



SAMPLE DELIVERABLE · FICTIONAL CLIENT · ILLUSTRATIVE DATA

Comprehensive SEO & AI Search Research Report

Arena Refrigeration & Ice Plant Services, Canadian Market

18 research angles · 150+ unique keywords · 450 AI buyer prompts · 6 platforms

18

RESEARCH ANGLES

150+

UNIQUE KEYWORDS

450

AI BUYER PROMPTS

6

PLATFORMS

PREPARED FOR

Northline Arena Systems Inc. · Red Deer,
Alberta

PREPARED BY

Velakova Ventures Inc.

RESEARCH DATES

June / July 2026

DATA SOURCES

Google, Bing, YouTube, TikTok search data;
ChatGPT & Gemini prompt analysis

Sample deliverable. Fictional client and illustrative data, prepared to demonstrate format and methodology.

EXECUTIVE SUMMARY

The Full Demand Picture

CHANNEL	DEDUPLICATED MONTHLY SEARCH VOLUME	UNIQUE KEYWORDS
Google	~4,800	151 with measurable volume
Bing	~2,100	Substantially overlapping Google; feeds Microsoft Copilot
TikTok	~970	Consumer-leaning (backyard and new-build content); limited operator competition
YouTube	~510	Concentrated on how-it-works and refrigerant conversion
ChatGPT + Gemini	450 prompts	62% informational · 19% commercial · 12% navigational · 7% transactional

Headline findings

- 1

Ice plant retrofit is the highest-value term in the study. “ice plant retrofit” carries the top measured CPC at US\$27.80, and the retrofit and replacement cluster totals ~370/mo on Google. Aging ammonia plants and tightening refrigerant regulation are pushing arenas toward retrofit and replacement decisions now.
- 2

Core arena refrigeration demand is concentrated and winnable. The arena refrigeration cluster draws ~1,530/mo on Google, led by “ice plant” (320), “arena refrigeration” (210) and “ice rink refrigeration system” (170). Few Canadian operators publish real depth on these terms, so ranking is a content-quality question rather than a link-authority arms race.
- 3

Natural refrigerant conversion is an education-led opening. Ammonia-to-CO2 and R22-phase-out terms total ~390/mo and skew heavily informational (“co2 vs ammonia ice rink”, “is co2 refrigeration better”), with YouTube adding ~90/mo. Buyers are researching the decision, and the supply of clear, vendor-neutral answers is thin.
- 4

New-build and installation demand is large and how-to led. “how to build an ice rink” alone draws 320/mo, and the installation cluster totals ~1,060/mo on Google plus ~260/mo on TikTok. This is top-of-funnel attention that seeds later retrofit and maintenance relationships.

- 5 **450 AI prompts map directly onto Northline's service lines.** Every service area — installation, retrofit, refrigerant conversion, maintenance contracts, slab and dasher-board repair, and municipal and community facilities — has confirmed buyer questions attached. This is a complete GEO content specification.

BOTTOM LINE

Combined organic opportunity across Google and Bing is **~6,900 monthly searches**, with video and social adding ~1,480 more. Demand concentrates on the services Northline Arena Systems already sells: installation, retrofit, refrigerant conversion, and maintenance contracts. What is missing is the published content depth to rank and the answer-format content AI assistants cite.

SECTION 1

Scope, Methodology & Dataset Inventory

Eighteen keyword research pulls were completed in June/July 2026, all scoped to English-language searches in Canada. Seeds were selected to mirror Northline Arena Systems' service lines (ice plant installation and retrofit, refrigeration maintenance programs, and rink slab and dasher-board repair) plus the buyer journey (cost, lifespan, and retrofit-vs-replace terms) and the facility segments Northline serves. Search volumes are estimated monthly searches; CPC figures are US dollars from Google Ads and proxy the commercial value of ranking organically. Volumes shown as “—” indicate terms present in autocomplete below the reporting threshold, which are long-tail queries that convert and rank easily.

