

1. Google PPC that works

Take over the account, fix the signal, optimize to booked jobs.

2. Rank in AI search

Hold Fort Myers, win Cape Coral + the off-Google surfaces.

3. Climb the Maps pack

Weaponize the 5.0 / review-velocity edge.

The big calls

- 1 Bidding:** Keep **Maximize Conversions**. The fix isn't manual bidding — it's cleaner signal: phrase + exact match, heavy negatives, pool the campaigns.
- 2 The account:** Take over gROAS's account and restructure it in place — don't start from scratch. Prove your clean build with a Google Ads Experiment.
- 3 llms.txt:** It won't move AI rankings. Keep it, but spend the time on reviews, Bing/Yelp, and "best-of" listicles instead.
- 4 Getting cited by AI:** Win it through reviews + being on Bing, Yelp & "best-of" listicles — not on-site schema tricks. (AI is upper-funnel; Maps still drives the bookings.)
- 5 Reviews:** We're not behind — we win on velocity. Protect it. Cape Coral is won with city pages, not reviews (we're too far for its pin).
- 6 Performance Max:** Skip it. Search + Local Services Ads is the engine.

The three plans

Google PPC

Goal: Cost-per-BOOKED-JOB (especially install-seeding leads), not cost-per-click or cost-per-60-second-call.

PATH: Learn + take control → Fix the measurement → Stop the bleed → Protect the brand + pool the signal → Feed the money job → Tighten match types via an Experiment → The durable moat: offline conversions → Run LSA like an asset, not a faucet

DO THESE:

- Competitor-brand hard-negative block
- Conversion-goal + CallRail fix
- Keep Maximize Conversions + pool the campaigns
- Phrase+exact over broad
- gclid → HCP offline conversion import

👉 **Start with:** Learn + take control — Isaac understands the account and the agency setup before changing one thing, and the account...

AI Search

Goal: Be the HVAC company AI names FIRST for Fort Myers AND Cape Coral across all four engines (ChatGPT, Perplexity, Gemini, Google AI Overviews) — and...

PATH: Build the measuring stick → Plug the ChatGPT/Bing/Yelp/Facebook blind spot → Get into the listicles AI already cites → Win Cape Coral and the upper-funnel queries with real pages → Make it a habit: the monthly reverse-engineer + defend loop

DO THESE:

- The Claude-run weekly AI-visibility tracker
- The 30-query money list
- Bing Places + NAP lockdown
- Review-platform diversification
- Listic placement blitz

👉 **Start with:** Build the measuring stick — Stop guessing.

Maps Pack

Goal: Climb to a top-3 Maps Pack position for mid-tail and near-pin "AC repair / AC installation Fort Myers" queries within 90 days, and build a genuine...

PATH: Set the baseline → Lock GBP fundamentals → Make the review engine bulletproof AND compliant → Automate review responses to 80%+ → Ship the Cape Coral + city pages → Fix off-Google presence for parity → The monthly loop

DO THESE:

- Reframe the whole game: velocity beats stale volume
- Protect velocity like the company depends on it
- Make the review ask April-2026-compliant — this is urgent risk control
- Automate owner responses to 80%+
- Max out GBP categories — the #1 relevance lever, done in an hour

👉 **Start with:** Set the baseline — Know exactly where we rank today so every later change is measured, not guessed.

Your week (one rhythm runs all three)

- **Monday — MEASURE** — Read the three scoreboards Claude refreshed over the weekend: (1) PPC —...

- **Tuesday — DECIDE & CHANGE ONE THING** — Pick the single highest-leverage move from Monday's read and make exactly ONE...
 - **Wednesday — BUILD** — Your high-leverage build day.
- **Thursday — DELEGATE TO ANGELO** — Hand Angelo the week's repetitive doing with specific targets: LSA answer-speed +...
 - **Friday — REPORT & RESET** — Hit 'Build daily/weekly report' in the Isaac app — it compiles task notes + wins +...

First 90 days

When	PPC	AI	Maps
Weeks 1-2 — Measure everything + make the one PPC fix that must come first	Phase 0-1 ONLY, in order: confirm Big Air owns the Google Ads account...	Phase 0-1: Day 1-2 Claude Code builds the AI-visibility tracker (OpenAI +...	Phase 0-1: Day 1-2 run the baseline geo-grid scan for the 5 core queries...
Weeks 3-6 — Stop the bleed, protect the brand, and start building real assets	Phase 2-4 (only after the conversion data has settled): apply the...	Phase 2-3: from the baseline's cited-URL log, have Claude compile the...	Phase 2-4: automate review responses to 80%+ with the daily auto-drafter...
Weeks 7-12 — Prove it, ship the moat, and lock the monthly loop	Phase 5-6: run the phrase+exact vs broad/AI-Max Experiment to move off...	Phase 4: turn it into the monthly reverse-engineer + defend loop (~2-3...	Phase 5-6: fix off-Google presence for parity (Angelo) — NAP consistency...

This week — start here

- ☐ Day 1: Confirm Big Air holds Google Ads account ownership; align with Joseph on gROAS/Kyle (keep running or...
- ☐ Day 1-2: Have Claude Code build the AI-visibility tracker (OpenAI + Perplexity APIs, user_location pinned to...
- ☐ Day 1-2: Run the Maps baseline geo-grid scan for the 5 core queries; pull review...
- ☐ Day 2-3: Fix CallRail (only company 477634648 feeds Ads, set counting to 'One', enforce >=60s, exclude...
- ☐ Day 2-3: Lock GBP fundamentals in ONE batch (primary + ~4 real categories, true 24/7 hours, clean no-UTM...
- ☐ Day 3: Schedule the AI tracker as a weekly Hetzner cron; confirm robots.txt allows GPTBot, ClaudeBot...
- ☐ Day 3-5: Claim + 100%-complete Bing Places with byte-identical canonical NAP — the single highest-ROI AI...
- ☐ Day 4-6: Build the velocity-floor alert (warn if last-7-day reviews < ~10). Build (or scope) the gclid→HCP...

Want the detail — all 31 strategies, the “why,” metrics & sources? See the full version: [master-plan-full.pdf](#) ( button in the app).