FRAMER TEMPLATE · SETUP GUIDE

Wexley — Template guide

Everything you need to turn Wexley into your HVAC company's site, without touching code.

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Get started in 15 minutes

1. Remix the template into your Framer workspace.
2. Replace the business basics: company name, phone, email, address and license number live in the **Nav** and **Footer** components; the license also appears in the Home trust strip (see "License & compliance").
3. Set your accent color (see "Brand"). Every button, active state and data highlight updates.
4. Edit your services and service areas in the CMS. Pages, the map and the ZIP check update automatically.
5. Add a destination to the booking form. This is not done for you (see "Booking form").
6. Set the hero readout to your city and time zone (see "Hero readout").
7. Publish to a free Framer subdomain, check it on your phone, then connect your domain.

Brand

WHAT	WHERE	TIP
Accent color	Assets → Colors → `Wexley/accent frost` (default #A9C7D5)	Keep it light enough for dark text on buttons; check contrast at 4.5:1
Accent ink	`Wexley/accent-ink` (#071014)	Text color on accent buttons
Surfaces and text	`Wexley/bg`, `Wexley/deep`, `Wexley/text`, `Wexley/text-2`, glass fill and line	Change these to re-tone the whole site
Fonts	Text styles (Display, H1–H4, Body, Eyebrow, Mono…) use Geist and Geist Mono	Swap the family in the styles, not on single layers
Logo	Nav and Footer components	Use an SVG; the footer wordmark is plain text you can retype
Code component accents	`accent` on WexleyDiagnostic, WexleyZipCheck and WexleyReadout; `color` on WexleyAirfield	Match them to your brand accent

Content to replace

License & compliance

- **Where it appears:** the footer contact card ("TACLA #00000C") and the Home trust strip ("Licensed & insured · TACLA #00000C").
- **What it is:** the Texas Air Conditioning and Refrigeration Contractor License (TACLA). Texas HVAC contractors must show their license number in advertising.
- **What to do:**
  - **Texas:** replace it with your own number, in the format `TACLA12345C`.
  - **Other states:** use your state's HVAC or contractor license label and number, e.g. `CSLB #` in California. If your state doesn't require it, remove the line.
- **Note:** the placeholder is intentionally fake (all zeros). Never ship it live.

CMS

Three collections drive most of the site. Add, remove or reorder items and the pages follow.

COLLECTION	KEY FIELDS	USED ON
Services	Name, Category, Order, Price from, Headline, Intro, Chips, Symptoms, Includes, Price rows, FAQ, Booking price / unit / note, Booking slots, highlightPart, failure label and text, Related	Services, Service detail, Home index
Areas	City, Lat, Lng, Avg arrival (min), Crew base, Jobs this year, ZIP codes, Is HQ, Intro	Service areas map, city pages, ZIP check, Home
Journal	Title, Category, Featured, Cover, Article image, Excerpt, Date, Read time, Author, Author role, Body, Related	Journal, Journal article

Service areas. The map places each city from its **Lat** and **Lng** around your headquarters, so you only type coordinates (right-click a place in Google Maps to copy them; US longitudes are negative). Turn **Is HQ** on for the item where your shop is. The ZIP check on /service-areas answers from the **ZIP codes** field (comma-separated).

highlightPart on a service picks the part of the 3D unit that lights up on its detail page: `base`, `coil`, `compressor`, `pipes`, `panels`, `top_ring`, `light_strip`, `motor`, `fan` or `guard_glass`.

3D components

All three run on three.js and load only when they scroll into view. Visitors who prefer reduced motion get a still image. On phones the Home hero unit still runs in 3D; the exploded and highlight views show a still render.

COMPONENT	MAIN PROPERTIES	NOTES
WexleyUnit3D	Model (GLB file), Mode (hero / explode / highlight), Highlight, Fallback image	Ships with the Wexley condenser. Your own GLB must keep the part names: base, coil, compressor, pipes, panels, top_ring, light_strip, motor, fan, guard_glass
WexleyAirfield	Particle count, Density, Intensity, Color, Parallax	Background air that follows the cursor on inner page heroes (static on touch screens)
WexleyAreaMap3D	Rings (default "30, 45, 60" minutes), Crews, Fallback image	Cities come from the Areas collection; the HQ is the item with Is HQ on. No API key

Hero readout: time zone, location and availability

The strip above the Home headline ("Outside 60°F · Set point 72°F", "Austin, TX · 2:41 PM CDT", "Same-day visits available") is the **WexleyReadout** component. Open the Home page, select **WexleyReadout** inside the **Readout** frame at the top of the hero, and use the panel on the right.