CATEGORY	RESEARCH SEEDS	GOOGLE VOL./MO
Core market	arena refrigeration · ice plant · ice rink refrigeration system	~1,530
Ice plant retrofit	ice plant retrofit · ice rink chiller replacement	~370
Refrigerant conversion	ammonia to co2 conversion · co2 ice rink	~390
Installation & new build	how to build an ice rink · ice rink construction	~1,060
Municipal recreation centres	recreation centre refrigeration · municipal arena upgrade	~150
Curling clubs	curling rink refrigeration	~190
Private & community rinks	backyard rink refrigeration · outdoor rink chiller	~550
Slab & board repair	rink slab repair · dasher board replacement	~560
Maintenance contracts	ice plant maintenance · refrigeration service contract	~220
Buyer journey	ice plant cost · ice plant lifespan · retrofit vs replace	~780

Category volumes above are per-dataset sums before cross-dataset deduplication; the deduplicated all-category Google total is ~4,800/mo. Each seed also generated 25 AI prompts (13 ChatGPT + 12 Gemini), 450 total.

SECTION 2

Core Market: Arena Refrigeration

The foundational demand pool: 17 volume-bearing keywords totaling ~1,530/mo on Google. Generic system terms lead, headed by “ice plant” (320/mo) and “arena refrigeration” (210/mo), with the specific “ice rink refrigeration system” at 170/mo carrying a US\$16.75 CPC. This cluster is where a facility owner starts before they know whether they need installation, retrofit, or service.

Top Keywords

KEYWORD	MONTHLY VOL.	CPC (US\$)
ice plant	320	\$4.20
arena refrigeration	210	\$18.40
ice rink refrigeration system	170	\$16.75
ice rink refrigeration	140	\$14.30
arena refrigeration system	110	\$15.90
how does an ice rink stay frozen	110	—
arena ice plant	90	\$9.10
ice rink chiller	90	\$11.20
ice rink cooling system	70	\$12.60
ice arena refrigeration	40	\$13.10
refrigeration for ice rink	40	\$10.80
arena refrigeration system cost	30	\$14.90
indoor ice rink refrigeration	30	\$12.20
commercial ice rink refrigeration	20	\$16.10

Regional intent is present but light: “arena refrigeration alberta” (20/mo) and “ice rink refrigeration canada” (20/mo) confirm that a Red Deer supplier competes in a shallow local field. The strongest single asset here is an authoritative “How arena refrigeration works” explainer that answers “how does an ice rink stay frozen” (110/mo) and captures the researcher before they segment into installation, retrofit, or service intent. That page becomes the internal hub linking to every service line.

SECTION 3

Service-Line Pages: Demand by Service

Every service Northline Arena Systems sells has a measured demand pool behind it. The clearest pattern is that retrofit and installation are two different audiences using two different vocabularies, and each needs its own content track.

3.1 Ice Plant Retrofit (highest-value cluster)

Retrofit and replacement terms total ~370/mo on Google across 13 keywords. Volume is modest but commercial value is the highest in the study: “ice plant retrofit” runs US\$27.80 CPC, “arena refrigeration retrofit” US\$21.30, and “ice rink chiller replacement” US\$19.40. These searchers are late in the buying cycle and are comparing suppliers, not learning basics.

KEYWORD	MONTHLY VOL.	CPC (US\$)
ice plant retrofit	90	\$27.80
ice rink chiller replacement	50	\$19.40
ice plant upgrade	40	\$18.60
arena refrigeration retrofit	30	\$21.30
ice rink refrigeration upgrade	30	\$17.90
ice plant replacement cost	30	\$15.20
arena chiller replacement	20	\$16.80
ice rink compressor replacement	20	\$14.10
refrigeration plant retrofit	20	\$13.40

RECOMMENDED PLAY

A dedicated “Ice Plant Retrofit & Chiller Replacement” page: when to retrofit versus replace, typical scope and timeline, refrigerant options at the same time, energy-savings math, and a request-assessment path. This page targets the study's most valuable terms and speaks directly to a facility manager who has already decided to act.

3.2 Natural Refrigerant Conversion (Ammonia to CO2)

Conversion terms total ~390/mo Google plus ~90/mo YouTube. Demand is overwhelmingly educational: “co2 ice rink” (110/mo), “co2 vs ammonia ice rink”, “is co2 refrigeration better for ice rinks”, “r22 phase out arena”. Buyers are weighing a regulatory and capital decision and looking for a clear, vendor-neutral explanation. The supply of that content in Canada is thin.

