



Optimizing Your Website for SEO in 2019

Peter Troast, Founder & CEO

Energy Circle Webinar Series

November 28, 2018

What We'll Discuss

- 1 Demystifying Search Engine Optimization**
- 2 Two Key Pillars of Strong Onsite SEO**
 - Fresh Content Aligned with Keywords**
 - On Site (On Page) Structure**



DEMYSTIFYING SEARCH ENGINE OPTIMIZATION

(confusing yes. Rocket science no.)

Today's Most Common SERP

Google
Paid @ 4

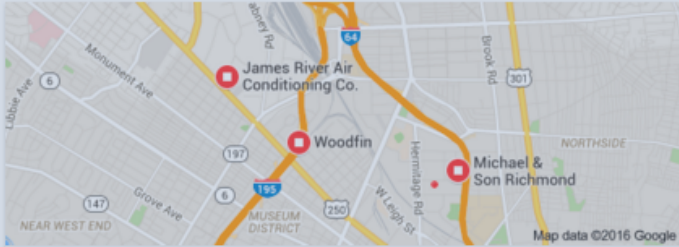
#1 Richmond Heat Repair - mawilliams-services.com
www.mawilliams-services.com/Richmond
\$30 Off Repair/Service. Call Today! Your Local, Reliable HVAC Experts.
24/7 Emergency Service · Cost Effective Solutions · Satisfaction Guaranteed
\$69.95 Heater Tune-Up - Geothermal Experts - \$50 Off New Heater

Richmond Furnace Repairs - OneHourRichmond.com
www.onehourrichmond.com/Richmond
Save On Your Next Energy Bill With Expert Furnace Repair Repairs.
Heat Pump Installation - Total Comfort Guarantee - Indoor Air & Ductwork

Emergency HVAC Repairs - wgspeeks.com
www.wgspeeks.com/ (804) 601-4577
Service Technicians On Call 24/7. Proudly Serving Richmond Since 1943
Cold Weather Maintenance · Energy Efficient Systems · 70 Years of Business

HVAC Services Richmond VA
mechanicsvillehvaccontractors.com/
Trust Our Friendly HVAC Experts Serving Greater Richmond. Call!
High quality work · Written estimates · Punctual service · Building Science Inc
Building Science Inc - Contact Us - A/C Installation - HVAC Service

Google
Local
3 Pack



James River Air Conditioning Co.
4.8 ★★★★★ (119) · Air Conditioning Contractor
1905 Westmoreland St · (804) 358-9333
Open until 11:30 PM

Michael & Son Richmond
4.2 ★★★★★ (91) · HVAC Contractor
1407 Cummings Dr · (804) 360-7373
Open 24 hours

Woodfin
4.8 ★★★★★ (370) · HVAC Contractor
1823 N Hamilton St · (804) 730-5000
Open until 5:00 PM

[More places](#)

Organic

James River Air: Home
www.jamesriverair.com/
... Conditioning Company Home Page | 1905 Westmoreland St. Richmond, VA ... we set out to provide furnace repair and HVAC maintenance like the Henrico ...
Residential - Contact - Residential Coupons - 57 Tune-Up Special

AC & Heating Specialists | Michael & Son Services
www.michaelandson.com/hvac-richmond/
Emergency 24 HR Heating & AC Service. More often ... All of our Richmond VA Heating/Air Conditioning Trucks Are Fully Equipped with Everything You'll Need.

With Local Services Ads

Local Services Ads

Google Paid

Google Local 3 Pack

Organic

About 270,000 results (0.86 seconds)

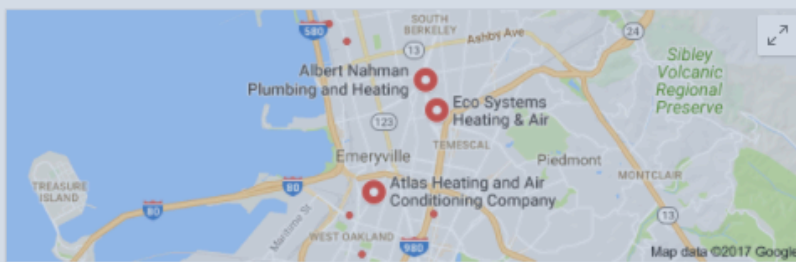
HVAC repairs - 20+ HVAC pros serving Oakland Sponsored

<p>Element Home Solutions 5.0 ★★★★★ · See reviews ✓ Google guaranteed Oakland (510) 871-3894 Open now</p>	<p>The Appliance Repair ... 4.8 ★★★★★ · See reviews ✓ Google guaranteed Alameda (510) 871-3938 Open now</p>	<p>Service Champions He... 4.8 ★★★★★ · See reviews ✓ Google guaranteed Pleasanton (925) 732-6744 Open now</p>
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→ More HVAC pros in Oakland

Oakland BBB A+ HVAC Technician - Diamond Certified Same Day Svc
[Ad](#) eb.onehour-heat-and-air.com/Oakland (510) 969-6777
Providing Quality, Service, Integrity, And Convenience. Call Now!
Locally Owned & Operated · 24/7 Emergency Service · Guaranteed Repairs · Licensed & Insured
Highlights: On-Time Service, Straightforward Pricing...

