

# You own the map. Now own the answer.

## A Search and AI Search strategy for DC Installation Services

CANTERBURY, NEW ZEALAND | PREPARED FOR JASON, WAYNE AND TANIA · JULY 2026

### 1. Executive summary

**The short version.** Three years in, we have made DCIS one of the most visible heat pump installers on Google Maps in Canterbury. That is done, and it is working: you now rank in the top three across a large share of the region, and your profile drives real calls. The opportunity now sits one layer out. When a Canterbury homeowner searches "heat pump installation christchurch" or asks ChatGPT for the best installer, they find Heat Force, Beattie Air and Enviro Master, not you. That demand is real, high-intent, low-difficulty and almost entirely unclaimed. This is what we have built, what is still on the table, and what it is worth.

#### Three things to know

- **You already own the map, and that is the hard part.** For "heat pump servicing" you went from ranking top three across 8 percent of the Christchurch area to 39 percent, and for "home ventilation system" from under 2 percent to 32 percent. In March 2026 your profile produced 123 percent more phone calls than the month before. The reputation and reviews are built. **YOUR GBP**
- **You are close to invisible in classic search and in AI.** Your site draws around 32 organic visits a month and ranks only for your own name and two blog posts. The three installers AI recommends each pull 15 to 18 times more organic traffic. Last quarter, AI assistants sent you four visits. **AHREFS GA4**
- **The market is real, winnable and wide open.** Around 4,010 Canterbury heat pump searches a month sit unclaimed, at low difficulty, and your rivals' authority is beatable. Reaching what they already capture, then pushing past it with AI, is worth roughly \$144,000 a year in new install work at the mid case. **AHREFS MODELLED**

**\$144K**

new install work a year on the table at the mid case, from organic and AI search

**15-18x**

more organic traffic each installer AI recommends captures than you today

**39%**

of the Christchurch map you now own for "heat pump servicing", up from 8%

**45 / 100**

AEO readiness today, Certified is 80

Everything here is real. Map-pack, calls and reviews from your Google Business Profile **YOUR DATA**, rankings and traffic from your Search Console and Analytics **YOUR DATA**, search volumes and competitor footprints from Ahrefs **AHREFS**, forward figures modelled from those inputs **MODELLED**.

## 2. The results we have already driven for you

When someone in Canterbury pulls out their phone and searches for a heat pump service, you now show up in the top three across a large and growing share of the region. This is the work paying off.

**8% → 39%**

of the map where you rank top 3 for "heat pump servicing"

**2% → 32%**

same for "home ventilation system", a roughly sixteen-fold lift

**+123%**

more phone calls in March 2026 than the month before, directions up 116%

**100+**

five-star Google reviews, every one replied to

| Map search term          | Top-3 coverage at kickoff | Top-3 coverage now |
|--------------------------|---------------------------|--------------------|
| heat pump servicing      | 8%                        | 39%                |
| home ventilation system  | under 2%                  | 32%                |
| heat pump service        | 24%                       | 45%                |
| heat pump repair         | 25%                       | 44%                |
| air conditioning service | 28%                       | 43%                |
| heat pump installation   | 42%                       | 46%                |

Coverage measured across a fixed 169-point grid of your Canterbury service area, kickoff baseline to June 2026. Your average position in classic Google results also lifted over the same window, from around 37 to the mid-teens. Google Business Profile under-counts real calls, so these are the floor. **YOUR GBP + SEARCH CONSOLE**

## 3. The opportunity you are missing: search and AI

Here is the honest picture, and it is the exciting part. You win on the map, the layer we manage. On the two layers we do not yet, classic organic search and AI answers, you are close to invisible, and that is where a growing share of heat pump buyers now decide.