KEYWORD	MONTHLY VOL.	CPC (US\$)
co2 ice rink	110	\$9.80
ammonia to co2 conversion	40	\$16.40
ammonia ice plant	40	\$7.20
co2 refrigeration arena	30	\$14.90
natural refrigerant ice rink	30	\$12.10
r22 phase out arena	30	\$8.60
arena refrigerant conversion	20	\$13.80
is co2 refrigeration better for ice rinks	20	—
co2 vs ammonia ice rink	20	—

RECOMMENDED PLAY

A definitive “Ammonia to CO2 Conversion for Arenas” hub: why the decision is on the table now, cost and payback ranges, safety and regulatory context, a worked before-and-after example, and a short explainer video targeting “co2 refrigeration ice rink” (70/mo on YouTube). Education content earns the citation, and the citation earns the retrofit assessment.

3.3 Refrigeration Maintenance Contracts

Maintenance terms total ~220/mo: “ice plant maintenance” (70/mo, US\$13.20), “arena refrigeration maintenance” (40/mo), “ice rink refrigeration service contract” (20/mo, US\$15.80). Low volume, high commercial intent, and the most valuable outcome for Northline because a service agreement is recurring revenue. The attached AI prompts skew commercial: buyers ask what a maintenance program covers and what annual inspection should include. A single page with a plain scope-of-service and a checklist wins these.

3.4 Emergency & Breakdown Service

Urgent-intent terms total ~160/mo: “ice plant repair” (50/mo, US\$14.80), “arena refrigeration repair”, “ice rink chiller not working”, “emergency ice plant service”. These convert fast because a warm rink is lost revenue every day. A clearly labeled emergency-service page with a phone number, coverage area (central Alberta), and response expectations captures a searcher in crisis.

3.5 Ice Plant Installation (new systems)

Installation is the largest service cluster at ~1,060/mo Google plus ~260/mo TikTok, led by “how to build an ice rink” (320/mo), “ice rink construction” (170/mo), “cost to build an ice rink” (110/mo) and “ice rink installation cost” (90/mo). Most of this is early-stage research, so an installation page paired with a cost explainer captures attention that later matures into retrofit and maintenance relationships.

SECTION 4

Facility Segments: Demand by Buyer Type

Northline serves distinct facility types, each with its own procurement pattern. Municipal centres research by committee, curling clubs and community rinks are cost-sensitive, and private rinks skew consumer.

4.1 Municipal Recreation Centres (largest by procurement intent)

Direct volume is ~150/mo, but this segment is the most valuable by deal size and intent. Terms cluster around procurement language: “recreation centre refrigeration”, “municipal arena upgrade”, “municipal arena refrigeration grant”, “rec centre ice plant replacement”. Grant and funding queries confirm committee-style research, and the attached AI prompts ask about energy rebates, project timelines, and RFP-ready specifications. A page written for a facility manager or council packet, with grant references and a specification checklist, meets this buyer where they research.

KEYWORD	MONTHLY VOL.	CPC (US\$)
recreation centre refrigeration	30	\$12.40
municipal arena refrigeration grant	20	—
municipal arena upgrade	20	\$9.80
community centre ice plant	20	\$10.60
municipal ice rink refrigeration	20	\$11.20
rec centre ice plant replacement	10	\$14.20

4.2 Curling Clubs

~190/mo across eight terms. “how is curling ice made” (70/mo) is a pure education play, while “curling rink refrigeration” and “curling club ice plant” carry commercial intent at US\$8–12 CPC. Curling clubs run on tight budgets and volunteer boards, so a page that explains refrigeration in plain language and frames cost over a season resonates. YouTube adds “how curling ice is made” (40/mo) for a natural explainer video.

