NOVEMBER 2026 · PREPARED BY DSCVR

EVERYTHING FOR COOLING WITH CONNELLY'S, IN ONE PLACE.

Three parts. Start anywhere.

1 **Your search progress**
How your Google rankings have grown since June, and the goal from here. PAGE 2

2 **Your new ads**
10 ready-to-run ads for Facebook, Instagram and Google, with every word written for you to copy. PAGE 11

3 **Your Google profile**
6 quick fixes to climb higher on Google Maps, most of them under 5 minutes. PAGE 31







The ad pictures are in the folders that came with this PDF: one folder per ad, ready to upload.

SEARCH GROWTH REPORT

Your search presence is building.

Google now ranks your website for twice as many searches as in June, the visits it sends are worth hundreds of dollars a month in ad spend, and you hold #1 in Tradition.

136
searches Google shows your website for
▲ Up from 68 in June: 2× more

58
estimated monthly visits from Google
▲ Up from 13 in June: 4× more

$477
what those visits would cost in Google Ads each month
▲ Up from $0 in June

Green flags this period

- Google now shows the website for 136 searches, twice as many as in June.
- #1 on Google for "ac repair tradition", held since October 13.
- Visits from Google are worth about $477/mo in ad spend, up from $0 in June.
- On every point of the map for "emergency ac repair port st lucie", top 3 across a quarter of it.

5.0 stars · 200 Google reviews | 105 pages live on your website | Tracked weekly since June

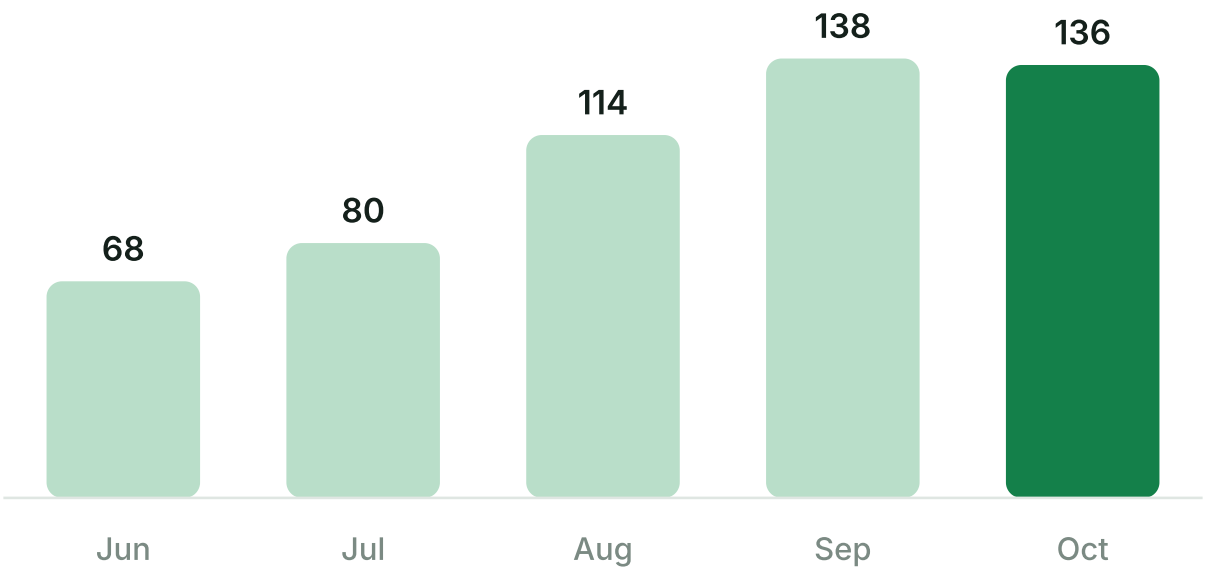
WHERE WE'RE GOING

The goal: the top 3, where the calls come from.

Most calls go to the businesses in Google's top 3: the map pack and the first few results. Ranking 11th or 25th doesn't ring the phone yet, but it is the climb that gets you there. Search is a long game. Google rewards sites that keep proving they're the real, local expert, month after month. There's no single keyword someone can switch on; it's hundreds of pages, signals and reviews adding up.

#1 – 3	**The goal.** The map pack and top results. This is where most calls come from.
#4 – 10	**Page one.** Customers see you and some click. Close enough to push into the top 3.
#11 – 20	**Page two.** Google has decided you're relevant. These are the next keywords to lift.
#21 – 100	**Building.** Google is indexing and testing the pages we've built. Most new pages start here.

How Google's view of your website has grown

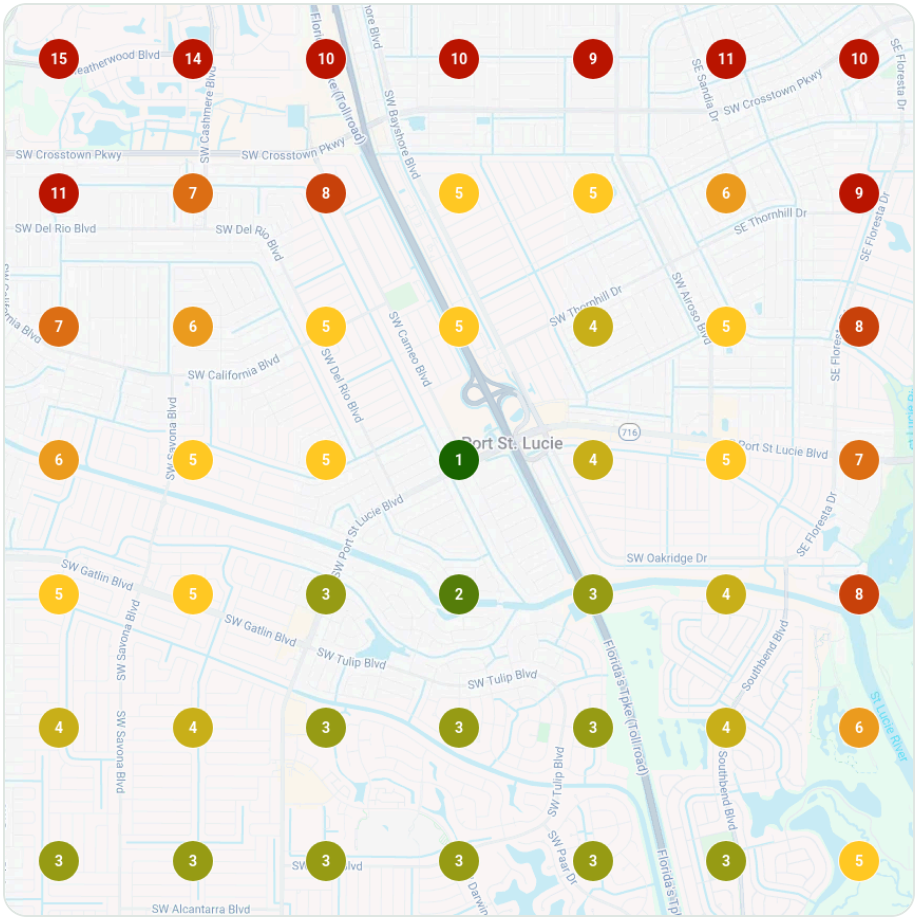


Number of searches Google ranks the website for (Semrush, US, mid-month).

GOOGLE MAPS HEATMAP

“emergency ac repair port st lucie”

Your strongest map search today. You show on every point of the grid and already hold the top 3 in about a quarter of it. The goal is to turn the rest of the grid green.