HVAC Repair - Quality Work - No Surprises - airmenheatingandair.net
[Ad](#) www.airmenheatingandair.net/ (888) 259-7783
Call Our HVAC Repair Experts. Make An Appointment And Save.



Map showing HVAC contractors in Oakland area. Markers are placed for Albert Nahman Plumbing and Heating, Eco Systems Heating & Air, and Atlas Heating and Air Conditioning Company.

Rating ▾ Hours ▾

<p>Atlas Heating and Air Conditioning Company 4.7 ★★★★★ (24) · HVAC Contractor 1451 32nd St · (510) 893-1343 Open until 7:00 PM</p>	WEBSITE DIRECTIONS
<p>Eco Systems Heating & Air 5.0 ★★★★★ (1) · HVAC Contractor 712 56th St · (510) 698-6219 Open until 11:00 PM</p>	WEBSITE DIRECTIONS
<p>Albert Nahman Plumbing and Heating 4.7 ★★★★★ (185) · HVAC Contractor 3333 M.L.K. Jr Way · (510) 843-6904 Open until 8:00 PM</p>	WEBSITE DIRECTIONS

[More places](#)

Search Engine Optimization

The “art” of getting your website and its pages to rank highly in search engines (mostly Google.)

Simplifying Search

Google

Google Search

I'm Feeling Lucky

Context

+

Authority

+

Engage-
ment

Understanding Search



Google Search

I'm Feeling Lucky

Context

+

Authority

+

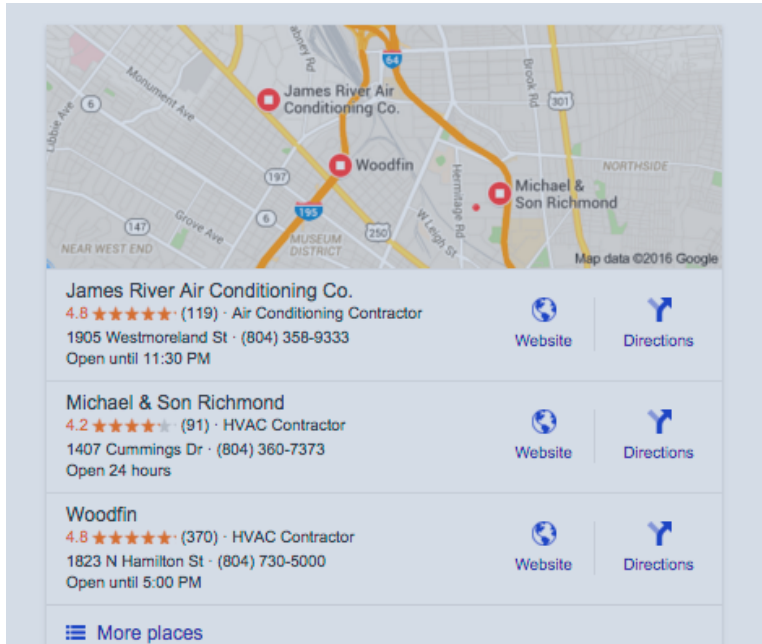
Engage-
ment

**Site
Content**

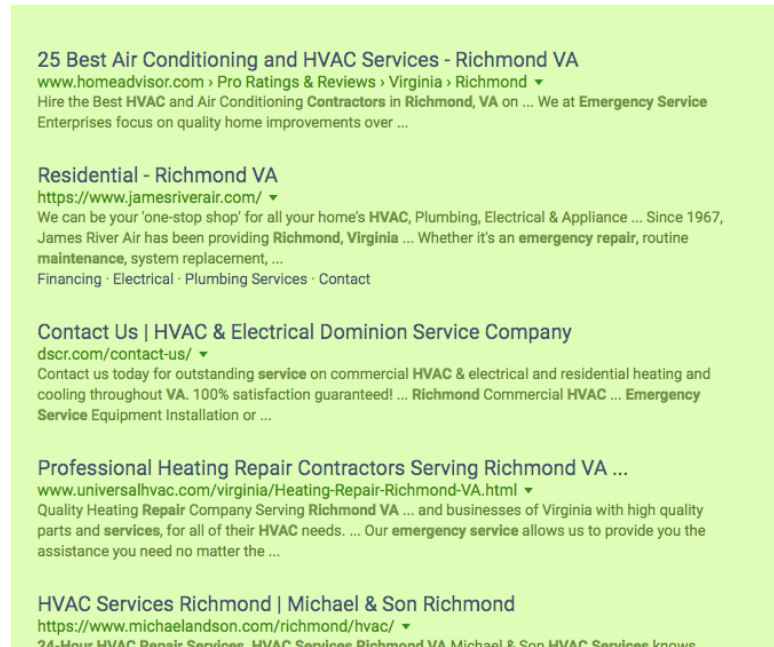
**Incoming
Links**

**User
Interaction**

Local Pack



Organic



Geography

Keywords

Links

Data Consistency

Reviews

Fresh Content

Metadata

Site Structure

On Page vs Off Page SEO

On Page

- Website Content
- Keywords
- Meta Data
- Structure
- Internal Links
- Schema

Off Page

- Links from Other Websites
- Reviews
- Social Signals
- Google My Business Data
- Citations

