Grow That Local

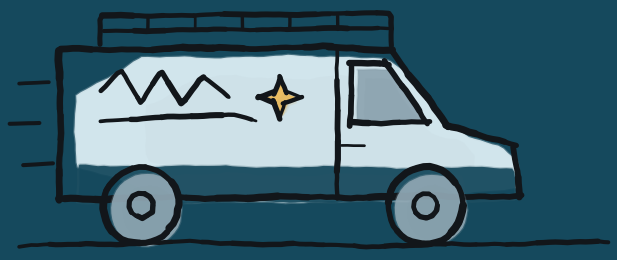
a free guide

What a Google Ads click costs an HVAC company, by city

What one Google Ads click on a heating or cooling search costs in the US, the Southeast and 10 Southeast cities, which searches cost most, and what a monthly budget really buys.

For HVAC business owners comparing lead sources.

- 13 short sections in 5 parts
- 39 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

Heating and cooling clicks are some of the priciest in local trades, and in the Southeast they cost more than the US average. Before you spend on Google Ads, it helps to know what "ac repair" costs where you work, and why a tune-up click can cost more than a repair click.

We took Google's click price estimates for 28 searches people use when they want an HVAC company ("hvac near me", "ac repair", "furnace repair", "heat pump installation" and more) for the whole US, all 50 states and DC, 10 regions and 10 Southeast metro areas. The data is Google Ads keyword data, pulled through DataForSEO, a data company that resells it, in November 2026.

How to read the numbers:

- **Typical click** is the average price of one click across all of the HVAC searches, weighted by how often people make each one. Busy searches count more.
- **Middle search** is the median: half the searches cost more per click, half cost less.
- **The "hvac near me" click** is the price of the one search most owners want to show up for. It's usually the best number to plan a budget with.

The limits, in plain words:

- **These are Google's estimates, not your bill.** Each price is Google's average cost per click for that search in that place (Google Ads API reference, developers.google.com). It's what advertisers paid on average, not what any one business pays.
- **Your own price depends on you.** How good your ad and page are, the hours you run, how tightly you match searches and where you show all move it. Part 5 covers each one.
- **Small places are rough.** Google leaves many small searches unpriced, and one pricey search can pull a metro's average up. Read the three numbers together.
- **A click is not a lead.** Most people who click don't call. Every per-lead figure here is our estimate, built from a click price and a conversion rate we state.
- **A metro area here is a TV market**, which is wider than the city itself.

Every click price comes from one source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026. Where we do math on top of it, we say "GTL estimate" and give our reasoning. Every example is made up to show the idea.



Part 1

What an HVAC click costs

1 The HVAC click price across the US

The idea. Across the US, the typical HVAC click costs $31.40. The middle search costs $25.02. Prices run from $4.55 for "ductless mini split" to $64.54 for "emergency hvac". The "hvac near me" click costs $26.88, and people make that search about 201,000 times a month (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

"ac repair" costs $43.88 a click and gets about 368,000 searches a month across the US (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Google counts "air conditioner repair" as the same search. A broken AC in July or a dead furnace in January means a customer who books today, so HVAC companies bid high (GTL estimate).

Of the 70 local trades we measured, HVAC has the 5th priciest typical click. Google's competition score for these searches averages 18 out of 100. That score is the share of ad spots that advertisers fill (Google Ads API reference, developers.google.com).

Example (sample numbers). A made-up HVAC company plans its first ads with the "hvac near me" price, about $27, and then sees "ac repair" is about $44. They budget at the higher number, because most of their summer calls start with "ac repair."

Do it in 24 hours

- [ ] Write down the US "hvac near me" and "ac repair" prices from this section.
- [ ] Find your metro area or state in sections 2 and 3 and write its price next to them.
- [ ] Open Google Keyword Planner, set your town, and check "furnace repair" there.

2 The Southeast and its 10 metro areas

The idea. In the Southeast and Upper South, the typical HVAC click costs $33.46, 7% more than the US. The "hvac near me" click costs $25.83 there (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

The Southeast pays more than the US for HVAC clicks. Louisville has the priciest typical click of the 10 metros, $77.29, largely because "ac repair" there is priced at $162.69 a click (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Its "hvac near me" click is $31.36. Jackson, MS has the cheapest typical click, $21.49.