Today · November 6, 2026

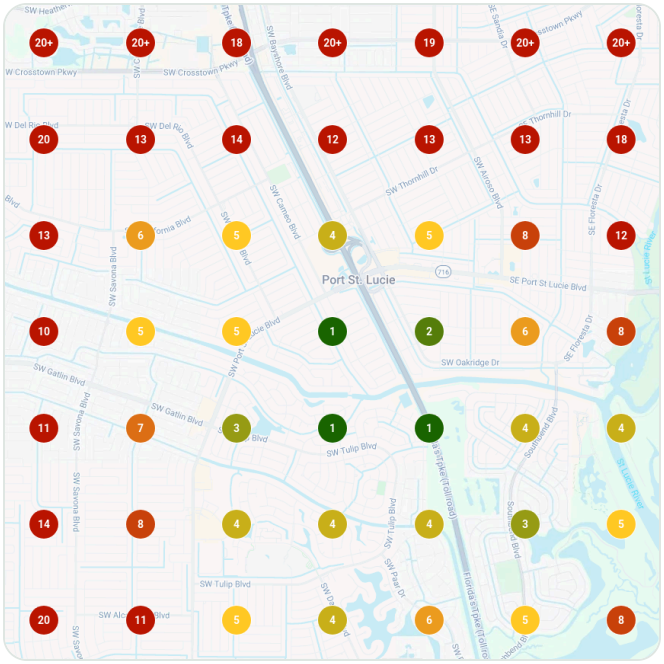
Places on the map where you appear	**49 of 49**
Average position	**5.8**
Top 3 across	**27% of the area**

Each pin is a spot on a 7 × 7 grid across about 4 miles around your business, showing where you appear in Google Maps for that search. Lower numbers are better; 20+ means not in the top 20. Source: Local Falcon.

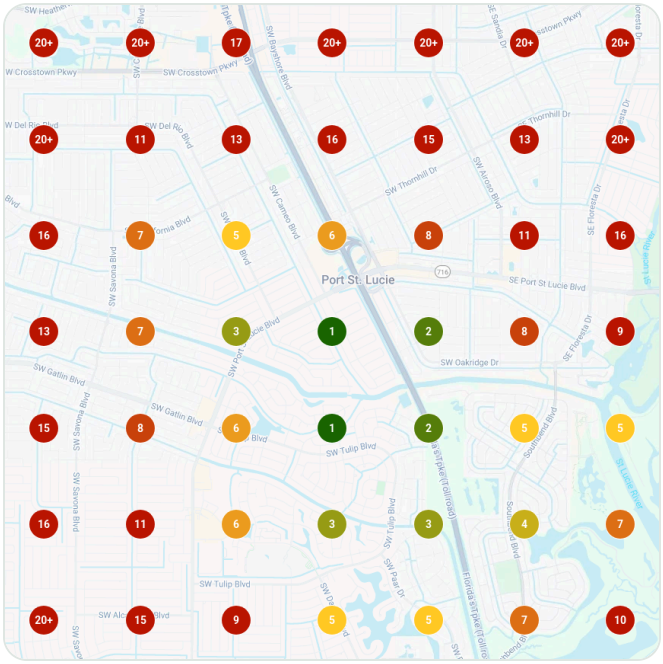
GOOGLE MAPS HEATMAP

“air conditioning near me”

“Near me” searches are the hardest to win because Google weighs distance. Connelly’s top-3 share here has grown since July.



Before · July 20, 2026



Now · November 6, 2026

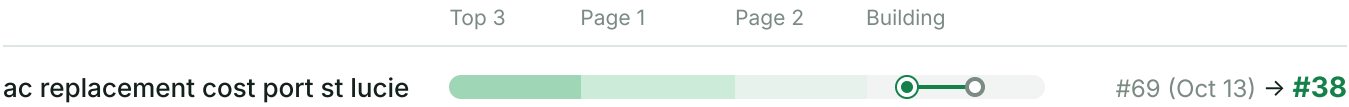
	Before	Now
Share of the map where you are top 3	12%	**14%**

Each pin is a spot on a 7 × 7 grid across about 4 miles around your business, showing where you appear in Google Maps for that search. Lower numbers are better; 20+ means not in the top 20. Source: Local Falcon.

KEYWORDS ON THE MOVE

Climbing toward the top 3

Searches we track every day for the Port St. Lucie area. The grey dot is where you started; the green dot is where you are today.



Already on page one

#1 ac repair tradition

#1 cooling with connellys

#10 connolly air conditioning (140 searches/mo)

#10 connolly heating and air

Top-3 finishes so far

- ✓ ductless mini split installation port st lucie · #3 on Oct 21
- ✓ ac repair near me · #3 on Oct 13
- ✓ ac repair tradition · #1 since Oct 13

Next targets · goal: top 3

The high-value searches every page we build is pointed at. These are the ones that bring in calls once they reach the top 3.

ac repair near me · 390 searches/mo

ac repair port st lucie · 320 searches/mo

air conditioning repair port st lucie

emergency ac repair port st lucie

ac installation port st lucie

hvac contractor port st lucie

ac repair stuart

ac repair vero beach

Positions from Semrush Position Tracking (Google, Port St. Lucie ZIP 34953) and Semrush Organic Research (Google US), checked November 6, 2026.

PROGRESS, WITH DATES

What has happened so far

Jun 24	Keyword tracking set up for the Port St. Lucie area (ZIP 34953).
Jul 25	Map peak: top 3 across 88% of the area for “air conditioning repair port st. lucie”. Proof of what this listing can do.
Aug 15	Website ranking for 114 searches, and Google traffic starts carrying real ad value ($416/mo).
Oct 5	7 new service pages: duct cleaning, air purifiers, UV lights, dehumidifiers, smart thermostats, duct replacement, drain lines.
Oct 13	“ac repair tradition” reached #1 on Google, and has held it since.
Oct 16	8 new in-depth articles answering the questions homeowners actually search.
Oct 21	“ductless mini split installation port st lucie” reached #3 on Google.
Nov 6	Fresh map scans: on every point of the grid for emergency AC repair.

Green flags. More searches every month, new pages getting picked up by Google within weeks, and individual keywords jumping into the top 10. That’s the pattern that comes before steady calls.

WHAT WE'VE BUILT FOR YOUR BRAND

105 pages working for you around the clock

21
service & resource pages

36
articles answering real customer questions

43
town & county pages

5
core pages (home, about, contact, reviews)

Service and resource pages

- AC Installation Port St. Lucie, FL
- AC Maintenance Port St. Lucie, FL
- AC Repair Port St. Lucie, FL
- AC Repair St. Lucie West, FL
- AC Replacement Port St. Lucie, FL
- Commercial HVAC Port St. Lucie, FL
- HVAC & AC Cost Guide
- 24 Hour Emergency AC Repair Port St. Lucie
- HVAC Glossary & Terms
- Heating & Heat Pump Repair Port St. Lucie, FL
- Indoor Air Quality Port St. Lucie, FL
- Mini Split Installation Port St. Lucie
- VIP Maintenance Membership
- Duct Cleaning Port St. Lucie, FL
- Air Purifier Installation Port St. Lucie
- UV Light Installation Port St. Lucie
- Whole-House Dehumidifier Port St. Lucie
- Smart Thermostat Installation Port St. Lucie
- Air Duct Replacement Port St. Lucie
- AC Drain Line Cleaning Port St. Lucie
- AC Services in Port St. Lucie

Towns with their own page

- Fellsmere
- Florida Ridge
- Fort Pierce
- Fort Pierce North
- Fort Pierce South
- Gifford
- Hobe Sound
- Hutchinson Island
- Indian River County
- Indian River Estates
- Indian River Shores
- Indiantown
- Jensen Beach
- John's Island
- Jupiter Island
- Lakewood Park
- Martin County
- North River Shores
- Ocean Breeze
- Orchid
- PGA Village
- Palm City
- Port Salerno
- Rio
- River Park
- Rocky Point
- Roseland
- Sailfish Point
- Sandpiper Bay
- Sebastian
- Sewall's Point
- St. Lucie County
- St. Lucie West
- Stuart
- Torino
- Tradition
- Vero Beach
- Vero Lake Estates
- Wabasso
- White City
- Windsor
- Winter Beach

WHAT WE'VE BUILT · ARTICLES

36 articles written for your customers

Each one targets a question people in your area type into Google. Every article is another way in, and each one tells Google you're the local expert.

