

A clearer digital front door.

Insight Heating and Air

Prepared by Abdelrahman Amr, independent software engineer with five years of experience.



AI-generated illustrative scene. Not company employees, actual projects or a webpage screenshot.

A specific opportunity.

Clean up commercial-page placeholders and reconcile contact details across residential and business paths.

Published business contact: 469-249-0632 | info@insightairtx.com

Location context: Garland / Dallas, Texas

Status: Independent, unofficial proposal. No affiliation or endorsement.

[Open the proposal and interactive demo](#)

Three specific review points.

01 / Commercial service text is unfinished

The commercial page's ductwork/design description and testimonial blocks contain placeholder Latin rather than completed service/customer content.

Short source extract: Lorem ipsum dolor sit amet

[Official-source link](#) | Retrieved October 19, 2026. Source text, not a live visual or delivery test.

02 / Displayed and linked email addresses differ

The extracted contact-page email displays info@insightairtx.com but associates it with sales@divicon.com.

Short source extract: sales@divicon.com

[Official-source link](#) | Retrieved October 19, 2026. Source text, not a live visual or delivery test.

03 / Office details differ across pages

The homepage/contact page lists a Garland address and weekday hours; the commercial page lists a Dallas address and a different weekday schedule.

[Official-source link](#) | Retrieved October 19, 2026. Source text, not a live visual or delivery test.

Evidence cards reproduce limited text observations, not browser screenshots. Access restrictions prevented a fresh original-site visual audit; no screenshot has been fabricated.

Turn each issue into a test.

Observed issue	Proposed correction	What to measure
Commercial service text is unfinished	Replace unfinished blocks with approved service explanations; publish customer evidence only with verification and permission.	Check the corrected content/action first. Then measure relevant visits, inquiry completion and inquiry quality.
Displayed and linked email addresses differ	Confirm the destination with the owner and test the approved contact action.	Check the corrected content/action first. Then measure relevant visits, inquiry completion and inquiry quality.
Office details differ across pages	Label legitimate locations clearly and use owner-approved contact information consistently.	Check the corrected content/action first. Then measure relevant visits, inquiry completion and inquiry quality.

Potential impact is not measured loss.

Visitors cannot learn the ductwork scope from placeholder text, and testimonial context is unclear. No effect on lead volume was measured. No lost-customer count, original conversion rate or revenue effect is established by this review.

Keep the existing strengths.

Clear residential/commercial categories, a published phone/email, and detailed commercial equipment categories. The proposal builds on these assets. It does not assume the company lacks customers or that every part of the current website is ineffective.

Working concept: homepage plus four tailored service pages, native links, service filtering, image dialogs, FAQ disclosures and a three-step sample request. The request uses no backend or browser storage; completion clears sample input.

An opportunity worth testing. Not a traffic guarantee.

85%: basic business information matters.

BrightLocal reports 85% value business contact details and opening hours in local-business research; 40% report actively using generative AI in search. The April 29, 2025 page states a 1,000-US-adult SurveyMonkey panel. These are broad self-reported behaviors, not local HVAC conversion benchmarks.

8% vs 15%: visibility does not ensure a click.

Pew found traditional-result clicks in 8% of Google visits with an AI summary versus 15% without; only 1% clicked a summary source. Its July 22, 2025 analysis covered 900 US adults and 68,879 unique searches. March browsing was matched to results collected April 7-17. This is observational, not an industry experiment.

Use the channel without overstating it.

Historical search behavior supports clear information and a measured AI-discovery strategy. It does not establish how many HVAC buyers use AI, whether this company will be recommended, or whether AI traffic will create incremental customers.

Technical foundations, not a special AI trick.

Use useful static content, descriptive titles, natural links, consistent approved business identity, appropriate structured data and crawler access. Google documents no special AI schema requirement. OpenAI separates search access from training controls. Supported Bing citation reporting is an additional visibility measure, not proof of a lead.

Primary references are linked on page 6. Statistics are explicitly historical; no claim is made that they are the newest available research. No report figure is used as a company-specific forecast.

Assumptions, not promises.

Every value below is fictional and illustrative. No company analytics or industry conversion benchmark was used. Qualified visits mean relevant potential buyers, not all site sessions.

Monthly scenario	Qualified visits	Inquiry rate	Expected inquiries	Jobs at assumed 40% close
Demand downside	400	2.0%	8	3.2
Illustrative baseline	500	2.0%	10	4
Same traffic / modest change	500	2.5%	12.5	5
Same traffic / larger change	500	3.0%	15	6
Traffic plus conversion change	600	3.0%	18	7.2

Inquiries = qualified visits x inquiry rate.

Expected jobs = inquiries x close rate.

Fractions represent averages across periods, not literal partial jobs. Actual results may decline or show no change.

Separate acquisition from conversion.

At the assumed 500 visits, a change from 2% to 3% would add five expected inquiries. This does not prove the design can produce it. Fifty genuinely incremental AI-referred visits at an assumed 2% would add one inquiry; if those visits replace another channel, net growth could be zero.

Before financial projection: establish traffic sources, form starts/completions, qualified vs duplicate/spam inquiries, phone outcomes, booking/close rates, service capacity, seasonality and contribution margin. Avoid attributing every before/after change to the redesign.

An accountable next step.

Suggested implementation scope.

Five business pages, approved content, responsive checks, real inquiry delivery/privacy integration, agreed redirects, search foundations, two written revision rounds and 30 days of implementation-defect fixes. Indicative fixed fee: US\$1,800; 15 working days after deposit, approved materials and access. 50% deposit / 50% after approval before launch. A written agreement controls; external paid services and ongoing marketing are excluded.

Verification limits: Evidence is from retrieved official-page text and link extraction. No original form submission, mailbox-delivery test, or confirmation of the current office location was performed.

No original form, checkout or email was submitted. No speed, full accessibility, ranking, current index coverage, credential, original analytics or revenue audit was completed. The demo remains noindex; official production indexing requires owner approval. Noindex is not authentication.

Official pages used for this company

1. Official homepage, retrieved October 19, 2026

2. Official commercial page, retrieved October 19, 2026; crawl age was older than the homepage

3. Official contact page, retrieved October 19, 2026

Research and technical references

BrightLocal - Consumer Search Behavior, April 29, 2025

Pew Research Center - Google AI summaries, July 22, 2025

Google Search Central - AI features and your website

OpenAI - search and training crawler documentation

Bing Webmaster Tools - AI Performance

Prepared for review by email only. No company was contacted. Source text cards and illustrative images do not establish permission to reuse the company's logo, customer feedback or project photography.