**~32 / mo**  
organic search visits to your site today, only for your name and two blog posts

**4**  
visits from AI assistants last quarter, near zero, the fastest-growing layer

**4,010 / mo**  
Canterbury heat pump searches you are not winning, at low difficulty

The installers AI names today, and where you sit

| Installer                | Domain authority | Organic visits / mo | Ranking keywords | Read                           |
|--------------------------|------------------|---------------------|------------------|--------------------------------|
| Enviro Master            | 11               | 551                 | 140              | Widest footprint, AI-cited     |
| Heat Force               | 3.9              | 569                 | 42               | Most organic traffic, AI-cited |
| Beattie Air              | 17               | 497                 | 57               | Strongest authority, AI-cited  |
| DC Installation Services | 3.4              | 32                  | 13               | Invisible for the money terms  |

**Your white space.** For "best heat pump installer Christchurch", AI answers cite Heat Force, Beattie Air and Enviro Master on heritage and volume. Your 100-plus five-star reviews are not referenced at all, and no one owns the "Mitsubishi Electric specialist Canterbury" or "heat pump installer Rolleston" lane, despite that being exactly who you are, Canterbury's only dedicated Mitsubishi-only installer. That lane is yours to claim before a competitor does. [AHREFS SITE EXPLORER, NZ](#)

## 4. Your search and AI market, laid out

## The keywords: what Canterbury searches every month

| What buyers search                          | NZ searches / mo | Difficulty | Your rank   |
|---------------------------------------------|------------------|------------|-------------|
| heat pumps christchurch                     | 400              | 17         | Not ranking |
| heat pump service christchurch              | 250              | 2          | Page 4      |
| heat pump installation christchurch         | 200              | 19         | Not ranking |
| ducted heat pump christchurch               | 200              | 16         | Not ranking |
| heat pump servicing / specials christchurch | 200 each         | low        | Not ranking |
| heat pump / specialists christchurch        | 150 each         | 31 / low   | Not ranking |
| maintenance / replacement christchurch      | 100 each         | low        | Not ranking |
| Rolleston / Selwyn / Canterbury geo-tail    | ~250 combined    | low        | Not ranking |

**Around 4,010 searches a month** across 75 real Christchurch, Canterbury and Rolleston heat pump, ventilation and air-conditioning terms, before Maps-native searches and AI. Difficulty is low, mostly 2 to 31, these are unclaimed positions, not hard ones, and the commercial value is high (advertisers pay 1.30 to 3.00 US dollars a click). You rank for none of them.

AHREFS, NZ, JULY 2026

## The AI prompts: what buyers now ask ChatGPT and Google AI

| Prompt territory                    | What it captures                                                                 | Est. prompts / mo | AI live?                 |
|-------------------------------------|----------------------------------------------------------------------------------|-------------------|--------------------------|
| <b>Best installer, ready to buy</b> | best / recommended / reliable heat pump installer Christchurch and Canterbury    | ~1,000–1,400      | <b>Yes, cites rivals</b> |
| <b>Service, repair, maintenance</b> | heat pump service near me, why is my heat pump leaking, servicing cost           | ~700–1,000        | PAA + forums             |
| <b>Which heat pump, Mitsubishi</b>  | Mitsubishi vs others, best brand for Canterbury winters, single-brand specialist | ~500–800          | PAA + forums             |
| <b>Ventilation and Lossnay</b>      | best home ventilation system NZ, Lossnay for a Canterbury home                   | ~300–500          | <b>Yes</b>               |
| <b>Rolleston and Selwyn</b>         | heat pump installer Rolleston, Selwyn, North Canterbury                          | ~150–300          | <b>White space</b>       |

Prompt demand is anchored to the keyword volumes with a conservative AI fan-out uplift, so treat it as a floor, not a ceiling. Directional, plus or minus 50 percent. Your current mention rate in these answers is effectively zero. **MODELLLED FROM AHREFS ANCHORS**