- AC Blowing Warm Air in Port St. Lucie
- AC Capacitor Failure: Signs & Repair
- AC Compressor Replacement: Cost & Options
- Clogged AC Drain Line in Port St. Lucie
- Frozen AC Coil: Causes & Next Steps
- AC Leaking Water in Port St. Lucie
- AC Maintenance in Stuart: Signs You Need It
- AC Not Cooling in Port St. Lucie
- AC Not Turning On: What to Check
- Fast & Reliable AC Repair in Port St Lucie
- AC Breaker Tripping in St. Lucie West
- AC Repair in Vero Beach: Common Problems
- AC Repair vs. Replacement in Port St. Lucie
- AC Short Cycling: Causes & Repair
- AC Tune-Ups in Port St. Lucie: What to Know
- AC Installation Quote Checklist
- AC Installation in Stuart: What Matters
- Choosing an AC Company in Jensen Beach
- Choosing an AC Company in Port St. Lucie
- Ductless Mini-Splits in Vero Beach
- Emergency AC Repair in Fort Pierce: Next Steps
- Emergency AC Service Across the Treasure Coast
- How Long Does an AC Last in Florida?
- Choosing an HVAC Contractor in Port St. Lucie
- HVAC Financing in Port St. Lucie: What to Ask
- The Importance of HVAC Maintenance in Fort Pierce
- Indoor Air Quality in Port St. Lucie
- Thermostat Repair in Port St. Lucie
- AC Cooling but House Still Humid?
- One Bedroom Too Hot? Airflow Checks
- AC Load Calculations Before Replacement
- Choosing an AC Filter: MERV & Airflow
- AC After a Storm or Power Outage
- AHRI Matched-System Certificates Explained
- Noisy Return Vent After a Filter Change
- Reading Your AC Maintenance Report

WHAT'S NEXT

The next steps toward the top 3

1. Grow the map pack across the whole grid: weekly Business Profile posts, real job photos, and keeping the 200 five-star reviews coming.
2. Lift the core “ac repair port st lucie” pages onto page one with stronger local proof: real jobs, before/after photos, and FAQs.
3. Build out the 43 town pages so Stuart, Jensen Beach, Vero Beach and Tradition each rank on their own.
4. Connect Google Analytics and call tracking so the next report counts calls and form leads, not just rankings.

How we measure your progress

Local Falcon
Scans Google Maps across a grid of points around your business to show exactly where you appear.

Semrush
Tracks your Google position for each target search every day and counts every search you rank for.

Google Search Console
Google's own data on which searches show your site and how often people click.

Google Analytics
Coming next: visits, calls and form leads from your website, so we can tie rankings to real jobs.

Traffic and value figures are Semrush estimates. Map results vary with where the searcher stands; this report uses the same grid points each time so results compare fairly.

PART 2 · YOUR NEW ADS

YOUR ADS, READY TO USE.

10 picture ads for Facebook and Instagram, plus the text for Google. Each ad has its own folder and its own page here.

1

Pick an ad

Each page shows one ad and who it's for.

2

Use the right picture

Every ad comes in 4 shapes. Page 12 shows which goes where.

3

Copy the text

Paste it in exactly as written. Every word already fits each platform's rules.

The ads at a glance

AD 1	AC quit on you?	p. 13
AD 1B	Get your cool back.	p. 14
AD 1C	Know the price before we touch your AC.	p. 15
AD 2	Hot house at 9 pm?	p. 16
AD 3	Your AC never gets a winter off.	p. 17
AD 4	Local. Licensed. Pink.	p. 18
AD 5	Repair or replace?	p. 19
AD 6	A real Google review	p. 20
AD 7	202 neighbors gave us five stars.	p. 21
AD 8	Dusty vents? Musty smell?	p. 22
GOOGLE	Search ads, Local Services Ads, Display	p. 23
PROFILE	Your Google Business Profile: 6 fixes	p. 31

START HERE

WHICH PICTURE GOES WHERE

Every ad comes in these 4 shapes. In Facebook Ads Manager, add all 4 to the same ad, and Facebook shows the right one in each spot.

↓ Download every ad, in every size: connellys-ad-kit.pages.dev



Feed

Facebook and Instagram feed. Use this one most.

File starts with “1”



Square

Anywhere that asks for a square picture.

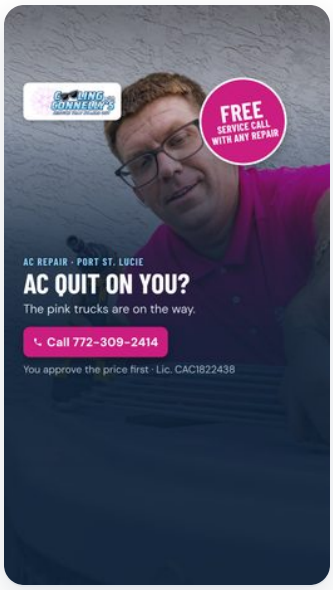
File starts with “2”



Stories

Facebook and Instagram Stories.

File starts with “3”



Reels

Facebook and Instagram Reels.

File starts with “4”

Tip: If a form only takes one picture, use **1 (feed)**.

WHERE TO SPEND FIRST

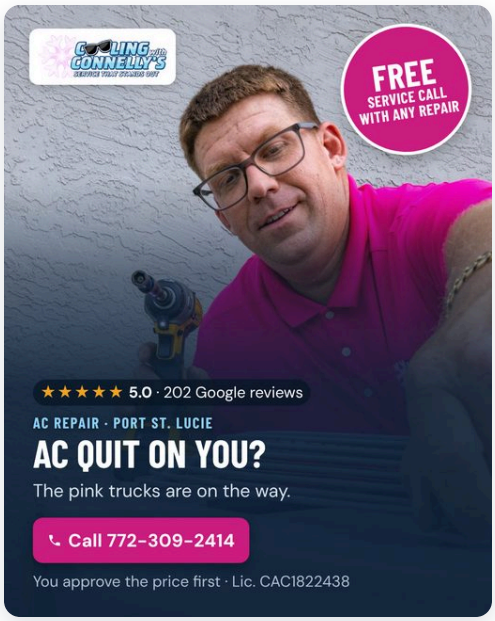
1. **Google Local Services Ads.** You pay only when someone calls. Set up first (page 30).
2. **Google Search ads.** Catches people searching “AC repair” right now.
3. **Facebook and Instagram.** Builds recognition of the pink trucks and brings in tune-ups and replacements.

AD 1 · FOLDER "AD 1 - AC QUIT ON YOU"

AC QUIT ON YOU?

↓ Download this ad

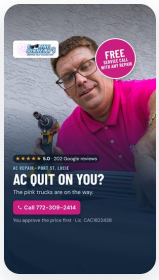
Who it's for: Someone whose AC just stopped working



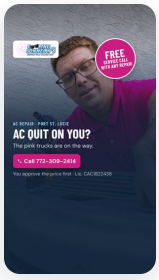
Feed



Square



Stories



Reels

FACEBOOK + INSTAGRAM

PRIMARY TEXT

AC quit on you? The pink trucks are on the way. You approve the price first, and the service call is free with any repair. Lic. CAC1822438

The first 125 characters show before "See more". The point lands before the cutoff.

