

Your expertise. A clearer customer journey.

WEBSITE REVIEW + INTERACTIVE REDESIGN + SEARCH & AI PREPARATION



AI-generated illustrative scene. Not company staff, equipment recommendations, or a completed project.

A working proposal, built around the business.

A redesigned homepage, four focused service pages, and a guided request demonstration. This report connects observed website details to testable improvements, primary-source research, and transparent inquiry scenarios.

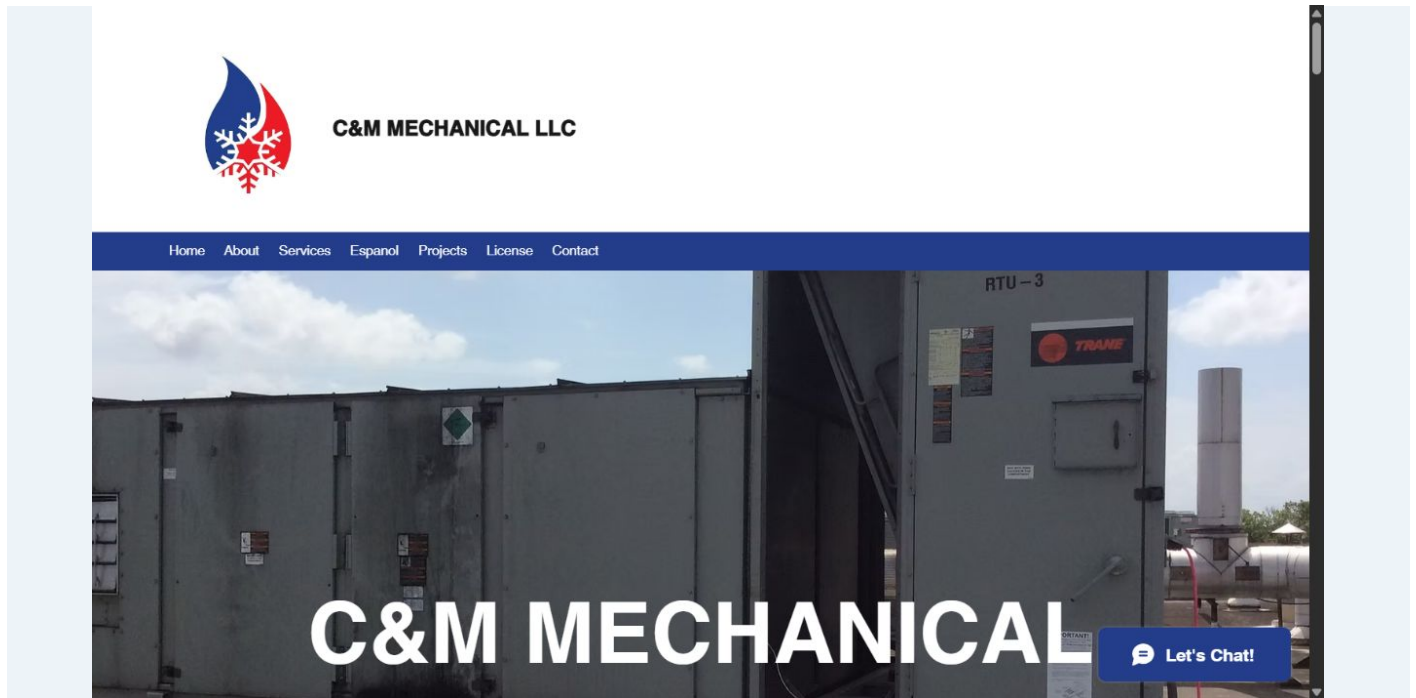
Prepared for: C&M; Mechanical LLC, Burleson, Texas.

Status: Independent and unofficial. No affiliation or endorsement.

Evidence boundary: Public website review; no analytics, CRM, revenue, or search-account access. No current licensing or insurance verification.

[Open the presentation and interactive concept](#)

Preserve what already works.



Original homepage screenshot, October 19, 2026. Captured browser viewport; no speed or conversion test.

A useful existing foundation.

The site already offers direct phone and email links, service descriptions, a real project gallery, a published business address, and a contact form [1]. These assets should be retained and organized, not dismissed.

