brandrocket

GROWTH PLAN

EXAMPLE PLAN

LCS Heating & Cooling

Paid Media Opportunities & Roadmap

October 23, 2026 • lcsheatingandcooling.com



ACCOUNT SNAPSHOT

INDUSTRY Residential HVAC	BUSINESS MODEL Local Service (Lead Gen)
PLATFORM Webflow	WEBSITE lcsheatingandcooling.com

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1. Your Growth Score

66

out of 100. You're one of the strongest independent HVAC companies in Indianapolis: 1,597 Google reviews at 4.9 stars, a dedicated ad page for every service, and published pricing almost no one else offers. The gaps are all on the same side of the business: the homeowner shopping for a new system.

Each area is rated from what we observed publicly: Strong, Solid, Limited or None. The score averages the eight ratings.

Area	Rating	What We Found
Offer & message	Strong	"$0 Service Call with Repair," family-owned since 2005, 4.9 stars from 1,597 reviews, and a booking form on every ad page.
Competitive ad position	Solid	Offer-led Google ads ($0 service call, $100 off duct cleaning, free thermostat with a new system), similar to what Service Experts and Aire Serv lead with.
Search demand captured	Limited	On 5 money searches we checked, you appeared once: organic #6 for "new furnace cost indianapolis." Not in the Local Services ads on any of them.
Landing page readiness	Solid	A dedicated page per service with booking built in, but phones wait 5-7 seconds on the repair page and up to 26 seconds on the install page.
Reviews	Solid	4.9 from 1,597, ahead of most independents, but behind One Hour (8,242) and Chapman (7,377).
Search visibility	Limited	#1 for your own name. On repair and replacement searches, Yelp, Reddit and larger competitors take the top unpaid spots.
AI search	Solid	Named first for "family-owned HVAC company with great reviews." Not named for "who should I call to replace my furnace."
Social	Solid	Very active (1,054 Instagram posts), with 806 Instagram and 1,495 Facebook followers. No ads seen putting that content in front of new homeowners.

Red Flags

! Your HVAC install ad page takes up to 26 seconds to show its main content on a phone (2 of 3 tests). One 3.1 MB photo makes up 61% of the page. Google's research found 53% of mobile visitors leave a page that takes longer than 3 seconds to load.

2. Your Business & Market

LCS Heating & Cooling is a family-owned HVAC company serving Central Indiana since 2005, founded by Travis and Renee Lucas, at 11929 E 65th St, Indianapolis. It handles heating, cooling, water heaters, mini-splits and indoor air quality, and sells maintenance memberships.

Your Core Promise

"Family-Owned Since 2005" and "4.9 from 1,500+ Google reviews" (your website), with "$0 Service Call with Repair" (your ads)

What You Offer

Service	What It Is	Posted Price
Furnace & AC replacement	Installed systems, from an 80% furnace with AC up to cold-climate dual fuel	$9,600 - $24,000 installed (posted ranges)
Mini-splits	Ductless heating and cooling	$6,000 - $9,000 installed
Repair & diagnostics	Service calls and diagnostics	$129 diagnostic ($99 promo), waived with repair over $399
Tune-ups	Seasonal maintenance visits	$79 - $99 (seasonal promo)
Memberships	Discovery and Horizon maintenance plans	$16.99 / $32.99 a month
Financing	Monthly payments on a new system	From $124 a month (promo)

What Your Site Asks Visitors to Do

Element	What We Found
Ads send people to	A dedicated page per service (heating repair, HVAC install, water heaters, mini-splits and more)
On those pages	A booking form, promotions, and your reviews
Pricing	Published installed ranges and service fees: rare in HVAC, and a trust builder
Tracking	Google Ads, Google Analytics and the Meta pixel are all installed on your ad pages

Who You Are Really Talking To

- You serve two very different buyers: the homeowner with a broken system today (urgent, comparing on speed and trust), and the homeowner planning a replacement (researching prices for weeks, a $10,000+ decision). Today your marketing is built for the first.

3. Competitive Ad Landscape

We looked at who shows up when Indianapolis homeowners search for HVAC help, and what HVAC companies are advertising to them on Google, Facebook and Instagram.

