

Brandon Rost

beMarketing

Brandon is the Founder and CEO of beMarketing, a full-service advertising agency he launched in 2010. With over 15 years of experience in digital marketing, Brandon has helped hundreds of businesses, particularly in the home services industry, grow through effective strategies in paid search, SEO, social media, and web development. Under his leadership, beMarketing has become one of the region's fastest-growing agencies, known for building results-driven campaigns and lasting client relationships, and has been recognized nationally by the US Search Awards for digital marketing campaigns for home services.



From SEO to GEO: How HVAC Contractors Stay Visible in the AI Search Era

Search has changed. Homeowners aren't just Googling "AC repair near me" anymore. They're asking AI tools like ChatGPT, Perplexity, and Google's AI Overviews for recommendations. This shift from Search Engine Optimization (SEO) to Generative Engine Optimization (GEO) means your HVAC business needs to be recognized as a trusted authority that AI cites, not just a website that ranks.

What You'll Learn:

From Rankings to Referrals – Why AI-driven answers are the new word-of-mouth, and how to make sure your company gets recommended.

Think Like a Homeowner – How to optimize for natural, conversational questions like "What's the best HVAC company near me?" instead of just keywords.

Content That Builds Trust – The types of blogs, videos, and FAQs HVAC contractors should publish so AI assistants pick them up.

Reputation = Visibility – How reviews, testimonials, and local mentions fuel both trust with homeowners and citations in AI-driven search results.

Future-Proofing Your Business – Why contractors who embrace GEO now will dominate local visibility in the years ahead.