Place	Typical click ($)	Middle search ($)	"hvac near me" ($)
Whole US	31.40	25.02	26.88
Southeast and Upper South	33.46	32.41	25.83
Louisville	77.29	43.21	31.36
Nashville	44.01	27.81	20.54
Tulsa	39.28	20.95	33.74
Montgomery	35.31	28.47	24.09
Huntsville-Decatur	31.96	30.46	36.46
Birmingham	30.20	17.75	26.44
Lexington	27.14	21.18	29.89
Memphis	25.05	28.97	30.88
Little Rock	24.25	16.75	14.03
Jackson, MS	21.49	14.79	30.05

Metro areas are sorted from the priciest typical click to the cheapest. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

Example (sample numbers). A made-up HVAC company in Louisville sees the typical click far above its "hvac near me" price. They split their ads into two campaigns, so the pricey "ac repair" clicks get their own budget and don't eat the whole month.

Do it in 24 hours

- [ ] Find your metro row. Circle the "hvac near me" column.
- [ ] If your metro's three numbers disagree a lot, plan with the highest.
- [ ] If you're not in one of these 10 areas, use your state in section 3.

3 Where clicks cost most and least

The idea. Across the lower 48, the Desert Southwest has the priciest typical HVAC click at $51.50, and New England the cheapest at $21.85. By state, Delaware tops the list at $70.15 and Wyoming is lowest at $9.84 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

Hot, fast-growing states pay most for HVAC clicks: Arizona, Colorado, Idaho and Utah all sit in the top five, with Delaware first (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Most of the cheapest states are small, with few searches, so treat those as rough (GTL estimate).

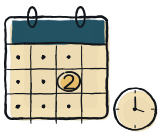
Rank	Priciest states	Typical click ($)	Cheapest states	Typical click ($)
1	Delaware	70.15	Wyoming	9.84
2	Idaho	60.30	Alaska	11.34
3	Arizona	59.80	Montana	12.42
4	Colorado	48.27	Hawaii	12.45
5	Utah	46.92	New York	16.16

"Cheapest states" counts up from the very cheapest. A state's average also moves with which searches people there use most, not only with price. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

Example (sample numbers). A made-up HVAC company covers two states. Clicks in one cost a fifth more. They run cooling ads on the cheaper side in summer and send postcards on the pricier side.

Do it in 24 hours

- [ ] Find your state. Is it above or below the US typical click?
- [ ] If you work in two states, note both prices.
- [ ] Decide which side of your area gets the ad budget first.



Part 2

The searches behind the price

4 The priciest searches

The idea. The priciest HVAC searches are emergencies and tune-ups: "emergency hvac" costs $64.54 a click and "ac tune up" $56.39 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). In the Southeast, "furnace repair" costs $64.23 and "ac installation" $61.44.

Search	Click ($)	US searches a month
emergency hvac	64.54	2,400
ac tune up	56.39	12,100
ac repair near me	46.87	246,000
ac repair	43.88	368,000
furnace tune up	43.03	8,100

Searches with at least 50 searches a month. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

A tune-up click costs more than a repair click because a tune-up customer often becomes a maintenance plan and, later, a replacement (GTL estimate). That makes tune-up searches worth bidding on if you sell plans. If you don't, put the money on repair.

Example (sample numbers). A made-up HVAC company sells a yearly plan. They bid on "ac tune up" in April and "furnace tune up" in September, and every tune-up visit ends with an offer to join the plan.

Do it in 24 hours

- [ ] Decide whether you sell a maintenance plan. If so, add tune-up searches.
- [ ] Pick two repair searches from the table that match the work you want.
- [ ] Check your site has a page for each.

5 The cheapest searches, and why cheap isn't a bargain

The idea. The cheapest HVAC search by far is "ductless mini split," at $4.55 a click (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Many people typing it are shopping for a unit to install themselves (GTL estimate). "mini split installation" costs $23.08, because those searchers want someone to do it.

Search	Click ($)	US searches a month
ductless mini split	4.55	27,100
new ac unit	15.83	5,400
hvac replacement cost	15.85	6,600
hvac	18.05	450,000
heat pump repair	18.86	40,500

Cheapest first. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

"hvac" on its own is cheap for its size: $18.05 a click and about 450,000 searches a month (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). That one-word search mixes homeowners with students, job seekers and people looking up the word. Bid on "hvac near me" or "hvac company" instead.