4.3 Private & Community Rinks

~550/mo, the second-largest facility cluster, led by consumer-leaning “backyard rink refrigeration” (210/mo) and “private ice rink cost” (90/mo). TikTok adds 320/mo on backyard rink content and YouTube 90/mo. This audience is mixed: genuine community and estate rinks worth pursuing, alongside hobbyist searches. Ice resurfacers and consumer rink-kit purchase terms were reviewed and excluded as consumer noise outside Northline's scope. A single “Refrigerated outdoor and community rinks” page qualifies the serious buyer without chasing hobbyists.

4.4 Community & Multiplex Arenas

Low direct volume (~70/mo) but high ticket value: “twin pad arena refrigeration”, “multiplex arena ice plant”, “shared ice plant twin rink”. These are complex, multi-sheet projects where a single funded build repays the content cost many times over. One page addressing shared-plant design and staged construction differentiates Northline for the largest projects it can take on.

SECTION 5

Buyer-Journey Assets: Cost, Energy, Retrofit vs Replace

Three cross-cutting assets capture buyers at the moment of evaluation, and each doubles as a citation magnet for AI assistants.

Ice Plant Cost Calculator & Budgeting

~460/mo across cost and budgeting terms: “ice plant cost” (110/mo), “arena refrigeration cost” (90/mo), “ice rink refrigeration cost” (70/mo), “ice rink cost calculator” (40/mo), plus operating-cost and price-per-square-foot variants. One interactive budgeting tool with presets for facility type captures the whole cluster, earns links, and doubles as Northline's primary inquiry-capture asset.

Refrigeration Energy & Efficiency

~170/mo across energy terms: “ice plant energy cost”, “heat recovery ice rink”, “arena refrigeration efficiency”, “energy efficient ice rink refrigeration”. Individually small, collectively a single “Cutting arena energy costs” page targets all of them, and it pairs naturally with the retrofit and refrigerant-conversion pages, where energy savings are the core argument. Energy questions are also a common AI prompt pattern, so a maintained page here is highly citable.

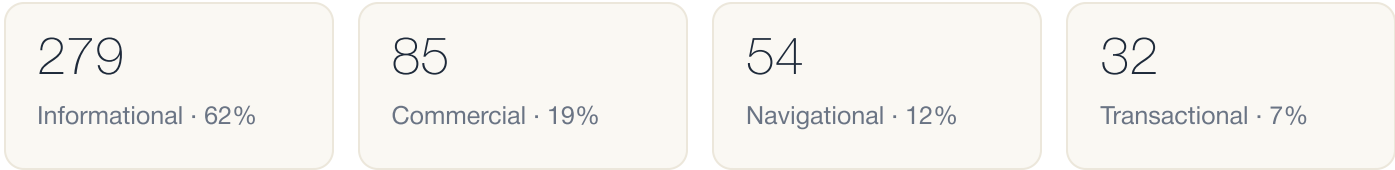
Retrofit vs Replace

~150/mo on the decision itself: “ice plant lifespan” (40/mo), “when to replace arena chiller”, “how long does an ice plant last”, “repair or replace ice plant”. Retrofit-vs-replace questions appear in the AI prompts of most service categories. Build one definitive guide with a decision framework and a lifespan-and-symptoms checklist. It is the natural bridge from a worried facility manager to a retrofit assessment.

SECTION 6

AI Search: 450 Prompts, A Complete GEO Specification

Every research seed generated 25 tracked ChatGPT and Gemini prompts, 450 in total. No brands appear anywhere in the prompt data: buyers ask open questions and let the model assemble the shortlist. The supplier the models cite earns the inquiry.



The Recurring Question Patterns

These patterns appear across nearly every category, and each becomes a heading somewhere on the site.