## 5. The opportunity, in dollars

### THE OPPORTUNITY

**~\$144k / yr**

Mid case, new install work, range ~\$72k to \$216k

### TIMEFRAME

**6–12 months**

Compounds, and does not switch off

### DATA CONFIDENCE

**All real inputs**

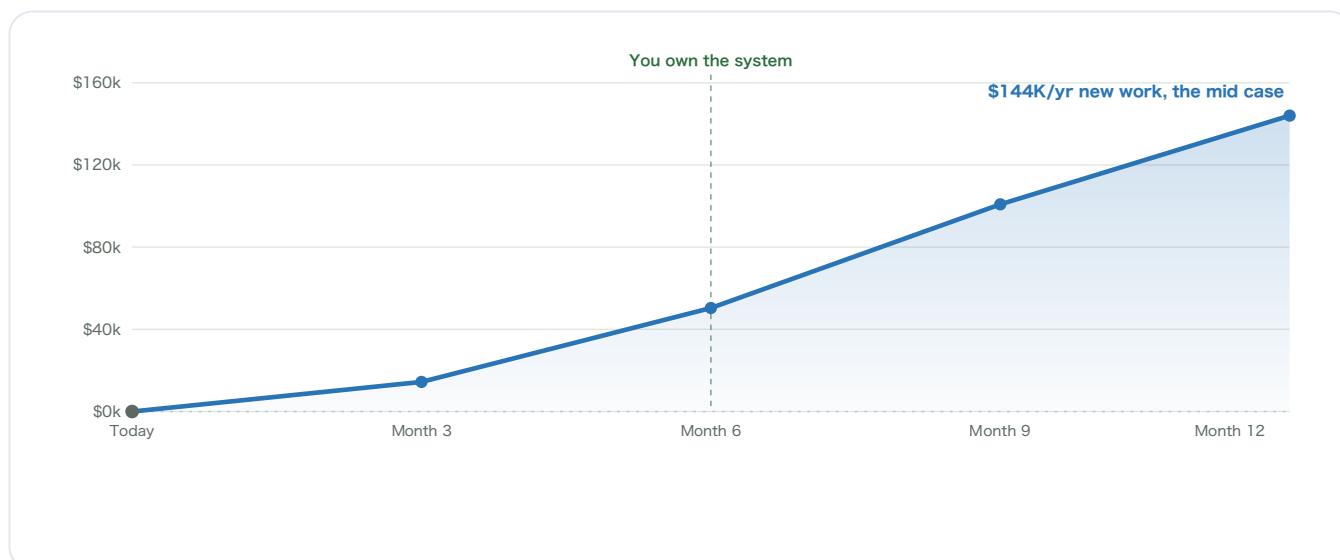
Ahrefs demand plus your own GBP, Search Console and Analytics

The chain is simple. Around 4,010 people search these terms in Canterbury each month. Strip out the searches that go to ads, the Maps pack and AI answers, and the purely informational ones, and roughly one in five is a winnable organic click, a pool of about 800 a month. Your three cited competitors already capture 500 to 570 of those between them. Reaching that level, then pushing past it with AI answers, is the opportunity.

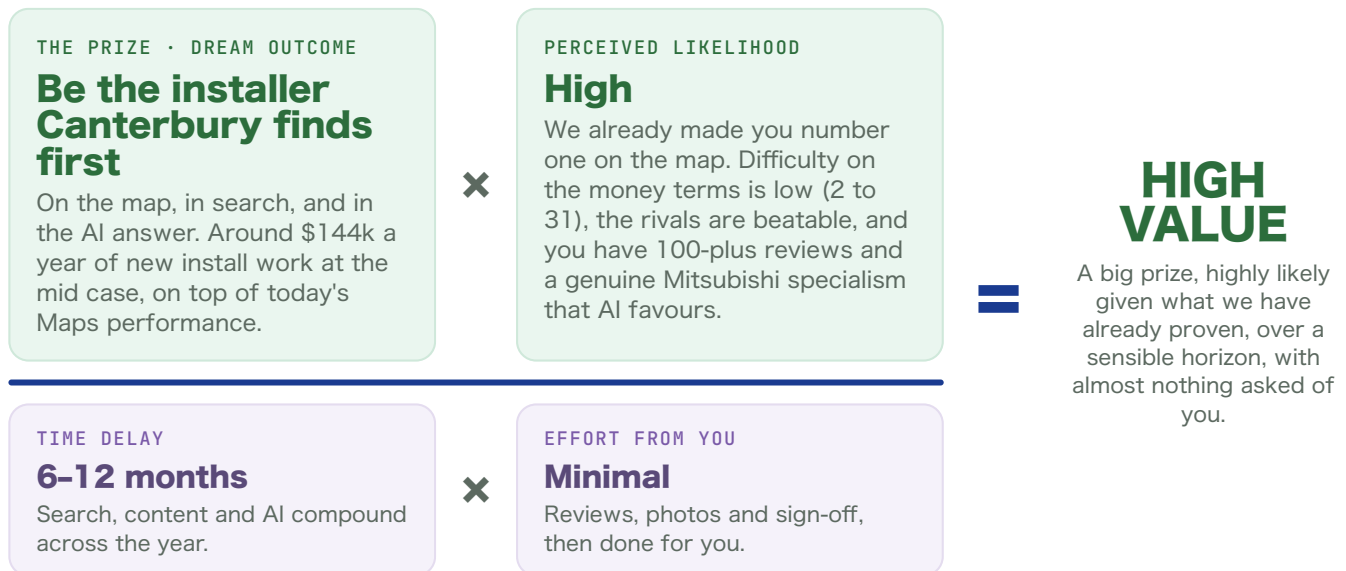
| Case         | Extra clicks /<br>yr (search +<br>AI) | Enquiries /<br>yr | Jobs /<br>yr | New work /<br>yr |
|--------------|---------------------------------------|-------------------|--------------|------------------|
| Conservative | 2,400 (200/<br>mo)                    | 72                | 29           | ~\$72,000        |
| Mid          | 4,800 (400/<br>mo)                    | 144               | 58           | ~\$144,000       |
| Upside       | 7,200 (600/<br>mo)                    | 216               | 86           | ~\$216,000       |

