chars: **22.0%**

Technical SEO meta adoption

Signal	Brands with it
Canonical URL declared	93.0%
Viewport meta tag (mobile-ready)	100.0%
Open Graph fully implemented (all 6 fields: title/description/image/url/type/site_name)	38.0%
Open Graph partially implemented	42.0%
Twitter Card declared	75.0%
hreflang (multilingual)	1.0%
Favicon present	90.0%
Robots noindex (intentionally de-indexed)	3.0%

Heading structure (homepage)

- Brands with at least one H1 on the homepage: **93.0%**
- Brands with zero H1 on the homepage (no clear page topic): **7.0%**
- Brands with multiple H1s anywhere across captured pages (any-page aggregation): **92.0%**
- Brands with multiple H1s on the homepage specifically: PENDING, fervor-studio evidence verifier reproduces only 29 of the 104 HVAC sample brands (sample definition opaque). The 29-brand subsample shows 3.4% but is NOT publishable without a full 104-brand re-aggregation.
- Brands with proper H1→H2→H3 hierarchy: **61.0%**
- Median first-H1 length: **44 chars**

Image optimization, site-wide (all captured pages)

- Mean images per brand (across captured pages): **279.0**
- Median images per brand: **183**

Signal	Mean across sample	Brands at threshold
Alt-text coverage	93.4% of images	44.0% of brands at 100% / 1.0% at 0%
Lazy-loading	33.7% of images	,
Modern formats (WebP/AVIF)	11.5% of images	51.0% using ANY modern format
Responsive srcset	889.0% of images	,

6. Structured data adoption (schema.org JSON-LD)

JSON-LD structured data feeds AI Overviews, rich snippets, and LLM-driven search. Brands without it are effectively invisible to the next generation of search.

- **89.0%** of brands have at least some JSON-LD schema markup.
- Median schema blocks per brand: **8**

Schema @type breakdown

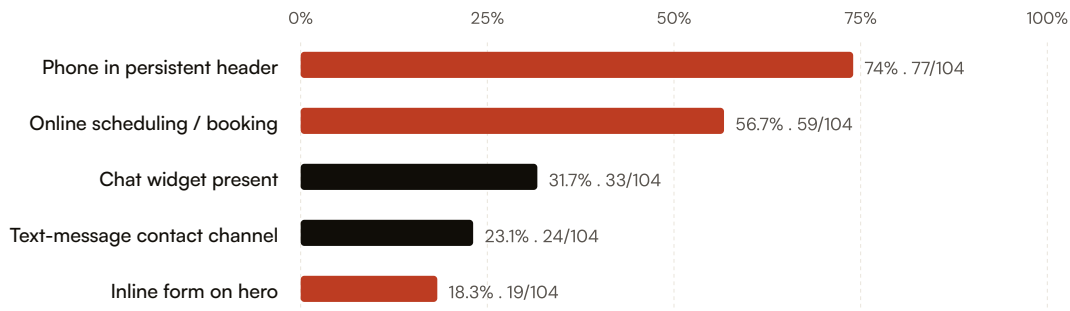
Schema @type	Brands using	% of sample
HVACBusiness	22	22.0%
Organization	17	17.0%
WebSite	16	16.0%
LocalBusiness	15	15.0%
FAQPage	13	13.0%
Product	13	13.0%
Service	7	7.0%
BreadcrumbList	6	6.0%
Plumber	5	5.0%
WebPage	5	5.0%
HomeAndConstructionBusiness	4	4.0%
Electrician	3	3.0%
UserReview	2	2.0%
Residential Heating Replacement, Duct Cleaning and Residential Heating Maintenance Services	1	1.0%
Webpage	1	1.0%
Website	1	1.0%
UserCheckins	1	1.0%
Review	1	1.0%

Schema @type	Brands using	% of sample
ContactPage	1	1.0%

7. Conversion infrastructure

Figure 5

Conversion-infrastructure adoption across the sample



Source: Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands). Data captured 2026-04-15 to 2026-05-12.

Phone visibility

- Mean tel: links per brand (across captured pages): **6.05**
- Median: **2**

Form architecture

- Mean conversion forms per brand: **7.46**
- Median: **6**
- **Multi-step / wizard forms detected: 1.0%** of sample (detected via Gravity Forms, WPForms, Elementor multi-step, or generic step-form/wizard markers)

Chat widget adoption

- **31.7%** of brands have any chat widget present

Social platform presence

Platform	Brands	% of sample
facebook	86	86.0%
instagram	55	55.0%
google_maps	50	50.0%
youtube	48	48.0%
twitter	44	44.0%
linkedin	32	32.0%
bbb	19	19.0%
pinterest	9	9.0%
tiktok	8	8.0%
google_business	7	7.0%
yelp	7	7.0%
angies	4	4.0%

Review widget adoption (third-party review platforms embedded)

Review platform	Brands	% of sample
google	5	5.0%
podium	4	4.0%
birdeye	3	3.0%

8. Marketing technology stack

Detected vendor software via pattern matching across captured HTML (script src URLs, namespace identifiers, distinctive class names).

MarTech vendors (analytics, A/B testing, heat mapping, email marketing)

Brands with any MarTech signal: 89.0% (89 brands).