SETTING	WHAT IT DOES	DEFAULT
City	The place shown before the time.	`Austin, TX`
Time zone	The clock's time zone, as an IANA name: `America/New_York` (Eastern), `America/Chicago` (Central), `America/Denver` (Mountain), `America/Phoenix` (Arizona, no DST), `America/Los_Angeles` (Pacific), `America/Anchorage`, `Pacific/Honolulu`. The abbreviation (CDT/CST, EDT/EST…) follows daylight saving on its own.	`America/Chicago`
HQ latitude / longitude	Where the outside temperature is read. Use your shop's coordinates in decimal degrees; latitude first, US longitudes are negative.	`30.267` / `-97.743`
Availability	The line next to the dot. Write something that stays true, e.g. "Same-day visits available" or "Emergency service 24/7". Don't put a number of crews here: it never updates.	`Same-day visits available`
Set point	The fixed set-point value.	`72°F`
Outside temp	Turn off to hide the outside temperature completely.	On
Compact below	Below this width (phones), only City · Time and Availability show.	`560 px`

Where the outside temperature comes from

- **Source:** the US National Weather Service (api.weather.gov). It is free and needs no account or key, but it covers **US locations only**. Outside the US, turn **Outside temp** off.
- **Value:** the latest reading of the weather station nearest to your coordinates, if it is under 90 minutes old; otherwise the hourly forecast for the current hour. Shown in °F, rounded.
- **Caching:** each visitor's browser keeps the value for 15 minutes.

- **If it fails:** when the service doesn't answer within 4 seconds or returns an error, "Outside …" is simply not shown. No made-up number ever appears, and the set point stays.

Check it: open the page in Preview. The time should match your local time, and the outside temperature should be within a few degrees of a weather app for your city.

Diagnostic and estimator

System diagnostic (Home). The **WexleyDiagnostic** component holds one entry per symptom in its **Symptoms** list, so you change answers and prices without code:

FIELD	EXAMPLE
label	Blowing warm air
slug	warm-air (sent to /book as `?issue=warm-air`)
cause	Failed capacitor or low refrigerant
urgency	1–4, fills the four bars
urgencyLabel	High · within 24 h
check	Thermostat on Cool, filter clean, breaker not tripped
price	$180 – $420

Keep prices realistic for your market; visitors use them to decide whether to call. The same component is used on every breakpoint (tiles on desktop, chips on phones).

Replacement estimator (/financing). The estimator is built from regular canvas layers: home size, system type, efficiency, financing term, the installed range and the monthly amount. It does not calculate — edit the figures and labels directly on the canvas so they match your pricing and lender, and add your lender's name and disclaimer in the text under it.

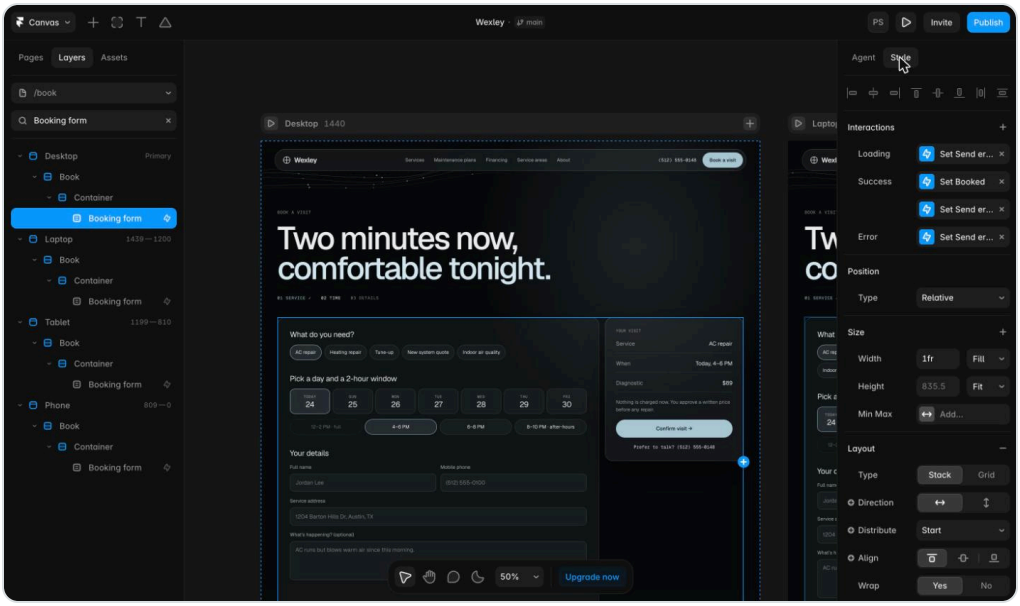
Booking form (/book)

The booking page uses one native Framer form (the "Booking form" frame). Every field, the chips and the "Confirm visit →" button are inside it, so it works without code.

