



ADVANCED LANDING PAGES: WHY GOING THE EXTRA MILE MATTERS

Peter Troast, Founder & CEO

Energy Circle Webinar Series

October 9, 2019

Energy Circle On The Road

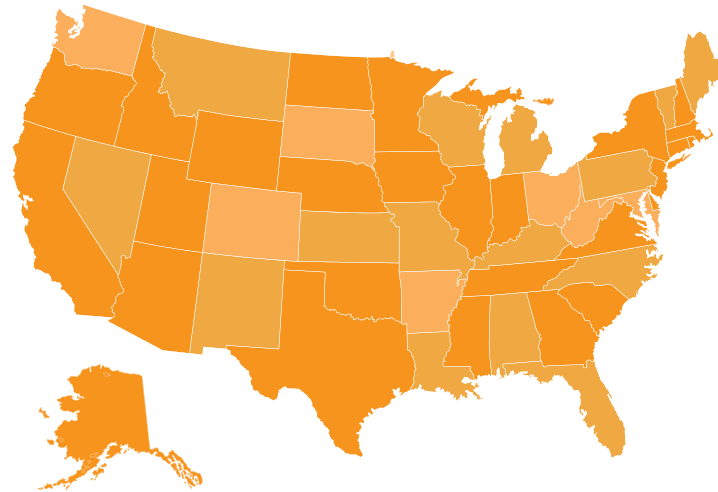
~~09/18~~–~~09/19~~: **Local Search Advanced** | Denver, CO

~~09/20~~–~~09/22~~: **Raterfest** | Rocky Mountain Village, CO

~~09/30~~–~~10/01~~: **PA Home Performance Conference** | State College, PA

~~10/03~~–~~10/04~~: **Contractor Success Symposium** | Burlington, VT

12/04 - 12/08: **North American Passive House Conference** | Washington, DC





STRENGTHEN YOUR BRAND: WAYS TO MEASURE THE UNMEASURABLE

Peter Troast, Founder & CEO

Energy Circle Webinar Series

May 22, 2019

www.energycircle.com/webinars



ADVANCED LANDING PAGES: WHY GOING THE EXTRA MILE MATTERS

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October 9, 2019

What We'll Discuss

- 1 Landing Pages: What Do We Mean?**
- 2 The Case for Advanced Landing Pages**
 - performance data
 - integrating your core service pages
 - Google Quality Score (Relevance)
- 3 Blueprint for the Ideal Landing Page**
- 4 When to Use and for What Specific Services**



LANDING PAGES: WHAT DO WE MEAN?

Clarifying Landing Pages

A landing page, sometimes known as a "lead capture page", is a single web page that appears in response to clicking on a search engine optimized search result, marketing promotion, marketing email, or an online advertisement.

Other Types of “Landing Pages”

Trap (Squeeze) Pages

The landing page for Sentio features a dark blue header with a 'Free Trial' button and the Sentio logo. The main content area is dark blue with white text: 'Powerful Equity Research' and 'Built with the latest technology, Sentio augments your research workflow. Be faster, drive more insights, and generate more alpha.' Below this is a screenshot of the Sentio software interface showing a data table and a line chart. A white box highlights the text: 'Trusted by over 900 Hedge Funds, Mutual Funds, Private Equity Firms, and Fortune 500 Corporations'. Three icons represent 'Powerful Document Search', 'Financial Models', and 'On-The-Go Finance'. A testimonial quote from PM - Multi-Bn Fund is at the bottom, followed by a 'FREE TRIAL' button.

Microsites

The microsite for 'SPRAY FOAM INSULATION WESTCHESTER' has a white background. The header includes the company name and navigation links for 'Get Quote' and 'Call Now'. The main heading is 'SPRAY FOAM INSULATION WESTCHESTER' in pink, with a sub-heading 'CALL US FOR AN ESTIMATE! Open today until 8:00 PM' and a pink 'GET QUOTE' button. A large photograph shows a long, narrow room with white spray foam insulation on the walls and ceiling. Below the photo is a 'TESTIMONIALS' section with three 5-star reviews from a year ago, each with a quote and a 'Read More' link.