Vendor	Brands	% of sample
Google Analytics / GTM	87	87.0%
Microsoft Clarity	21	21.0%
Hotjar	11	11.0%
Adobe Analytics	7	7.0%
HubSpot Marketing	3	3.0%
VWO	3	3.0%
Mailchimp	2	2.0%
Optimizely	1	1.0%
Crazy Egg	1	1.0%

9. AI integration adoption

This section is split into two strict categories so we don't conflate "AI is on the site" with "the site uses a chat product that *can* enable AI."

9a. Confirmed AI integration

Detection requires one of: a direct LLM API call (OpenAI, Anthropic, Google Gemini), an AI-first chatbot vendor (Ada, ManyChat, Chatfuel, Landbot, Botpress, Kommunicate), or an “AI-powered” / “AI assistant” / “powered by GPT” copy marker visible in body text.

Brands with confirmed AI integration: 1.0% (1 brands).

Vendor	Brands	% of sample
AI-marker copy on site	1	1.0%

9b. Chat platforms with optional AI features

These are general chat platforms (Intercom, Drift, Hubspot Conversations, Tidio, Crisp) that *offer* AI features as add-ons. Detection of the platform alone does **not** prove AI is enabled, most installations are human-staffed chat. Reported separately so the “AI integration” number above doesn’t get inflated by platform adoption.

Brands running a chat platform with optional AI features: 2.0% (2 brands).

Vendor	Brands	% of sample
Tidio (AI is opt-in)	2	2.0%

10. Pop-ups and exit-intent technology

Brands using any pop-up vendor or exit-intent script: 2.0% (2 brands).

Vendor	Brands	% of sample
Exit-intent (vendor-agnostic)	1	1.0%
OptinMonster	1	1.0%

11. Lead capture & CRM tooling

Scheduling tools, CRM platforms, and human-staffed live chat vendors.

Vendor	Brands	% of sample
ServiceTitan	32	32.0%
Podium	4	4.0%
Jobber	1	1.0%
Setmore	1	1.0%
Housecall Pro	1	1.0%
LiveChat	1	1.0%

12. Advertising / retargeting pixels

Brands running any advertising pixel: 52.0% (52 brands).

Vendor	Brands	% of sample
Facebook Pixel	48	48.0%
Bing UET	25	25.0%
Reddit Pixel	5	5.0%
TikTok Pixel	4	4.0%
Google Ads Conversion	3	3.0%
LinkedIn Insight	2	2.0%
Pinterest Tag	2	2.0%
Twitter / X Pixel	1	1.0%

13. Tag managers & data layer

Vendor	Brands	% of sample
Google Tag Manager	67	67.0%
Adobe Launch	7	7.0%
Tealium iQ	3	3.0%

14. Website technology stack

CMS platform

Brands on a detectable CMS: 68.0%. The rest run custom builds or use CMSes outside our pattern catalog.

Vendor	Brands	% of sample
WordPress	63	63.0%
Duda	3	3.0%
Drupal	1	1.0%
Squarespace	1	1.0%
Wix	1	1.0%

Page builder

Visual page-builder plugins (mostly WordPress).

Vendor	Brands	% of sample
Gutenberg Blocks	58	58.0%
Elementor	37	37.0%
Divi	23	23.0%
Oxygen Builder	5	5.0%
WPBakery	4	4.0%
Thrive Architect	2	2.0%
Bricks Builder	1	1.0%
Cornerstone (X)	1	1.0%

JavaScript / CSS frameworks

Vendor	Brands	% of sample
jQuery	65	65.0%
Bootstrap CSS	14	14.0%
Foundation	6	6.0%
Tailwind CSS	4	4.0%
Alpine.js	3	3.0%
Vue.js	2	2.0%
Next.js	2	2.0%
React	1	1.0%

Hosting & CDN

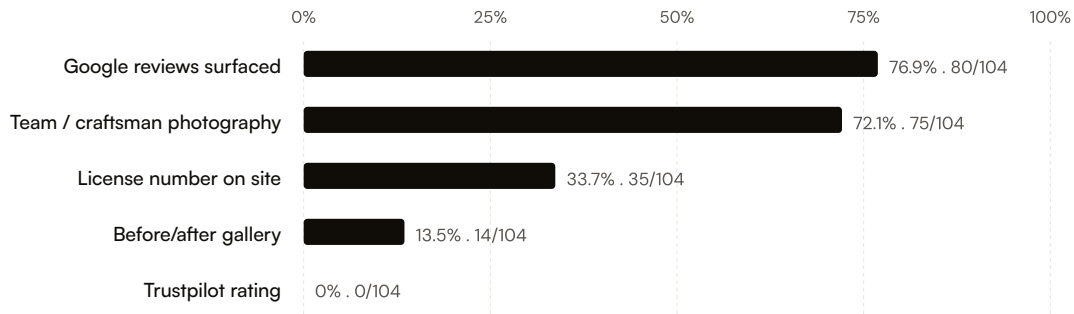
Detected via CDN edge domains in script/style/image references.

Vendor	Brands	% of sample
Google CDN (gstatic)	65	65.0%
Cloudflare	26	26.0%
jsDelivr	12	12.0%
AWS CloudFront	11	11.0%
unpkg	6	6.0%
Vercel	2	2.0%

15. Trust signals (comprehensive)

Figure 6

Trust-signal stack across the sample



Source: Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands). Data captured 2026-04-15 to 2026-05-12.

