

FOR HOUSTON CONTRACTORS, HVAC, ROOFING & PLUMBING PROS

Referrals bring the job in. *Google decides if they call.*

I'm LaTonya S. Johnson — a chemical engineer who now engineers income systems. Even your referred customers check you online first. I make sure that check goes your way.



91%

of homeowners say online reviews matter when choosing an HVAC contractor.

Clear Seas / ACHR NEWS, 2024

No. 1

Google is the first place homeowners check reviews for home-service pros.

Clear Seas / ACHR NEWS, 2024

The Trust Check

Referrals start the job. Your Google presence closes it — and wins the homeowners who are searching.

LOCAL SEO

Pass every trust check

I engineer your Google Business Profile, reviews, and website so referred customers see a pro worth calling — and so the homeowners who do search find you before they find your competitor.

AEO

Be the name AI recommends

Homeowners are starting to ask AI assistants "who should I call for a busted water heater in Houston?" Answer Engine Optimization is the engineering that makes yours the business the AI names.

18% of Google searches now show an AI summary; when one appears, clicks on regular results fall from about 15% to 8%. 45% of consumers have asked AI for local recommendations — up from 6% a year earlier. (*Pew, 2025; BrightLocal, 2026*)

Get your free AI-visibility audit

I'll show you exactly what a referred customer sees when they check you on Google and AI — and the fix-it plan. Free. No obligation.



SCAN TO
SCHEDULE YOUR
FREE AUDIT

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