Chain: extra clicks won, times a 3 percent enquiry rate, times a 40 percent close rate, times a conservative 2,500 dollar average install job. The winnable pool is about 800 clicks a month and you capture around 32 today; the mid case is simply reaching what your competitors already capture. This is new organic and AI work, on top of the Maps engine we already run. Confirm your real average job value and close rate and it becomes exact. **YOUR FIGURES TO CONFIRM** **MODELLED**

### The mid case, arriving over the year



New install work per year from organic and AI search, the mid case, phasing in as the engine relights: roughly 10 percent live by month 3, 35 percent by month 6, 70 percent by month 9, all of it by month 12. This sits on top of today's Maps performance. Directional. **MODELLED**



## 6. How AI-ready you are today

We score every brand out of 100 against our AEO Maturity Model: four pillars, Technical, Content, Authority and Measurement, each out of 25. **Certified is 80 out of 100**, the standard we build clients to.



You have real **Authority** already (100-plus reviews, a genuine local reputation), let down by **content an AI cannot read** (no lms.txt, no structured data for your Mitsubishi specialism or finance option, thin location pages) and **no measurement** of organic or AI visibility. These are quick to fix and exactly what the plan closes. **LIVE CRAWL + AHREFS + YOUR DATA**

## 7. The six-month transformation

Keep winning the map, and claim search and AI on top. We relight the paused engine: an lms.txt and schema that tell AI you are Canterbury's Mitsubishi specialist, answer-first pages for the money terms and for Rolleston and Selwyn, a review and content engine, and a live scoreboard so organic and AI visibility is visible month to month. We move through the phases as your site is ready, not on a stopwatch: foundations, then own your territories, then authority and compounding.

The full breakdown, deliverables, your time commitment and pricing live in [The offer tab](#).

## Appendix: where the numbers come from

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Search volumes from Ahrefs (NZ, July 2026); they exclude Maps-native searches and AI prompts, so they understate true demand. Footprints from Ahrefs Site Explorer, subdomains mode, NZ. Map-pack coverage, calls and reviews from your Google Business Profile via our Enzo reporting; rankings and traffic from your Google Search Console and Google Analytics 4. AI-prompt volumes are modelled from the keyword anchors with a conservative fan-out uplift, directional plus or minus 50 percent. AEO score from our AEO Maturity Model against a live crawl of dcis.co.nz plus Ahrefs authority. The dollar model uses a 3 percent enquiry rate, a 40 percent close rate and a conservative 2,500 dollar average install job, all to be confirmed against your real figures; revenue figures are directional, not a guarantee of results.

**Let's book a 20-minute catch-up**

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