Beyond manufacturer credentials and basic review surface, the sample displays a wide range of trust markers detectable in body copy.

Trust signal	Brands	% of sample
24/7 service	67	70.2%
Generic financing offered	50	50.0%
Emergency service	47	47.0%
Free estimate / quote	45	45.0%
Years-in-business claim	44	44.0%
Insurance / bonded	41	41.0%
Award, Best of / Top rated	32	32.0%
Same-day service	27	27.0%
Family-owned	27	27.0%
100% satisfaction	26	26.0%
Better Business Bureau A+	14	14.0%
ACCA membership	11	11.0%
NATE certification	8	8.0%
Manufacturer cert, Carrier	7	7.0%
Angi / Angie's List	6	6.0%
Lifetime warranty	6	6.0%
Customer-count claim	5	5.0%
Carrier Factory Authorized Dealer	5	5.0%
Manufacturer cert, Trane	5	33.7%
Multi-year warranty	5	5.0%

Trust signal	Brands	% of sample
License number on site	4	4.0%
Trane Comfort Specialist	4	4.0%
Financing, GreenSky	3	3.0%
Money-back guarantee	3	3.0%
Rheem Pro Partner	3	3.0%
Veteran-owned	2	2.0%
Mitsubishi Diamond Contractor	2	2.0%
Financing, Wells Fargo	2	2.0%
Financing, Synchrony	2	2.0%
Lennox Premier Dealer	1	1.0%

16. Content architecture

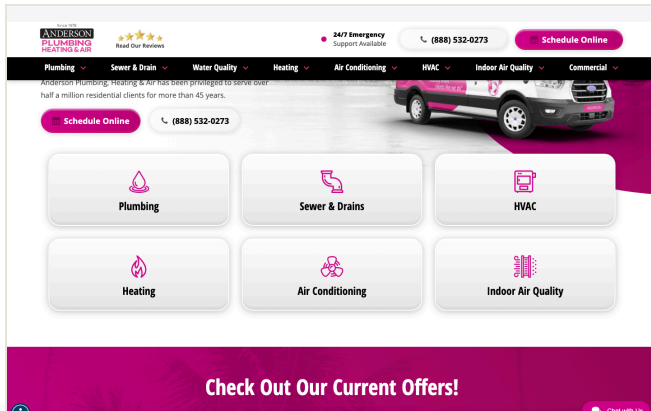
What pages and content types each brand publishes.

Content pattern	Brands	% of sample
Service area listing	60	60.0%
Team / staff page	58	58.0%
Blog or news section	49	49.0%
Financing / Promo page	39	39.0%
FAQ section	37	37.0%
Careers / Hiring page	32	32.0%
Customer testimonials	25	25.0%
YouTube video embed	21	13.5%
Native HTML5 video	14	14.0%
Resource library	11	11.0%
Before/after gallery	6	6.0%
Portfolio / gallery	6	6.0%
Newsletter signup	6	6.0%
Case studies	3	3.0%
Press / Media kit	2	2.0%
Vimeo video embed	2	2.0%

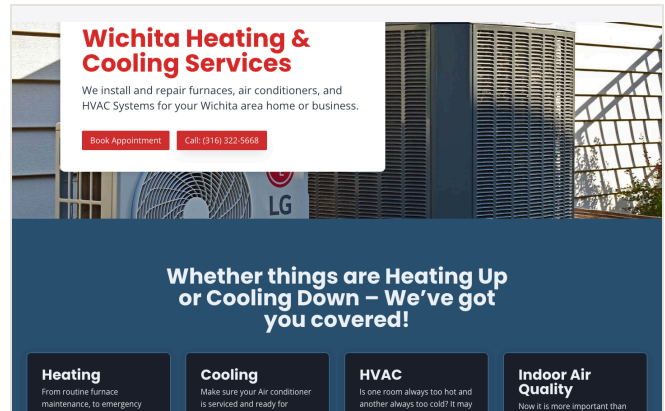
17. Top-quartile vs bottom-quartile structural gap

Figure 7

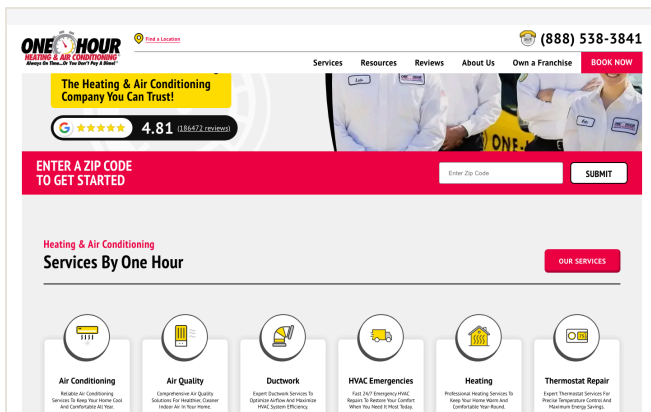
Top First-Impression HVAC homepages, desktop first-load capture



