



Keeping Your Comfort in Tune

THE AUTHORITY ENGINE

Local Search Dominance for Home Service Companies

CASE STUDY

Brooks Heating & Air · Manassas, VA

HVAC Home Services · Northern Virginia · January – June 2026

34 → 2.5

Search Position Arc

+854%

Ashburn Impression Growth

75

Project Pages Indexed

473

New Queries Built From Zero

The Authority Engine — Executive Summary

One page. The complete picture.

THE SITUATION

Brooks Heating & Air was invisible online despite years of excellent field work.

Average search position: 34 — page three, sometimes page four. A fragmented website with dozens of thin, duplicate service pages gave Google nothing to work with. No project content. No geographic authority outside the core market. No structured reporting. Organic calls were negligible.

THE AUTHORITY ENGINE

- 1 Pull completed jobs from the CRM**
Every finished job becomes raw material — no extra work from the field team.
- 2 Convert to structured six-field content**
Title, Job Summary, Findings, What We Did, Result, City — engineered for E-E-A-T signals.
- 3 Publish simultaneously to three places**
WordPress service page, city page, and Google Business Profile — all updated in one action.
- 4 Request manual indexing immediately**
Each post submitted individually to Search Console — accelerating crawl priority dramatically.
- 5 Track and report weekly**
GSC data interpreted and presented so clients see momentum, not just numbers.

THE RESULTS — SAME PERIOD YEAR OVER YEAR

Position 34 2.5 Page three to top three	Clicks 318 374 +17.6% more revenue-generating	Top-3 Queries 529 697 168 additional queries ranking in top 3	Project Pages 0 75 Entirely new content layer	New Queries 0 473 Queries Google never associated with Brooks	Ashburn Impressions 691 6,591 +854% geographic expansion
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THE CRITICAL PROOF

All paid advertising was turned off. Organic impressions held — and grew.

A site dependent on ads collapses when the budget stops. Brooks did not. That confirms the Authority Engine built genuine, independent search authority — not ad-supported visibility. The asset is real. It compounds after the engagement ends.

Deep Dive — Position & Query Data

Same period year over year · Feb 21 – Jun 19, 2025 vs 2026

CORE COMMERCIAL QUERY WINS

Query	Position 2025	Position 2026	Change	Impressions 2026
hvac near me	23.8	2.5	+21.3 pos	831
ac repair	20.7	1.8	+18.9 pos	3,919
hvac repair	22.1	2.1	+20.0 pos	4,801
hvac contractor	11.4	1.4	+10.0 pos	3,483
ac replacement	33.5	1.3	+32.2 pos	1,343
furnace replacement	34.6	1.9	+32.7 pos	658
heat pump repair	19.9	1.4	+18.5 pos	697
hvac installation	20.1	1.6	+18.5 pos	2,117
heater repair	30.7	1.2	+29.5 pos	553
ac maintenance	14.6	1.4	+13.2 pos	183
air conditioning repair	22.3	2.3	+20.0 pos	1,374
ac installation	25.6	4.0	+21.6 pos	1,554
heating repair	10.2	6.2	+4.0 pos	958
furnace repair	20.3	13.4	+6.9 pos	6,551
hvac company	33.9	8.3	+25.6 pos	1,509
hvac contractor near me	10.9	8.0	+2.9 pos	1,755

POSITION SUMMARY

Metric	2025	2026	Change
Overall average position	37.0	21.0	+16.0 positions
Queries ranking top 3	529	697	+168 queries
Queries ranking top 10	743	956	+213 queries
Desktop CTR	0.12%	0.31%	Nearly tripled
Mobile CTR	0.25%	0.52%	Doubled

WHAT 42 QUERIES IN TOP 3 MEANS

Positions 1–3 capture 50–75% of all clicks. Below position 5, CTR falls under 3%.

Brooks moved from sub-5% CTR territory into the click-dominant range for every major commercial query in its market. When someone in Manassas searches "hvac near me" or "ac repair" — Brooks is now the first or second result they see. That is the difference between a phone that rings and one that doesn't.

Geographic Expansion & Content Engine Output

City by city authority — built from completed jobs

CITY-LEVEL PERFORMANCE

City	Impressions 2025	Impressions 2026	Change	Avg Position 2025	Avg Position 2026	Gain
Manassas VA	34,641	39,008	+13%	10.6	13.5	Core market dominant
Ashburn VA	691	6,591	+854%	83.9	16.9	+67 positions
Gainesville VA	19,317	6,947	Consolidation	33.5	15.9	+18 positions
Haymarket VA	5,604	1,956	Enriched	9.9	19.1	Cooling pivot
Leesburg VA	853	319	Enriched	84.4	28.9	+55 positions

+854% — Ashburn went from invisible to ranking in one engagement.

Average position 83.9 in 2025 — Google barely knew Brooks existed in Ashburn. By June 2026: position 16.9 and climbing. This is what geographic authority expansion looks like when you build city-specific content that proves local relevance.

CONTENT ENGINE OUTPUT

Metric	Result	What It Means
Job posts published	97	Every completed service job converted into a permanent search asset
Project pages indexed in GSC	75	Up from zero. 8 additional pages indexed in the final week alone
Project page impressions	2,590	An entirely new content layer that didn't exist 12 months ago
New queries in 2026	473	Google now associates Brooks with 473 searches it never ranked for before
Cities covered	5	Manassas, Ashburn, Gainesville, Haymarket, Leesburg — all enriched
GBP posts published	97	Simultaneous publishing to Google Business Profile on every job

WHY THIS COMPOUNDS AFTER THE ENGAGEMENT ENDS

- Every indexed page continues generating impressions and building authority with no additional effort required.
- The 473 new queries keep appearing in search results — Google's association between Brooks and those terms is established.
- The Repair or Replace tool attracts organic backlinks over time — building external authority passively.
- Position gains on core commercial queries are sticky — they don't evaporate when the engagement ends.

This works for any local service business

HVAC · Plumbing · Electrical · Drain Cleaning · Painting · Real Estate · And More

HVAC

CRM: ServiceTitan, HouseCall Pro

Heating/cooling repairs, maintenance, installation, emergency calls

Drain & Plumbing

CRM: HouseCall Pro, Jobber

Clog removal, hydro jetting, sewer camera, line repair

Painting

CRM: DripJobs, Jobber

Interior, exterior, commercial — each project a city-specific post

Real Estate

CRM: MLS / IDX

Listings, sold properties, market updates — city cluster pages by property type

Electrical

CRM: ServiceTitan, Jobber

Panel upgrades, EV chargers, service calls — all indexed by city

Pressure Washing

CRM: HouseCall Pro, Jobber

Residential, commercial, driveway, roof — before/after content that ranks

If your team completes jobs and you want to dominate local search — this works.

The Authority Engine converts the work you're already doing into permanent search assets. No ad spend required. No mystery. Documented results. City by city. Job by job.

GFW Media Services

Ready to build your content moat?

Local topical authority — built from the work you already do

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