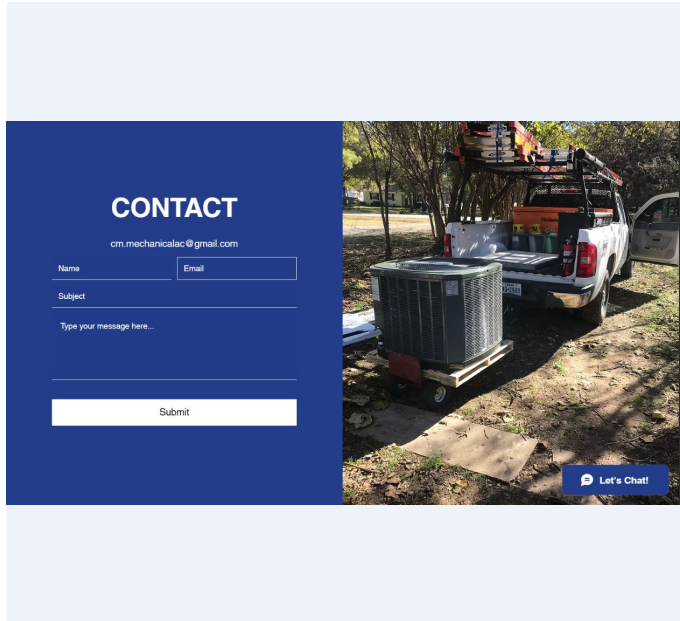
Observed: an equipment-led first impression.

In the captured desktop view, the header and equipment photograph occupy much of the first screen. The redesign brings a service summary and a request action into the main content hierarchy. Possible benefit: faster orientation; no abandonment or lost-customer rate was measured.

Also observed: navigation links lead to sections on the homepage. Separate service URLs in the proposal allow more focused explanations and natural internal linking. This does not establish that the original site is absent from search.

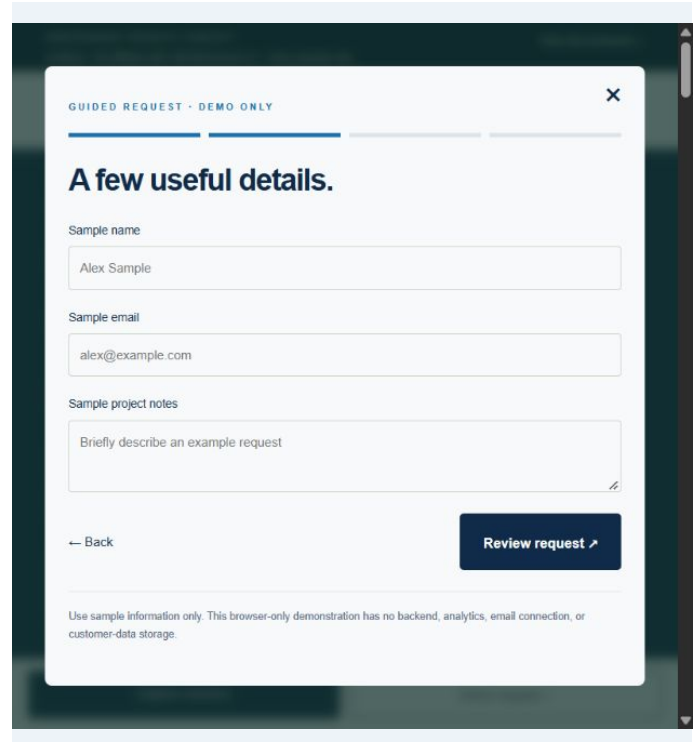
[1] [Official company website](#)

Make the inquiry more specific.



The original contact form is a simple, general-purpose form. It features a blue header with the word "CONTACT" in white. Below the header, there is a form with fields for "Name", "Email", "Subject", and a "Type your message here..." text area. A "Submit" button is at the bottom. To the right of the form is a photograph of a white pickup truck with a ladder rack, parked in a yard with a large air conditioning unit in the foreground.

BEFORE / Original general contact form [1]



The redesigned form is a "GUIDED REQUEST - DEMO ONLY" modal. It has a title "A few useful details." and a close button (X). The form includes fields for "Sample name" (filled with "Alex Sample"), "Sample email" (filled with "alex@example.com"), and "Sample project notes" (with a placeholder "Briefly describe an example request"). At the bottom, there is a "Back" button and a "Review request" button. A disclaimer at the bottom states: "Use sample information only. This browser-only demonstration has no backend, analytics, email connection, or customer-data storage."

AFTER / Redesigned sample-detail step

What the evidence supports.

