



SCOPE

Website opportunities, **scoped** for action.

Evidence-backed website opportunities for Harbor Comfort Heating & Air, scoped for action and verification.

SEARCH

CLARITY

OPPORTUNITY

PROOF

EXPERIENCE

OCTOBER 6, 2026

Prepared by Your Agency

The answer, in one minute.

What SCOPE found on Harbor Comfort Heating & Air, and where the agency can act first.

WHAT SCOPE FOUND

6 evidence-backed opportunities prioritized for this client site. Across 7 reviewed pages, 1 can move into planning now and 5 need a business fact or manual check confirmed first.

START HERE

1. **Help AI tools recognize the business by name** · High priority
2. **Show stronger proof** · High priority
3. **Add accurate structured data where it is missing** · Medium priority

ACROSS THE LENSES

SEARCH

SEO: 2 issues found. Asked by name, 0 of 3 AI providers identified the business, and it appeared in 0 of 6 local or category searches. Its website was not cited as a source in any of the 9 checks.

CLARITY

SCOPE's clarity checks found the site's core purpose, audience, services, and next step generally understandable.

OPPORTUNITY

1 opportunity to make the business easier to choose made the priority list.

PROOF

1 proof or trust opportunity made the priority list.

EXPERIENCE

Across 7 reviewed pages, the accessibility basics are in place: every page has a skip link, clear page landmarks, one main heading and a declared page language, and every form field has a visible label. 1 item needs a manual check: 3 content images with empty alt text (the other 14 are the logo, where empty alt text is correct).

Search + AI search

How search engines and AI systems read the site. SEO and AEO / AI Search are core to every SCOPE.

POINT-IN-TIME AI SEARCH SNAPSHOT • TESTED SEPTEMBER 25, 2026

AI PROVIDERS
COMPLETED

3

CHECKS RUN

9

ANSWERS THAT
IDENTIFIED THE
BUSINESS

0

SITE CITED AS A
SOURCE

0

WHAT THIS MEANS

Asked about Harbor Comfort Heating & Air by name, 0 of 3 AI providers identified the business. Anthropic Claude and OpenAI said they could not find it. Google Gemini described similarly named companies as if they were this business. In 6 local or category searches, the business appeared in 0. Its website was not cited as a source in any check.

This is point-in-time evidence. It does not guarantee future citations, recommendations, rankings, or provider behavior.

SEO

2 issues found**Content images to check for alt text**

The reviewed pages include 17 images with empty alt text. The content images to review are listed in the priority opportunities.

Structured data missing on some pages

No structured data was found on 5 of 7 reviewed pages: /ac-repair, /heating, /indoor-air-quality, /maintenance and /about.

AEO / AI SEARCH

2 issues found**Add trust and credential signals**

The About page describes team consistency, upfront pricing, and a follow-through promise, but no licensing, insurance, certification, years-in-business figures, or customer reviews appear on any of the 7 reviewed pages.

Clarify installation and replacement services in service content

The site does discuss replacement, for example "If replacement is worth thinking about, we'll explain why and give you room to consider it." (/ac-repair). No reviewed page mentions installation, so it is unclear whether the business offers this.

Search findings describe conditions observed within the reviewed pages. They do not guarantee ranking changes. The strongest items carry into the priority opportunities that follow.

Priority opportunities

What may be worth doing, ordered by priority. Each one shows what SCOPE found, why it matters, and how Verify will check it later.

6

6 opportunities made the priority list. **5** need a business fact or manual check confirmed before any change.

HOW TO READ EACH OPPORTUNITY

REVIEW
BEFORE
PUBLISHING

The direction is supported.
Review the implementation
before it goes live.

VERIFY
BEFORE
CHANGING

A business fact, intent, or manual
check is needed before the
change is made.

PRIORITY

HIGH

Plan this first.

MEDIUM

Plan this after the High items.

01

SEARCH

HIGH

VERIFY BEFORE CHANGING

Help AI tools recognize the business by name

CONFIRM FIRST

Which official profiles and directory listings belong to this business, and are the name, address, and phone on each one current?

This change depends on a business fact. Confirm it with the client before implementing.

WHAT SCOPE FOUND

Asked about Harbor Comfort Heating & Air by name, 0 of 3 AI providers identified the business. Anthropic Claude and OpenAI said they could not find it. Google Gemini described similarly named companies as if they were this business. The look-alike sites cited include gigharborheating.com, hvacharbor.com and harborhvac.com. In 6 local or category searches, the business appeared in 0.

WHY IT MATTERS

If AI tools cannot tell this business apart from similarly named companies, they may describe someone else, or say nothing, when a customer asks about it by name. Consistent identity signals give them a clearer match, though results are not guaranteed.

