SAMPLE REPORT. Demo agency, demo client, demo numbers. This is pretty indicative of what your reports will look like. Every one is written fresh each week, so each will be different, but every one is told like a sales letter: a report your client receives that earns their business for the coming month.

SUMMIT DIGITAL

Weekly Progress Report · Ridgeview Heating & Air
Week of November 16–22, 2026 · Report #6

BIG WIN THIS WEEK

It's working. ChatGPT just started recommending you for furnace repair in Lansing.

We asked ChatGPT on November 19: "Who's the best furnace repair company in Lansing?"

Here are a few well-reviewed options in the Lansing area:

1. Ridgeview Heating & Air offers same-day furnace repair across Lansing, Okemos and East Lansing, with clear pricing and emergency service.

Hi Dave,

I've got great news, and I couldn't wait to send it. This week, when someone asked ChatGPT who the best furnace repair company in Lansing is, **Ridgeview was in the answer.** Three weeks ago, you weren't in that answer at all.

This is exactly what we said would happen. We laid out the plan, we did the work, and now the results are showing up right on schedule, just as furnace season hits.

And this is only the beginning. Here's what we did, what moved, and why next week's report is going to be even better.

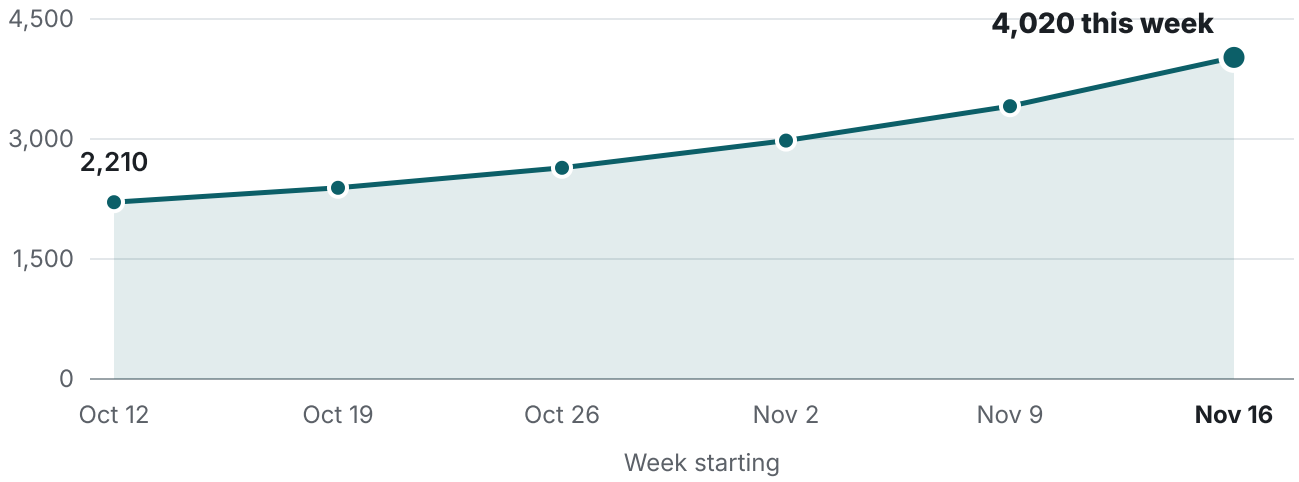
Every Number Moved the Right Way

Times you appeared in Google	Visitors from Google	AI answers that name you	Website health score
4,020	118	8	92/100
▲ 18% this week	▲ 23% this week	▲ 3 this week	▲ 11 this week

Every single number went up this week. That's not luck. That's the plan working.

Your Momentum Is Building

Times Ridgeview appeared in Google search, by week



Up 82% in six weeks, and climbing faster every week.

You're Showing Up in More AI Answers Every Week

Every week we ask the AI engines the same questions your customers ask. Watch this grid fill up.

Named in 8 of 20 AI checks Last week: 5 · Goal: all 20

Already named New this week

What customers ask	ChatGPT	Gemini	Perplexity	Google AI
Best furnace repair in Lansing	✓ New	Not yet	✓ Yes	Not yet

What customers ask	ChatGPT	Gemini	Perplexity	Google AI
Emergency HVAC repair near Okemos	✓ Yes	✓ New	Not yet	✓ Yes
AC tune-up in East Lansing	✓ Yes	Not yet	✓ Yes	✓ New
How much does a new furnace cost in Michigan?	Not yet	Not yet	Not yet	Not yet
Heat pump installer in Lansing	Not yet	Not yet	Not yet	Not yet

Every "Not yet" on this grid is a target, and we're coming for them next.

Here's the Work That Made It Happen

Rebuilt your furnace repair page
Clear answers to what customers ask, in a format AI engines can quote. That's how you landed in ChatGPT.

Told Google and AI exactly who you are
Hours, service area, phone and services, added behind the scenes so search engines stop guessing.

Fixed 14 broken links and 3 hidden pages
Those pages were invisible to Google. Now they count.

Sharpened 6 service pages
New titles and headings so each page matches what people type into Google.

Before and after: how your furnace page now looks in Google

BEFORE

ridgeviewhvac.com › services

Services – Ridgeview

Welcome to our services page. We offer a variety of services. Contact us today.

AFTER

ridgeviewhvac.com › furnace-repair

Furnace Repair in Lansing & Okemos | Ridgeview Heating & Air

Same-day furnace repair across Lansing, Okemos and East Lansing. Clear pricing, emergency service, call now.

+610

+22

more times in front of people searching for heating help this week

more people clicked through to your website, every one a potential service call

What This Means: More Calls Headed Your Way

Furnace season is here, and people are searching right now. Those are calls that used to go to a competitor.

And the best part? This builds on itself. Every page we strengthen keeps working for you week after week, so each win stacks on top of the last one. When your customers ask ChatGPT instead of Google, you're now part of the answer, and that list is growing.

And We're Just Getting Started

We know exactly where the next wins are coming from.

✓ THIS WEEK · DONE

Furnace page rebuilt, business details added, 17 problems fixed, 6 pages sharpened.

NEXT WEEK

A furnace cost page answering "How much does a new furnace cost in Michigan?" Plus a push for the Perplexity mention on emergency repair.

DECEMBER

Winter searches: furnace replacement, no-heat emergencies and maintenance plans. More "Not yet" boxes turned to "Yes."

Your Next Big Win Is Ready

Three of your competitors have a dedicated heat pump installation page. You don't yet, and right now no AI engine names anyone local when someone asks for a heat pump installer in Lansing. That spot is wide open, and it should be yours.

Let's add a heat pump installation page in December. Just reply "Let's do it" and we'll put it on the schedule.

Keep an eye on your inbox next week, Dave. It only gets better from here.

Jenna Moore
Account Manager, Summit Digital

Reply to this email or call (555) 010-2400