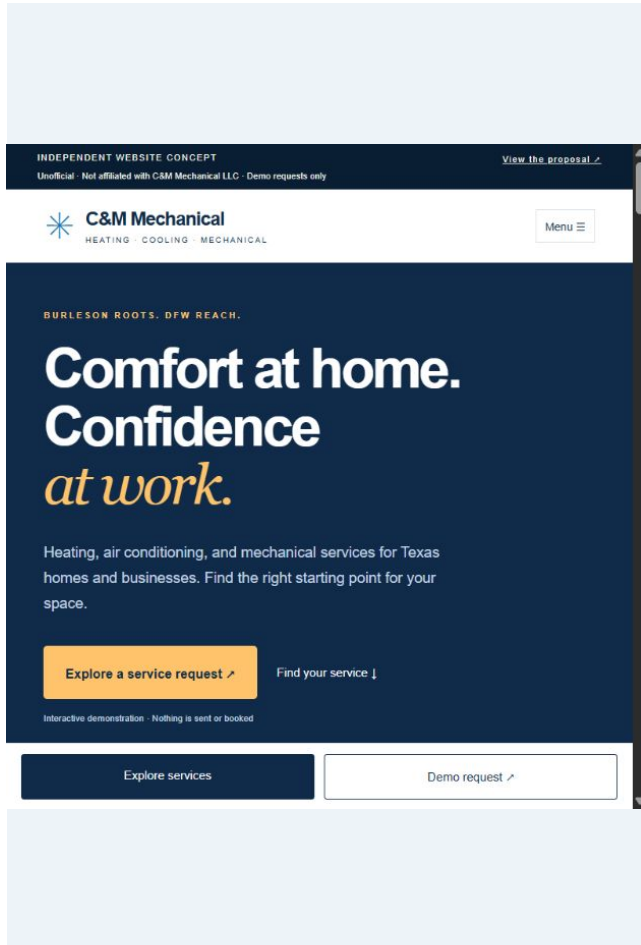
The original form includes name, email, subject, and a message box; it does not expose structured property-type or service choices in the observed form. The proposal adds those choices, followed by sample details and a review step.

How friction could affect a potential inquiry.

Example: a commercial property manager may need to explain both equipment type and site context. A general message field leaves those details to the visitor. Structured prompts could improve initial context; extra steps could also discourage some visitors. Completion rate and inquiry quality must be tested together.

No original form was submitted. The new demonstration has no backend or storage. Captures use different available viewport widths and show interaction structure, not a controlled usability experiment.

More than a visual mockup.



Live responsive concept capture. AI-generated imagery is disclosed; actual project photos would require owner permission.

Example journey: a homeowner chooses AC repair, reads the symptom prompts, then previews a residential request. A business user can instead enter through the commercial page. These are illustrative user paths, not measured behavior or a verified company process.

[Try the upgraded homepage](#)

Five connected destinations.

A responsive homepage plus residential AC repair, heating and installation, commercial mechanical services, and preventive maintenance pages. Each explains scope, useful questions, and a next step.

Working interactions.

Service filters, navigation, image detail dialogs, FAQ disclosures, and a three-step request flow with validation and a review. The confirmation clears sample input and creates no booking.

Content with boundaries.

Company facts are attributed. No invented ratings, customer quotes, job counts, current credentials, prices, or response guarantees. Actual company project photos remain a production input.

AI creates opportunity. It does not guarantee traffic.

**85% value business contact details and hours.
40% actively use generative AI in search [2].**

BrightLocal, April 29, 2025. Page methodology: 1,000 US adults via SurveyMonkey. Self-reported, broad consumer research; not DFW HVAC lead or conversion data.

8% vs 15%: a reason to measure beyond visibility.

Pew observed clicks on traditional results in 8% of Google visits with an AI summary, versus 15% without. Only 1% clicked an AI-summary source [3].



900 US adults; 68,879 unique Google searches. Browsing: March 2025; results collected April 7-17. Published July 22, 2025. Observational, not an HVAC experiment or proof of causation.

A real cross-sector example, with an important limit.

Adobe reported AI referrals to US retail sites up 1,200% in February 2025 versus July 2024, but AI visits were 9% less likely to purchase than other traffic [4].

Published March 17, 2025; retail analysis exceeds 1 trillion visits. Growth starts from a different base and sector: it cannot be applied as a forecast for this company. The figures support tracking the channel, not promising more HVAC customers.

Sources [2]-[4] are linked on page 8. Historical evidence is dated explicitly; no claim that these are the newest available statistics.

