



THE STATE OF LOCAL SEARCH IN 2025. GOOGLE BUSINESS PROFILES, LOCAL SERVICES ADS

Peter Troast, Founder & CEO
Energy Circle Webinar Series

October 1, 2025

What We'll Discuss

- 1 Big Picture: The Zero Click World We're In—AI Overviews & Google Business Profiles**
- 2 What's It All Mean for How Homeowners Find High Performance Contractors**
- 3 The Latest Changes in Google Business Profiles and Local Services Ads**
- 4 What's It All Mean for Websites?**



BRAVE, NEW ZERO CLICK WORLD



AI Overviews

AI Mode

Google

heat pump contractor albany ny

×

🔊

🔄

🔍

All

Images

Maps

Shopping

Short videos

Forums

Videos

More

Tools

Reviews

Open now

Residential

Cost

Online estimates

Top rated

Results for Albany, NY · Choose area

🔗 AI Overview

Learn more

Several companies in and around Albany, NY offer heat pump installation and repair services. [Yelp](#) lists a few options, including [Family Danz Heating & Cooling](#), [One Hour Heating & Air Conditioning](#), [Rycoor HVAC](#), and [Kerner Mechanical Inc.](#)

Elaborate on the mentioned companies:

Family Danz Heating & Cooling:
They offer a full range of heat pump services, including installation, repair, and maintenance.

One Hour Heating & Air Conditioning:
They provide HVAC services in Albany and the surrounding area, including heat pump installation.

Rycoor HVAC:
They specialize in Mitsubishi Electric heat pumps and offer installation in Albany and the Capital Region.

Kerner Mechanical Inc:
They offer comprehensive heat pump services, including energy efficiency assessments, and customize installations.

TOP 10 BEST Heat Pump Installation in Albany, NY - Updated 2025

Top 10 Best Heat Pump Installation Near Albany, New York * Sponsor...

📍 Yelp

Albany, NY Ductless Mini-Split Heat Pump Installation.
The Mitsubishi Electric heat pumps we install run even in some of the...

🔗 Rycoor HVAC

Heat Pump Installation & Replacement Near Albany, NY
Heat Pump Installation & Replacement Near Albany, NY [...]

📍 Family Danz

Show all

AI responses may include mistakes.

👍

👎

Businesses

Crisafulli Bros. Plumbing & Heating Co...

4.8 ★★★★★ (4.5K) · Plumber

85+ years in business · Albany, NY

Open 24 hours · (518) 254-8310

📍 "... hours, a technician, Eric, showed up and installed a new pump."

🌐 Website

📍 Directions

Best Plumbing Heating & Cooling Cont...

4.8 ★★★★★ (72) · HVAC contractor

15+ years in business · Albany, NY

Open 24 hours · (518) 368-0849

📍 "They always provide same-day service with accurate timelines and..."

🌐 Website

📍 Directions

Family Danz Heating and Co...

4.7 ★★★★★ (1.3K) · HVAC c...

45+ years in business · Alba...

Open 24 hours · (518) 427-8...

📍 "They did a great job and were very conscientious a..."

📅 Schedule

🌐 Website

📍 Directions

More businesses →

Map data ©2025 Google

Terms

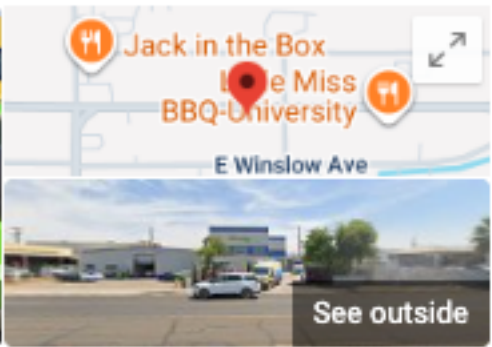
Sponsored

ReVision Energy

<https://www.revisionenergy.com>

Expert Heat Pump Installers

Google Business Profile



See photos

See outside

Ideal Air Conditioning and Insulation

4.9 ★★★★★ 1,239 Google reviews

Air conditioning contractor in Phoenix, Arizona

Website

Directions

Reviews

Save

Share

Call

Highlights: Home energy auditing recognized by the US Dept. of Energy ⓘ

Address: 4127 E University Dr, Phoenix, AZ 85034

Phone: (480) 573-7604

Hours: Open 24 hours ▾

[Suggest an edit](#) · [Own this business?](#)

 Ideal Air Conditioning and Insulation on Google



Just wrapped up some focused maintenance on a mini-split system in beautiful...