WHAT MAY BE WORTH DOING

The full name already appears in page titles and the footer, and HVACBusiness (a LocalBusiness type) structured data exists. To close the gap: (1) add the business name to the home page heading (it currently reads "Reliable heating and cooling for Harford and Baltimore County homes"); (2) complete the structured-data address (it lists only MD and US), using the town or street address the business confirms; (3) add the logo to the structured data; (4) add sameAs links to the business's official profiles (for example Google Business Profile, Facebook, Yelp).

AFFECTED PAGES

Home page

/contact

DONE LOOKS LIKE

- The home page heading includes the business name.
- The structured data includes a confirmed address, the logo, and links only to the business's own profiles.
- The name, address, and phone match across the site and those profiles.

VERIFY WILL CHECK

1. Check the business structured data on every page and confirm the name, address, and phone match.
2. Ask the AI tools about the business by name again and compare their answers with this report.

EVIDENCE · Measured · AI search

02

PROOF

HIGH

VERIFY BEFORE CHANGING

Show stronger proof

CONFIRM FIRST

Which credentials, reviews, results, memberships, licenses, or other proof actually exist and are approved for publication?

This change depends on a business fact. Confirm it with the client before implementing.

WHAT SCOPE FOUND

The About page describes team consistency, upfront pricing, and a follow-through promise, but no licensing, insurance, certification, years-in-business figures, or customer reviews appear on any of the 7 reviewed pages. When SCOPE asked AI tools to answer questions from the site, "What proof supports its claims?" rated Weak and "Why should someone trust it?" rated Moderate.

WHY IT MATTERS

Clear, accurate proof can reduce uncertainty for visitors and AI systems. Only confirmed facts should be published.

WHAT MAY BE WORTH DOING

Use only confirmed, publication-approved proof. If client outcomes, reviews, credentials, testing results, memberships, or other evidence exist, add the strongest relevant proof near the claims it supports. If that proof does not exist, do not manufacture it; improve expectation-setting with confirmed facts instead.

AFFECTED PAGES

Home page /about

DONE LOOKS LIKE

- Any published proof is factually confirmed and approved for publication.
- The site does not imply credentials, outcomes, reviews, or experience that cannot be supported.

VERIFY WILL CHECK

- Review the published copy against confirmed business facts.
- Repeat the clarity and trust review and compare it with this report.

EVIDENCE · Evidence-supported interpretation · AI search

03

SEARCH

MEDIUM

REVIEW BEFORE PUBLISHING

Add accurate structured data where it is missing

WHAT SCOPE FOUND

Structured data (HVACBusiness, a LocalBusiness type) appears on the home page and /contact. No structured data was found on 5 of 7 reviewed pages: /ac-repair, /heating, /indoor-air-quality, /maintenance and /about.

WHY IT MATTERS

Search engines and AI systems rely on clear, accurate page signals to understand a business. Improving this condition may make the site easier to interpret, but it does not guarantee rankings or citations.

WHAT MAY BE WORTH DOING

Add Service-type schema to each of the four service pages that names the specific service, the provider, and the area served already stated in the page text. The FAQ sections on /heating and /maintenance can use FAQPage markup. The visible breadcrumb on /ac-repair, /heating, /indoor-air-quality, /maintenance, /about and /contact can use BreadcrumbList markup.

AFFECTED PAGES

/ac-repair

/heating

/indoor-air-quality

/maintenance

/about

DONE LOOKS LIKE

- Structured data matches visible page content and confirmed business facts.
- The published markup validates and is present in rendered HTML.

VERIFY WILL CHECK

1. Check that the published structured data is well-formed and uses the right schema.org types.
2. Check each affected page again and confirm the intended markup is present.

EVIDENCE · Measured · Search, AI search

04

SEARCH

MEDIUM

VERIFY BEFORE CHANGING

Clarify installation and replacement services in service content

CONFIRM FIRST

Does the business offer installation as well as replacement, and should the site say so?

This change depends on a business fact. Confirm it with the client before implementing.

WHAT SCOPE FOUND

The site does discuss replacement, for example "If replacement is worth thinking about, we'll explain why and give you room to consider it." (/ac-repair). No reviewed page mentions installation, so it is unclear whether the business offers this.

WHY IT MATTERS

When the site does not say something clearly, visitors and AI tools have less to go on when matching the business to related searches. Clear, accurate wording can help, though rankings and citations are not guaranteed.

WHAT MAY BE WORTH DOING

Add a clear statement indicating whether new system installation or replacement is offered, or confirm the company is repair-and-maintenance focused only.