Example (sample numbers). A made-up HVAC company gets 200 cheap clicks on "ductless mini split" and one install. They switch to "mini split installation" only: 40 clicks at a higher price, and four installs.

Do it in 24 hours

- [ ] Look at the cheap searches in the table. Do you want those clickers?
- [ ] Swap any product search for its "installation" or "repair" version.
- [ ] Note the product and do-it-yourself words you'll block in section 13.



Part 3

What a monthly budget buys

6 Clicks for your budget

The idea. Divide your monthly budget by the price of a click and you get the clicks it buys. At the US "hvac near me" price of $26.88, $1,000 a month buys about 37 clicks (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). That count is a GTL estimate: your real price per click will sit above or below Google's average.

Google can spend up to twice your daily budget on a busy day, but no more than 30.4 times it in a month (Google Ads Help, support.google.com). So plan by the month, not the day.

Monthly budget ($)	Clicks at the US "hvac near me" price	Clicks at the Southeast typical price
500	19	15
1,000	37	30
2,000	74	60

GTL estimate: budget divided by click price, rounded. Click prices: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

HVAC searches jump in the first heat wave and the first cold snap, so the same budget buys fewer clicks when everyone bids at once (GTL estimate). Our busy season calendar for HVAC shows which months bring the most searches in your region.

Example (sample numbers). A made-up HVAC company sets $2,000 for June and July and $1,000 for the rest of the year. At $35 a click, July buys about 57 clicks.

Do it in 24 hours

- [ ] Pick a monthly budget you could lose for one month without worry.
- [ ] Divide it by your click price from section 2. That's your click count.
- [ ] Write down the months you'd spend more and less.

7 From clicks to leads

The idea. A lead here means a call or a quote form from someone who clicked your ad. We use two rates, both GTL estimates. About 7 in 100 clicks is a cautious month: most clickers are comparing a few businesses, outside your area or not ready yet, and 7 in 100 is close to where our free Google Ads

calculator starts. About 15 in 100 is a strong month, with a clear page, a phone number at the top and tight targeting.

At the US "hvac near me" price of $26.88, that puts one lead at about $179 in a strong month and $384 in a cautious one (GTL estimate built on the click price from GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com)).

Monthly budget ($)	Leads at 7 in 100	Leads at 15 in 100	Cost per lead ($), 7 in 100	Cost per lead ($), 15 in 100
500	1.3	2.8	384	179
1,000	2.6	5.6	384	179
2,000	5.2	11.2	384	179

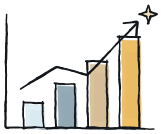
GTL estimate: clicks from section 6 times 7 in 100 or 15 in 100. Click price: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

A broken AC in summer means a caller who books fast, so a strong month near 15 in 100 is realistic in peak weeks (GTL estimate). A customer who joins a maintenance plan is worth more than the first visit. Put your own average job, close rate and repeat visits into the Google Ads calculator, and use how many leads you need to see how many leads a month hit your goal.

Example (sample numbers). A made-up HVAC company pays $250 for each ad lead and books half. That's $500 per booked job. A repair alone barely pays, but one in five becomes a plan member worth $200 a year for five years.

Do it in 24 hours

- [ ] Count how many leads you booked last month and how many became jobs.
- [ ] Work out what a plan member is worth over five years.
- [ ] Run the free Google Ads calculator with your own numbers.



Part 4

Ads, or reviews and the map first?

8 When ads make sense for an HVAC company

The idea. Ads make the most sense for an HVAC company in three cases (GTL estimate). In heat waves and cold snaps, if you have techs free. For installs and replacements, where one job covers many clicks. And for tune-ups, if you sell maintenance plans. Google's Local Services Ads charge per lead instead of per click, and HVAC is one of the trades they cover; our guide on whether Local Services Ads are worth it compares the two. For every HVAC marketing cost, read what marketing should cost an HVAC company.

Example (sample numbers). A made-up HVAC company runs install ads all year and repair ads only when the forecast passes 95 degrees or drops below 25, and their board has gaps.