On Page vs Off Page SEO

On Page

Website Content

Keywords

Meta Data

Structure

Internal Links

Schema

Off Page

Links from Other Websites

Reviews

Social Signals

Google My Business Data

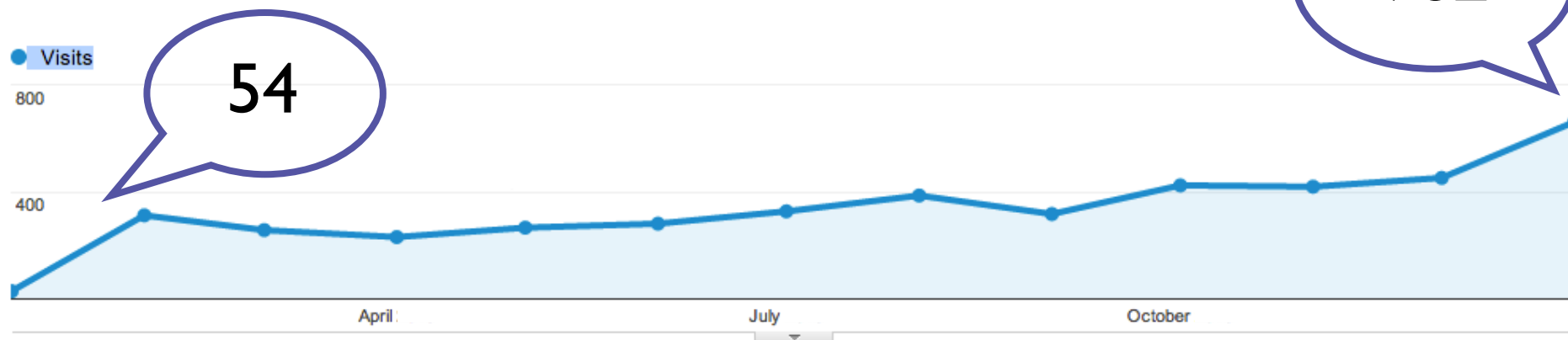
Citations



THE ROI QUESTION

(How much upside?)