Who Is Advertising Against You

Competitor	Google Ads	Meta Ads	What They Lead With	Threat
One Hour Heating & Air Conditioning (franchise)	Local Services ads on 5 of 5 searches	None seen	"Always on time…or you don't pay a dime!"; 8,242 reviews	High
Dugan Air Heating & Cooling	Local Services ads on 4 of 5 searches	4 active since Oct 7	Family-owned, open 24 hours; Facebook: "new system for as low as $107/mo or 0% for 24 mos."; 1,400 reviews	High
Chapman Heating, Air, Plumbing & Electrical	Search ads; map listings	None seen	Multi-trade; 7,377 reviews	Medium
Complete Comfort Heating, Air & Plumbing	Not seen on our 5 searches	Active	"NEW AC SYSTEM + FREE FURNACE!"	Medium
All Pro Heating, Air and Plumbing	Not seen on our 5 searches	Active	"Upgrade for as Low as $106/Month!"	Medium

Ad activity observed as of October 23, 2026 in public ad libraries and live search results. Ads change daily; "none seen" means none appeared in our checks.

What Their Ads Promise

- A guarantee instead of a price cut. One Hour's top-of-page ad leads with "Always on time…or you don't pay a dime!"
- Free equipment. Complete Comfort: "New AC system + free furnace!"
- A monthly price. All Pro: "Upgrade for as low as $106/month." Dugan Air: "a new system for as low as $107/mo or 0% for 24 mos."
- Family-owned. Dugan Air uses the same message you do, and holds the top spot with fewer reviews (1,400) than you (1,597).

Where the Field Is Open

→ The Local Services ads at the top of every money search are held by One Hour and Dugan Air. Your review count beats Dugan's.

→ Nobody's replacement ads mention published prices. You're one of the few who post them.

→ Your "$124 a month on a new system" and free-thermostat offers aren't running on Facebook or Instagram, where competitors are pitching replacements right now.

→ People researching furnace costs are cheap to reach on Google ($3-$29 a click), and your cost guide already ranks #6.

4. Paid Media Opportunities

How to read this section: it was prepared from public data only, without access to your ad accounts. Search volumes and cost-per-click ranges come from Google's own keyword data for the Indianapolis area, pulled October 23, 2026. Treat costs as directional and confirm them against live account data before committing budget.

Your business is a local, lead-generation service with two very different jobs: fast-turn repairs and big-ticket replacements. Success is measured in booked calls and sold systems, not clicks.

Your Current Ads

Google's public ad library shows 15 of your Search ads in rotation since early 2025. A sample of what they say:

Your Ad	What It Says	Where It Sends People
"$0 Service Call with Repair - $0 Diagnostic Check-Up Fee"	Repair	Your heating repair ad page
"Get $100 off air duct cleaning or $300 off when bundled with an air cleaner"	Air quality	Your ad pages
"Get a free smart thermostat with system replacement"	Replacement	Your HVAC install ad page
"Same Day HVAC Services"	Repair	Your ad pages

These are well-built, offer-led ads sending people to the right page for each service. We saw no Facebook or Instagram ads from you in our checks, even though the Meta pixel on your ad pages is already collecting your visitors. A full read of performance needs access to your ad accounts.

Where You Show Up Today

Channel	What We Found	Checked
Google Search ads	Active, offer-led, 15 ads in rotation	Google ad library, Oct 3, 2026
Google Local Services ads	Not seen on 5 money searches	Oct 23, 2026
Google search results	#1 for your name; #6 for "new furnace cost indianapolis"	Oct 23, 2026
Facebook & Instagram ads	None seen in our checks	Oct 23, 2026
Google reviews	4.9 from 1,597	Oct 23, 2026

Which Platforms Fit

Platform	Fit	Why
Google Local Services	High	Pay per lead, not per click, and the top spot on every money search we checked. Your reviews are your strongest asset there.
Google Search	High	Already working for you. The cheapest untapped piece is replacement research: $3-$29 a click versus $18-$164 for repair.
Facebook & Instagram	High	Competitors are selling replacements there now, and your pixel is already building an audience of your site visitors.
LinkedIn	Low	Not where homeowners choose an HVAC company.

Searches From People Ready to Book

Searches from Indianapolis-area homeowners who need help now. These cost the most because every HVAC company wants them.

Search	Monthly Searches	Est. Cost per Click	Competition
hvac near me	3,600	$18.36 - $96.57	Low
ac repair near me	2,400	$23.02 - $105.00	Low
hvac repair near me	1,000	$17.98 - $91.88	Low
hvac service near me	880	$34.41 - $115.58	Medium
heating and cooling indianapolis	880	$26.65 - $112.88	High
furnace repair near me	720	$26.57 - $132.96	Low
ac repair indianapolis	260	$36.15 - $125.23	Low
hvac company indianapolis	260	$12.42 - $91.98	High
furnace repair indianapolis	210	$38.15 - $104.42	High
hvac repair indianapolis	170	$61.36 - $163.93	High

Bigger, Broader Searches

Homeowners pricing a new system. Fewer searches, but a fraction of the cost per click, and these people are shopping for your biggest job.