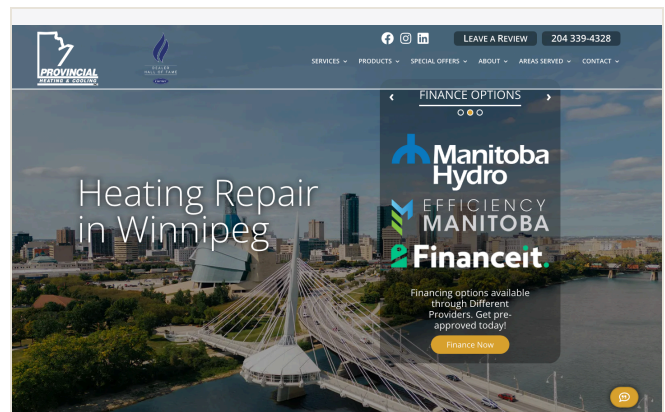
Mobile hero stacks the 4.8 stars / 4,487 reviews badge above the six service tiles with a Chat with Us launcher bottom-right.



Hero eyebrow Your Comfort is Our Top Priority + H1 Wichita Heating & Cooling Services + paired Book Appointment + red Call Us: (316) 322-5668 buttons on first paint.



Desktop home above-the-fold shows the brand wordmark with tagline 'Always On Time. Or You Don't Pay A Dime!'

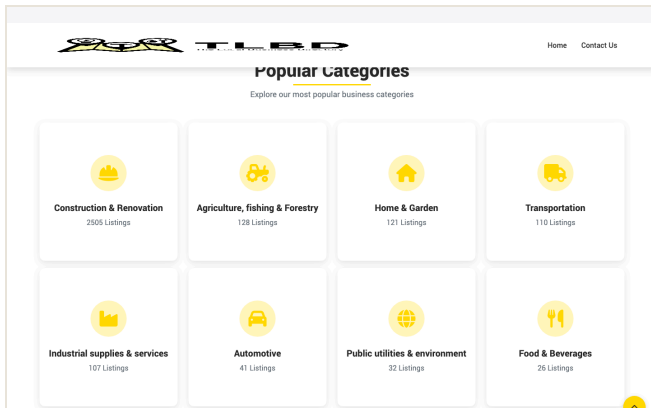


Homepage above-the-fold shows hero copy 'Heating Repair in Winnipeg' alongside a Manitoba Hydro / Efficiency Manitoba / Financit finance carousel and the click-to-call number 204 339-4328 in the header.

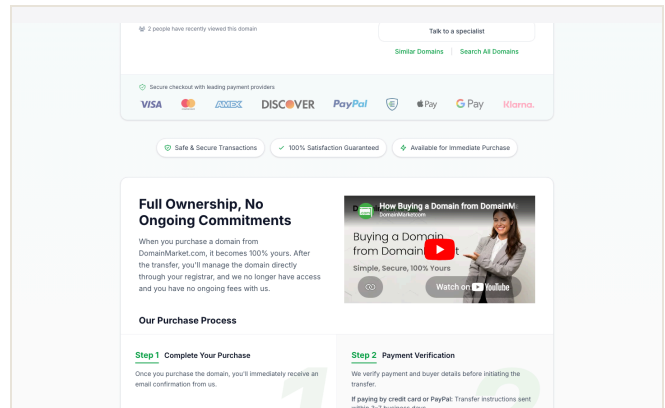
Source: Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands). Data captured 2026-04-15 to 2026-05-12.

Figure 8

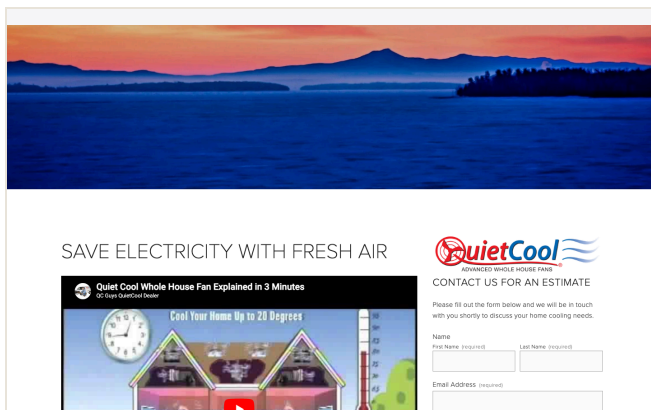
Bottom First-Impression HVAC homepages, desktop first-load capture



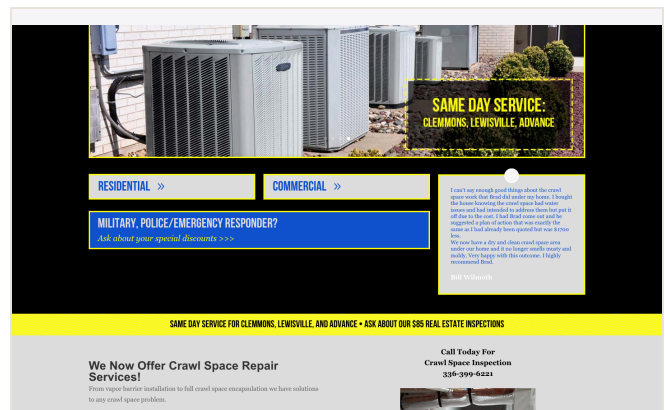
Header shows only 'Home' and 'Contact Us' navigation; hero category absent on first paint; logo lockup compressed.