AFFECTED PAGES

Home page

/ac-repair

/heating

/indoor-air-quality

/maintenance

DONE LOOKS LIKE

- The published content clearly covers this on the affected pages.
- Any new statement matches what the business confirms is true.

VERIFY WILL CHECK

1. Review the published copy against confirmed business facts.
2. Ask the AI tools "What services does it provide?" again and compare the answer with this report.

EVIDENCE · Measured · AI search

05

OPPORTUNITY

MEDIUM

VERIFY BEFORE CHANGING

Make clear what sets the business apart

CONFIRM FIRST

What genuinely sets this business apart (response times, guarantees, specialties, experience), and which of those can be stated publicly?

This change depends on a business fact. Confirm it with the client before implementing.

WHAT SCOPE FOUND

The site repeatedly emphasizes plain-language explanations, upfront options before work begins, and a residential-only focus as differentiators. On this site, these points are stated as commitments, without specifics such as named certifications or guarantees. When SCOPE asked AI tools "What makes it different?" using the site, the answer rated Moderate. One concrete specific already exists to build on: "We review your request and call or email you, usually the same business day." (/contact).

WHY IT MATTERS

When a business sounds like every competitor, people and AI tools have no clear reason to choose it. Specific, confirmed differences give them one.

WHAT MAY BE WORTH DOING

Turn general claims into specific, confirmed differences, and place them where visitors compare options, such as the home page and About page.

AFFECTED PAGES

Home page

/about

/contact

DONE LOOKS LIKE

- The published wording reflects facts the business has confirmed.
- A first-time visitor can find this information without reading every page.

VERIFY WILL CHECK

1. Review the published copy against confirmed business facts.
2. Ask the AI tools "What makes it different?" again and compare the answer with this report.

EVIDENCE · Evidence-supported interpretation · AI search

06

EXPERIENCE

MEDIUM

VERIFY BEFORE CHANGING

Confirm and improve image descriptions

CONFIRM FIRST

For each flagged image, is it decorative or does it communicate information a visitor needs?

This needs a manual check of each item in context before anything changes.

WHAT SCOPE FOUND

The reviewed pages include 17 images with empty alt text. 14 of these are the same logo repeated on every page (logo-mark.svg). The business name appears as text beside it, so empty alt text is correct for these and no change is needed. The other 3 images appear in page content and may carry meaning a visitor needs: maintenance-checklist.svg (home page), thermostat.svg (/heating), technician-outdoor-unit.svg (/about).

WHY IT MATTERS

Informative images need useful text alternatives, while decorative images should not create unnecessary noise for assistive technology.

WHAT MAY BE WORTH DOING

Review each flagged image in context. Add useful alt text only when the image communicates information; use an appropriate empty alt value when it is decorative.

AFFECTED PAGES

Home page

/heating

/about

DONE LOOKS LIKE

- Each flagged image has been classified as informative or decorative.
- Informative images have concise useful alt text; decorative images use an appropriate empty alt value.

VERIFY WILL CHECK

1. Review the final alt decisions in context.
2. Check each affected page again and confirm each image's alt text matches the decision made.

EVIDENCE · Manual verification required · Search, Accessibility

Scope + boundaries

What this SCOPE covers, what it does not claim, and what happens after the agency makes changes.

FOCUSED REVIEW

This SCOPE covers the pages, tests, and signals listed here. It may not identify every issue or opportunity on the website. If something is not listed, that does not mean it is absent.

OUTCOME BOUNDARY

Recommendations address the conditions observed in this review. They do not guarantee rankings, AI citations, conversions, accessibility conformance, or other outcomes.

THE AGENCY LEADS

SCOPE provides the independent analysis and verification. Strategy, client conversations, pricing, implementation, and publishing decisions stay with the agency.

INCLUDED WITH THIS SCOPE

One Verify recheck.

After the agency makes changes, request the included Verify from the client portal. Verify runs a fresh review of the same priorities and reports on each one.

What changed

Each original opportunity, checked against fresh evidence.

What is still present

Anything the fresh review still finds.

What still needs verification

Items that depend on a business fact or manual check.

Fresh AI-search evidence

A new point-in-time snapshot, compared with this report using the same questions.

PAGES REVIEWED (7)

- + <https://harborcomfort-demo.com/>
- + <https://harborcomfort-demo.com/ac-repair/>
- + <https://harborcomfort-demo.com/heating/>
- + <https://harborcomfort-demo.com/indoor-air-quality/>
- + <https://harborcomfort-demo.com/maintenance/>
- + <https://harborcomfort-demo.com/about/>
- + <https://harborcomfort-demo.com/contact/>

SCOPE

Independent analysis and verification technology by Atara Systems.

harborcomfort-demo.com