20 mins ago

[Learn more](#)



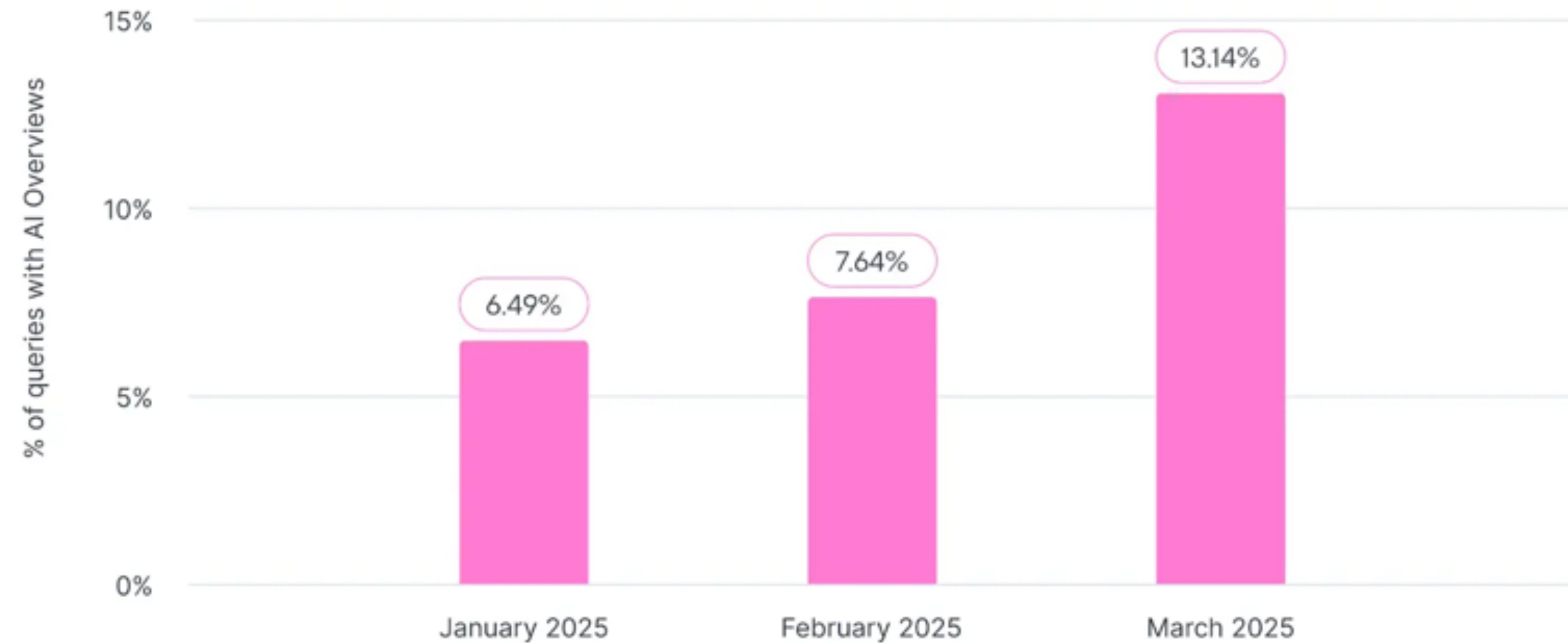
Had the pleasure of doing an internal inspection in Scottsdale, AZ. 🌱 There's...

1 hour ago

[Learn more](#)

Share of Queries Triggering AI Overviews (Jan-Mar 2025)