PATTERN	EXAMPLES FROM THE DATA	CONTENT ANSWER
Best options / compare suppliers	“Best arena refrigeration companies in Alberta” · “Who converts ice rinks from ammonia to CO2 in Canada?” · “Compare ice plant retrofit providers”	Comparison-format pages; provider criteria tables; named inclusion in regional round-ups
Cost & budgeting	“How much does an ice plant cost” · “Cost to retrofit an arena chiller” · “Operating cost of an ice rink per year”	Cost calculator plus published ranges by facility type and scope
Lifespan & timing	“How long does an ice plant last” · “Signs my ice plant needs replacing” · “When to replace an arena chiller”	Retrofit-vs-replace guide with a lifespan and symptoms checklist
Refrigerant choice	“Is CO2 better than ammonia for ice rinks” · “R22 phase out options for arenas”	Ammonia-to-CO2 conversion hub with a plain-language comparison
Grants & funding	Appears across municipal and community categories: energy rebates, government grants, funding programs	One “Grants and rebates for arena refrigeration upgrades” guide, linked from every segment page

PATTERN	EXAMPLES FROM THE DATA	CONTENT ANSWER
Process & specs	“What does an ice plant maintenance program cover” · “RFP specification for arena refrigeration”	Scope-of-service checklist and a specification template with an assessment CTA

EXECUTION STANDARD

Pages structured as direct answers, with question-matching headings, concrete numbers, tables, FAQ schema, and cited sources, get quoted by ChatGPT, Gemini, and Copilot (fed by Bing, where Northline's categories carry another ~2,100/mo). The 450 prompts are the content brief: **each one becomes a heading somewhere on the site.**

SECTION 7

Video & Social: ~1,480 Monthly Searches, Limited Competition

Deduplicated TikTok demand across all categories is ~970/mo and YouTube ~510/mo. Very few arena refrigeration suppliers are producing this content, so the field is open.

PLATFORM	TERM	VOL./MO
TikTok	backyard ice rink	320
TikTok	building an ice rink	260
TikTok	how do ice rinks work	210
TikTok	dasher board install	110
TikTok	opening an ice rink	70
YouTube	how to build an ice rink	140
YouTube	refrigerated backyard rink	90
YouTube	how ice rinks are frozen	90
YouTube	co2 refrigeration ice rink	70
YouTube	how curling ice is made	40
YouTube	ice plant retrofit / heat recovery	60

A short-form video library of 12 to 15 explainers (60 to 90 seconds each: how arena refrigeration works, ammonia versus CO2, what a retrofit involves, what a maintenance program covers, dasher-board replacement) covers the top TikTok terms and repurposes cleanly to YouTube Shorts, Reels, and embedded page video.

SECTION 8

Keyword-to-Page Map & Build Priority

Every demand cluster maps to an existing or planned Northline Arena Systems page. Priority reflects volume, commercial value, competition gap, and fit with Northline's service lines.

PRIORITY	PAGE / ASSET	TARGET CLUSTER	VOL./MO
P1	Arena Refrigeration hub (how it works)	core arena refrigeration cluster	~1,530
P1	Ice Plant Retrofit & Chiller Replacement	retrofit / replacement (top CPC)	~370
P1	Ice Plant Cost Calculator	cost and budgeting cluster	~460
P1	Ice Plant Installation + cost explainer	installation and new-build cluster	~1,060
P2	Ammonia to CO2 Conversion hub + video	refrigerant conversion cluster	~390
P2	Refrigeration Maintenance Programs	maintenance contract cluster	~220
P2	Retrofit vs Replace guide	lifespan and decision cluster	~150
P2	Municipal Recreation Centres (grants + specs)	municipal procurement cluster	~150
P3	Emergency & Breakdown Service	urgent repair cluster	~160
P3	Cutting Arena Energy Costs	energy and efficiency cluster	~170
P3	Private & Community Rinks	outdoor and community rink cluster	~550
P3	Slab & Dasher-Board Repair	slab and board repair cluster	~560
P4	Curling Clubs + Multiplex Arenas	curling and twin-pad clusters	~260

Expected Outcomes

Capturing 15 to 20% of the deduplicated Google and Bing demand (~6,900/mo combined) yields roughly 1,000 to 1,400 monthly organic visits. At a 2 to 4% inquiry conversion, that is about 20 to 55 qualified inquiries per month for a niche central-Alberta supplier. At the study's blended commercial CPC (~US\$12 to 15 on money terms), the equivalent paid-acquisition value is on the order of US\$15,000 per month. AI-referred, TikTok, and below-threshold long-tail traffic are additive and not counted in these figures.