Search	Monthly Searches	Est. Cost per Click	Competition
furnace replacement cost	260	$3.81 - $21.83	High
new furnace cost	210	$3.04 - $13.40	Medium
furnace installation cost	170	$3.49 - $28.88	Low
new hvac system cost	70	$2.87 - $12.85	High
new furnace and ac cost	70	$3.61 - $22.58	Medium

The Page Your Ads Would Send People To

We tested the pages your ads send people to. We name what we found; the fixes are part of working together.

Check	What We Found
Heating repair ad page, phone	About 5-7 seconds to show the main content (score 67 out of 100). Desktop: 1.8 seconds.
HVAC install ad page, phone	About 6 seconds on one test and 26 seconds on two (score 40-45 out of 100). Desktop: 1.3 seconds (score 95).
Why the install page is slow	One photo is 3.1 MB, 61% of the whole page.
Homepage, phone	About 5.4 seconds (score 59). Desktop: 1.4 seconds.
What's working	One page per service, a booking form on the page, promotions, and your reviews up front.

Page speed measured with Google's page speed test, two runs each on mobile and desktop, October 23, 2026; shown as a range. Verify anytime at pagespeed.web.dev.

5. Beyond Ads

Ads work best when the rest of your presence backs them up. One finding from each area we checked beyond ads:

Reviews

Your rating matches anyone's. Your review count is ahead of most independents, but the two biggest names have far more:

Company	Google Rating	Reviews
One Hour Heating & Air Conditioning	4.8	8,242
Chapman Heating, Air, Plumbing & Electrical	4.9	7,377
Howald Heating, Air Conditioning & Plumbing	4.9	2,197
LCS Heating & Cooling	4.9	1,597
Dugan Air Heating & Cooling	4.9	about 1,400

The full Market Intelligence Report covers this in depth.

Search Visibility

Where you show up on Google, without paying, for the searches that matter most:

Search	Where You Show Up
lcs heating and cooling	#1, with sitelinks
new furnace cost indianapolis	#6 (your cost guide)
furnace repair indianapolis	Not on page 1
hvac company indianapolis	Only through your Yelp listing
furnace replacement indianapolis	Only through a customer's Reddit post

The full Market Intelligence Report covers this in depth.

AI Search

More homeowners now ask AI assistants who to call. We asked one three questions:

Question	You're Named?
Who is the best HVAC company in Indianapolis?	Yes (2nd)
Which Indianapolis HVAC company should I call to replace my furnace?	No
Is there a family-owned HVAC company in Indianapolis with great reviews?	Yes (1st)

The full Market Intelligence Report covers this in depth.

Social

You post more than almost anyone, but without ads only your existing followers see it:

Account	Followers	Posts
Instagram @lcsheatingandcooling	806	1,054
Facebook @LCSHVAC	1,495	--

The full Market Intelligence Report covers this in depth.

6. Budget & Performance Benchmarks

What You Can Afford to Pay for a New Client

For a local service business, a common rule of thumb is to spend no more than 20-25% of a job's value to win the customer. For a replacement, that's a big number.

Your lowest posted installed system (80% furnace & AC, from $9,600): approximately $9,600 x 20%-25% = a ceiling of approximately $1,920 - $2,400 to win a new client.

That ceiling is per replacement customer. Repair and tune-up customers are worth less up front but feed your memberships, and today's repair customer is often next year's replacement.

Three Ways to Start

Every number below is arithmetic, not a promise: monthly budget divided by an average cost per click of approximately $64.44, then multiplied by a 5% - 8% conversion rate. Source: the cost per click is the search-volume-weighted average of the repair and "near me" searches in Section 4 (Google's own data for the Indianapolis area). The 5%-8% conversion range is our assumption for home services search ads, not a measured figure for your account.

Scenario	Monthly Ad Spend	Where It Goes	Est. Clicks	Est. Inquiries	Est. Cost per Inquiry
Focused	$3,000	Google Search: repair and "near me" searches	47	2 - 4	$805 - $1,289
Growth	$6,000	Google Search: repair, plus replacement-research searches	93	5 - 7	$805 - $1,289
Fuller	$10,000	Google Search, plus Facebook & Instagram replacement offers to your site visitors	155	8 - 12	$805 - $1,289

- Replacement-research searches cost $3-$29 a click, so the Growth and Fuller scenarios will get more clicks than shown here from that share.
- Local Services ads are paid per lead, not per click, so they aren't in this math. Google sets lead prices by market and job type.

7. Strategic Roadmap

If You Only Do One Thing

Get into Google's Local Services ads.
They're the first thing homeowners see on every money search we checked, you pay per lead instead of per click, and they're won largely on reviews. Dugan Air holds them today with fewer reviews than you.