US, Desktop Data



semrush.com

 SEMRUSH

in

x

f

✉



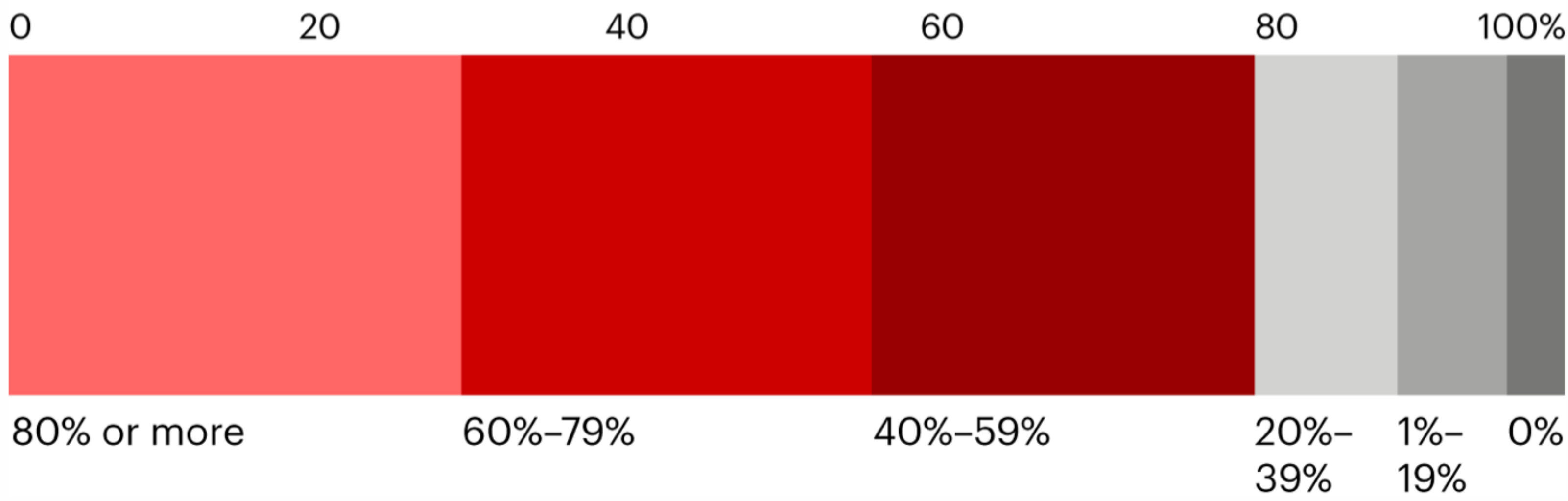
Figure 1



About 80% of search users rely on AI summaries at least 40% of the time

Frequency at which searches result in zero clicks

Percentage of survey respondents



Source: Bain-Dynata Generative AI Consumer Survey, December 2024 (n=1,117)



WHAT'S IT MEAN FOR HOW HOMEOWNERS FIND CONTRACTORS



**Top of
Funnel**

Educational, Exploratory,
Broad Awareness

Benefits of switching to a heat pump
Is a heat pump better than a furnace?
Pros and cons of home electrification
How can I reduce my home's carbon footprint?
How much energy does a heat pump use?
Are heat pumps good in cold climates?

**Bottom of
Funnel**

High Buying Intent,
Transactional,
Ready to Act

Best heat pump installer near me
Request heat pump installation quote
Schedule a home electrification audit
Top-rated heat pump companies in [city]
Apply for heat pump rebate [state program name]
Financing options for heat pump installation



**Top of
Funnel**

Educational, Exploratory,
Broad Awareness

*Benefits of switching to a heat pump
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Are heat pumps good in cold climates?*

**Mid
Funnel**

Consideration, Comparison,
Project Research

*Heat pump vs. gas furnace cost comparison
Best type of heat pump for my home
Is it worth installing a heat pump?
Incentives for heat pumps in [my state/region]
Rebates for home electrification
Ductless vs. ducted heat pump*

**Lower
Mid
Funnel**

Solution Discovery, Planning,
Readiness Signals

*What types of contractors do heat pump installation?
How long does heat pump installation take?
Can I use my existing ducts with a heat pump?
Home electrification checklist
What separates a good heat pump contractor from a bad one?
What size electrical panel do I need for home electrification?*