1,000–1,400

Monthly organic visits at 15–20% capture

20–55

Qualified inquiries / month

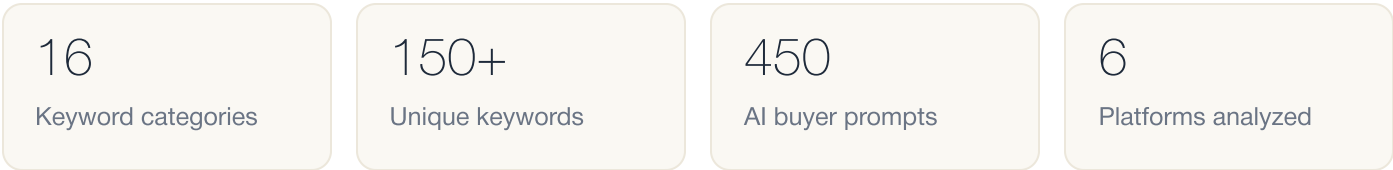
\$15,000+

Equivalent paid-acquisition value / month

APPENDIX

Complete Keyword Findings by Category

All volume-bearing keywords from every research pull, grouped by topic. Within each category: search keywords first (deduplicated within that category), followed by additional platform terms from Bing, YouTube, and TikTok with measurable volume. CPC in US dollars where reported. Terms shown as “—” are present in autocomplete below the reporting threshold.



Categories A–P follow. Below-threshold long-tail keywords and all 450 AI prompts are retained in the source spreadsheets and available as content-brief inputs. All figures in this report are illustrative and internally consistent, prepared for a fictional client to demonstrate format and methodology.

A Arena Refrigeration (Core Market)

17 search keywords · 1,530 combined monthly searches · 4 additional platform terms

arena refrigeration	210	\$18.40	refrigeration for ice rink	40	\$10.80
ice rink refrigeration system	170	\$16.75	how does an ice rink stay frozen	110	—
ice plant	320	\$4.20	arena refrigeration system cost	30	\$14.90
arena ice plant	90	\$9.10	ice plant for hockey rink	20	\$8.40
ice rink refrigeration	140	\$14.30	indoor ice rink refrigeration	30	\$12.20
arena refrigeration system	110	\$15.90	arena refrigeration alberta	20	\$9.60
ice rink chiller	90	\$11.20	ice rink refrigeration canada	20	\$8.90
ice rink cooling system	70	\$12.60	commercial ice rink refrigeration	20	\$16.10
ice arena refrigeration	40	\$13.10			

ADDITIONAL PLATFORM TERMS

BING arena refrigeration system	40	YOUTUBE how ice rinks are frozen	90
BING ice rink refrigeration	30	TIKTOK how do ice rinks work	210

B Ice Plant Retrofit (Upgrade & Replacement)

13 search keywords · 370 combined monthly searches · 3 additional platform terms

ice plant retrofit	90	\$27.80	ice rink compressor replacement	20	\$14.10
ice rink chiller replacement	50	\$19.40	refrigeration plant retrofit	20	\$13.40
arena refrigeration retrofit	30	\$21.30	arena ice plant upgrade cost	10	\$12.90
ice plant upgrade	40	\$18.60	ice plant modernization	10	\$11.70
ice rink refrigeration upgrade	30	\$17.90	old ice plant replacement	10	—
arena chiller replacement	20	\$16.80	ice rink refrigeration retrofit alberta	10	\$10.20
ice plant replacement cost	30	\$15.20			

ADDITIONAL PLATFORM TERMS

BING ice plant retrofit	20	YOUTUBE ice plant retrofit	30
BING arena chiller replacement	10		

C Natural Refrigerant Conversion (Ammonia to CO2)

14 search keywords · 390 combined monthly searches · 4 additional platform terms

co2 ice rink	110	\$9.80	arena refrigerant conversion	20	\$13.80
ammonia to co2 conversion	40	\$16.40	low charge ammonia arena	10	\$11.40
co2 refrigeration arena	30	\$14.90	is co2 refrigeration better for ice rinks	20	—
natural refrigerant ice rink	30	\$12.10	transcritical co2 ice rink	10	\$10.90
r22 phase out arena	30	\$8.60	arena refrigerant regulations canada	10	\$6.40
ammonia ice plant	40	\$7.20	refrigerant conversion cost arena	10	\$12.60
co2 vs ammonia ice rink	20	—	hfc phase down arena	10	—

