# CoolTech HVAC Solutions

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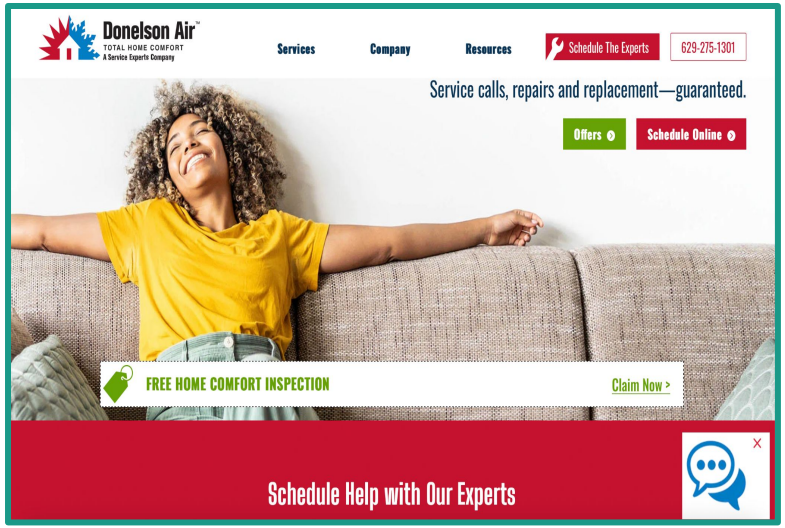
# CoolTech HVAC Solutions Overview

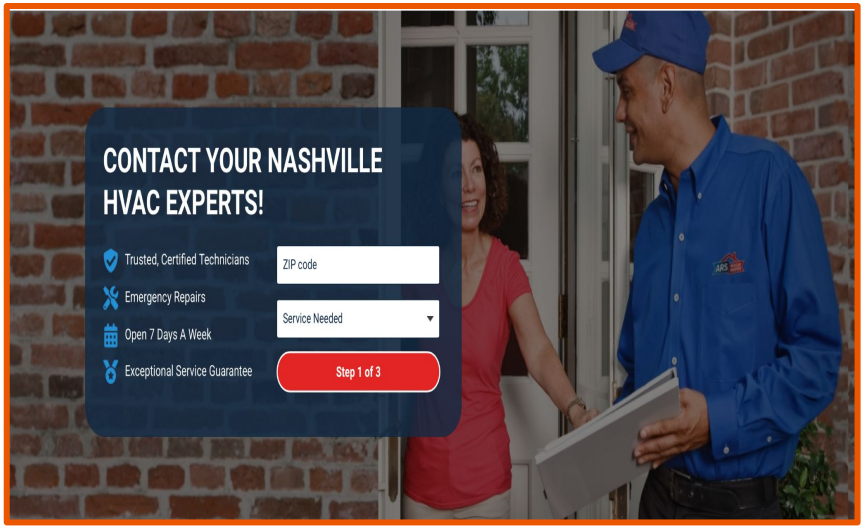
- **The goal for this website is to show customers everything CoolTech HVAC Solutions has to offer while being easy to navigate.**
- **This website should be easily accessible for every customer.**
- **50% of houses in America are over 40 years old.**
  - Higher demand for HVAC services.
- **HVAC service demand has been growing since 2023 due to new regulations.**
  - Department of Energy changed regulations to make more eco-friendly units in 2023.
- **87% of customers use Google to research HVAC businesses.**
- **76% of customers consistently read reviews when looking at local HVAC businesses.**

# Problems with Similar Websites

- **Overall flow of the website.**
  - Design of site home pages seems primitive.
- **Some sites are overly simplistic, some sites are complicated.**
- **Redundant**

# Examples


Donelson Air
TOTAL HOME COMFORT
A Service Experts Company
Services
Company
Resources
Schedule The Experts
629-275-1301
Service calls, repairs and replacement—guaranteed.
Offers
Schedule Online
FREE HOME COMFORT INSPECTION
Claim Now >
Schedule Help with Our Experts


CONTACT YOUR NASHVILLE HVAC EXPERTS!
Trusted, Certified Technicians
Emergency Repairs
Open 7 Days A Week
Exceptional Service Guarantee
ZIP code
Service Needed
Step 1 of 3

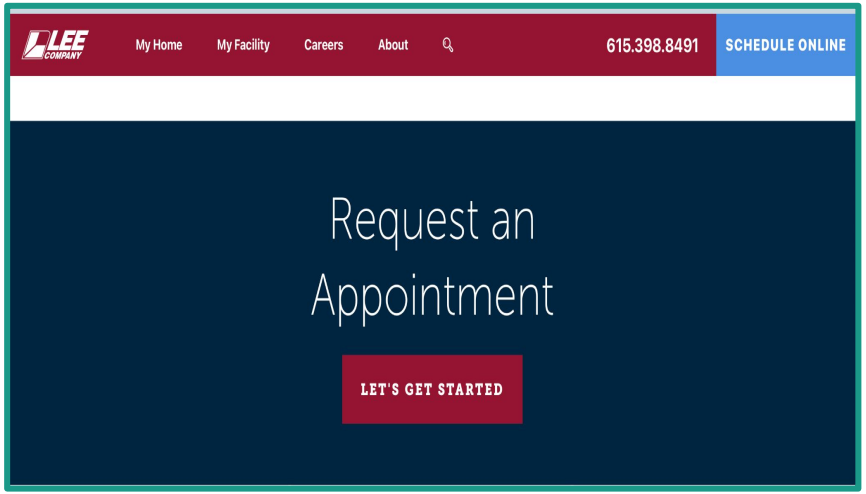
# Benefits of Similar Websites

- Easy to schedule appointments
- Services are available
- Reviews
- Deals/Offers
- Company Info
  - “About us”, etc.

# Examples

Deals & Discounts
$69 Seasonal HVAC System Tune Up
Schedule Today!*
Expires: 10/31/2024
Save Up to $7,200 on a New HVAC System
Payments as Low as $118 per month!**
Expires: 10/31/2024
$93 Main Drain Line Cleaning
or It's Free!***
Expires: 10/31/2024
FAQ
Blog
Serving All Makes and Models
Rebates
Season Tune-Ups & Inspection
Electronic Air Cleaners
Heating & Air Conditioning System Analysis
Ultraviolet Air Purification/Air Scrubbers
Financing Options
Duct Cleaning
Energy Recovery Ventilation (ERV)
High SEER Units & Payback Analysis
Programmable Thermostats
Whole-home Humidification
Duct Installation Retrofit
Geothermal Systems
Planned Unit Replacements
Solar Attic Ventilation Fans
Crawl Space Encapsulation

# Examples Cont.



# Improvements for the Website

- **Usability**
  - Customers of all ages should be able to easily use this site.
- **Company services should be available.**
- **Should be easy to book appointments and request quotes online.**
  - Requests should be monitored/sent to someone's email.
- **Educational blog for customers.**
- **Seasonal offers should be displayed.**

# Works Cited


- Web FX
- Lee Company
- Donelson Air
- ARS/Rescue Rooter