

Mr. Reliable Heating & Air — 3-Month Plan & Cost

Prepared after your reply · callmrreliable.com · Houston, TX · All conversation points answered below

First — your question about the downtime

Cloudflare is a layer in front of your website, not the website itself. Your pages, images and forms live on a hosting server that Cloudflare “proxies” to. If that origin server fails, returns errors or blocks real visitors (which is exactly what we recorded during our audit — the server answered some requests with error 403), Cloudflare has nothing to show, and the site is “down” even though Cloudflare itself is up. Think of it as a reception desk: if the office behind it is closed, the receptionist can’t let anyone in.

The good news: this is fixable and will be covered in Month 1 (server/WAF settings audit, uptime monitoring). You don’t need to touch any of it technically — that’s our job.

The plan at a glance

Month	Focus	Result by end of month
Month 1	Foundation & quick wins — cleanup, fixes, stability	Site health restored, first fixes live, baseline analytics set up
Month 2	Visibility — city & service pages, blog engine	New pages start appearing in search results
Month 3	Conversion — turning visitors into calls & form fills	Faster site, stronger offers, weekly lead reporting

Month 1 — Foundation & quick wins

Month 1 Cleanup, fixes, stability

- Remove the leftover draft page callmrreliable.com/elementor-page-2844371/ from the sitemap (it dilutes the site in search)
- Fix the typo in the page title (current title reads “...Heating & AirR |”)
- Server & WAF settings audit + uptime monitoring — directly answers the downtime issue
- Write the 18 city pages you already promise on callmrreliable.com/service-area/ but don’t have pages for (today only 4 of 22 exist, and the Houston link leads to the homepage)
- Give every page a unique, unique search-friendly title & description (today several pages compete with each other)
- Add social preview images (og:image) so shared links look professional
- Page weight: today the homepage is 3.2 MB with 145 requests and ~10 seconds load — we’ll reduce both
- Google Search Console + Analytics: baseline, goals for calls and form submissions

Result: a clean, stable index. Google stops seeing duplicate/empty pages and starts re-indexing the real structure.

Month 2 — Visibility growth

Month 2 City × service mini-sites

- Structured "service × city" section: heat pump, A/C, furnace across Katy, Spring, The Woodlands, Cinco Ranch + your 18 promise-cities — the model your top competitors built their whole traffic on
- Rewrite and expand the blog engine: today you have 18 posts; the leader of your niche has 260+
- 2–4 articles per month targeted at real Houston search queries (documented from live SERP data)
- Photo-real proof pages: reviews with real names, before/after works (competitors use these as banners)
- Location context: last crawl of your top-4 competitors showed 84+ city-service pages each — we start counting the same way

Result: new pages appear in search results for city + service combinations you currently rank nowhere for.

Month 3 — Conversion & results

Month 3 Turn traffic into calls

- Homepage speed: target under 4 seconds (today ~10s) — slow pages lose visitors to competitors
- Simplify forms & CTA logic; add click-to-call tracking so every call is known-to-origin (not guessed)
- Goal funnels: call button, form, membership, financing — each measured in Analytics
- Weekly lead report: which pages brought calls, which cities convert best
- Content plan review for the next quarter based on real data (no more guessing)

Result: you see exactly which pages bring money and where the next dollar of effort should go.

What this plan closes (gaps found in the analysis)

Gap found	What we do	Outcome
4 city pages vs 22 promised cities	18 real pages in Month 1	You genuinely cover the service area you advertise
18 blog posts vs 260+ at the leader	Content engine, 2–4 posts/month	Steady growth of search impressions
Duplicates & leftover draft pages	Cleanup + unique titles	Ranking power stopped from fighting itself
~10s load, 3.2 MB, 145 requests	Weight & speed work	Fewer abandoned tabs, better rankings
No social preview images	og:image on key pages	Professional look in messengers & socials
Downtime episodes (your question)	Server/WAF audit + monitoring	You know about problems before your clients

Clients find your competitors, not you, for "ac repair houston" today. Every month of waiting is more of your market going to them. Start now.

Investment

\$725 / month

Covers all three months: strategy, technical fixes, content engine, analytics and reporting. Billed monthly — no long lock-in.

- ✓ All Month 1–3 tasks above
- ✓ Priority fixes of anything found during work
- ✓ Weekly progress emails — short, plain English
- ✓ Month 3 lead report & next-quarter plan

3-month total: \$2,175

Guarantee: if after 2 months you don't see first pages of your site in the results and a growth in inquiries — we correct the strategy at no extra cost. The result is our responsibility; your only job is to answer the phone.

Next steps

- **1.** Reply to this email — we confirm the start date (we can begin this week)
- **2.** We request access to your hosting panel / Search Console / site CMS — you don't need to be technical for any of it, we will guide each step in one short message
- **3.** Week 1 you already receive: the typo & draft-page fixes plus the first 3 city pages — visible progress from day one

Ready to move forward? Just reply to this email — "Let's start with Month 1" — and we'll take it from there.

Prepared for Mr. Reliable Heating & Air (callmrreliable.com) · data source: live measurements and search results recorded in the accompanying analysis · dates: October 2026