3 Core Goals of an Landing Pages

- 1. Provide helpful, relevant content**
- 2. Deliver an engaging user experience**
- 3. Encourage users to take the desired action**

3 Core Goals of an Landing Pages

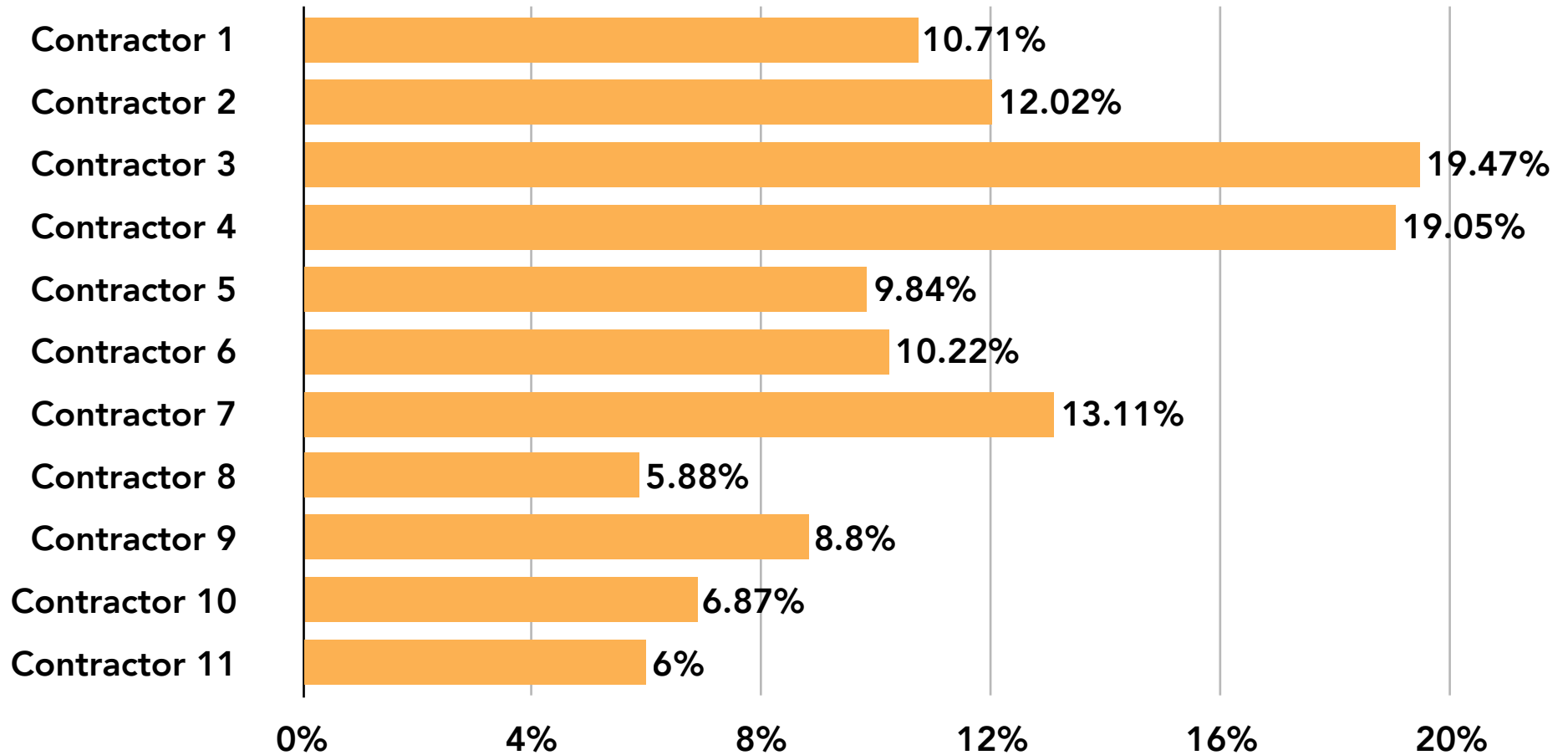
- 1. Provide helpful, relevant content**
- 2. Deliver an engaging user experience**
- 3. Encourage users to take the desired action**

Every Page Should Do This



THE PERFORMANCE CASE FOR ADVANCED LANDING PAGES

Average Conversion Rates: Select Companies



Data from Energy Circle Clients, 12 months of 2018

Why Conversion Matters So Much

	Before	After	
All Web Traffic	1625	1625	
Conv Rate	7.72%	9.39%	+1.67 / 22%
Leads	125	153	+27
Lead -> Job	12%	12%	
Jobs	15	18	+3
Ave Job	8500	8500	
Revenue	\$127,500	\$156,060	+28,560

Control:

Treatment:

Long Can Be Good



63% more conversions

Statistical Confidence 98%

Engagement AND Conversion

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	Exit ?
	0.82% ↓ 121 vs 122	2.97% ↓ 98 vs 101	105.34% ↑ 00:02:45 vs 00:01:20	34.48% ↓ 19 vs 29	46.30% ↓ 33.33% vs 62.07%	37.49% ↓ 25.62% vs 40.98%
1. /service-category/home-energy-audits						
Aug 1, 2019 - Oct 9, 2019	121 (100.00%)	98 (100.00%)	00:02:45	19 (100.00%)	33.33%	25.62%
May 23, 2019 - Jul 31, 2019	122 (100.00%)	101 (100.00%)	00:01:20	29 (100.00%)	62.07%	40.98%
% Change	-0.82%	-2.97%	105.34%	-34.48%	-46.30%	-37.49%