HEADLINE 27/27

AC repair in Port St. Lucie

DESCRIPTION 27/27

Free service call w/ repair

BUTTON

Call Now

WEBSITE LINK

https://www.coolingwithconnellys.com/ac-repair-port-st-lucie/?utm_source=facebook&utm_medium=paid&utm_campaign=ad-1-ac-repair

REELS ONLY: SHORTER TEXT

AC quit? The pink trucks are on the way. 5.0 stars, 202 reviews. Lic. CAC1822438

Reels covers the bottom of the screen, so keep this one short.

GOOGLE BUSINESS PROFILE (FREE)

POST TEXT 219/1500

AC quit on you? The pink trucks are on the way. You approve the price before any work, and the service call is free when you go ahead with the repair. Serving Port St. Lucie and the whole Treasure Coast. Lic. CAC1822438

Photo: "5 - Google Business Profile post photo". Button: **Call now**.

GOOGLE SEARCH

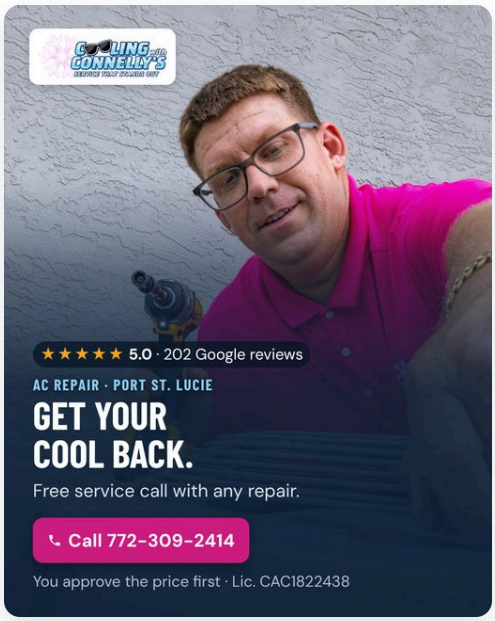
Google Search ads are text only. This ad pairs with the **AC Repair** group on **page 24**. The same text is in this ad's text file.

AD 1B · FOLDER "AD 1B - GET YOUR COOL BACK"

GET YOUR COOL BACK.

↓ Download this ad

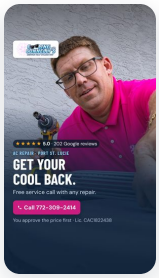
Who it's for: Same person as Ad 1 (test version)



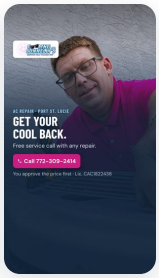
Feed



Square



Stories



Reels

FACEBOOK + INSTAGRAM

PRIMARY TEXT

Get your cool back today. The service call is free with any repair, and you approve the price first. 5.0 stars, 202 reviews. Lic. CAC1822438

The first 125 characters show before "See more". The point lands before the cutoff.

HEADLINE 18/27

Get your cool back

DESCRIPTION 27/27

Free service call w/ repair

BUTTON

Call Now

WEBSITE LINK

https://www.coolingwithconnellys.com/ac-repair-port-st-lucie/?utm_source=facebook&utm_medium=paid&utm_campaign=ad-1b-ac-repair-outcome

REELS ONLY: SHORTER TEXT

Get your cool back today. Free service call with any repair. Lic. CAC1822438

Reels covers the bottom of the screen, so keep this one short.

GOOGLE SEARCH

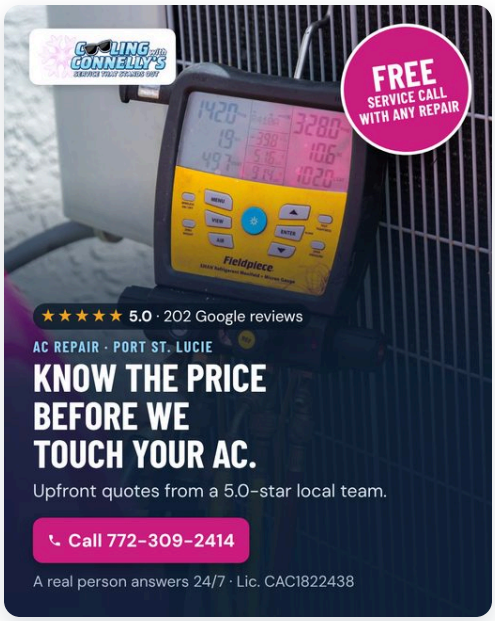
Google Search ads are text only. This ad pairs with the **AC Repair** group on **page 24**. The same text is in this ad's text file.

AD 1C · FOLDER "AD 1C - KNOW THE PRICE BEFORE WE TOUCH YOUR AC"

KNOW THE PRICE BEFORE WE TOUCH YOUR AC.

↓ Download this ad

Who it's for: Same person as Ad 1, worried about cost (test version)



Feed



Square



Stories



Reels

FACEBOOK + INSTAGRAM

PRIMARY TEXT

Know the price before we touch your AC. You get an upfront quote first, and the service call is free with any repair. Lic. CAC1822438

The first 125 characters show before "See more". The point lands before the cutoff.

HEADLINE 24/27

Upfront AC repair quotes

DESCRIPTION 27/27

You approve the price first

BUTTON

Call Now

WEBSITE LINK

https://www.coolingwithconnellys.com/ac-repair-port-st-lucie/?utm_source=facebook&utm_medium=paid&utm_campaign=ad-1c-ac-repair-price-first

REELS ONLY: SHORTER TEXT

Know the price before we touch your AC. 5.0 stars on Google. Lic. CAC1822438

Reels covers the bottom of the screen, so keep this one short.

GOOGLE SEARCH

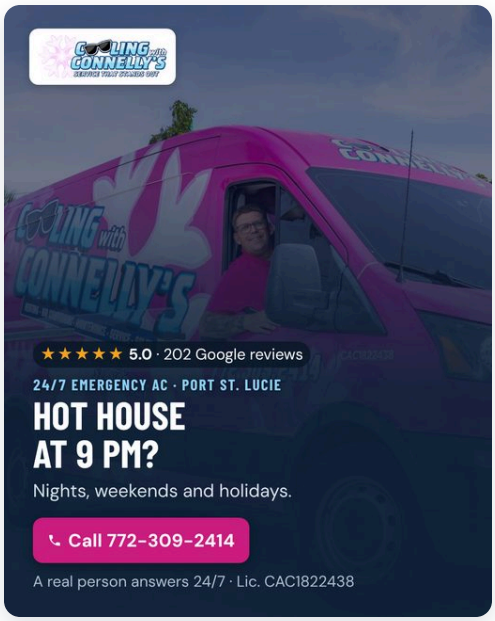
Google Search ads are text only. This ad pairs with the **AC Repair** group on **page 24**. The same text is in this ad's text file.

AD 2 · FOLDER "AD 2 - HOT HOUSE AT 9 PM"

HOT HOUSE AT 9 PM?

↓ Download this ad

Who it's for: Someone whose AC quit at night or on a weekend



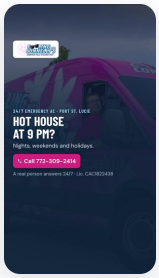
Feed



Square



Stories



Reels

FACEBOOK + INSTAGRAM

PRIMARY TEXT

Hot house at 9 pm? We answer 24/7: nights, weekends and holidays. Same-day help whenever possible. Lic. CAC1822438

The first 125 characters show before "See more". The point lands before the cutoff.

HEADLINE 24/27

24/7 emergency AC repair

DESCRIPTION 26/27

Nights, weekends, holidays

BUTTON

Call Now

WEBSITE LINK

https://www.coolingwithconnellys.com/emergency-ac-repair-port-st-lucie/?utm_source=facebook&utm_medium=paid&utm_campaign=ad-2-emergency

REELS ONLY: SHORTER TEXT

Hot house at 9 pm? We answer 24/7. 5.0 stars, 202 reviews. Lic. CAC1822438

Reels covers the bottom of the screen, so keep this one short.