Your Quick Win: Free, and Doable This Week

Shrink the main photo on your HVAC install ad page.
It's 3.1 MB, 61% of the page, and it's the main reason phones wait up to 26 seconds there. It's the page your replacement ads send people to.

Do These First, Ranked by Payoff Against Effort

#	What to Do	Why (What We Found)	Impact	Effort
1	Show replacement offers to the people already visiting your site	Your Meta pixel is collecting them; we saw no ads using it	High	Low

#	What to Do	Why (What We Found)	Impact	Effort
2	Bid on furnace and system cost searches	$3-$29 a click, and your cost guide already ranks #6	High	Low
3	Join Local Services ads	Top of every money search; your 1,597 reviews beat Dugan Air's	High	Medium
4	Run your financing and free-thermostat offers on Facebook & Instagram	Competitors are pitching replacements there now	Medium	Medium
5	Get named for furnace replacement in AI search	AI names Williams, Thiele and Price Point for it, not you	Medium	Medium

What Waiting Costs

! One Hour and Dugan Air hold the Local Services ads on the money searches we checked, the first thing homeowners see.

! Dugan Air ("$107 a month or 0% for 24 months"), Complete Comfort ("free furnace") and All Pro ("$106 a month") are selling replacements on Facebook and Instagram as heating season starts.

! Every phone visitor your replacement ads send to the install page can wait up to 26 seconds.

! When homeowners ask AI who to call for a furnace replacement, it names Williams, Thiele and Price Point.

Landing Pages for Paid Traffic

You already run a dedicated ad page for each service, which is the right setup. The next layer is pages built for the replacement buyer, the homeowner comparing prices for weeks before a $10,000+ decision.

Landing Page	Who It Is For	Why It Converts Better
Furnace Replacement Cost, Indianapolis	Homeowners pricing a new system	Turns your published ranges into a booked estimate
Dual-Fuel and Heat Pump Upgrade	Homeowners weighing efficiency	Your strongest Reddit review is about exactly this install
New System from $124 a Month	Payment-focused buyers	Matches the offers competitors run on Facebook and Instagram
Membership Sign-Up	Repair and tune-up customers	Turns one-time calls into recurring revenue

PageRocket, our landing page studio, builds these: pagerocket.net

8. Custom Pricing

We don't know your current ad budget, so here are our published plans. The fee is set by ad spend per channel, the same on every platform, and each additional channel is $200 off.

Monthly Management

Plan	Monthly Ad Spend	Hands-On Optimization	Our Fee, First Channel
Starter	Up to $6,999 ad spend / channel / month	Up to 7 hours / month	$895 / mo
Most Popular	$7,000 - $14,999 ad spend / channel / month	Up to 10 hours / month	$1,095 / mo
Larger Budgets	$15,000+ ad spend / channel / month	Up to 17 hours / month	$1,795 / mo

- Ad spend goes straight to the platform (Meta, Google), not to us. The fee above is management only.
- Each additional channel is $200 off the plan rate.
- 3-month initial agreement, then month to month.
- Account setup is scoped and quoted before any work starts. No surprises.

One-Time Options

Service	What It Is	Price
Landing page	A done-for-you landing page built for your ads, live in 7-10 days	$1,495

Full published rates: brandrocket.net/rates

9. In Their Words & Next Steps

Three business owners, in their own words, on the results:



“When the pandemic hit, which is when our relationship started, I think we had about 200 to 300 debaters at our debate academy. And now a few years later, we're up to 900 to 1,000 students.”

Pavel Sukhobok | Potomac Debate Academy

Watch the video



“Our inbound leads have more than doubled since before we were working with you.”

Teal Cooper | Co-Founder, VendiBean

Watch the video



“I'd run a Google ad and I would get like a few contacts a month maybe. The biggest breakthrough is going from a few contacts a month to a few contacts a week.”

Jason Beers, PsyD | Owner, Crescent Roots Psychological Services

Watch the video

What the Full Market Intelligence Report Adds

This plan covers part of the research we run for clients. The full report adds:

- A graded audit of your whole website, speed, and tracking.
- What your clients say about you in reviews, in their own words.
- Detailed client profiles with the message that wins each one.
- Search and AI search visibility against your competitors, with the fixes.
- Social media, creative direction, and a full-year marketing calendar.

Your Next Step

Nothing is required. This plan is yours to use however you like. If you'd like to walk through it together, book a free 15-minute call:

brandrocket.net/schedule

Prepared by BrandRocket · October 23, 2026 · Built from public data only, without access to your ad accounts. All estimates are directional and reflect the market as of October 23, 2026. Results depend on execution, market conditions, and targeting.