Landing Page ?	Acquisition			Behavior			Conversions All Goals ▾	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	35.09% ↑ 77 vs 57	15.64% ↓ 63.64% vs 75.44%	13.95% ↑ 49 vs 43	36.26% ↓ 40.26% vs 63.16%	118.45% ↑ 3.91 vs 1.79	76.47% ↑ 00:03:29 vs 00:01:59	18.44% ↑ 20.78% vs 17.54%	60.00% ↑ 16 vs 10
1. /service-category/home-energy-audits								

Conversion = ROI

Landing Page [?]	Acquisition			Behavior			Conversions All Goals ▾	
	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Goal Conversion Rate [?]	Goal Completions [?]
	42.96% ▲ 2,376 vs 1,662	7.74% ▼ 75.55% vs 81.89%	31.89% ▲ 1,795 vs 1,361	20.32% ▼ 70.62% vs 88.63%	19.43% ▲ 1.45 vs 1.21	7.71% ▼ 00:00:19 vs 00:00:20	67.88% ▲ 0.51% vs 0.30%	140.00% ▲ 12 vs 5
1. /service-category/insulation-air-sealing								
Jan 1, 2019 - Mar 31, 2019	2,376 (100.00%)	75.55%	1,795 (100.00%)	70.62%	1.45	00:00:19	0.51%	12 (100.00%)
Oct 3, 2018 - Dec 31, 2018	1,662 (100.00%)	81.89%	1,361 (100.00%)	88.63%	1.21	00:00:20	0.30%	5 (100.00%)
% Change	42.96%	-7.74%	31.89%	-20.32%	19.43%	-7.71%	67.88%	140.00%



BLUEPRINT FOR THE IDEAL LANDING PAGE

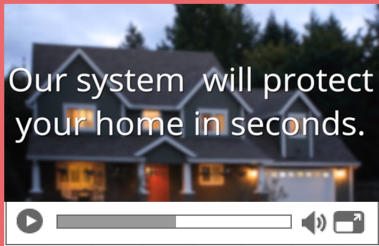


SMART HOME

Technology to Make Life Easier



The technology to control your home is at your fingertips. Find Out More»



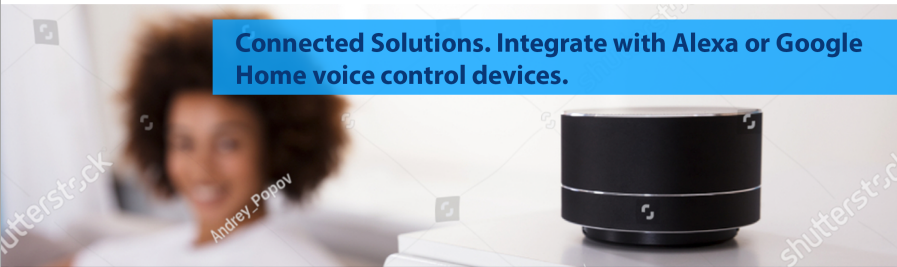
Make Your Life Easier & Safer. Turn Your House into a Smart Home

Call (302) 600-1131 or complete the form below

GET STARTED »

Your Smart Home Automation is here!
Be **Connected** and Stay **Protected!**

Connected Solutions. Integrate with Alexa or Google Home voice control devices.



Protected Solutions. Superior cyber security that keeps you online, even when the power goes out... unlike vulnerable WiFi connected systems.



Discover The Benefits of Smart Home Technology



SAVINGS

By taking control and setting schedules for your thermostat, lights and appliances, you'll save both energy and money.



CONVENIENCE

You can easily monitor and adjust your home's devices through your smartphone, computer or tablet.



SECURITY

Protect your home from damage and intruders by receiving automatic alerts from sensors throughout your home.

[Learn More](#) ↓

The Sobieski Difference

How are the solutions you offer better than a device that doesn't include a monthly fee?

- 1 Professional-grade installation..... [Learn More »](#)
- 2 Ongoing Support & Services [Learn More »](#)
- 3 Superior Cyber Security..... [Learn More »](#)
- 4 Compatibility with Smart Home Voice Devices ... [Learn More »](#)

Why Sobieski?

Need more reasons to choose Sobieski for your Smart Home Solution? Check out our FAQ's.

[SMART HOME FAQ's »](#)

It's Free for a Reason!

"A few years ago, users of Internet services began to realize that when an online service is free, you're not the customer. You're the product"
- Tim Cook, CEO, Apple

Learn more about all the Smart Home solutions Sobieski has to offer!

Click on the solution you're looking for to download FREE informational guides.