GOOGLE BUSINESS PROFILE (FREE)

POST TEXT 180/1500

AC quit after hours? We answer 24/7, including nights, weekends and holidays, with same-day help whenever possible. Tap Call now and the pink trucks are on the way. Lic. CAC1822438

Photo: "5 - Google Business Profile post photo". Button: **Call now**.

GOOGLE SEARCH

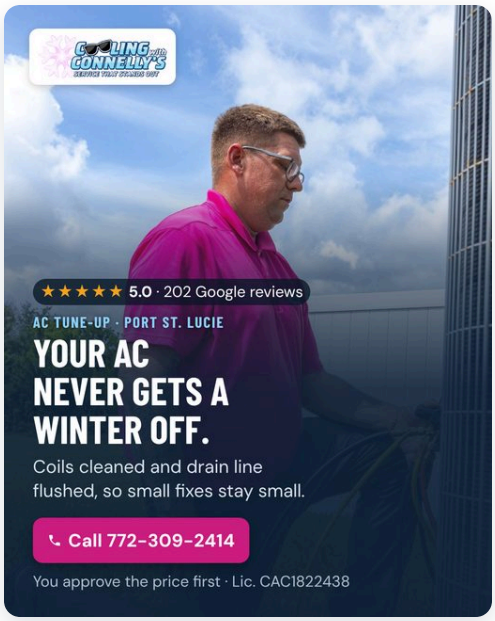
Google Search ads are text only. This ad pairs with the **Emergency AC** group on **page 25**. The same text is in this ad's text file.

AD 3 · FOLDER "AD 3 - YOUR AC NEVER GETS A WINTER OFF"

YOUR AC NEVER GETS A WINTER OFF.

↓ Download this ad

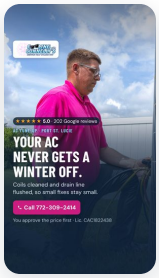
Who it's for: Homeowners whose AC works now (keep it that way)



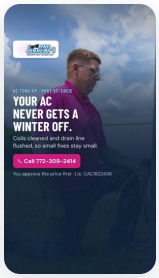
Feed



Square



Stories



Reels

FACEBOOK + INSTAGRAM

PRIMARY TEXT

Your AC never gets a winter off. A yearly tune-up cleans the coils and flushes the drain line, so small fixes stay small. Lic. CAC1822438

The first 125 characters show before "See more". The point lands before the cutoff.

HEADLINE 20/27

Book your AC tune-up

DESCRIPTION 24/27

Ask about VIP membership

BUTTON

Call Now

WEBSITE LINK

https://www.coolingwithconnellys.com/ac-maintenance-port-st-lucie/?utm_source=facebook&utm_medium=paid&utm_campaign=ad-3-tune-up

REELS ONLY: SHORTER TEXT

Your AC never gets a winter off. Book a yearly tune-up. Lic. CAC1822438

Reels covers the bottom of the screen, so keep this one short.

GOOGLE BUSINESS PROFILE (FREE)

POST TEXT 211/1500

Your AC never gets a winter off in Florida. A yearly tune-up cleans the coils and flushes the drain line, so small fixes stay small. VIP members get priority scheduling and twice-a-year tune-ups. Lic. CAC1822438

Photo: "5 - Google Business Profile post photo". Button: **Call now**.

GOOGLE SEARCH

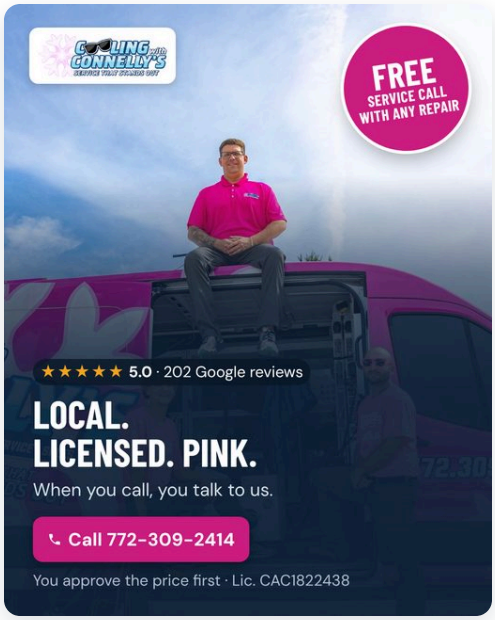
Google Search ads are text only. This ad pairs with the **AC Tune-Up & Maintenance** group on **page 26**. The same text is in this ad's text file.

AD 4 · FOLDER "AD 4 - LOCAL. LICENSED. PINK"

LOCAL. LICENSED. PINK.

↓ Download this ad

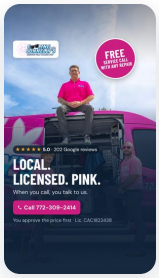
Who it's for: Locals who have seen the pink vans (name recognition)



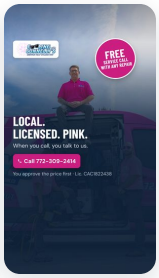
Feed



Square



Stories



Reels

FACEBOOK + INSTAGRAM

PRIMARY TEXT

You've seen the pink vans around town. That's us: a local, state-certified AC team. When you call, you talk to us. Lic. CAC1822438

The first 125 characters show before "See more". The point lands before the cutoff.

HEADLINE 22/27

Local. Licensed. Pink.

DESCRIPTION 22/27

5.0 stars, 202 reviews

BUTTON

Call Now

WEBSITE LINK

https://www.coolingwithconnellys.com/service-area//?utm_source=facebook&utm_medium=paid&utm_campaign=ad-4-local-team

REELS ONLY: SHORTER TEXT

You've seen the pink vans. That's us: your local AC team. Lic. CAC1822438

Reels covers the bottom of the screen, so keep this one short.

GOOGLE BUSINESS PROFILE (FREE)

POST TEXT 179/1500

You've seen the pink vans around the Treasure Coast. That's us: a local, state-certified AC team, rated 5.0 from 202 Google reviews. When you call, you talk to us. Lic. CAC1822438

Photo: "5 - Google Business Profile post photo". Button: **Call now**.

GOOGLE SEARCH

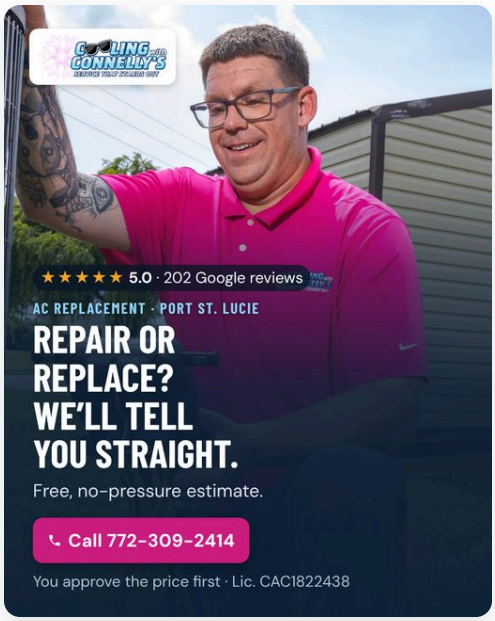
Google Search ads are text only. This ad pairs with the **Nearby Towns (one copy per town)** group on **page 29**. The same text is in this ad's text file.

AD 5 · FOLDER “AD 5 - REPAIR OR REPLACE”

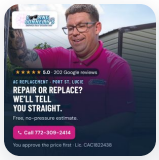
REPAIR OR REPLACE?