**Bottom of
Funnel**

High Buying Intent,
Transactional,
Ready to Act

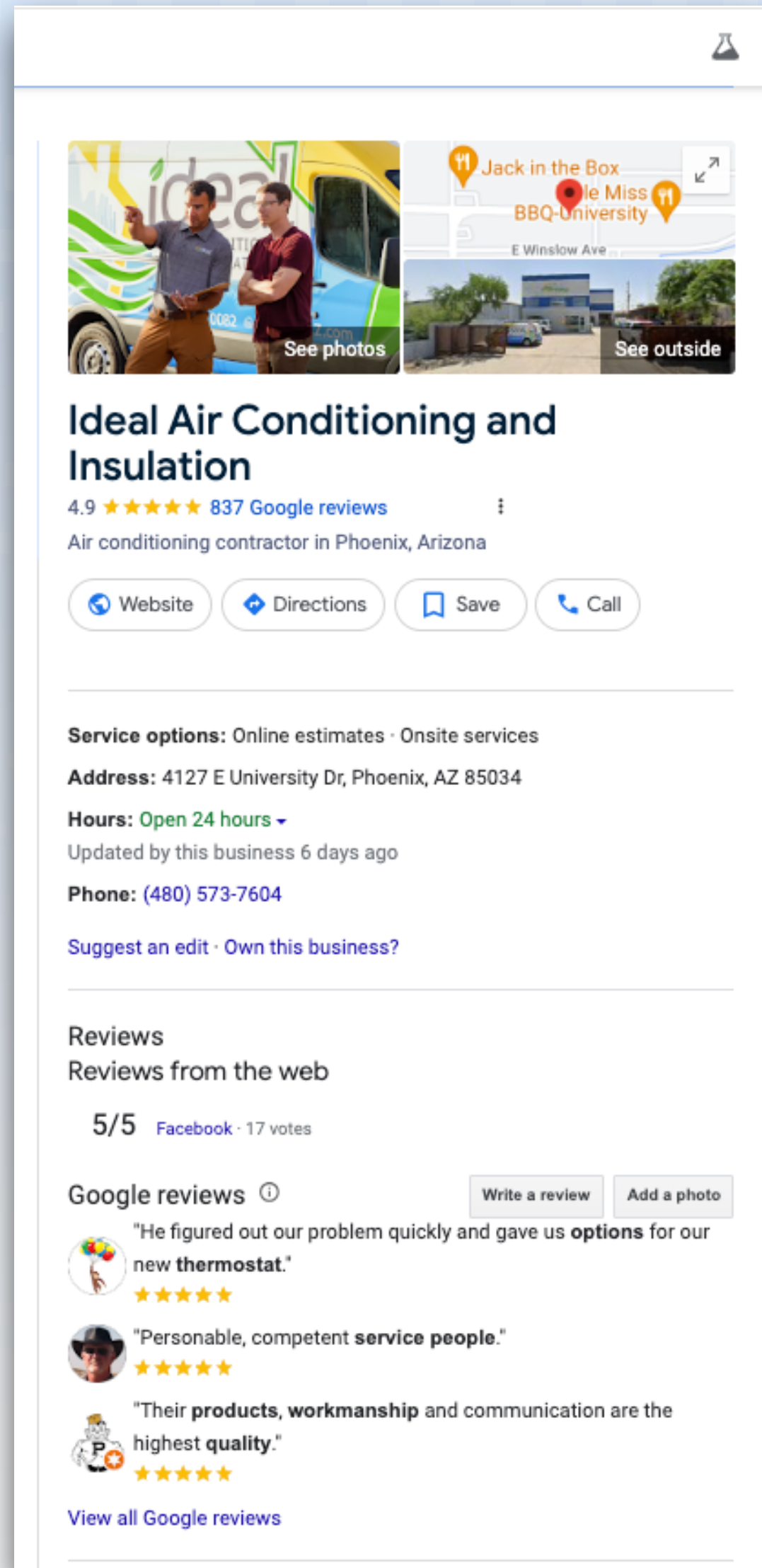
*Best heat pump installer near me
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Schedule a home electrification audit
Top-rated heat pump companies in [city]
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NEW OPPORTUNITIES IN YOUR GOOGLE BUSINESS PROFILE