The Power of Organic Traffic

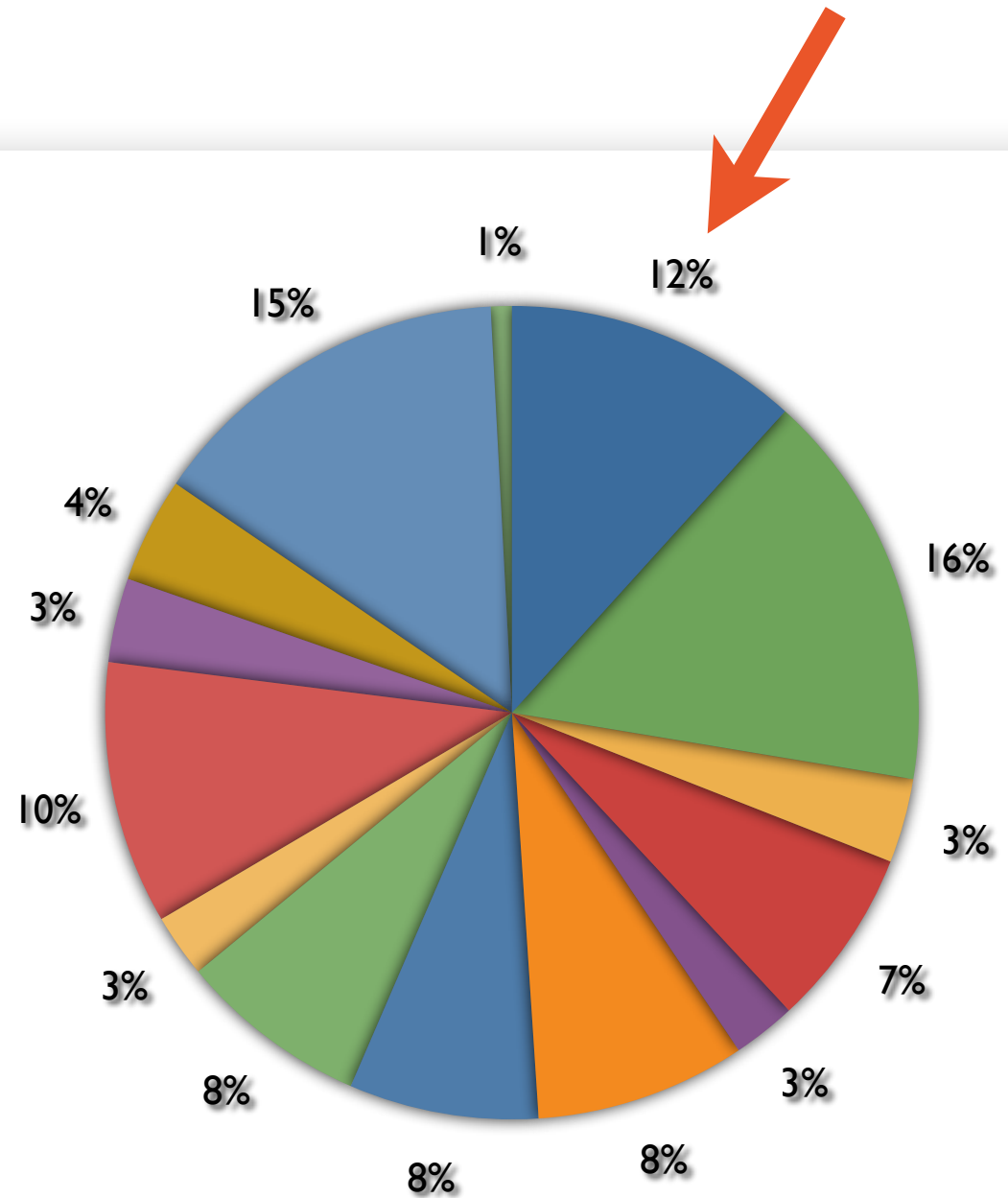


Primary Dimension: Source / Medium Other ▾

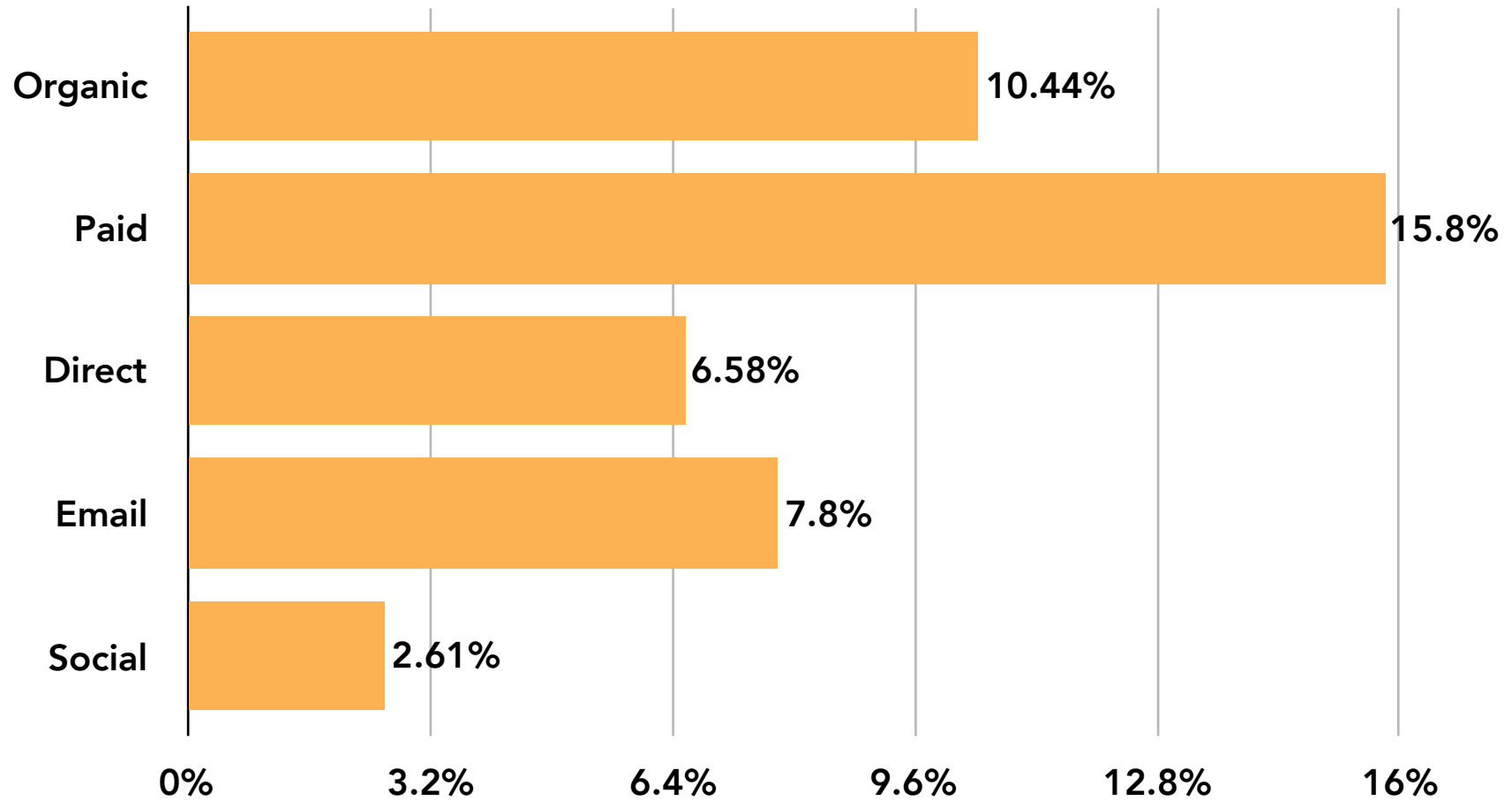
Source / Medium ?	Acquisition			Behavior			Conversions All Goals ▾		
	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	4,362 <small>% of Total: 22.33% (19,533)</small>	93.40% <small>Site Avg: 88.41% (5.64%)</small>	4,074 <small>% of Total: 23.59% (17,270)</small>	57.06% <small>Site Avg: 65.61% (-13.03%)</small>	2.62 <small>Site Avg: 2.26 (16.20%)</small>	00:15:49 <small>Site Avg: 00:13:38 (18.22%)</small>	4.81% <small>Site Avg: 7.37% (-34.65%)</small>	210 <small>% of Total: 14.59% (1,439)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. google / organic	4,362	93.40%	4,074	57.06%	2.62	00:15:49	4.81%	210	\$0.00