↓ Download this ad

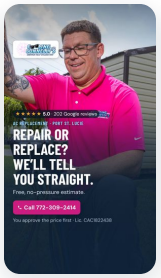
Who it's for: Owners of an older AC deciding what to do



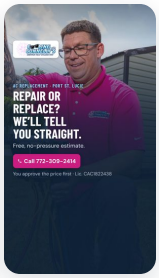
Feed



Square



Stories



Reels

FACEBOOK + INSTAGRAM

PRIMARY TEXT

Older AC acting up? We’ll tell you straight whether to repair or replace it, with a free, no-pressure estimate. Lic. CAC1822438

The first 125 characters show before “See more”. The point lands before the cutoff.

HEADLINE 25/27

Repair or replace? Ask us

DESCRIPTION 26/27

Free, no-pressure estimate

BUTTON

Call Now

WEBSITE LINK

https://www.coolingwithconnellys.com/ac-replacement-port-st-lucie/?utm_source=facebook&utm_medium=paid&utm_campaign=ad-5-repair-or-replace

REELS ONLY: SHORTER TEXT

Repair or replace? We’ll tell you straight. Free estimate. Lic. CAC1822438

Reels covers the bottom of the screen, so keep this one short.

GOOGLE BUSINESS PROFILE (FREE)

POST TEXT 172/1500

Older AC acting up? We’ll tell you straight whether to repair or replace it, with a free, no-pressure estimate. Financing is available with approved credit. Lic. CAC1822438

Photo: “5 - Google Business Profile post photo”. Button: **Call now**.

GOOGLE SEARCH

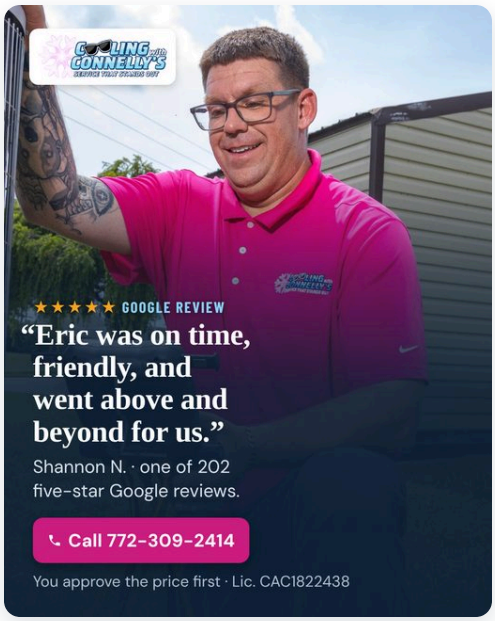
Google Search ads are text only. This ad pairs with the **AC Replacement & Installation** group on **page 27**. The same text is in this ad's text file.

AD 6 · FOLDER "AD 6 - A REAL GOOGLE REVIEW"

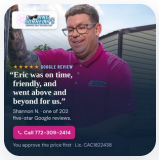
A REAL GOOGLE REVIEW

↓ Download this ad

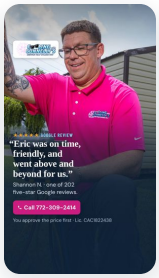
Who it's for: People comparing AC companies



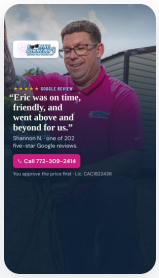
Feed



Square



Stories



Reels

FACEBOOK + INSTAGRAM

PRIMARY TEXT

"Eric was on time, friendly, and went above and beyond for us." Shannon N., one of 202 five-star Google reviews. Lic. CAC1822438

The first 125 characters show before "See more". The point lands before the cutoff.

HEADLINE 19/27

5.0 stars on Google

DESCRIPTION 21/27

202 five-star reviews

BUTTON

Call Now

WEBSITE LINK

https://www.coolingwithconnellys.com/service-area//?utm_source=facebook&utm_medium=paid&utm_campaign=ad-6-real-review

REELS ONLY: SHORTER TEXT

"Eric went above and beyond for us." Shannon N., Google review Lic. CAC1822438

Reels covers the bottom of the screen, so keep this one short.

GOOGLE SEARCH

Google Search ads are text only. This ad pairs with the **Nearby Towns (one copy per town)** group on **page 29**. The same text is in this ad's text file.

AD 7 · FOLDER "AD 7 - 202 NEIGHBORS GAVE US FIVE STARS"

202 NEIGHBORS GAVE US FIVE STARS.

↓ Download this ad

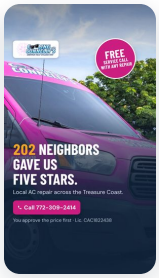
Who it's for: People comparing AC companies



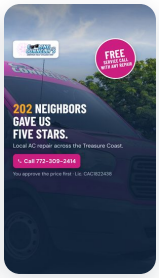
Feed



Square



Stories



Reels

FACEBOOK + INSTAGRAM

PRIMARY TEXT

202 neighbors gave us five stars on Google. Local, state-certified AC repair, and the service call is free with any repair. Lic. CAC1822438

The first 125 characters show before "See more". The point lands before the cutoff.

HEADLINE 20/27

The 5.0-star AC team

DESCRIPTION 27/27

Free service call w/ repair

BUTTON

Call Now

WEBSITE LINK

https://www.coolingwithconnellys.com/service-area//?utm_source=facebook&utm_medium=paid&utm_campaign=ad-7-proof-up-front

REELS ONLY: SHORTER TEXT

202 neighbors gave us five stars. Free service call w/ repair. Lic. CAC1822438

Reels covers the bottom of the screen, so keep this one short.

GOOGLE BUSINESS PROFILE (FREE)

POST TEXT 169/1500

202 neighbors gave us five stars on Google. Thank you, Treasure Coast. If your AC needs help, the service call is free when you go ahead with the repair. Lic. CAC1822438

Photo: "5 - Google Business Profile post photo". Button: **Call now**.

GOOGLE SEARCH

Google Search ads are text only. This ad pairs with the **Nearby Towns (one copy per town)** group on **page 29**. The same text is in this ad's text file.

AD 8 · FOLDER "AD 8 - DUSTY VENTS MUSTY SMELL"

DUSTY VENTS? MUSTY SMELL?

↓ Download this ad

Who it's for: Homes with dust or a musty smell from the vents



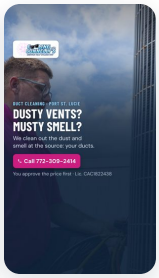
Feed



Square



Stories



Reels

FACEBOOK + INSTAGRAM

PRIMARY TEXT

Dusty vents? Musty smell when the AC kicks on? We clean it out at the source: your ducts. You approve the price first. Lic. CAC1822438

The first 125 characters show before "See more". The point lands before the cutoff.

HEADLINE 22/27

Duct cleaning near you

DESCRIPTION 27/27

You approve the price first

BUTTON

Call Now

WEBSITE LINK

https://www.coolingwithconnellys.com/duct-cleaning-port-st-lucie/?utm_source=facebook&utm_medium=paid&utm_campaign=ad-8-duct-cleaning

REELS ONLY: SHORTER TEXT

Dusty vents? Musty smell? We clean it out at the source. Lic. CAC1822438

Reels covers the bottom of the screen, so keep this one short.

GOOGLE BUSINESS PROFILE (FREE)

POST TEXT 158/1500

Dust around the vents or a musty smell when the AC kicks on? We clean it out at the source: your ducts. You approve the price before any work. Lic. CAC1822438

Photo: "5 - Google Business Profile post photo". Button: **Call now**.

GOOGLE SEARCH

Google Search ads are text only. This ad pairs with the **Duct Cleaning** group on **page 28**. The same text is in this ad's text file.