- [Water Solutions »](#)
- [Access Solutions »](#)
- [Video Solutions »](#)
- [Comfort Solutions »](#)
- [Energy Solutions »](#)



Whole Home Solutions

At E3 INNOVATE, we believe a house should be a safe, clean, and comfortable haven to live in. That is why we help families create high performance homes and commit to helping our clients protect their most treasured investment for generations.

[Start Your Project](#)


Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3.

(615) 667-8453

Name Phone Email

Message

I'm not a robot 

[Send message](#)

Whole Home Solutions means taking an Integrated Approach to Home Improvement

Whether you are making upgrades to an existing home, planning a new construction project, or renovating a historic house, E3 provides the expertise to help you create a healthy, comfortable, and efficient space that is resilient to life's unpredictable storms.

Safe indoor air quality, continuous comfort, and long-lasting durability can be achieved when a home is designed with an integrated approach. If one or more components gets ignored however, issues can arise that lead to costly and inconvenient repairs, such as humidity problems, mold and mildew growth, radon concerns, and comfort imbalances.

That's why E3 takes an integrated whole-home approach with your project. We focus on five pillars of home performance while also addressing the details that make each component work as part of the system. Our strategy helps ensure you get the desired results out of your investment.



E3 INNOVATE is a whole-home performance company that focuses on integrated, long-term solutions that serve you and your family.

Is Your House Making Your Family Sick?

Without a whole-home approach, issues can arise that may lead to health concerns, like mold growth, poor ventilation, radon gas infiltration, and poor indoor air quality. Issues like these can affect the health of your entire family. Symptoms may vary from person to person, so it's important to know about the many symptoms associated with poor home health.

Physical Symptoms

- Skin irritation
- Fatigue, weakness & lethargy
- Frequent sickness

Cognitive Symptoms

- Frequent headaches
- Foggy thinking or short term memory loss
- Difficulty sleeping and waking up



Emotional Symptoms

- Mood changes
- Feeling agitated or depressed
- Worry or anxiety

Respiratory Symptoms

- Coughing or shortness of breath
- Sinus congestion
- Increased asthma symptoms

Pets

Pets can be even more sensitive than humans are to household chemicals and allergens

Does This Sound Like You?

I think my house is making me sick.
I get headaches and feel dizzy but it all goes away when I leave the house.

[Learn More >](#)

The house smells damp and musty
but I can't figure out where it's coming from or what's causing it!

[Learn More >](#)

My hardwood floors are warping
I have a lot of moisture in my crawlspace from the recent rain and it's messing up my floors!

[Learn More >](#)

Which Symptoms are you Seeing in Your Home?

The first clue that a home has a performance issues is when symptoms appear. This happens when the house is constructed and maintained with a piecemeal approach.

1 Excess Dust & Dirt

- House looks dingy, even after it's been cleaned
- Increased allergy symptoms, especially after cleaning
- Frequent dusting, especially after turning on the heat or AC

2 Condensation & Mold Growth

- Condensation on the inside of windows in the winter
- Visible mold growth in bathrooms, on window sills, on air registers, etc.
- Mold stains on bathroom ceilings and above leaky windows & doors

3 Unpleasant Odors

- House smells when you first enter, or certain rooms smell
- Indoor air feels stale
- Musty or moldy smells you can't get rid of

4 Humidity Issues

- Air feels damp or clammy, even when the air conditioning is running.
- Hardwood floors cup and crack

5 Temperature Discomfort

- Home is always too hot or too cold
- House feels drafty, especially during the winter




Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3.

(615) 667-8453

Name Phone Email

Message


I'm not a robot 

[Send message](#)

Before

CONTACT Free Consult Careers

Careers







Interested in a career with Evergreen? Here's what you can do:

- Explore our website: Learn what we do and why, and find out more about our team.
- Contact us: Email info@evergreenyourhome.com or call 594-2244 x3 for more info. We're always happy to accept your resume + cover letter and begin a conversation.

Evergreen Career Paths

	Technicians	Advisors
What They Do	<p>Make homes more comfortable and energy efficient by:</p> <ul style="list-style-type: none"> Doing hands-on work to fix homes Installing new insulation and drainage systems Applying caulks and plastic sheeting to stop water & air leaks Installing replacement windows & doors 	<p>Evaluate homes and design improvements to make them more comfortable and energy efficient by:</p> <ul style="list-style-type: none"> Explaining efficiency problems & solutions to customers Designing insulation, air sealing, and moisture remediation improvements Writing reports & contracts Making sales Designing window & door replacement projects
What It Takes	<ul style="list-style-type: none"> Enjoy working with hands & power tools Team player & safety oriented Reliable & hard-working to high standards Friendly & courteous Able to work in cramped spaces 	<ul style="list-style-type: none"> People skills, enjoy listening, confident talking Sales skills Organization & neat appearance Aptitude for using electronic instruments Excellent writing & computer skills
Helpful Experience	<ul style="list-style-type: none"> Home Construction/Trades 	<ul style="list-style-type: none"> Sales/ Customer Service Home Construction Home Inspection & Real Estate
Compensation and Benefits	<ul style="list-style-type: none"> 40-hour workweek, wage (\$16-\$20/hr) commensurate with experience & responsibility Paid time off Retirement benefits 	<ul style="list-style-type: none"> Full-Time, compensation commensurate with experience Work individually on flexible schedule Paid time off Retirement benefits