Source of Leads

- Organic Search
- Paid Search
- Direct Mail
- Paid Social
- Print Ads
- Referring Traffic
- Online Directories
- Email
- Home Shows
- Community
- Organic Social
- Past Customers
- Referral Program
- Purchased Leads

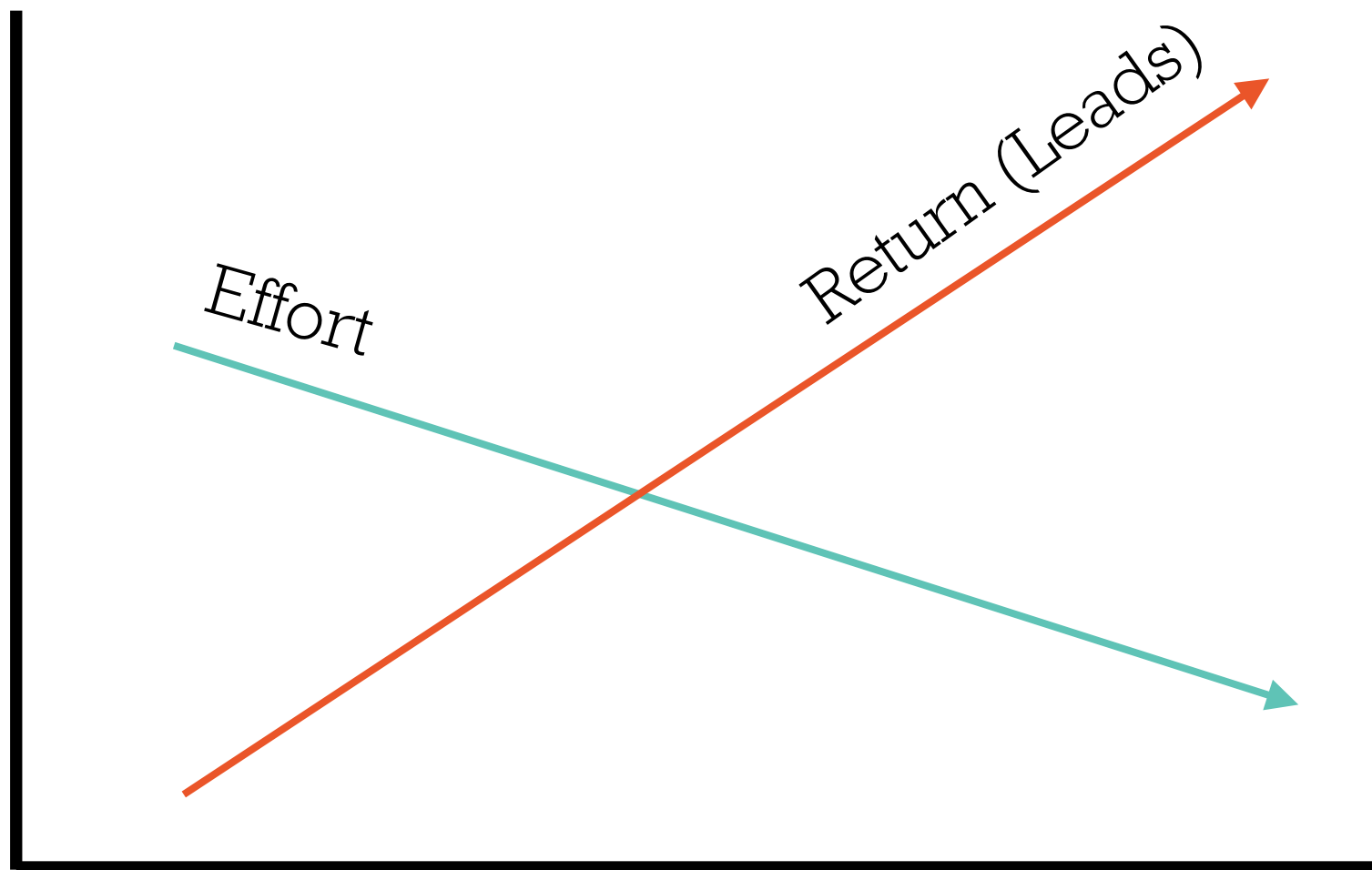


Average Conversion Rates by Medium



Data from 45 Energy Circle Clients, 12 months of 2016

Return on Investment in SEO

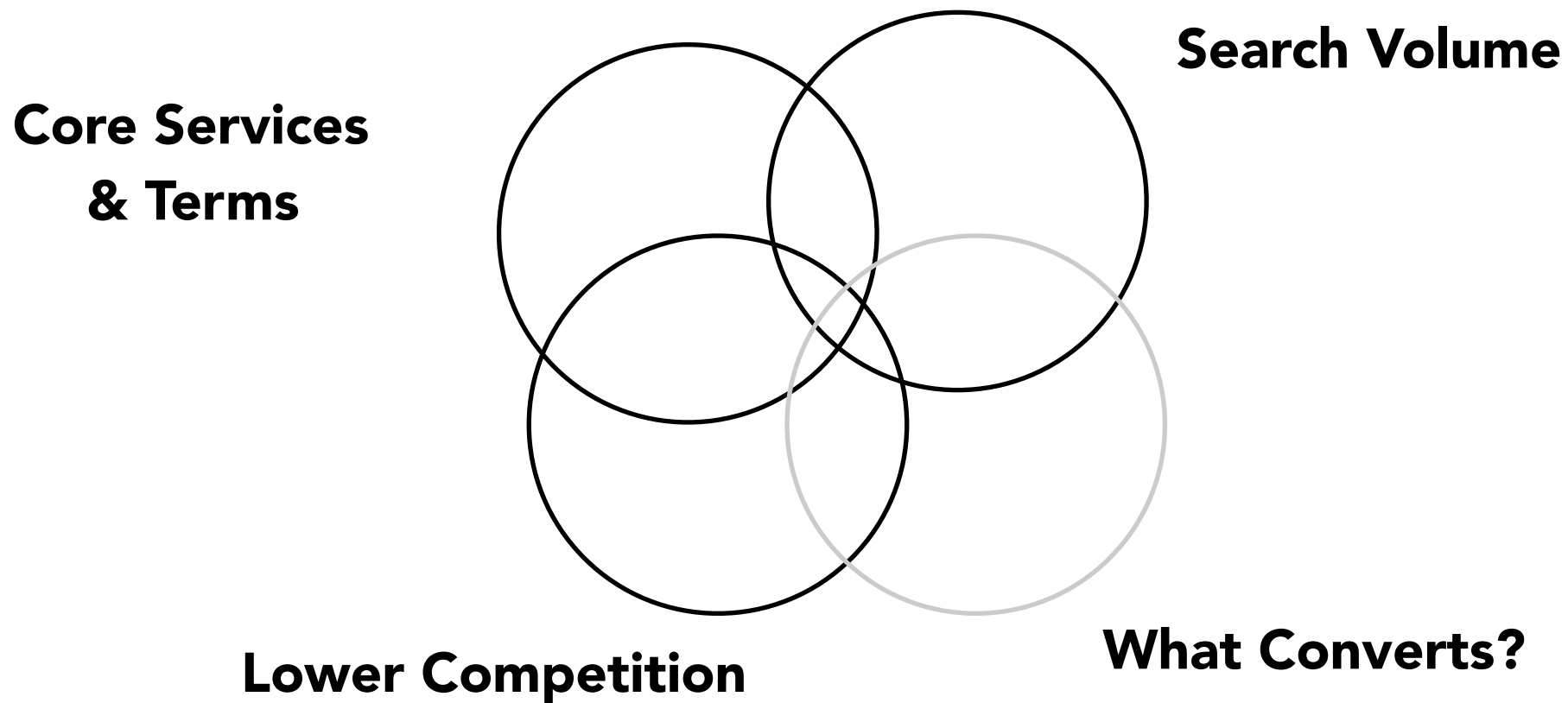




FRESH CONTENT ALIGNED WITH KEYWORDS THAT MATTER

(everybody's Achilles Heel)

Choosing Keywords





Are You Speaking the Same Language As Your Customers?



By [Jake Van Paepeghem](#) | November 27, 2018

Jargon and technical terms are a part of everyday life in the home performance, solar and HVAC industries.

See? I've already used an acronym that my own mother didn't know when I brought it up at the Thanksgiving dinner table. If you're a heating and air conditioning contractor, "HVAC" may be how you describe the scope of your services; but we have the search data to show that there is still plenty of ignorance when it comes to these kinds of industry terms. So when your customers are searching for solutions, are you speaking the same language?

Language Is Important

When it comes to optimizing your website for search engine results, knowing what your potential customers are actually searching for is pivotal. You could spend countless hours and resources optimizing the pages of your site for ductless mini splits, but if the search volume in your service area leans more towards the term "heat pumps," all that work may not yield the results you're looking for.