Model the opportunity. Do not invent a forecast.

Every input below is an illustrative assumption, not company analytics, an industry benchmark, a prediction, or a target commitment. Qualified visits mean relevant prospective customers, not all sessions.

Monthly scenario	Qualified visits	Inquiry rate	Expected inquiries	At 40% close rate
Downside / demand softens	400	2.0%	8	3.2 jobs
Illustrative baseline	500	2.0%	10	4 jobs
Same traffic / modest change	500	2.5%	12.5	5 jobs
Same traffic / larger change	500	3.0%	15	6 jobs
Traffic + conversion change	600	3.0%	18	7.2 jobs

Formula: expected inquiries = qualified visits x inquiry rate.

Expected jobs = inquiries x close rate. Fractions are averages across periods, not literal partial jobs. Actual results can be lower, including no improvement.

Separate discovery from conversion.

At unchanged traffic, moving from 2% to 3% would add 5 expected monthly inquiries. It does not prove the design will achieve that change. If 50 genuinely incremental AI-referred visits converted at an assumed 2%, that would add 1 expected inquiry; if those visits merely replace another channel, the net increase could be zero.

Before using a financial projection: collect qualified traffic by source, inquiry completion, duplicates/spam, phone outcomes, booking rate, close rate, service capacity, and contribution margin. Seasonal demand and marketing spend can confound before/after comparisons.

A measurable launch plan.

Useful pages first. Technical access next.

The concept uses readable HTML, descriptive titles, service links, visible FAQs, and demo-labeled page metadata. A separate preparation tool creates approved business/service schema, sitemap and canonical examples. Google specifies no special AI schema requirement [5].

Make the official business eligible, not the demo.

After owner approval, publish verified facts and authorized photos on the owned domain, configure redirects and self-referencing canonicals, connect a real form and privacy notice, and validate crawler access. OpenAI separates search-crawler access from training preferences [6]. Eligibility is not a citation guarantee.

Measure the whole journey.

Establish a baseline; then review search clicks, service landing pages, completed inquiries, qualified inquiries, bookings, and won work. Use supported AI citation reporting such as Bing AI Performance [7], but do not treat a citation as a customer. Compare similar periods and record changes in ad spend and capacity.

Delivery stage	Output / acceptance
Owner-approved content	Business facts, current scope and coverage, credential evidence, photo rights, pricing/availability wording.
Website implementation	Homepage + four service pages, responsive QA, inquiry integration and delivery test, agreed redirects.
Search and measurement	Schema validation, production sitemap/canonicals, crawler checks, owner-controlled analytics and webmaster verification.

Preview protection: all HTML pages remain noindex. Noindex is a crawler directive, not password protection. No emails or company outreach were sent.

A proposal you can verify.

Research and site review accessed October 19, 2026. Limited screenshots document the reviewed page; they do not imply permission to reuse company photography in a new site.

[\[1\] C&M: Mechanical LLC - official website](#)

Business facts, observed homepage, contact fields, project categories and published footer. No analytics access.

[\[2\] BrightLocal - Consumer Search Behavior \(April 29, 2025\)](#)

Self-reported consumer research; the page states a 1,000-US-adult SurveyMonkey panel. Broad local/search context.

[\[3\] Pew Research Center \(July 22, 2025\)](#)

900 adults; browsing behavior and subsequently collected Google results. Not a controlled industry study.

[\[4\] Adobe Analytics \(March 17, 2025\)](#)

US retail traffic and purchase behavior. Useful cross-sector evidence, not an HVAC outcome forecast.

[\[5\] Google Search Central - AI features and your website](#)

Official technical guidance; no special AI structured-data requirement.

[\[6\] OpenAI - crawler documentation](#)

Search and training crawler controls are distinct.

[\[7\] Bing Webmaster Tools - AI Performance](#)

Supported AI citation reporting; visibility does not establish lead attribution.

Suggested next discussion.

Review the design and service priorities, approve the factual inputs, agree implementation scope and commercial terms, then choose a measurement baseline. No price, schedule, ranking, or growth promise has been invented.

Excluded from this audit: a full mobile/accessibility audit of the original site, speed testing, index coverage verification, rankings, search-volume estimation, attribution, CRM analysis, or verification of current credentials. The displayed 2018 footer alone does not prove the site was last updated in 2018. Camera-style image labels are an observed labeling issue, not a complete accessibility verdict.