

Prepared for **Rick York**
Company **Parker Heating & Air**
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How we write search ads: one service per ad group, the city and the offer in the headline, and a call to action that matches the landing page the click lands on.

Eight Google search ads we wrote for current and recent clients, shown the way Google renders them on a phone. Google rotates up to 15 headlines per ad; the line under each ad lists others we tested.

01 American Heating and Cooling · Columbus, GA AC REPAIR

Sponsored



American Heating & Cooling
<https://lp.columbusgaheatingandair.com>

AC Repair Columbus GA | AC Not Cooling? Fixed Today | We Answer. No Phone Tree.

AC not cooling? A real person answers and we get a tech to your door today, not next week. One-year warranty on every repair. Military discounts. Licensed in both GA and AL.

OTHER HEADLINES TESTED Same-Day AC Repair · Quote Before We Start · Flat-Rate, No Surprises · Fixing Columbus AC Since 1988 · Veteran & Family Owned · Columbus & Phenix City

02 American Heating and Cooling · Columbus, GA HEATING REPAIR, 24/7 EMERGENCY

Sponsored



American Heating & Cooling
<https://lp.columbusgaheatingandair.com>

Heating Repair, Columbus GA | 24/7 Emergency Heat Repair | We Answer When You Call

No heat? Same-day service available. You approve the price before any work starts. Call at any hour and a person answers. 24/7 emergency heating service in Columbus.

OTHER HEADLINES TESTED No Heat? Same-Day Service · Furnace & Heat Pump Repair · Gas & Heat Pump, Both Fixed · Price Approved Before Work · Licensed in GA and Alabama · 1-Year Warranty on Repairs

03 Pinellas AC Pros · Clearwater, FL AC REPAIR

Sponsored

 Pinellas AC Pros
<https://lp.pinellasacpros.com>

AC Repair Clearwater | Not Owned by a Hedge Fund | Big Chains Upsell. We Repair.

Big chains push replacements. We fix what's broken and show your price before we start. AC not cooling? A real local team answers and gets a tech to your Clearwater door today.

OTHER HEADLINES TESTED Family-Owned by Two Brothers · No Upsell Pressure, Ever · Same-Day AC Repair · Fixed Right the First Time · Trane & Daikin Certified

04 Diamond Air Design · Pensacola, FL AC REPAIR, SECOND OPINION

Sponsored

 Diamond Air Design
<https://lp.pensacolaacpros.com>

Pensacola AC Repair Today | Got a Scary AC Quote? Ask Us | Free Second Opinion on AC

Got a repair quote that seems too high? Get ours free. Same-day AC repair, 7 days a week. AC not cooling? We are at your door today with upfront pricing and no overtime fees, ever.

OTHER HEADLINES TESTED Don't Overpay for AC Repair · Same-Day AC Repair, Pensacola · Upfront Price, No Surprises · No Overtime or Weekend Fees · Father & Son Owned, Local · Open 7 Days + Holidays

05 American Heating and Cooling · Columbus, GA MAINTENANCE, TUNE-UP

Sponsored

 American Heating & Cooling
<https://lp.columbusgaheatingandair.com>

AC Tune-Up Near Me Columbus | If Nothing's Wrong, We Leave | No Upsells. Honest Work Only

38 years in this climate. Multi-point inspection, written report. Nothing wrong? We leave. Veteran founder since 1988. 38 years of honest work across Columbus.

OTHER HEADLINES TESTED Before GA Heat or AL Cold · HVAC Maintenance · Columbus · Both Seasons, One Tune-Up · Book Before The Season Rush · Priority Scheduling Members

06 American Heating and Cooling · Columbus, GA FURNACE REPLACEMENT

Sponsored

 American Heating & Cooling
<https://lp.columbusgaheatingandair.com>

New Furnace, Columbus GA | Gas Furnace or Heat Pump | Written Price, No Surprises

Gas furnaces and heat pumps installed. Free in-home estimate and a written price. Amana and Daikin authorized. Veteran and family owned, installing since 1988.

OTHER HEADLINES TESTED Free In-Home Estimate · Heat Pump Installation · Installing Since 1988 · Licensed in GA and Alabama · Lower Your Winter Bills

07 Bethany Air · Annapolis, MD
AC AND FULL SYSTEM REPLACEMENT

Sponsored



Bethany Air
<https://offers.bethanyair.com>

**AC Replacement, Annapolis | Full System,
AC and Furnace | Same or Next Day
Estimate**

No deposit. You pay when the job is finished and you are happy with it. Full system replacement, AC and furnace together, in about three days.

OTHER HEADLINES TESTED No Deposit. Pay When Done. · New AC System, Edgewater · Free In-Home Estimate · Installed in About 3 Days · Written Price, No Surprises

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08 Bethany Air · Annapolis, MD
HEAT PUMP INSTALLATION

Sponsored



Bethany Air
<https://offers.bethanyair.com>

**Heat Pump Installation MD | Convert to a
Heat Pump | Lower Your Energy Bills**

No deposit. You pay when the job is finished and you are happy with it. Heat pump installation and conversion. Free in-home estimate, same or next day.

OTHER HEADLINES TESTED No Deposit. Pay When Done. · Heat Pump Replacement · Installed in About 3 Days · Written Price Before We Start · Same or Next Day Estimate