Are you confident that your customers know that HVAC includes "air conditioning" when they are searching for air conditioning repair? And within that, which is more popular: "repair" or "maintenance"?

Volume in the Real World

<input type="checkbox"/>	Keyword		Volume	Trend	KD	CPC	Com.	SERP Feat.	Results in SERP
<input type="checkbox"/>	mini split ac		27,100		73.06	2.64	1	2	6.4M
<input type="checkbox"/>	mitsubishi mini split		14,800		58.78	2.41	1	0	17.4M
<input type="checkbox"/>	mini split		14,800		59.65	2.35	1	1	489M
<input type="checkbox"/>	mini split system		12,100		n/a	1.94	1	n/a	n/a
<input type="checkbox"/>	mini split heat pump		9,900		66.78	3.09	1	1	1.3M
<input type="checkbox"/>	mini split air conditioner		8,100		65.12	3.68	1	1	16.9M
<input type="checkbox"/>	fujitsu mini split		8,100		69.16	2.12	1	1	2.1M
<input type="checkbox"/>	ductless mini split		8,100		65.54	3.01	1	1	4M
<input type="checkbox"/>	daikin mini split		5,400		63.47	2.09	1	1	519K
<input type="checkbox"/>	lg mini split		3,600		63.65	2.19	1	1	89
<input type="checkbox"/>	mini split installation		1,900		58.33	5.01	1	2	33.6M

SEM Rush Keyword Tool

The Hardest Part

**Don't Be a Mile Wide
and An Inch Deep**

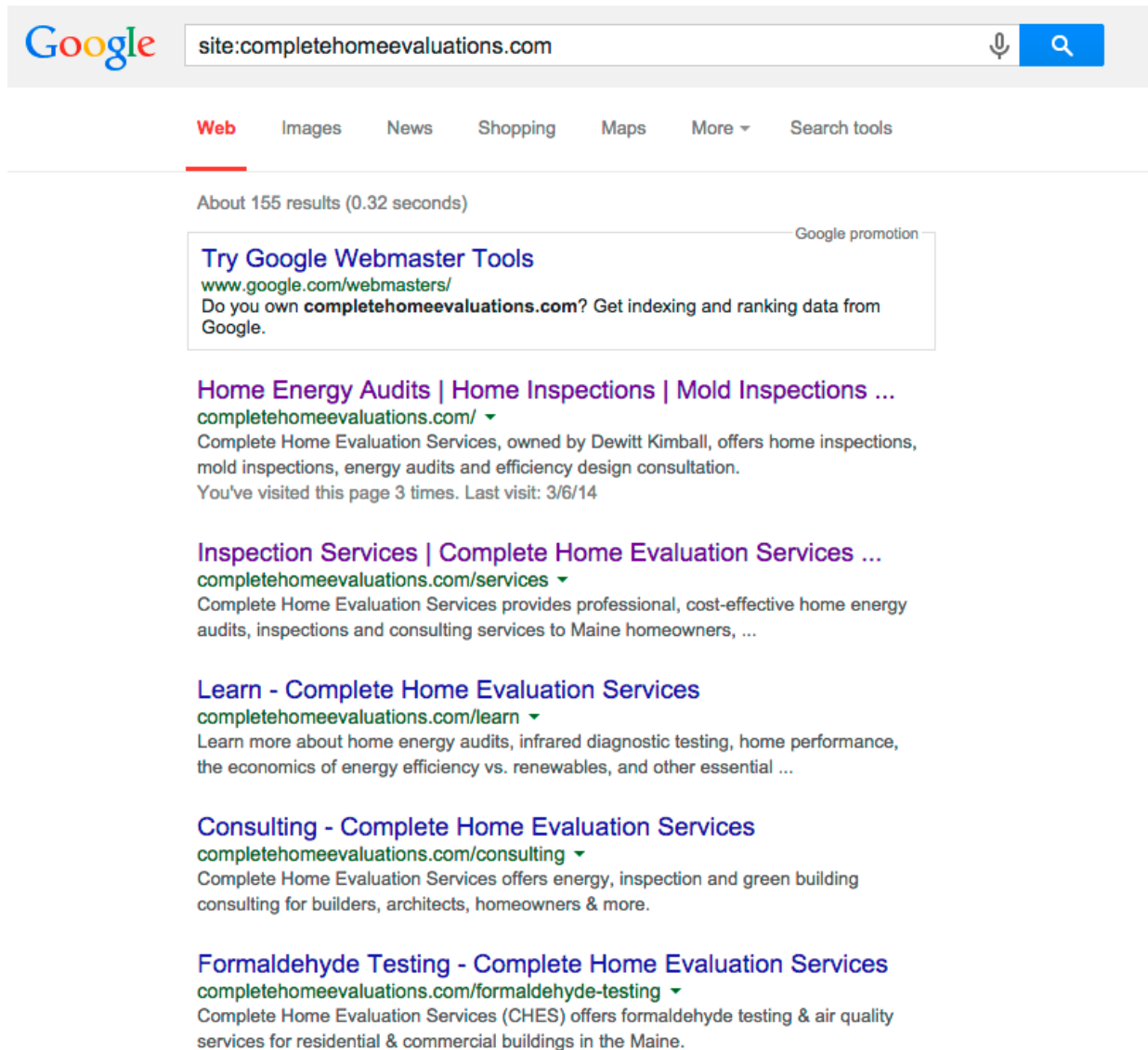
5-10 Core Keywords



ON SITE (ON PAGE) STRUCTURE

(metadata)