GOOGLE SEARCH · PAGE 23

GOOGLE SEARCH: SETTINGS FOR EVERY GROUP

People type a search, and your ad shows above the results. You pay per click. Set these once.

Location	People **in** Port St. Lucie and the Treasure Coast (“Presence”, not “Presence or interest”)
Network	Google Search only. Turn off Display Network and Search Partners.
Call asset	**772-309-2414**, with call reporting on. Google doesn't allow phone numbers in the ad text itself; this button is how calls come in.
Auto-tagging	On. It tracks which ads bring clicks.
Bidding	Start with Maximize clicks and a max cost per click. Switch to Maximize conversions after 15 tracked calls.

Callouts

Upfront Pricing · 24/7 Emergency Service · State-Certified · 5.0 Stars on Google · All Major Brands · Same-Day When Possible · VIP Membership

Sitelinks

TEXT	PAGE	DESCRIPTION LINES
AC Repair	/ac-repair-port-st-lucie/	Free service call w/ repair · You approve the price first
24/7 Emergency AC	/emergency-ac-repair-port-st-lucie/	Nights, weekends, holidays · We answer 24/7
AC Tune-Ups	/ac-maintenance-port-st-lucie/	Coils cleaned, drain flushed · Keep small fixes small
VIP Membership	/vip-membership/	Priority scheduling · Twice-a-year tune-ups
Duct Cleaning	/duct-cleaning-port-st-lucie/	Dusty vents? Musty smell? · We clean it at the source
About the Pink Trucks	/about-us/	Local, state-certified team · 5.0 stars, 202 reviews

Structured snippet

Header “Services”: AC Repair, AC Installation, AC Maintenance, Duct Cleaning, Heating Repair, Mini Splits

Negative keywords

car, auto, truck, rv, jobs, career, salary, hiring, school, training, course, diy, how to, youtube, manual, parts, home depot, lowes, walmart, amazon, window unit, portable, used

GOOGLE SEARCH · PAGE 24 · PAIRS WITH AD 1, 1B, 1C

AC REPAIR

Website link	https://www.coolingwithconnellys.com/ac-repair-port-st-lucie/
Display path	/ac-repair/port-st-lucie
Keywords	ac repair port st lucie · air conditioning repair port st lucie · ac service port st lucie · ac repair st lucie west · ac repair tradition fl (phrase match)

Headlines · paste all 15 · max 30 characters

1	AC Repair in Port St. Lucie	27	2	Free Service Call w/ Repair	27
3	5.0 Stars, 202 Google Reviews	29	4	Upfront Price Before Work	25
5	AC Not Cooling? We Fix It	25	6	Get Your Cool Back Today	24
7	Know the Price First	20	8	Same-Day When Possible	22
9	All Major AC Brands	19	10	State-Certified AC Team	23
11	Local Pink-Truck AC Team	24	12	License CAC1822438	18
13	Serving the Treasure Coast	26	14	Fast, Honest AC Repair	22
15	Call the Pink Trucks	20			

Descriptions · paste all 4 · max 90 characters

1	AC not cooling, leaking or won’t turn on? We find the real problem and fix it right.	84
2	The service call is free when you go ahead with the repair. You approve the price first.	88
3	5.0 stars from 202 Google reviews. Local, state-certified, license CAC1822438.	78
4	Same-day AC repair whenever possible across Port St. Lucie and the Treasure Coast.	82

GOOGLE SEARCH · PAGE 25 · PAIRS WITH AD 2

EMERGENCY AC

Website link	https://www.coolingwithconnellys.com/emergency-ac-repair-port-st-lucie/
Display path	/emergency-ac/24-7
Keywords	emergency ac repair port st lucie · 24 hour ac repair port st lucie · emergency ac repair near me (phrase match)

Headlines · paste all 15 · max 30 characters

1	24/7 Emergency AC Repair	24	2	AC Out Tonight? Call Now	24
3	Nights, Weekends & Holidays	27	4	Port St. Lucie AC Emergency	27
5	We Answer 24/7	14	6	Hot House? We're On the Way	27
7	5.0 Stars, 202 Google Reviews	29	8	Free Service Call w/ Repair	27
9	Upfront Price Before Work	25	10	State-Certified Technicians	27
11	Local Pink-Truck AC Team	24	12	Same-Day When Possible	22
13	License CAC1822438	18	14	All Major AC Brands	19
15	Fast Help When Your AC Quits	28			

Descriptions · paste all 4 · max 90 characters

1	AC stopped in the heat? We answer 24/7: nights, weekends and holidays.	70
2	Leaking, frozen or not cooling? Turn the system off and call us. We'll get you cool.	84
3	Upfront, honest quote before any work. The service call is free with any repair.	80
4	5.0 stars from 202 Google reviews. State-certified, license CAC1822438.	71

GOOGLE SEARCH · PAGE 26 · PAIRS WITH AD 3

AC TUNE-UP & MAINTENANCE

Website link	https://www.coolingwithconnellys.com/ac-maintenance-port-st-lucie/
Display path	/ac-tune-up/port-st-lucie
Keywords	ac maintenance port st lucie · ac tune up port st lucie · air conditioning maintenance port st lucie (phrase match)

Headlines · paste all 15 · max 30 characters

1	AC Tune-Up in Port St. Lucie	28	2	Your AC Never Gets Winter Off	29
3	Keep Small Fixes Small	22	4	Yearly AC Maintenance	21
5	Coils Cleaned, Drain Flushed	28	6	VIP Membership Available	24
7	Priority Scheduling for VIPs	28	8	Twice-a-Year Tune-Ups	21
9	5.0 Stars, 202 Google Reviews	29	10	State-Certified Technicians	27
11	Local Pink-Truck AC Team	24	12	All Major AC Brands	19
13	License CAC1822438	18	14	Book Your AC Tune-Up	20
15	Serving the Treasure Coast	26			

Descriptions · paste all 4 · max 90 characters

1	Your AC never gets a winter off. A yearly tune-up keeps small fixes small.	74
2	Coils cleaned and drain line flushed by local, state-certified technicians.	75
3	VIP members get priority scheduling, exclusive discounts and twice-a-year tune-ups.	83
4	5.0 stars from 202 Google reviews. Licensed AC contractor, CAC1822438.	70

GOOGLE SEARCH · PAGE 27 · PAIRS WITH AD 5

AC REPLACEMENT & INSTALLATION

Website link	https://www.coolingwithconnellys.com/ac-replacement-port-st-lucie/
Display path	/ac-replacement/estimate
Keywords	ac replacement port st lucie · ac installation port st lucie · new ac unit port st lucie · air conditioning port st lucie (phrase match)

Headlines · paste all 15 · max 30 characters

1	New AC in Port St. Lucie	24	2	Repair or Replace? Ask Us	25
3	Free, No-Pressure Estimate	26	4	We'll Tell You Straight	23
5	Sized for Your Florida Home	27	6	Upfront Installation Quote	26
7	Financing With Approved Credit	30	8	5.0 Stars, 202 Google Reviews	29
9	State-Certified Installers	26	10	All Major AC Brands	19
11	Local Pink-Truck AC Team	24	12	License CAC1822438	18
13	AC Replacement Done Right	25	14	Energy-Efficient AC Systems	27
15	Serving the Treasure Coast	26			

Descriptions · paste all 4 · max 90 characters

1	Honest repair-or-replace advice and a free, no-pressure estimate before any work.	81
2	Properly sized, professionally installed AC systems for Treasure Coast homes.	77
3	Flexible financing options with approved credit. Ask during your free estimate.	79
4	5.0 stars from 202 Google reviews. State-certified, license CAC1822438.	71

GOOGLE SEARCH · PAGE 28 · PAIRS WITH AD 8

DUCT CLEANING

Website link	https://www.coolingwithconnellys.com/duct-cleaning-port-st-lucie/
Display path	/duct-cleaning/port-st-lucie
Keywords	duct cleaning port st lucie · air duct cleaning port st lucie · dryer vent and duct cleaning near me (phrase match)