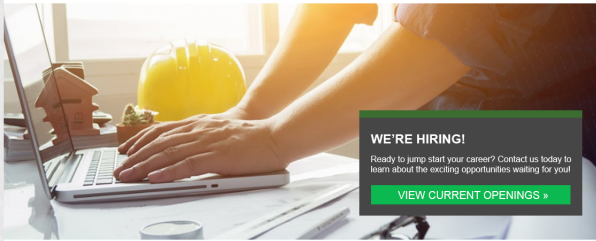
(Evergreen Home Performance, LLC does not discriminate in hiring or any aspect of employment on the basis of race, color, religion, gender, sexual preference, gender identity, or national origin.)

After

CONTACT Careers Free Consult

Careers



WE'RE HIRING!

Ready to jump start your career? Contact us today to learn about the exciting opportunities waiting for you!

[VIEW CURRENT OPENINGS >](#)

The Benefits of a Career with Evergreen Home Performance

At Evergreen Home Performance, we believe that providing good, sustainable jobs for our employees benefits everyone. Our current openings in both Portland and Rockland offer:

- Competitive Pay
- Full & Part-Time Positions
- Paid Vacation & Holidays
- Company-Matched IRA
- Monthly Healthcare Bonus
- On-the-job Training
- Friendly Work Environment
- \$500 Signing + Referral Bonus

NOW HIRING IN PORTLAND AND ROCKLAND, MAINE

Interested in joining our growing team of home performance professionals? We want to hear from you! Read more about our current opportunities below, or click to contact us now! We're always happy to accept your resume + cover letter and begin a conversation.

[APPLY NOW >](#)

Current Opportunities:

Weatherization Technicians:
 Portland, ME & Rockland, ME | careers@evergreenyourhome.com | 207-694-2244 x3
Summary: upgrade homes, install new insulation and drainage systems, apply caulks and install plastic sheeting to stop air & water leaks.
Helpful Experience: Home Construction/Trades, Weatherization Services, Sales/ Customer Service
[Learn More >](#)

Remodeling Carpenter
 Portland, ME & Rockland, ME | careers@evergreenyourhome.com | 207-694-2244 x3
Summary: upgrade homes, install new insulation and drainage systems, apply caulks and install plastic sheeting to stop air & water leaks.
Helpful Experience: Home Construction/Trades, Weatherization Services, Sales/ Customer Service
[Learn More >](#)

\$500
Signing Bonus

&

\$500
Referral Bonus

*payable after 3 months of successful employment

DON'T JUST TAKE OUR WORD FOR IT! HERE'S WHAT THE EVERGREEN TEAM HAS TO SAY:


- Jacob Casler, Lead Remodel Carpenter, Portland

Working for Evergreen I found a group of like minded folks who care about making a positive contribution to the environment and community. Everyone in the Evergreen team likes to have fun, while keeping in eye on quality and customer service. After working a variety of jobs in construction, it was refreshing to find such an easy-going group... [READ MORE >](#)

Join the Evergreen Team




Since 2006, we've helped thousands of people reduce their energy consumption and become more comfortable in their homes. Along the way, we've shared our passion for energy efficiency by training dozens of home performance professionals, participating in community weatherization and outreach events, and advocating for policies that improve energy security for working families.

[Meet the Team >](#)



Work for a Company that is Working Toward Something Meaningful.

Our Mission:

Before

HEATING SYSTEMS
AIR CONDITIONING
AIR QUALITY & DUCTS
HOME PERFORMANCE
PLUMBING & WATER

Contact | Service Area | Employment

Employment

Technician

- Plumbing Apprentice Lawton, OK
- Heating and Air Technician Lawton, OK
- Journeyman Plumber Lawton, OK

Receive notifications of future career opportunities.
Enter your email address:

[SIGN UP NOW](#)

[f](#) [t](#) [in](#) [+1](#) [+](#)

What Our Customers Are Saying:

Good work. Timely response on weekend. Thanks.
Willard, Lawton, OK

ABOUT	HEATING SYSTEMS	AIR CONDITIONING	AIR QUALITY & DUCTS
Brands We Trust Explore The Trades Scholarship	Furnace Installation Repair & Maintenance Heat Pumps Thermostats & Zoning Air Balancing Heat Loss & Gain Load Calculations	Air Conditioning Installation Repair & Maintenance Mini Split Systems Thermostats & Zoning Air Balancing Heat Loss & Gain Load Calculations	Indoor Air Quality Air Testing & Monitoring Air Filtration Humidity Control Duct Cleaning & Sanitizing Ducts & Airflow
BLOG	HOME PERFORMANCE	PLUMBING & WATER	
COMMERCIAL	Insulation Air Sealing & Duct Sealing Windows & Doors Energy Audits Attics & Crawl Spaces	General Plumbing Sewer & Utility Service Lines Water Treatment Water Heaters Drain Cleaning Repair & Maintenance	
FINANCING			
Avant Bank EnerBank GE Capital Customer Care Greensky Credit			
CONTACT			
Service Area Employment			

Sign up for our newsletter to receive seasonal updates, news and tips.

[SUBMIT](#)

[f](#) [t](#) [in](#) [+](#) [+](#)

Let's Talk!

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After

HEATING SYSTEMS
AIR CONDITIONING
AIR QUALITY & DUCTS
HOME PERFORMANCE
PLUMBING & WATER

Contact | Service Area | Employment

Employment

Why Should You Consider Joining the Pippin Brothers Team?

This is a happy employee testimonial talking about how great it is to work for Pippin Brothers and how everyone should work here!

- Joe Happy Employee

The Benefits of a Career with Pippin Brothers

At Pippin, we continue to grow because we hire only the best! People often come to us looking for a job. They stay with us because they find a fulfilling career, room to grow, and opportunities to excel. In addition to a workplace where you're appreciated by your team and customers - a career with Pippin Brothers also offers:

- \$2,000 signing bonus.
- Access to Latest Tech, Tools and Resources
- Competitive Salary (Among the highest in the region + opportunities for growth)
- 40% Plan with a company match
- Company Supplied Vehicle
- Paid Vacations & Holidays
- Comprehensive Medical Insurance
- Caring, Respectful and Friendly Workplace & Company Culture

[VIEW CURRENT JOBS >](#)

Thinking About Your Next Career Move? We Want to Talk to You!

At Pippin Brothers, we are always looking for talented, motivated individuals to join our team. Check out our current openings below or click to contact us now and learn about the exciting opportunities waiting for you.

[CONTACT US](#)

Current Openings

- Plumbing Apprentice**
LAWTON, OK

Work as part of a dynamic and passionate team to demonstrate technical competency and exceed customer expectations by accomplishing the highest quality service calls and installations, every time.

By working closely with the journeyman plumber, you will complete jobs on time and under budget, helping achieve the company's financial goals. You will also learn a trade that is very valuable.

[LEARN MORE](#)

Pippin Perks

\$2,000 Signing Bonus

+ Unlimited Earning Potential

We offer more than just a job. We offer fulfilling careers and a chance to be a part of a team where your contribution is always appreciated and rewarded. Contact us today to learn about career opportunities at Pippin Brothers Home Services.

[CONTACT US](#)
- Heating and Air Technician**
LAWTON, OK

You will diagnose and repair heating and cooling systems and lead customers to informed and confident buying decisions by providing an extraordinary customer experience.

[LEARN MORE](#)
- Journeyman Plumber**
LAWTON, OK

Diagnose and repair residential plumbing systems and lead customers to informed and confident buying decisions.

[LEARN MORE](#)

ABOUT	HEATING SYSTEMS	AIR CONDITIONING	AIR QUALITY & DUCTS
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FINANCING			
Avant Bank EnerBank GE Capital Customer Care Greensky Credit			
CONTACT			
Service Area Employment			




Before

Schedule Maintenance

Regular maintenance can save you thousands of dollars and keep your system running perfectly.

[READ MORE](#)

Solutions You Can Trust



We go above and beyond on every project. It's our promise to you.

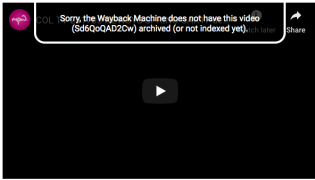
[Read More](#)

Special Offers

Now is the perfect time to upgrade your heating or AC with amazing savings and value that only Fred F. Collis and Sons can offer - Call us now to learn how you can save energy and money with our high-quality systems!


[Read More](#)

- Financing Available
- Warranty
- Emergency Service
- Seasonal Tune-Ups
- Annual Maintenance



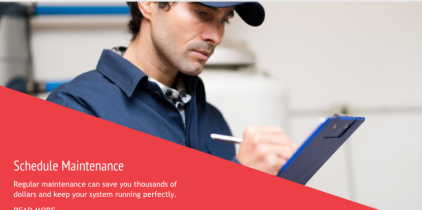
Sorry, the Wayback Machine does not have this video (51620c4022ca) archived (or not indexed yet).