Above-the-fold capture shows green 'Talk to a specialist' button, 'Similar Domains / Search All Domains' chips, payment-provider logo strip, 'Safe & Secure Transactions / 100% Satisfaction Guaranteed / Available for Immediate Purchase' chip row, DomainMarket explainer video thumbnail, and the heading 'Full Ownership, No Ongoing Commitments'. No HVAC imagery, no service hero.



Above-the-fold view shows 'Save Electricity With Fresh Air' headline, QuietCool authorized-dealer logo, and the 'Contact Us For An Estimate' form panel anchoring the right column.



Homepage opening fold shows the yellow 'Same Day Service' notice strip over an equipment slider, with 'Residential' and 'Commercial' tiles and the 'Military, Police/Emergency Responder?' discount panel below.

Source: Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands). Data captured 2026-04-15 to 2026-05-12.

Top quartile: 26 brands, Fervor Scores 73–90. **Bottom quartile:** 26 brands, Fervor Scores 31–60. **Mean Fervor Score gap:** 27.23 points.

Per-category gap

Category	Top Q mean	Bottom Q mean	Gap
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Lighthouse-metric gap

Metric	Top Q mean	Bottom Q mean	Gap
Lighthouse Performance (mobile)	54.12	47.35	6.77
Largest Contentful Paint mobile (s)	7.83	9.41	-1.58
Cumulative Layout Shift (mobile)	0.04	0.09	-0.05

Evidence-adoption gap

Signal	Top quartile %	Bottom quartile %
any_schema_jsonld_pct	100.0%	73.1%
bbb_accredited_pct	15.4%	3.8%
chat_widget_pct	34.6%	26.9%

18. Modeled market opportunity (Revenue Loss Estimate)

The sample-aggregate Revenue Loss Estimate is a **modeled industry projection**, not a measurement of any specific brand’s actual revenue loss.

The figure

If every hvac brand in this sample lifted to industry-benchmark conversion rates, the modeled annual opportunity totals approximately **\$1.9B** (\$143.7M - \$3.7B).

Methodology

Per-brand annual RLE = $(\text{benchmark_CVR} - \text{benchmark_CVR} \times \text{Fervor_Score} / 100) \times \text{monthly_visitor_benchmark} \times 0.35 \text{ close_rate} \times \text{trade_benchmark_avg_project_value} \times 12$.

What this figure IS and IS NOT

IS: A market-sizing estimate of addressable revenue opportunity across the sample at benchmark traffic and conversion rates. Methodology-consistent with NRCA, IBISWorld, JCHS, and Verified Market Reports comparative analyses.

IS NOT:

- A measurement of any specific brand’s actual revenue loss
- A comparison-grade metric across brands of different scale (national franchises and small local operators use identical traffic assumptions in the math)
- A substitute for per-brand measurement-based audits using real analytics

Distribution by Fervor Grade

Fervor Grade	Brands	Mean modeled annual RLE
A	1	\$12.3M
B	11	\$14.2M
C	29	\$16.1M
D	38	\$18.9M
F	25	\$23.0M