Do it in 24 hours

- [ ] Decide which job types your ads are for.
- [ ] Decide what weather or schedule gap turns repair ads on.
- [ ] Read the Local Services Ads guide before choosing between the two.

9 When reviews and the map come first

The idea. Clicks in Google's map results are free. Google says local results are mainly based on relevance, distance and prominence, and that there's no way to pay for a better local ranking (Google Business Profile Help, support.google.com). In the Southeast, where HVAC clicks cost more than the US, each call that comes from the map instead of an ad saves more (GTL estimate). Our guide on how many reviews an HVAC company needs gives the numbers for 10 Southeast cities.

Example (sample numbers). A made-up HVAC company has 30 reviews; the top three near them have 200 or more. They keep ads for installs and ask every repair customer for a review, aiming to pass 100 by next summer.

Do it in 24 hours

- [ ] Search "ac repair near me" from your shop and count the top three map results' reviews.
- [ ] Compare with your own count.
- [ ] Text your last 10 customers your review link today.

or we can do it for you

Free sample: A ranking check and 10 fixes

So you can see where you stand in the free results before you pay for clicks. SEO is $400 a month, with a 7-day full refund.

SEO: growthatlocal.com/services/seo



Part 5

Four ways to pay less per click

10 Bid on exact searches

The idea. Google has three ways to match your keywords to searches. Broad match can show your ad on any related search. Phrase match, in quotes, shows it on searches that include your meaning. Exact match, in square brackets, shows it on searches with the same meaning (Google Ads Help, support.google.com). Broad match is the default. For HVAC, broad match is how "ac repair" ends up paying for "car ac repair" clicks (GTL estimate).

Example (sample numbers). A made-up HVAC company starts with five exact keywords: [ac repair], [furnace repair], [ac repair near me], [hvac service] and [heat pump repair]. After a month they add phrase match for the two that booked the most jobs.

Do it in 24 hours

- [ ] Write five exact keywords in square brackets, for the jobs you want.
- [ ] Check whether any campaign you have is on broad match.
- [ ] Plan one review of results after 30 days.

11 Show ads only when you can answer

The idea. You can choose the hours and days your ads run, and raise or lower bids for certain times (Google Ads Help, support.google.com). In a heat wave, people search on weekends and evenings too. Run those hours only if someone answers and a tech can go (GTL estimate).

Example (sample numbers). A made-up HVAC company runs ads 7 am to 7 pm on weekdays and raises bids on hot Saturdays, when their weekend tech is on.

Do it in 24 hours

- [ ] Write down the hours someone answers your phone.
- [ ] Set your ad schedule to those hours.
- [ ] Save a heat-wave schedule that adds weekend hours.

12 Draw your area tight

The idea. You can show ads to people within a set distance of your shop, at least 1 km (Google Ads Help, support.google.com). Google's default, "Presence or interest," also reaches people elsewhere who show interest in your area. "Presence" sticks to people who are in or regularly in it (Google Ads Help, support.google.com). A no-cooling call in July needs a tech the same day, so keep repair ads to the area you can reach fast and give installs a wider circle (GTL estimate).

Example (sample numbers). A made-up HVAC company sets a 15-mile circle for repair searches and a 35-mile circle for install and replacement searches.

Do it in 24 hours

- [ ] Mark how far a tech can get in an hour.
- [ ] Set your repair radius to match and your install radius wider.
- [ ] Switch location options to "Presence."

13 Block the searches that waste money

The idea. Negative keywords keep your ad off searches you don't want (Google Ads Help, support.google.com). The search terms report shows the real searches that triggered your ads (Google Ads Help, support.google.com). Read it every week for the first month and block what doesn't fit.

Example (sample numbers). A made-up HVAC company finds clicks from "car ac recharge," "hvac technician school" and "window unit" in week one. They block all three ideas.

Do it in 24 hours

- [ ] Add these as negative keywords to start: car, auto, truck, jobs, hiring, salary, school, certification, "how to", diy, parts, filter, "window unit", portable, "for sale".
- [ ] Open the search terms report after 7 days.
- [ ] Block every search that would never book a tech.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

For the map results you don't pay per click for. Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Your first 24 hours, in one list

If you do these today, you'll know what a click costs you before you spend a dollar:

- [ ] Write down your metro or state "hvac near me" price (sections 2 and 3).
- [ ] Decide whether tune-up searches fit how you sell (section 4).
- [ ] Count your reviews against the top three map results (section 9).
- [ ] Pick five exact keywords (section 10).
- [ ] Set ad hours to when someone answers (section 11).
- [ ] Add the starter negative keywords (section 13).



