Peppy Heating & Cooling

Hvac Company · Boise, ID · https://callpeppy.com/

20/100

AI Visibility Score

Named in 0 of 8 AI answers

AI mention score 0/100 (60% weight) · Website readiness 50/100 (40% weight)

> **Which AI engines were checked:** live: gptoss (open-weight GPT-OSS 20B answering from model memory, *no live web search*). Not yet checked: chatgpt, perplexity, gemini, brave (adapters built, API keys not yet connected). Real customers using ChatGPT, Gemini or Perplexity with web search may see different results. AI answers also vary from run to run; this is one snapshot.

1. What AI said when asked like a customer

Question asked	Named?	Position
What are the best HVAC companies in Boise, ID?	No	-
hvac company near Boise, ID - who do you recommend?	No	-
Top rated HVAC companies in Boise, ID	No	-
I need a reliable hvac company in Boise, ID. Who should I call?	No	-
Most trusted HVAC companies in Boise, ID	No	-
Affordable hvac company in Boise, ID	No	-
Who should I call for a furnace that stopped working in Boise, ID?	No	-
Which HVAC companies in Boise, ID have the best reviews?	No	-

2. Names that came up instead

- Boise Heating & Cooling, Inc.: named 1x
- State-licensed & insured: named 1x
- 10-year warranty on most installations: named 1x
- 24/7 emergency service: named 1x
- Customer ratings: named 1x

Extracted automatically from AI answers. Free-model answers sometimes include businesses that don't exist; we verify names before using them in any recommendation.

3. Website readiness for AI

Check	Result
LocalBusiness structured data	Missing
FAQPage structured data	Missing
FAQ content on homepage	Missing
Phone number in page text	Pass
City named on homepage	Pass
Homepage text 300+ words (1414 found)	Pass
HTTPS	Pass
AI crawlers allowed in robots.txt	Pass
/llms.txt summary file	Missing

4. Top fixes, in order

1. No LocalBusiness-type structured data (schema.org) on the homepage.
2. No FAQ content answering the questions customers ask AI.
3. No FAQPage structured data.
4. No /llms.txt summary file.

5. Ads opportunity: ChatGPT sponsored results

Eligible Local services are one of the categories OpenAI currently supports for ChatGPT Ads, with no special category approval listed.

Ad crawler (OAI-AdsBot): Allowed (not blocked in robots.txt)
Targeting available: state, city, metro market (DMA) or ZIP code
Minimum budget: $25/day average over each 7-day period (up to $175/week, about $750/month), billed by OpenAI to your own ad account
Pricing: auction-based, per click (CPC) or per 1,000 views (CPM). We don't forecast clicks before a campaign has run; cost per click is set by the auction.

Sources: openai.com/policies/ad-policies; help.openai.com articles 20001413 (daily budgets), 20001210 (campaigns), 20001243 (crawlers) (checked Nov 15, 2026).

How this scan works

We ask 8 questions customers really ask about hvac companys in Boise, ID and check whether and where the business is named. The website check reads the homepage, robots.txt and /llms.txt the way an AI crawler would. Score = 60% AI mentions (weighted by list position) + 40% website readiness. We don't guarantee rankings or mentions.