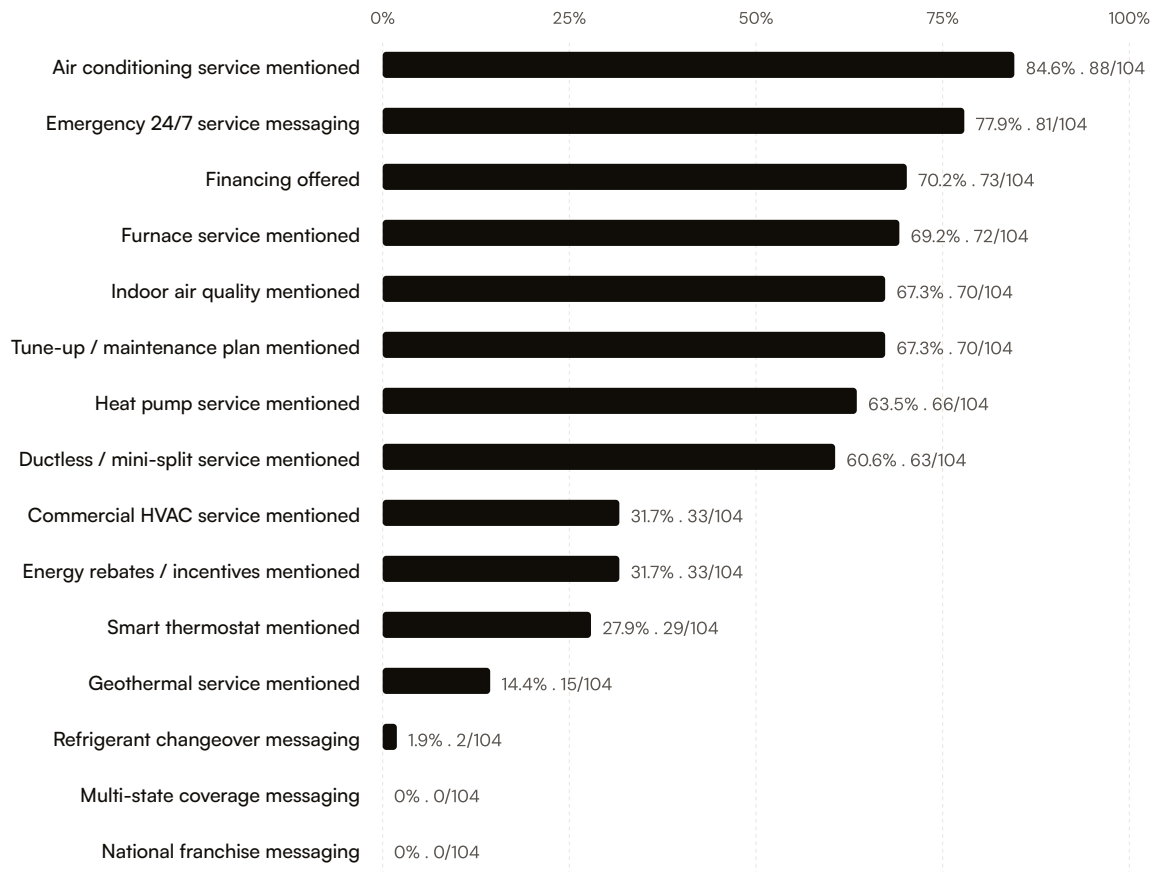
APPENDIX . FIGURES

Additional figures.

Charts not placed inline alongside the trade narrative.

Figure 9

Positioning and messaging-frame adoption



Source: Fervor Studio, Contractor CRO Index 2026 (n=104 HVAC brands). Data captured 2026-04-15 to 2026-05-12.

APPENDIX

Per-brand scores.

The aggregate numbers above describe the full 104-brand hvac sample. The 104 brands listed below are the subset whose Site Inspections have been formally published to the Contractor CRO Index. External readers can verify any chart in this report against the rows here.