Customer Satisfaction



"Very good people to do business with. Very helpful & understanding."
M.R. - Utica, NY 11/18/2013

After



Contact Heating & Cooling experts you can trust
Call us at 315-897-5548

Name *

Phone *

City *

I need... Maintenance Repair Estimate
 Other

What do you need?


[GET STARTED](#)

Schedule Maintenance


Regular maintenance can save you thousands of dollars and keep your system running perfectly.

[READ MORE](#)


Your One-Stop Shop for Heating, Air Conditioning, Insulation, Backup Power & More – Serving Utica & Rome, NY for Over 80 Years



Schedule Furnace Tune-up to Prepare for Cold




Ductless Mini Splits keep You Comfortable in Any Weather



Prevent Winter Ice Dams by Upgrading Insulation Now

Get the Home Comfort You Deserve with Your Local Expert of Over 80 Years


Fred F. Collis & Sons is proud to be the contractor that homeowners near Utica and Rome, NY trust with their home comfort needs – from heating and air conditioning installation and repair, to home insulation and generator installation, and beyond.



Your Fall Prep Checklist

"Highly satisfied!"
- R.O., Waterville, NY

100% Customer Satisfaction

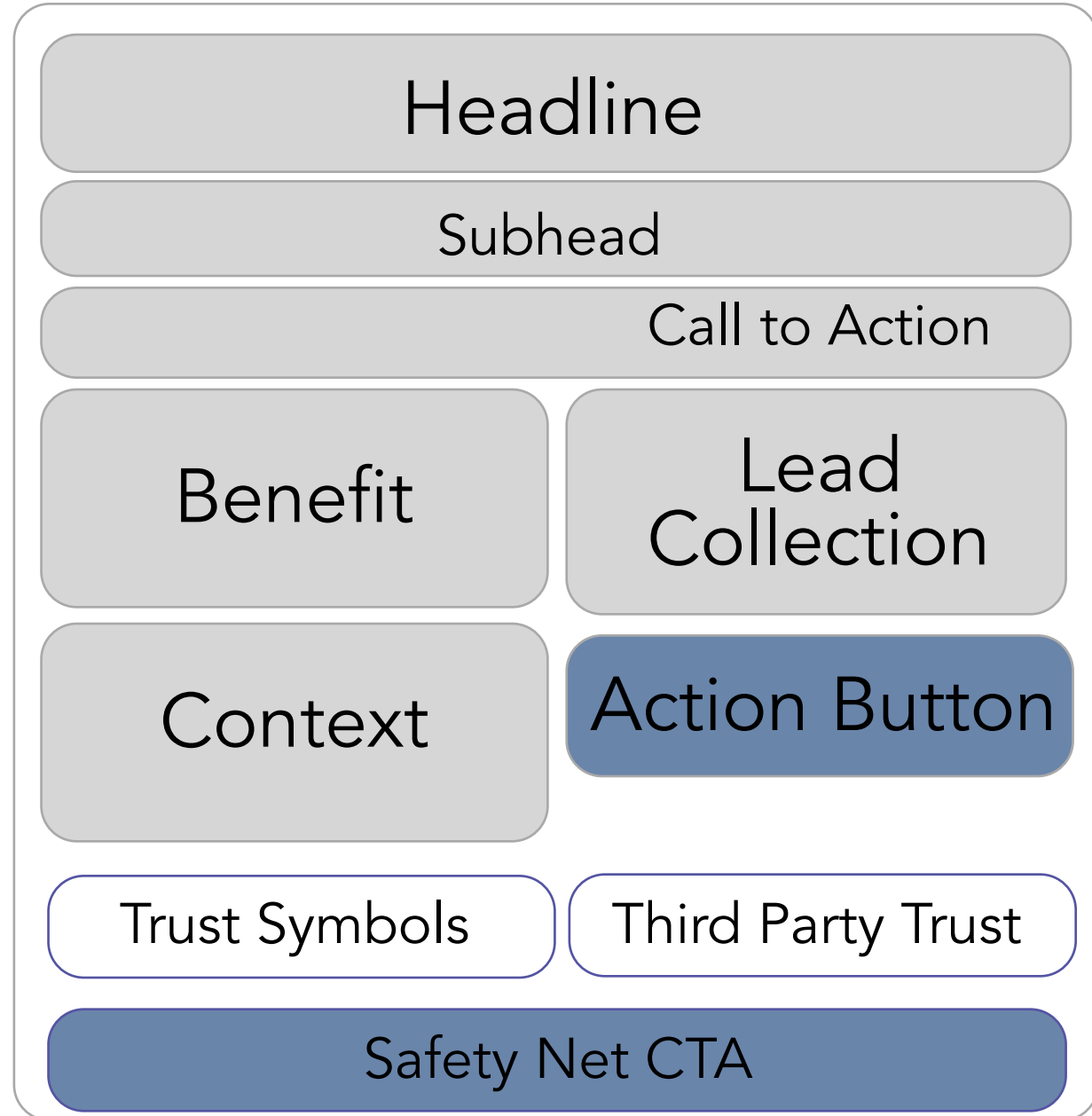


24/7 Emergency Furnace & Air Conditioning Repair

Get emergency heating or cooling repair in Utica and Rome, NY when you need it most. Central New York homeowners trust us thanks to our:

- Highly trained technicians
- Years of experience in the industry
- Commitment to providing outstanding service

Typical Landing Page Elements



Users read web pages in an F-shaped pattern

1. Users first read in a horizontal movement, usually across the upper part of the content area.
2. Next, users move down the page a bit and then read across in a second horizontal movement that typically covers a shorter area than the previous movement.
3. Finally, users scan the content's left side in a vertical movement..

Source: Nielsen Norman Group, 2006.



Trust Symbols





POLL



WHEN TO USE ADVANCED LANDING PAGES

for which services

in what priority

Where More is Better

Candidates for Advanced LP's

Whole House Services

Installation

Insulation & Air Sealing

Energy Audits

Healthy Home

Battery Storage

Smart Home

Ventilation

Solar Financing