ADDITIONAL PLATFORM TERMS

BING co2 ice rink	20	YOUTUBE co2 refrigeration ice rink	70
BING ammonia ice plant	10	YOUTUBE ammonia vs co2 arena	20

D Municipal Recreation Centres

9 search keywords · 150 combined monthly searches · 1 additional platform terms

recreation centre refrigeration	30	\$12.40	arena energy retrofit municipal	10	\$8.40
municipal arena upgrade	20	\$9.80	rec centre ice plant replacement	10	\$14.20
community centre ice plant	20	\$10.60	municipal arena refrigeration grant	20	—
municipal ice rink refrigeration	20	\$11.20	city arena refrigeration upgrade	10	—
recreation facility refrigeration	10	\$13.10			

ADDITIONAL PLATFORM TERMS

BING municipal arena upgrade	10
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E Community & Multiplex Arenas

6 search keywords · 70 combined monthly searches

twin pad arena refrigeration	10 \$12.80	small arena refrigeration system	10 \$9.60
multiplex arena ice plant	10 \$11.40	two rink refrigeration system	10 —
community arena refrigeration	20 \$10.20	shared ice plant twin rink	10 —

F Ice Plant Installation (New Systems)

12 search keywords · 1,060 combined monthly searches · 3 additional platform terms

how to build an ice rink	320 \$3.10	cost to build an ice rink	110 \$5.90
ice rink construction	170 \$8.40	new ice rink refrigeration system	20 \$13.70
ice rink installation cost	90 \$14.60	ice rink builder	40 \$9.20
ice plant installation	70 \$16.20	indoor ice rink cost	90 \$7.40
build indoor ice rink	70 \$6.80	arena construction refrigeration	20 \$12.10
ice rink refrigeration installation	40 \$15.10	ice rink design and build	20 \$8.80

ADDITIONAL PLATFORM TERMS

BING ice rink construction	30	TIKTOK building an ice rink	260
YOUTUBE how to build an ice rink	140		

G Curling Clubs

8 search keywords · 190 combined monthly searches · 1 additional platform terms

curling rink refrigeration	30	\$8.60	curling club refrigeration upgrade	10	—
curling club ice plant	20	\$9.40	curling ice plant cost	10	\$12.40
curling ice refrigeration system	20	\$10.10	how is curling ice made	70	—
curling rink chiller	10	\$11.20	curling rink ice maintenance	20	—

ADDITIONAL PLATFORM TERMS

YOUTUBE	how curling ice is made	40
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H Private & Community Rinks

9 search keywords · 550 combined monthly searches · 3 additional platform terms

backyard rink refrigeration	210	\$4.60	home ice rink refrigeration	40	\$5.90
outdoor rink chiller	40	\$7.80	portable ice rink refrigeration	20	\$9.20
private ice rink cost	90	\$6.20	community outdoor rink refrigeration	20	\$7.10
refrigerated backyard rink	70	\$5.40	refrigerated outdoor rink cost	30	—
outdoor rink refrigeration system	30	\$8.10			

ADDITIONAL PLATFORM TERMS

YOUTUBE	refrigerated backyard rink	90	BING	backyard rink refrigeration	20
TIKTOK	backyard ice rink	320			

| Rink Slab & Concrete Floor Repair

8 search keywords · 160 combined monthly searches

rink slab repair	20	\$9.80	rink floor crack repair	10	—
ice rink floor repair	40	\$8.40	ice rink slab replacement	20	\$12.60
arena concrete slab repair	20	\$11.20	heaved rink slab repair	10	—
ice rink concrete floor	30	\$6.90	arena floor refrigeration piping	10	\$10.40

J Dasher Board Replacement

9 search keywords · 400 combined monthly searches · 2 additional platform terms

hockey dasher boards	170	\$5.20	dasher board installation	20	\$7.90
dasher board replacement	40	\$7.60	tempered glass rink boards	30	\$8.60
rink board systems	30	\$8.10	replace arena boards	10	—
arena dasher boards cost	20	\$9.40	seamless dasher boards	10	\$9.10
hockey rink boards for sale	70	\$6.80			