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	Atty
1	Anderson Plumbing, Heating & Air andersonplumbingheatingandair.com	90	A	19/20	20/22	17/20	15/15	10/15	6/8
2	Reliable Heating & Air reliableair.com	87	B	18/20	20/22	17/20	14/15	12/15	4/8
3	Vanheat Services vanheatservices.com	84	B	17/20	19/22	17/20	12/15	13/15	4/8
4	BelRed Energy Solutions belred.com	82	B	17/20	19/22	14/20	13/15	11/15	5/8
5	Larry Cook Heating & Cooling larrycookhvac.com	81	B	19/20	17/22	15/20	15/15	9/15	6/8
6	E Dennis Air, Plumbing & Electrical edennisacinc.com	81	B	15/20	16/22	18/20	13/15	11/15	5/8
7	Fire & Ice Heating, Cooling, Plumbing & Electrical indoortemp.com	81	B	17/20	19/22	15/20	13/15	12/15	4/8
8	Peterman Brothers petermanhvac.com	81	B	15/20	19/22	16/20	12/15	11/15	4/8
9	One Hour Heating & Air Conditioning onehourheatandair.com	80	B	19/20	19/22	18/20	13/15	9/15	1/8
10	Provincial Heating & Cooling provincialheating.ca	80	B	19/20	18/22	16/20	14/15	9/15	3/8
11	Bonfe Home Services bonfe.com	80	B	16/20	18/22	15/20	12/15	11/15	3/8
12	MGP Mechanical mgpmechanical.com	80	B	16/20	18/22	16/20	11/15	11/15	4/8
13	Parker & Sons parkerandsons.com	80	B	16/20	19/22	13/20	13/15	12/15	4/8
14	Ragsdale Heating, Air, Plumbing & Electrical ragsdaleair.com	80	B	15/20	20/22	15/20	12/15	12/15	5/8
15	Hoffmann Brothers hoffmannbros.com	78	C	16/20	17/22	13/20	13/15	12/15	6/8
16	Knowles Mechanical knowlesmechanical.com	78	C	18/20	14/22	16/20	13/15	12/15	3/8
17	Lynn's Heating & Cooling lynnswinnipeg.ca	76	C	18/20	17/22	14/20	13/15	9/15	4/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
18	669 Heat 669-heat.com	76	C	16/20	18/22	13/20	12/15	11/15	1/8
19	A.J. LeBlanc Heating leblanchvac.com	76	C	14/20	19/22	13/20	11/15	11/15	6/8
20	Michael & Son Services michaelandson.com	76	C	16/20	17/22	13/20	11/15	11/15	6/8
21	Bell Cow Services bellcowservices.com	75	C	19/20	13/22	17/20	14/15	8/15	3/8
22	Jarboe's Plumbing, Heating & Cooling jarboes.com	75	C	19/20	17/22	19/20	15/15	9/15	5/8
23	Morris-Jenkins morrisjenkins.com	75	C	17/20	17/22	15/20	11/15	11/15	0/8
24	Snyder Air Conditioning snyderac.com	75	C	15/20	17/22	14/20	12/15	10/15	4/8
25	Atomic Plumbing & HVAC atomicplumbing.com	74	C	17/20	16/22	16/20	14/15	9/15	1/8
26	Comfort Systems of Montana comfortsystemsofmt.com	74	C	16/20	17/22	15/20	11/15	11/15	4/8
27	Breathe Easy Heating and Air Conditioning beheating.ca	74	C	18/20	17/22	13/20	13/15	8/15	4/8
28	Baker Brothers Plumbing, Air & Electric bakerbrothersplumbing.com	74	C	15/20	17/22	14/20	10/15	10/15	5/8
29	F.H. Furr Plumbing, Heating & Air Conditioning fhfurr.com	74	C	16/20	17/22	14/20	11/15	9/15	4/8
30	Atmosphere AC Systems atmosphereac.ca	73	C	16/20	16/22	13/20	13/15	10/15	4/8
31	S&K Mechanical skmechme.com	73	C	15/20	15/22	14/20	13/15	10/15	6/8
32	TE Certified Electrical, Plumbing, Heating & Cooling tecertifiedelectricians.com	73	C	16/20	16/22	14/20	11/15	11/15	2/8
33	Service Champions servicechampions.com	72	C	16/20	18/22	14/20	10/15	11/15	3/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
34	Alsup's Heating and Cooling alsupheatingandcooling.com	72	C	15/20	17/22	17/20	12/15	7/15	4/8
35	AB May abmay.com	72	C	14/20	13/22	14/20	12/15	11/15	4/8
36	Bell Brothers Plumbing, Heating & Air bellbroshvac.com	72	C	15/20	18/22	14/20	9/15	10/15	3/8
37	ARS/Rescue Rooter ars.com	71	C	17/20	16/22	16/20	14/15	7/15	5/8
38	Del-Air Heating, Air Conditioning & Refrigeration delair.com	71	C	15/20	16/22	16/20	10/15	11/15	0/8
39	Holmes Heating holmesheating.com	71	C	15/20	16/22	14/20	12/15	8/15	5/8
40	Western Pacific Heating, Cooling & Airflow westernpacifichvac.com	71	C	14/20	16/22	13/20	11/15	11/15	3/8
41	Northern Plains Plumbing, Heating & A/C northern-plains.com	70	C	17/20	13/22	14/20	14/15	8/15	3/8
42	DUCTZ International ductz.com	70	C	18/20	13/22	14/20	13/15	7/15	4/8
43	Air Source Heating & Cooling airsourcewichita.com	70	C	14/20	16/22	13/20	11/15	10/15	5/8
44	Atlas Butler Heating & Cooling atlasbutler.com	70	C	14/20	16/22	12/20	11/15	10/15	3/8
45	Haley Mechanical haleymechanical.com	70	C	15/20	12/22	11/20	14/15	11/15	4/8
46	Mountain Heating & Cooling mountainheating.com	70	C	15/20	13/22	16/20	12/15	9/15	2/8
47	Horizon Services horizonservices.com	69	D	14/20	10/22	12/20	12/15	9/15	5/8
48	Husky Heating and Air Conditioning huskyair.com	69	D	14/20	17/22	13/20	11/15	9/15	3/8
49	Newfoundland HVAC nfhvac.ca	69	D	15/20	9/22	12/20	12/15	8/15	8/8
50	Northern Climate northernclimatesudbury.com	68	D	17/20	14/22	15/20	11/15	7/15	3/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
51	Adam Mechanical / Adam Home Services adamhomeservices.com	68	D	13/20	16/22	13/20	8/15	10/15	2/8
52	Howard Air howardair.com	68	D	15/20	17/22	12/20	11/15	9/15	2/8
53	Fireweed Home Comfort fireweedhomecomfort.com	67	D	16/20	14/22	12/20	13/15	8/15	4/8
54	Alberta Indoor Comfort albertacleanair.com	67	D	14/20	16/22	12/20	9/15	10/15	4/8