GOOGLE BUSINESS PROFILE—ONLINE DATA FOUNDATION

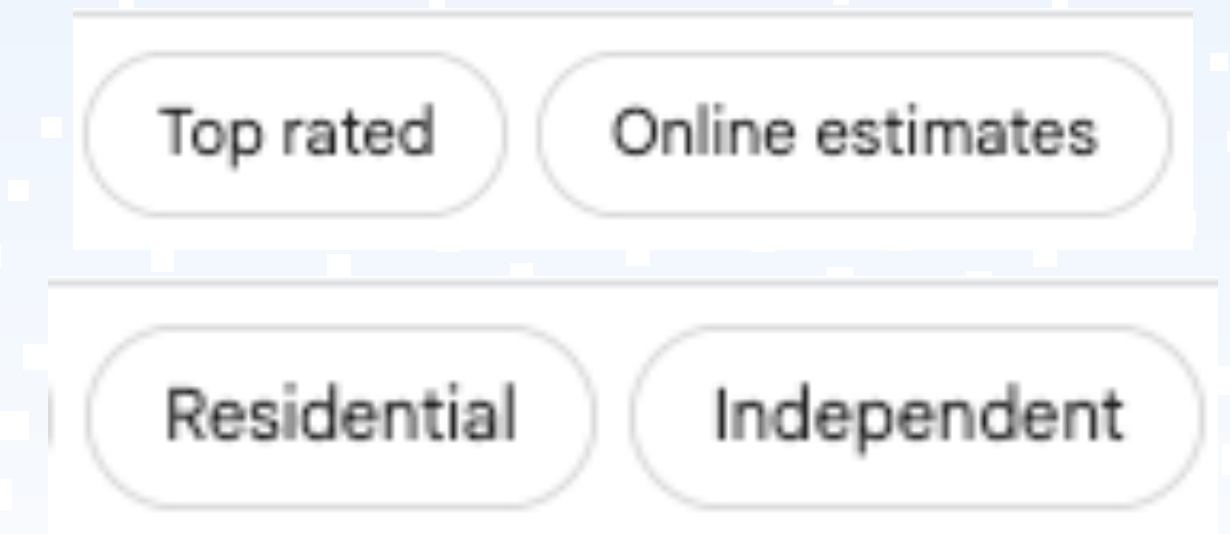


BASICS

- Get categories right
- Keep it active & fresh
- Photos & Video
- Regular Posts
- Reviews & Responses

NEW OPPORTUNITIES

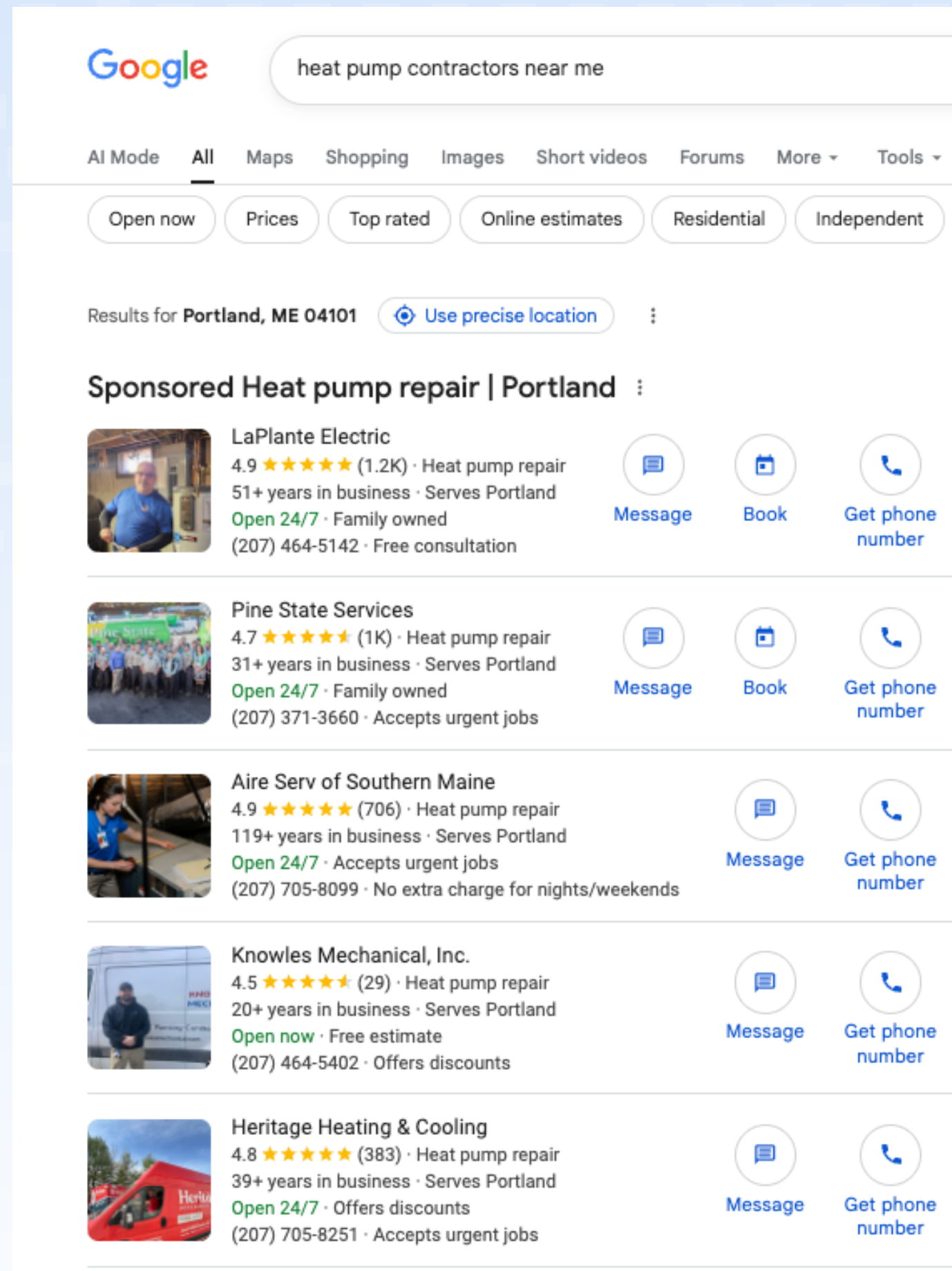
- Topic Refinement Filters (Pills)
- Review Content Shifts
 - Customer Service Quality
 - Workmanship Quality
 - Services Performed