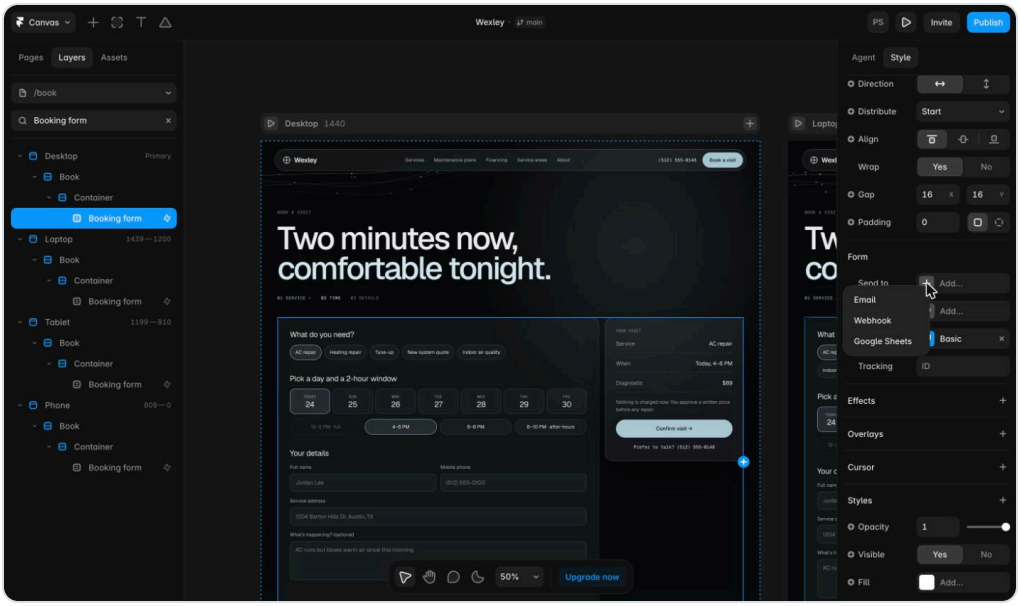
1. Add your destination — this is not done for you

Remixing or duplicating the template does **not** copy the form destination: your copy starts with "Send to" empty, so the form sends nothing until you add one.

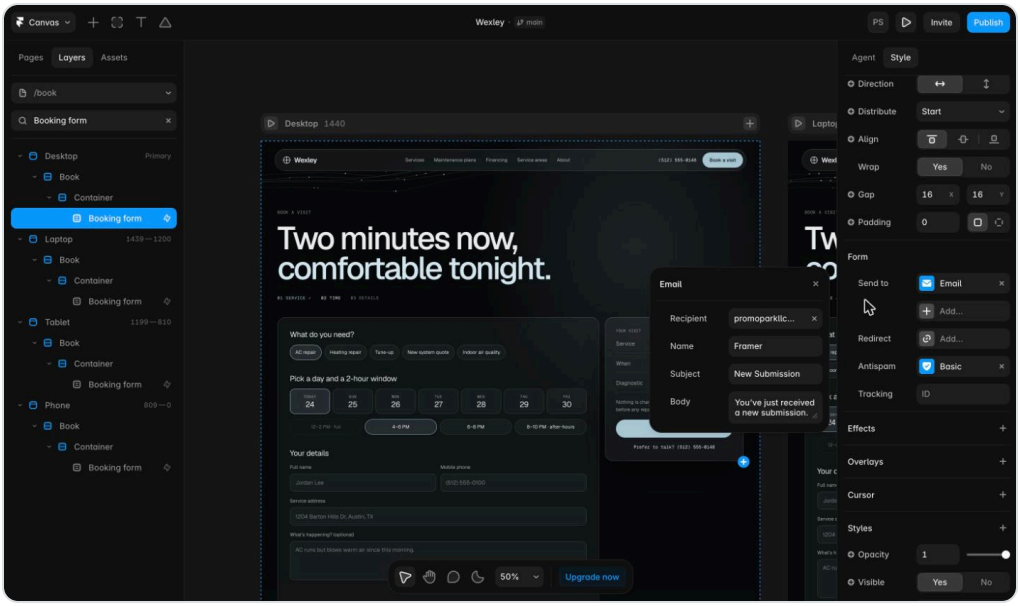
1. Open the **/book** page. In **Layers**, search for "Booking form" and select it. The right panel shows its Loading / Success / Error interactions.



