

DFW HVAC Website - Open Action Items

Generated: February 25, 2025

Project: dfwhvac.com Website Launch

Priority Legend

- P0 - Critical (Must complete before launch)
 - P1 - Important (Should complete before/at launch)
 - P2 - Launch Day (Execute on go-live day)
 - P3 - Post-Launch (After site is live and stable)
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● P0 - Critical (Pre-Launch)

1. Resend Domain Verification

Status: BLOCKED (waiting for DNS migration)

Action: Verify dfwhvac.com in Resend to enable lead notification emails

Blocked By: Wix DNS doesn't support required records

Resolution: Will be unblocked when DNS moves to Vercel

2. 301 Redirects ✓ IMPLEMENTED

Status: COMPLETE

Details: Old Wix URLs now redirect to new Next.js pages: | Old URL | New URL | |
———|———| | /scheduleservicecall | /request-service | | /installation |
/estimate | | /iaq | /services/residential/indoor-air-quality | | /ducting |
/services/residential/indoor-air-quality | | /seasonalmaintenance |
/services/residential/preventative-maintenance | | /testresults |
/services/residential/indoor-air-quality |

● P1 - Important (Pre-Launch)

3. Google Search Console Setup

Action: Verify domain ownership via GoDaddy DNS TXT record

Then: Submit sitemap, check indexing status

4. Create OG Image

Current State: Using logo as placeholder

Required: Create 1200x630px branded image for social sharing

Specs: - Include company logo - Tagline: "Trust. Excellence. Care." - Brand colors:

Navy (#003153), Cyan (#00B8FF), Red (#FF0000) - Save to:

/public/images/dfwhvac-og.jpg

5. RealWork Subscription Evaluation

Action: Owner to decide if subscription cost is justified

Context: Widget has ZERO SEO value; value is visual trust only

6. YouTube Video Embed

Page: Indoor Air Quality

Action: Embed relevant IAQ video content

7. Content Creation

Items Needed: - Case studies - Financing page content

8. Internal Linking Audit

Action: Cross-link services ↔ city pages for SEO

9. Performance Optimization

Action: Run Lighthouse audit, optimize as needed

10. Pre-Launch Verification

Checklist: - [] Mobile responsiveness testing - [] Cross-browser testing - [] All forms submit correctly - [] All phone links work - [] Check for broken links

P2 - Launch Day

11. DNS Cutover

Option A (Recommended): Use Vercel Nameservers 1. Log into GoDaddy → My Products → dfwhvac.com → DNS → Nameservers 2. Change to Vercel nameservers: - ns1.vercel-dns.com - ns2.vercel-dns.com 3. In Vercel: Add dfwhvac.com as production domain 4. Wait for DNS propagation (15 min - 48 hours)

Option B: Keep GoDaddy DNS 1. Add A record: @ → 76.76.21.21 2. Add CNAME: www → cname.vercel-dns.com 3. In Vercel: Add domain

12. Domain Configuration in Vercel

Action: Add dfwhvac.com as production domain in Vercel dashboard

13. SSL Verification

Action: Confirm HTTPS working (automatic with Vercel)

14. Post-Launch Testing

Checklist: - ☐ Site loads at https://dfwhvac.com - ☐ www.dfwhvac.com redirects properly - ☐ All forms work - ☐ All CTAs work - ☐ 301 redirects working - ☐ Lead emails being received

P3 - Post-Launch

15. Production Caching Mode

Action: Enable webhook revalidation for Sanity content updates

16. Marketing & Analytics Setup

Items: - ☐ Google Analytics 4 (GA4) - ☐ Google Tag Manager (GTM) - ☐ Facebook Pixel

17. Google Business Profile

Action: Set up and optimize GBP listing

18. Local Citations

Directories to list: - ☐ Yelp - ☐ BBB (Better Business Bureau) - ☐ Angi - ☐ HomeAdvisor - ☐ Thumbtack

19. City Page SEO Enhancement

Action: Add 300-500 word descriptions to each city page

20. City + Service Combination Pages

Example: /dallas-ac-repair/

Benefit: Target hyper-local search queries

21. Code Cleanup

Items: - ☐ Remove mockData.js - ☐ Remove unused dependencies - ☐ Switch Sanity client to production mode

22. Cancel Wix Subscription

When: After confirming new site is stable (1-2 weeks post-launch)

23. Housecall Pro Direct Integration

Goal: Auto-create customers/jobs in HCP from form submissions

Benefit: No Zapier fees, instant sync

Prerequisite: Confirm HCP API access and credentials

24. "50+ Cities" Claim Cleanup

Issue: Site references "50+ cities" but only 28 configured

Action: Update copy to accurate language

25. AI Readiness / AEO Strategy

Tier 1: - ☐ Optimize Google Business Profile - ☐ NAP consistency audit - ☐
Respond to all reviews

Tier 2: - ☐ Create /resources content hub - ☐ Publish authoritative HVAC guides -
☐ YouTube presence

26. Build Showcase Projects Page

Status: Redirect in place (/recent-projects → /reviews)

When: Owner provides 6-12 project photos

Content Needed: - Before/after photos - Job type, city, date for each - Optional customer testimonials

Quick Reference

Preview URL: <https://dfw-hvac-preview-1.preview.emergentagent.com>

Vercel Deploy Hook: See PRD.md for URL

Domain Registrar: GoDaddy

Current Hosting: Wix (to be migrated)

New Hosting: Vercel

Document generated from PRD.md - For full details see /app/memory/PRD.md