LOCAL SERVICES ADS



LOCAL SERVICES ADS—STILL LIMITED, STILL WORTHWHILE



WHAT HASN'T CHANGED

- Hard to spend budget—limited lead volume
- Ranking Factors: 1. Quality, 2. Responsiveness
- More granular subcategories than GBP

WHAT'S NEW

- Google Guarantee -> Google Verified. Guarantee Dead*
- Reviews unified with GBP
- Insulation category slowly rolling out (CA, FL, TX)



WHAT'S IT MEAN FOR WEBSITES?



WEBSITES MATTER EVEN MORE—SEO & GEO



ABOUT USREBATES & INCENTIVESBLOGTESTIMONIALSCAREERSCONTACT(410) 680-3645

CRAWL SPACE & BASEMENT SERVICESINSULATION & HOME PERFORMANCEHEATING & COOLINGSTRUCTURAL REPAIRHOME ENERGY AUDITS

When to Replace an Old Heat Pump

July 9, 2025

Like all HVAC systems, heat pumps don't last forever. If yours is showing signs of wear, you might be wondering: should I repair it one more time, or is it finally time to install a new [central heat pump](#) or [ductless mini split heat pump](#)?

At Total Home Performance, we help you decide what makes the most sense for your home and budget. In this guide, we'll walk you through how long heat pumps typically last, the warning signs of a failing system, and how to tell when replacement is the better investment.

How Long Do Heat Pumps Last?

In most cases, heat pump life expectancy is about 10-15 years. Sometimes, they last even longer, especially if they're well-maintained. We've seen heat pumps that are still going strong after 20+ years.

But the older they get, the more problems they run into. If your heat pump is getting up there in years, it's probably starting to lose power and energy efficiency, which means reduced performance and higher energy costs.

Signs Your Heat Pump Is Getting Old

If your heat pump stops working altogether, you know you need a new one. But sometimes, it's not so obvious. If you've noticed any of these warning signs, it might be time to think about [replacing your heat pump](#).

1. Age

It's a good idea to start thinking about a heat pump replacement when your system hits the 10-year mark. This will give you time to shop for new equipment and get it installed before it breaks down.

Think it might be time to replace your heat pump?

Start with a free estimate.
410-680-3645

Name *

Phone *

Email *

City/Town *

State/Province *

- Select -

Message

CAPTCHA *

☐ I'm not a robot



reCAPTCHA
Privacy - Terms

GET STARTED

Google
AI Overviews
AI Mode

ChatGPT
Perplexity
Claude

Quality Proxy for
Ranking

Higher in Funnel
Searches

Company Story &
Differentiation



E-E-A-T in the Real World

Expertise	Experience	Authoritativeness	Trust
Certifications Trainings Credentials Case Studies Emphasis on Building Science	# of Installs Years in Business Awards Staff Bios Longevity of Team	Citing Experts Department of Energy Building Science Detail Using Diagnostics (Audit)	BPI Other Trust Symbols Energy Star Industry Associations Local Involvement Review Depth & Quantity



END