Where to go next

To see whether Google's pay-per-lead ads would suit you better, read Google's Local Services Ads: worth it?. For every HVAC marketing cost on one page, read What marketing should cost an HVAC company in 2026. For the whole job of getting more heating and cooling calls, read The HVAC Marketing Playbook.

To check whether ads would pay at your numbers, try the free Google Ads calculator. To see how HVAC clicks compare with 69 other local trades, read What a Click Costs: Google Ads Prices for 70 Local Trades, 2026.



If you'd rather hand it off

Grow That Local does this work for HVAC companies every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: SEO. Free sample: a ranking check and 10 fixes. SEO is $400 a month, with a 7-day full refund.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where it comes from:

1. GTL analysis of Google Ads keyword data (DataForSEO), November 2026. Google Ads average cost per click and monthly search estimates for 28 heating and cooling searches (26 counted after Google merged close variants), for the US, all 50 states and DC, 10 regions and 10 Southeast metro areas (TV markets), pulled November 12, 2026. Typical click = average weighted by each search's monthly searches; middle search = median. (sections 1 to 13)

Rules, tools and guidance cited (not statistics), each checked on the official page on 2026-11-13:

- DataForSEO, Google Ads search volume API, response fields (cpc: the amount paid in US dollars for each click on the ad for a keyword; competition_index: 0 to 100): docs.dataforseo.com (all sections)
- Google Ads API reference, KeywordPlanHistoricalMetrics ("Average Cost Per Click in micros for the keyword"; competition index "determined by the number of ad slots filled divided by the total number of ad slots available"): developers.google.com (before you start, section 1)
- Google Ads Help, "About overdelivery and your average daily budget" (up to twice the daily budget in a day, no more than 30.4 times it in a month): support.google.com (section 6)
- Google Business Profile Help, "Tips to improve your local ranking on Google" (local results are mainly based on relevance, distance and prominence; no way to pay for a better local ranking): support.google.com (section 9)
- Google Ads Help, "About keyword matching options" (broad, phrase and exact match; quotes for phrase, square brackets for exact): support.google.com (section 10)
- Google Ads Help, "About Ad Scheduling" (choose hours and days; bid adjustments by day and time): support.google.com (section 11)
- Google Ads Help, "Target ads to geographic locations" (radius targeting, at least 1 km): support.google.com (section 12)
- Google Ads Help, "About advanced location options" ("Presence or interest" is the default; "Presence" reaches people in or regularly in your area): support.google.com (section 12)
- Google Ads Help, "About negative keywords" (exclude search terms; negative broad, phrase and exact match): support.google.com (section 13)
- Google Ads Help, "About the search terms report" (shows the searches that triggered your ads): support.google.com (section 13)

GTL estimates

These are our own judgment, not measured facts:

1. Clicks per budget = budget divided by the click price (sections 6, 7). Reasoning: Google charges per click, and your own price will sit above or below its average.
2. About 7 in 100 ad clicks become a call or form in a cautious month, and about 15 in 100 in a strong one (section 7). Reasoning: 7 in 100 is close to our calculator's starting point; a broken system in peak weather makes callers book fast, which pushes a good month toward 15 in 100.

3. Tune-up clicks cost more than repair clicks because tune-ups lead to plans and replacements (section 4). Reasoning: advertisers pay most where a customer is worth most over time.
4. Product searches like "ductless mini split" are mostly shoppers (section 5). Reasoning: they name a unit, not a service.
5. Hot, fast-growing states pay most (section 3). Reasoning: the priciest states have long cooling seasons and many new homes.
6. Ads suit peak weather, installs and plan sales; reviews come first when you trail the top three (sections 8, 9). Reasoning: map clicks are free, and one install pays for many clicks.
7. Exact match, ad hours, a tight repair radius and negative keywords cut wasted clicks (sections 10 to 13). Reasoning: each one keeps your ad off searches, hours or places that can't become a job.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow That Local