Heat Pumps & HPWH's

Keep it Simple

Service

Repair

Top Landing Traffic

Keyword ?	Destination Page ? ✕	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		1,352 % of Total: 54.67% (2,473)	84.99% Avg for View: 88.35% (-3.81%)	1,149 % of Total: 52.59% (2,185)	63.91% Avg for View: 71.69% (-10.86%)	2.22 Avg for View: 1.91 (15.97%)	00:01:54 Avg for View: 00:01:32 (23.38%)
1. (not provided)	/	350 (25.89%)	82.00%	287 (24.98%)	56.00%	1.50	00:02:45
2. (not provided)	/residential-energy-audit	169 (12.50%)	89.35%	151 (13.14%)	58.58%	1.46	00:01:15
3. (not provided)	/home-inspections	73 (5.40%)	86.30%	63 (5.48%)	64.38%	2.37	00:02:00
4. (not provided)	/indoor-air-quality	64 (4.73%)	89.06%	57 (4.96%)	43.75%	1.94	00:03:58
5. (not set)	/home-inspections	55 (4.07%)	89.09%	49 (4.26%)	65.45%	1.35	00:01:24
6. (not provided)	/indoor-air-quality-testing	41 (3.03%)	92.68%	38 (3.31%)	85.37%	2.66	00:00:23
7. (not provided)	/questions-ask-your-energy-auditor	41 (3.03%)	85.37%	35 (3.05%)	90.24%	1.46	00:00:54
8. (not provided)	/formaldehyde-testing	30 (2.22%)	80.00%	24 (2.09%)	63.33%	2.03	00:00:45
9. (not provided)	/learn/what-is-infrared-diagnostic-testing	29 (2.14%)	96.55%	28 (2.44%)	89.66%	1.10	00:00:11
10. (not provided)	/independent-energy-audit-vs-sales-pitch-audit	26 (1.92%)	100.00%	26 (2.26%)	69.23%	1.50	00:01:31
11. (not provided)	/infrared-photographic-analysis	21 (1.55%)	90.48%	19 (1.65%)	80.95%	2.05	00:00:31
12. (not provided)	/certified-maine-energy-audits	20 (1.48%)	95.00%	19 (1.65%)	60.00%	1.25	00:00:33
13. (not provided)	/about-us	19 (1.41%)	94.74%	18 (1.57%)	47.37%	2.32	00:04:03
14. (not provided)	/home-energy-audit-packages	16 (1.18%)	56.25%	9 (0.78%)	56.25%	4.12	00:02:48
15. (not provided)	/multi-family-energy-audits	16 (1.18%)	87.50%	14 (1.22%)	56.25%	1.62	00:01:37
16. (not provided)	/contact-us	15 (1.11%)	46.67%	7 (0.61%)	60.00%	5.33	00:01:20
17. (not provided)	/air-quality-and-combustion-safety-testing	14 (1.04%)	100.00%	14 (1.22%)	78.57%	1.64	00:02:28

Setting Your Landing Page Priorities

- **Most Important Services**
- **Most Complex Value Propositions**
- **Pages Getting Landing Traffic Now**
- **Careers Page**
- **Pages with Low Engagement/High Exits**

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