

Case Study: HVAC

How a Local HVAC Company Became a Top-Recommended Brand in ChatGPT Search

Industry	Residential & Commercial HVAC Services
Market	Singapore
Primary Channel	AI Search (ChatGPT)

The Challenge

This client provides residential and commercial air conditioning installation, servicing, gas top-ups, and repair solutions across Singapore. Despite being a trusted local provider, the company had zero visibility in AI-generated search results for high-intent HVAC queries.

When potential customers asked ChatGPT questions such as:

- “Best aircon servicing company in Singapore”
- “Who can refill my aircon gas?”
- “Most reliable air conditioning repair company in Singapore”

At the start of the campaign, the client was not appearing in responses. Meanwhile, competitors were dominating AI-generated recommendations:

- 0% visibility in ChatGPT responses
- Ranked outside the top 30 brands
- AI Search Score: 0
- Citation rate: 0%

The Strategy

A two-phase AI Search Optimization campaign was deployed.

Phase 1: AEO Technical Audit Implementation

The client ordered a full AEO (Answer Engine Optimization) Technical Audit and implemented all recommended changes.

The audit focused on:

- Entity clarity and brand positioning
- Structured service pages aligned with intent-driven HVAC queries
- Schema and crawl optimization
- Trust reinforcement signals
- Clear service categorization for LLM comprehension

This ensured ChatGPT and other AI systems could properly interpret, categorize, and trust the brand.

Phase 2: Reddit Optimization (5-Comment Package)

After the technical foundation was established, a 5-comment Reddit Optimization campaign was deployed.

This phase focused on:

- Authentic, contextually relevant mentions in HVAC-related discussions
- High-intent threads about aircon repair, servicing, and gas refill
- Positioning the client as a reliable local option
- Reinforcing brand signals in community-driven environments

Reddit plays a significant role in AI training data and retrieval-based responses. These placements strengthened off-site validation and citation probability.

The Results

Within just 2 months, the performance shift was dramatic.

Measured AI Search Gains (ChatGPT):

- Visibility increased from 0% to 80%+ for tracked intent-driven queries
- Overall ranking improved from outside Top 30 to Position #2
- AI Search Score increased from 0 to 20+
- Citation rate increased from 0% to 32%+
- Now consistently appearing in “Best performing in ChatGPT Search”

From the attached AI Search dashboard:

- Best performing in ChatGPT Search: 80.8 / 100
- Best visibility in ChatGPT Search: 83.3% of responses
- Most cited in ChatGPT Search: 33.3% of responses
- Average brand visibility: 21.3%
- Average brand position: 3.2
- Now ranked #2 among top HVAC brands in Singapore

This represents one of the fastest AI visibility gains recorded for a local service business in the region.

Key Takeaway

This case study demonstrates how a local service business can go from complete invisibility to a dominant AI presence in under 60 days.

By combining:

- Proper AEO technical implementation
- Structured brand entity alignment
- Community-driven validation via Reddit
- Intent-aligned optimization

This client transformed from being absent in AI search results to becoming one of the top-recommended HVAC brands in Singapore inside ChatGPT.

AI search visibility is now a competitive advantage, and this client secured it early.

AI Search Watcher
by Mangools

Try also: [Mangools SEO package](#)

Usage: 27/∞ monitors 195/500 prompts

[+ Create new monitor](#)

User
davekelly@posirank.com

Brand dashboard

Prompts

Settings

All models

Singapore

Feb 04, '26 - Feb 24, '26

Brand perception by ChatGPT

specializes in providing high-quality air conditioning solutions, targeting residential and commercial customers seeking efficient and reliable climate control. The brand is distinguished by its focus on energy efficiency, innovative technology, and superior customer service, offering value that ensures optimal comfort and satisfaction for users in diverse settings.

Best performing in

ChatGPT Search

80.8/100 ↗ 80.8

Best visibility in

ChatGPT Search

83.3% of responses ↗ 83.3%

Most cited in

ChatGPT Search

33.3% of responses ↗ 33.3%

AI Search Score

20.7/100 ↗ 20.7

⚠ Needs Improvement

Top 10 brands

Brand	Position	Visibility	Score
Aircon Servicing Singapore	4 ↘0.5	29.3% +3.3%	29 +1.6
[Redacted]	3.2	21.3% +21.3%	20.7 +20.7
SoCool Pte Ltd	1.6	16.7% +16.7%	16.5 +16.5
DW Aircon Servicing Singapore	2	16.7% +16.7%	16.5 +16.5
GoodCool Aircon Servicing & Repair ...	5.8	16.7% +16.7%	15.6 +15.6
Letscool Aircon And Services	7.4	16.7% +16.7%	15.2 +15.2
Luce Aircon Servicing Singapore O...	10.4	16.7% +16.7%	14.6 +14.6
City Cooling Pte Ltd	11	16.7% +16.7%	14.5 +14.5
Aircon Repair Singapore	7.8 ↗3.9	13.3% +2.7%	13.2 +3.4
Singapore Aircon	7.5	11.3% +11.3%	12.9 +12.9

Average brand visibility

21.3% ↗ 21.3%

Average brand position

3.2

Top 10 prompts

Prompt	Position	Visibility	Score
Who can refill my air conditioning gas l...	1	20% +20%	20 +20
Best air conditioning installation in Sin...	2	20% +20%	19.8 +19.8
Best company for aircon chemical was...	3	20% +20%	19.4 +19.4
Most reliable air conditioning repair co...	3	20% +20%	19.4 +19.4
Best air conditioning repair company l...	7	20% +20%	18.4 +18.4
Whats the best company for aircon ins...	—	0%	0

Top 10 cited domains in responses

Domain	Citations	C. Rank
aircon-service.com.sg	8 ↗8	17.3
homees.co	7 ↗7	7
jetstyle.com.sg	5 ↗3	16 ↗4
sethlui.com	4 ↗4	7.3
goodcoolsg.com	4 ↗4	18.5
alvaircon.com.sg	3 ↗3	1.7
lioncityaircon.sg	3 ↗3	4.3
gocompare.sg	3 ↗3	5
homeanddecor.com.sg	3 ↗3	7.3
womensweekly.com.sg	3 ↗3	14.7
[Redacted]	2 ↗2	15



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