55	Larsen HVAC Services larsenhvac.com	67	D	13/20	14/22	13/20	10/15	9/15	4/8
56	YMC Inc. ymcinc.com	67	D	14/20	15/22	12/20	10/15	9/15	4/8
57	Toronto Refrigeration torontorefrigeration.com	66	D	14/20	11/22	14/20	13/15	10/15	1/8
58	Happy Hiller happyhiller.com	65	D	17/20	16/22	16/20	14/15	7/15	0/8
59	All Year Cooling allyearcooling.com	65	D	16/20	16/22	14/20	6/15	10/15	3/8
60	Campeau Heating campeauheating.com	65	D	13/20	14/22	11/20	11/15	8/15	6/8
61	HVAC Strong Mechanical hvacstrong.ca	65	D	13/20	13/22	13/20	10/15	8/15	7/8
62	NEXGEN Air, Plumbing & Electrical nexgenairandplumbing.com	65	D	15/20	13/22	12/20	11/15	10/15	0/8
63	American Home Water & Air americanhomewater.com	64	D	13/20	16/22	15/20	9/15	8/15	2/8
64	Furnace Family (ATCO) furnacefamily.com	64	D	13/20	14/22	12/20	12/15	8/15	2/8
65	Cost Plus Heating & Air costplusheating.com	63	D	15/20	13/22	11/20	13/15	6/15	5/8
66	Fahnestock Heating, Air, Plumbing & Electric fahnestockhvac.com	63	D	15/20	11/22	15/20	13/15	7/15	1/8
67	Berico Heating, Cooling & Plumbing berico.com	63	D	15/20	11/22	15/20	15/15	6/15	0/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
68	Air Controls hvacbozeman.com	63	D	12/20	12/22	12/20	10/15	9/15	6/8
69	DeepClean NL deepcleannl.com	63	D	13/20	13/22	14/20	9/15	8/15	3/8
70	Husky Heating & Air Conditioning huskyheatingandair.com	63	D	14/20	14/22	13/20	9/15	8/15	5/8
71	Sila Heating, Cooling, Plumbing & Electrical sila.com	63	D	15/20	12/22	11/20	11/15	8/15	6/8
72	Abacus Plumbing, Air Conditioning & Electrical abacusplumbing.com	62	D	13/20	15/22	11/20	9/15	10/15	2/8
73	Springbank Mechanical Systems springbank.com	62	D	14/20	13/22	12/20	10/15	8/15	2/8
74	Spiker HVAC hvacwichtaks.com	61	D	13/20	13/22	13/20	12/15	9/15	2/8
75	Service Experts serviceexperts.com	60	D	13/20	10/22	9/20	12/15	9/15	6/8
76	Hartman Brothers Heating & A/C hartmanbrothers.com	60	D	14/20	13/22	10/20	12/15	8/15	3/8
77	J&R Mechanical Ltd. jrmech77.ca	60	D	14/20	14/22	9/20	11/15	7/15	5/8
78	Ductworks Heating & Air Conditioning ductworks.ca	60	D	14/20	11/22	10/20	12/15	8/15	4/8
79	Constant Home Comfort constanthomecomfort.com	60	D	13/20	11/22	14/20	11/15	5/15	3/8
80	Hannabery HVAC hannabery.com	60	D	11/20	15/22	10/20	10/15	10/15	4/8
81	Holm HVAC holmhvac.com	60	D	14/20	12/22	10/20	10/15	8/15	4/8
82	Hometown Heating & Cooling hometownheatandcool.com	60	D	13/20	12/22	13/20	11/15	9/15	0/8
83	My Service Company myservicecompany.ca	60	D	13/20	9/22	11/20	11/15	8/15	6/8
84	Rocky Mountain Mechanical rmmwy.com	60	D	13/20	11/22	12/20	11/15	8/15	5/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	AllY
85	Direct Energy Services directenergy.com	59	F	14/20	13/22	12/20	10/15	8/15	2/8
86	Newcomb & Company newcombandcompany.com	59	F	14/20	10/22	11/20	14/15	6/15	4/8
87	Border Plumbing, Heating & Electrical borderplumbing.com	58	F	18/20	16/22	15/20	13/15	8/15	1/8
88	One Source Home Service onesourcehomeservice.com	57	F	14/20	12/22	11/20	10/15	9/15	1/8
89	Parker's Heating and Cooling parkersheatingcooling.com	57	F	10/20	9/22	13/20	13/15	6/15	5/8
90	H.A. Thompson & Sons hatandsons.com	56	F	9/20	10/22	12/20	10/15	6/15	7/8
91	Certified Heating & Service Yukon certifiedheatingyukon.com	54	F	13/20	11/22	9/20	11/15	7/15	3/8
92	Down Home HVAC downhomehvac.ca	54	F	11/20	11/22	10/20	9/15	6/15	6/8
93	Noris Heating & Cooling norisheatingandcooling.ca	54	F	14/20	8/22	13/20	14/15	5/15	0/8
94	AKM Air Solutions akmairsolutions.com	53	F	11/20	13/22	11/20	6/15	7/15	4/8
95	Harbour Energy Systems harbourenergy.ca	53	F	11/20	9/22	12/20	9/15	9/15	1/8
96	Brothers Electro Mechanical brothersmech.com	48	F	11/20	12/22	6/20	8/15	6/15	4/8
97	East Side Ventilation eastsideventilation.ca	48	F	11/20	12/22	10/20	8/15	7/15	0/8
98	Comfort Dynamics comfordynamics.com	47	F	13/20	7/22	9/20	8/15	6/15	3/8
99	Mountain Air Mechanical Contractors mountainairmech.com	47	F	10/20	8/22	8/20	11/15	4/15	4/8
100	Steve's Heating Air Conditioning & Sheet Metal stevesheatingandair.com	42	F	9/20	8/22	11/20	7/15	4/15	2/8
101	Sheet Metal Products sheetmetalproducts.com	41	F	6/20	5/22	11/20	11/15	4/15	4/8

#	Brand	Score	Grade	First Imp.	Trust	Lead Cap.	Mobile	SEO	Allly
102	Marshall Heating & Air marshallheatingandair.com	39	F	9/20	7/22	8/20	6/15	6/15	1/8
103	Naturally Cool Vermont naturallycoolvt.com	39	F	8/20	4/22	9/20	8/15	4/15	6/8
104	Narwhal Plumbing & Heating Ltd. thelocalbusinessdirectory.ca	31	F	6/20	4/22	6/20	7/15	4/15	2/8

Source: Fervor Studio, Contractor CRO Index 2026 (n=104 published HVAC Site Inspections). Each row is the brand's most recent published Site Inspection on the Contractor CRO Index.

METHODOLOGY, CITATION, AND CREDITS

Cite as.

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Contact

Nenyi Keborku, Founder & CRO Strategist, Fervor Studio.

Email nenyi@fervorstudio.ca.

Web fervorstudio.ca.

Author page fervorstudio.ca/nenyi-keborku/.