



SAMPLE REVIEW · UNPAID & UNSOLICITED

What We'd Improve American HVAC Inc

Site reviewed: americanhvacinc.com · Prepared by ZenMasterWorks · June 2026

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METHODOLOGY & SCOPE

This is a preview-level review built entirely from publicly available information — the site's content as returned to a standard fetch, the kind search engine crawlers use. No production or staging access was requested or used, and no full browser-based device testing was performed for this unpaid preview. Every finding below was directly observed by fetching the live pages, not inferred from third-party data. This is a small-business website review focused on lost customers and conversions, not an enterprise SEO audit.

FINDINGS

What's costing them customers

HIGH

The “Book Now” and “Schedule a Service” buttons go nowhere

The primary call-to-action buttons across the site — “Book Now” in the header, and “Schedule a Service Now!” on the homepage and contact page — all link to #, which means clicking them does nothing but jump to the top of the page. For a service business where booking a job is the entire point of the website, the single most important action a visitor can take is currently a dead end.

Header “Book Now” + “Schedule a Service Now!” – all href="#"

HIGH

The “Service Area” map is broken on every page

Where an embedded service-area map should appear — on both the homepage and the Contact page — the map element instead points to about:blank, a blank page. A visitor trying to confirm “do they serve my town?” sees nothing load where the map should be.

Homepage + contact-us – “Service Area” map links to about:blank

MEDIUM

The business's own street address is misspelled, sitewide

The footer of every page, and the Contact page's main office block, lists the address as “41829 Albrae Steet, Fremont CA” — “Street” is missing its second “r.” It appears everywhere the address does, and it's exactly the kind of detail that erodes trust for a first-time visitor deciding whether to call.

Sitewide footer + contact page – “Albrae Steet” (should be “Street”)

MEDIUM

The location story is inconsistent across the site

The site markets heavily as a San Jose HVAC company, but the only physical address listed is in Fremont, and the linked Yelp profile is for a “Burlingame” location. None is necessarily wrong, but a visitor comparing the headline, footer, and review link gets three different places — worth reconciling into one clear, consistent location story.

LOW

No meta description on key pages

Neither the homepage nor the Contact page declares a meta description, leaving Google to auto-generate the search snippet — a missed chance for a small local business to control the first sentence a potential customer reads about them.

FOR BALANCE

What's genuinely working

- ✓ A clear, well-organized service and product menu — heating, cooling, air quality, and specific equipment types each have their own real, dedicated pages.
- ✓ Strong, specific trust signals — a prominent phone number on every page, 20+ years in business, 400+ Yelp reviews, and a genuine 24/7 emergency line.
- ✓ An active blog with genuinely useful, recent homeowner-focused content.
- ✓ A complete, current multi-channel presence, with modern WebP images and font-display:swap already in place.

This is the preview. Most of this is a quick fix.

Dead booking buttons, a broken map, a misspelled address — exactly the high-impact, low-effort fixes that turn an existing site into one that actually books jobs. ZenMasterWorks builds and fixes small-business sites on a build-first basis: see the result before you pay a cent.

This review was prepared independently by ZenMasterWorks and is not affiliated with or endorsed by American HVAC Inc.