Headlines · paste all 15 · max 30 characters

1	Duct Cleaning Port St. Lucie	28
2	Dusty Vents? Musty Smell?	25
3	Clean It Out at the Source	26
4	Musty Smell From Your AC?	25
5	Dust After a Renovation?	24
6	You Approve the Price First	27
7	Upfront Price Before Work	25
8	5.0 Stars, 202 Google Reviews	29
9	State-Certified AC Team	23
10	Local Pink-Truck AC Team	24
11	License CAC1822438	18
12	Serving the Treasure Coast	26
13	Book Duct Cleaning Today	24
14	Air Duct Cleaning Near You	26
15	Call the Pink Trucks	20

Descriptions · paste all 4 · max 90 characters

1	Dust around your vents, musty odors or debris after a renovation? We clean the ducts.	85
2	You approve the price before any work. Local, state-certified, license CAC1822438.	82
3	5.0 stars from 202 Google reviews. The pink trucks serve the whole Treasure Coast.	82
4	Serving Port St. Lucie, Tradition, St. Lucie West, Stuart, Fort Pierce and nearby.	82

GOOGLE SEARCH · PAGE 29 · PAIRS WITH AD 4, 6, 7

NEARBY TOWNS (ONE COPY PER TOWN)

Website link	https://www.coolingwithconnellys.com/service-area/{town}/
Display path	/ac-repair/{town}
Keywords	ac repair stuart fl · ac repair vero beach · ac repair fort pierce · ac repair jensen beach · ac repair palm city (phrase match)

Headlines · paste all 15 · max 30 characters

1	AC Repair in {Town}	27
2	Serving {Town} Homes	28
3	Free Service Call w/ Repair	27
4	5.0 Stars, 202 Google Reviews	29
5	Upfront Price Before Work	25
6	State-Certified AC Team	23
7	24/7 Emergency AC Repair	24
8	Local Pink-Truck AC Team	24
9	Same-Day When Possible	22
10	All Major AC Brands	19
11	License CAC1822438	18
12	202 Neighbors Gave 5 Stars	26
13	You've Seen the Pink Vans	25
14	Fast, Honest AC Repair	22
15	Call the Pink Trucks	20

Descriptions · paste all 4 · max 90 characters

1	Fast, honest AC repair in {Town}. Upfront quote before any work begins.	79
2	The service call is free when you go ahead with the repair. 24/7 for emergencies.	81
3	5.0 stars from 202 Google reviews. State-certified, license CAC1822438.	71
4	You've seen the pink vans around {Town}. When you call, you talk to us.	79

Make one copy of this group per town: Stuart, Vero Beach, Fort Pierce, Jensen Beach, Palm City, Tradition, St. Lucie West. Swap **{Town}** for the town name and point each copy at that town's page. Counts shown use the longest name, St. Lucie West, so every town fits.

GOOGLE LOCAL SERVICES ADS

SET THIS UP FIRST

These are the “Google Guaranteed” ads at the very top of Google. **You pay per phone call, not per click.** There are no pictures or ad text to write: Google builds the ad from your profile.

1. Go to **ads.google.com/local-services-ads** (the owner, about 30 minutes).
2. Category **HVAC**. Service area: Port St. Lucie, St. Lucie West, Tradition, Fort Pierce, Stuart, Jensen Beach, Palm City, Vero Beach.
3. Job types: AC repair, installation, maintenance, heating repair, duct cleaning, thermostats. Add emergency only if someone answers after hours.
4. Verification: license CAC1822438, proof of insurance, background checks for anyone who goes to homes.
5. Text your review link to your last 20 happy customers.
6. **Answer every call fast.** Google ranks you partly on how quickly you pick up.

BUSINESS BIO (PASTE INTO THE PROFILE)

Local, state-certified AC team in Port St. Lucie. You approve the price before any work, the service call is free when you go ahead with the repair, and we answer 24/7 for emergencies. Look for the pink trucks.

GOOGLE DISPLAY (OPTIONAL)

Only if you run Display or Performance Max. Upload the clean photos from the **Google Display photos** folder (no words on them, as Google prefers) plus this text:

SHORT HEADLINES (MAX 30)

AC Repair Port St. Lucie · Free Service Call w/ Repair · 24/7 Emergency AC Repair · 5.0 Stars, 202 Reviews · Local, Licensed AC Team

LONG HEADLINE 84/90

AC repair in Port St. Lucie from the pink trucks. Free service call with any repair.

DESCRIPTIONS (MAX 90)

You approve the price before any work. State-certified, license CAC1822438. · We answer 24/7: nights, weekends and holidays. License CAC1822438. · Yearly AC tune-ups: coils cleaned, drain line flushed. License CAC1822438. · Repair or replace? Free, no-pressure estimate. Financing with approved credit. · 202 five-star Google reviews across the Treasure Coast. License CAC1822438.

PART 3 · GOOGLE BUSINESS PROFILE CHECK-UP

YOUR PROFILE: 6 FIXES, IN ORDER

Your listing on Google Maps brings in most local calls. You show up almost everywhere around Port St. Lucie (94% of the map), but usually around **position 9**, and most people only call the top 3. A competitor in your own ZIP code with just 12 reviews ranks about #2.5, so distance isn't what's holding you back. These fixes are.

Already working: the right main category (“Air conditioning repair service”) · 5.0 stars from 202 reviews · name, address and phone match the website exactly.

1 **Point the website link at your AC repair page** 2 MIN

It goes to the bare homepage right now. Change it to:

https://www.coolingwithconnellys.com/ac-repair-port-st-lucie/?utm_source=google&utm_medium=organic&utm_campaign=gbp

Tells Google you're about AC repair, and shows you every visit that comes from your profile.

2 **Make the hours match “24/7”** 2 MIN

Your website says 24/7 emergency service. If the profile only says 9–6, Google hides you at night and on weekends, right when emergencies happen. If someone really answers 24/7, set the hours to match. If not, keep the real hours.

3 **Hide the address if customers don't visit it** 5 MIN

The listed address looks like a home. Google's rules say to hide it and list service areas instead. Hiding it doesn't hurt ranking, and showing it risks a suspension.

4 **Remove “Air conditioning system supplier”** 1 MIN

That's a store category. Keep it only if you sell equipment over the counter.

5 **Get 4–6 new reviews every month** ONGOING

Competitors have 425 to 1,231 reviews. Text your review link after every job, and ask customers to mention the job and their town (“fixed our AC in Tradition”).

6 **Keep your real business name** RULE

Some competitors stuff “AC Repair Port St. Lucie” into their names. That breaks Google's rules, so don't copy it. Those listings can be reported to Google.

Post every week. Each ad page has a ready-made “Google Business Profile” post with its own photo. One a week keeps your profile active, which helps it rank.

LAST STEP

BEFORE YOU TURN ANYTHING ON

- [ ] **Ad 6 uses Shannon N.'s Google review.** It's public and already on your website. Just make sure you're comfortable using it in an ad.
- [ ] **Ad 2 and the emergency ads say "We answer 24/7."** Run them only if someone really picks up at night.
- [ ] **Use the website links exactly as written.** The extra part at the end shows you which ad brought each visit.
- [ ] **Every ad already shows license CAC1822438**, as Florida requires for contractor advertising.
- [ ] **Do the 6 Business Profile fixes** (page '+str(GBP_PAGE)+'). Fixes 1 and 2 take about 2 minutes each.
- [ ] **Check back after 7 days.** Keep the ads getting calls and pause the rest. Ads 1, 1B and 1C are a test: let Facebook pick the winner.

QUESTIONS? CALL OR TEXT DENNIS.