ADDITIONAL PLATFORM TERMS

BING hockey dasher boards	20	TIKTOK dasher board install	110
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K New Rink Builds & Startup Facilities

6 search keywords · 130 combined monthly searches · 1 additional platform terms

new arena refrigeration	20	\$12.90	ice rink business plan refrigeration	10	—
ice rink startup cost	30	\$6.40	cost to open ice rink	20	\$5.60
opening an ice rink business	40	\$4.80	new hockey rink refrigeration system	10	\$13.20

ADDITIONAL PLATFORM TERMS

TIKTOK opening an ice rink	70
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L Emergency & Breakdown Service

8 search keywords · 160 combined monthly searches · 1 additional platform terms

ice plant repair	50	\$14.80	arena refrigeration emergency service	10	\$17.10
arena refrigeration repair	30	\$15.60	ice plant breakdown	10	—
ice rink chiller not working	20	—	rink refrigeration troubleshooting	20	—
emergency ice plant service	10	\$16.40	ice plant service alberta	10	\$13.90

ADDITIONAL PLATFORM TERMS

BING ice plant repair	10
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M Refrigeration Maintenance Contracts

8 search keywords · 220 combined monthly searches · 1 additional platform terms

ice plant maintenance	70	\$13.20	ice plant service plan	10	\$16.20
arena refrigeration maintenance	40	\$14.10	arena refrigeration maintenance checklist	30	—
ice rink refrigeration service contract	20	\$15.80	ice rink chiller maintenance	20	\$12.40
preventive maintenance ice rink	20	\$11.60	annual ice plant inspection	10	\$10.80

ADDITIONAL PLATFORM TERMS

BING arena refrigeration maintenance	10
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N Ice Plant Cost Calculator & Budgeting

9 search keywords · 460 combined monthly searches · 1 additional platform terms

ice plant cost	110	\$8.90	arena refrigeration system price	30	\$11.90
arena refrigeration cost	90	\$12.30	ice rink operating cost	40	\$6.70
ice rink cost calculator	40	\$5.10	ice plant energy cost calculator	20	—
ice rink refrigeration cost	70	\$13.60	cost per square foot ice rink	20	\$4.90
how much does an ice plant cost	40	—			

ADDITIONAL PLATFORM TERMS

BING arena refrigeration cost	20
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○ Refrigeration Energy & Efficiency

8 search keywords · 170 combined monthly searches · 1 additional platform terms

ice plant energy cost	30	\$9.40	arena refrigeration heat reclaim	20	\$12.40
arena refrigeration efficiency	20	\$11.20	ice plant power consumption	20	—
ice rink energy savings	20	\$8.60	energy efficient ice rink refrigeration	20	\$13.10
heat recovery ice rink	30	\$10.10	reduce arena energy costs	10	\$9.80

ADDITIONAL PLATFORM TERMS

YOUTUBE ice rink heat recovery	30
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P Retrofit vs Replace (Buyer Decision)

7 search keywords · 150 combined monthly searches · 1 additional platform terms

ice plant lifespan	40 \$6.20	ice rink refrigeration lifespan	20 \$7.10
retrofit vs replace ice plant	20 —	signs ice plant needs replacing	10 —
when to replace arena chiller	20 \$8.40	repair or replace ice plant	10 \$9.60
how long does an ice plant last	30 —		

ADDITIONAL PLATFORM TERMS

BING ice plant lifespan	10
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Velakova Ventures Inc. — Sample deliverable. Prepared for Northline Arena Systems Inc., a fictional commercial ice rink refrigeration and arena services company in Red Deer, Alberta, to demonstrate report format and methodology. All search volumes, CPC figures, and AI prompt counts are invented and internally consistent, not measured from a live account. Search volumes are estimated monthly searches; CPC figures are US dollars. Data channels modeled: Google, Bing, YouTube, TikTok search, plus ChatGPT and Gemini prompt analysis.