2. In the **Style** panel, scroll to **Form → Send to** and click **+**. Pick a destination:



- **Email:** the recipient defaults to your Framer account email. Change it if needed (up to 3 addresses) and set a subject such as "New booking request".
- **Google Sheets:** connect your Google account and choose a sheet. Each booking becomes a row.
- **Webhook:** paste a Zapier, Make, n8n or CRM URL. You can also set a secret, which signs each request, and a fallback email in case delivery fails.



3. You can add more than one destination, for example Email and Sheets.
4. Open **Preview** and send a test booking. The button should read "Sending…" and then "Booked ✓", the "You're booked" panel should appear, and the submission should reach your destination.

Prefer your own scheduler (ServiceTitan, Housecall Pro, Jobber, Calendly)? Point the "Book a visit" buttons in the Nav, hero and CTA sections to it instead of `/book`.

2. Fields sent with every booking

FIELD	SOURCE
`service`	chosen service chip
`date`	chosen day chip, e.g. "TODAY 24", "TUE 27"
`window`	chosen 2-hour window
`name`, `phone`, `address`	required fields
`notes`	optional field
`issue`	hidden; filled from `?issue=` in the URL. The Home diagnostic button sends `/book?issue=<slug>`, e.g. `warm-air`
`plan`	hidden; filled from `?plan=` if you link to `/book?plan=comfort`

The hidden fields are bound to the page variables **Issue** and **Plan** (page settings → Variables, query parameters `issue` and `plan`).

3. What visitors see

- **Sending:** the button reads "Sending…".

- **Success:** the button reads "Booked ✓" and a "You're booked" panel appears above the summary with the chosen day and window ("You're booked — Tue 27, 6–8 PM. We'll text you the technician's name.").
- **Error:** the button turns red ("Couldn't send — try again") and a panel with your phone number appears so the visitor can call instead.
- **Validation:** empty required fields show a short message under the field. A phone number that isn't a 10-digit US number is refused with "Enter a 10-digit US phone number".

4. Change the texts and the phone check

- **Panel texts:** edit them on the canvas. The "You're booked" sentence and the phone check come from the small **WexleyBookingStatus** component: its **Text** property holds the sentence (`{when}` becomes the chosen day and window, `{service}` the chosen service), and **Phone pattern** holds the check.
- **Outside the US:** clear **Phone pattern** on the "Phone check" instance inside the form.
- **Day chips and time windows:** they are plain chips you can rename. Update the day labels when you launch — they are static, e.g. "TODAY 24".

5. Testing

- With a destination set, Preview submits for real: "Sending…" → "Booked ✓" plus the panel, and the email arrives.
- Without a destination, "Confirm visit" does nothing.
- Query strings such as `?issue=` only apply on the published site. In Preview, the diagnostic button opens /book without them, so `issue` stays empty there.

SEO

- Set a title, description and social image for every page (page settings → SEO). Pages without their own title use the site title from Site settings, so give each page — including the Service detail, city and journal templates — its own.
- Make sure **Search engines** is on for every page you want indexed (page settings → Search).
- Fill a `LocalBusiness` schema in Site settings → General → Custom code with your name, address, phone, hours and service area.

Launch checklist

- ☐ Business name, phone, email and address replaced everywhere (search the project for "Wexley" and "555")
- ☐ License number replaced in the footer contact card and the Home trust strip (see "License & compliance")
- ☐ Form destination added on /book (Email, Google Sheets or Webhook) and a test booking received
- ☐ Booking form tested on a phone
- ☐ Hero readout set to your city, time zone and coordinates
- ☐ Services and Areas CMS filled, demo items deleted; Is HQ set on your shop's city

- ☐ Diagnostic prices and estimator figures set for your market
- ☐ Privacy, Terms and Accessibility texts reviewed for your state
- ☐ Demo photos replaced with your crew and trucks
- ☐ Custom domain connected, site published

Need it launched for you? **Wexley Launch Setup** is available at promopark.studio.