Meta Data



Google site:completehomeevaluations.com

Web Images News Shopping Maps More Search tools

About 155 results (0.32 seconds)

Google promotion

Try Google Webmaster Tools
www.google.com/webmasters/
Do you own **completehomeevaluations.com**? Get indexing and ranking data from Google.

Home Energy Audits | Home Inspections | Mold Inspections ...
completehomeevaluations.com/ ▾
Complete Home Evaluation Services, owned by Dewitt Kimball, offers home inspections, mold inspections, energy audits and efficiency design consultation.
You've visited this page 3 times. Last visit: 3/6/14

Inspection Services | Complete Home Evaluation Services ...
completehomeevaluations.com/services ▾
Complete Home Evaluation Services provides professional, cost-effective home energy audits, inspections and consulting services to Maine homeowners, ...

Learn - Complete Home Evaluation Services
completehomeevaluations.com/learn ▾
Learn more about home energy audits, infrared diagnostic testing, home performance, the economics of energy efficiency vs. renewables, and other essential ...

Consulting - Complete Home Evaluation Services
completehomeevaluations.com/consulting ▾
Complete Home Evaluation Services offers energy, inspection and green building consulting for builders, architects, homeowners & more.

Formaldehyde Testing - Complete Home Evaluation Services
completehomeevaluations.com/formaldehyde-testing ▾
Complete Home Evaluation Services (CHES) offers formaldehyde testing & air quality services for residential & commercial buildings in the Maine.

Meta Titles & Descriptions

Title

Mini-Split AC | Sacramento Area | Brower Mechanical

<https://www.browermechanical.com/service/mini-splits-0> ▼

Every room in your home is different. Cool them efficiently with the latest technology – mini-splits. Learn from our experts about these systems.

Description

Titles: ~55-60 Characters Max (try to use every darn one)

Keyword 1, Keyword 2 | Brand Name | Geography

such as: Energy Audits | Horizon Residential Energy | Portland, ME

Descriptions: 155 Characters

Complete sentence ending in a period. Write for humans first. Smart use of keywords. Unique and relevant to the content on the particular page.

Screaming Frog

	A	E	F
1	Address	Title 1	Title 1 Length
2	http://completehomeevaluations.com/sites/default/files/ec_pro/completehomeevaluations/SampleInspection.pdf		0
3	http://completehomeevaluations.com/	Home Energy Audits Home Inspections Mold Inspections Brunswick, ME	72
4	http://completehomeevaluations.com/indoor-air-quality-testing	Indoor Air Quality Testing Complete Home Evaluation Services Maine	70
5	http://completehomeevaluations.com/commercial-energy-audits	Commercial Energy Audits Energy Assessments Brunswick, ME	61
6	http://completehomeevaluations.com/home-energy-audit-packages	Home Energy Audit Packages Complete Home Evaluation Services ME	67
7	http://completehomeevaluations.com/about-us	About DeWitt Kimball & Complete Home Evaluation Services Brunswick, ME	72
8	http://completehomeevaluations.com/lead-dust-testing	Lead Dust Testing Complete Home Evaluation Services Brunswick, ME	69
9	http://completehomeevaluations.com/additional-resources	Home Energy Resources Links & Resources Brunswick, ME	57
10	http://completehomeevaluations.com/learn/can-a-home-be-too-tight	Can a Home Be Too Tight? Complete Home Evaluation Services Brunswick, ME	76
11	http://completehomeevaluations.com/construction-renovation-consulting	New Construction Energy Consulting Renovation Energy Efficiency Consulting Brunswick, ME	92
12	http://completehomeevaluations.com/home-energy-audits	Home Energy Audits Home Energy Assessments Brunswick, ME	60
13	http://completehomeevaluations.com/pro-site/8207/about/certifications	DeWitt Kimball's Certifications Home Energy Certifications Brunswick, ME	75
14	http://completehomeevaluations.com/questions-ask-your-energy-auditor	Questions to Ask Your Energy Auditor Energy Audits Energy Efficiency	72
15	http://completehomeevaluations.com/independent-energy-audit-vs-sales-pitc	Chart: Sales Pitch Energy Audit vs. Independent Energy Audit	60
16	http://completehomeevaluations.com/learn/the-importance-of-air-sealing	The Importance of Air Sealing. Complete Home Evaluation Services Brunswick, ME	82
17	http://completehomeevaluations.com/consulting	Energy, Green Building & Real Estate Consulting Brunswick, ME	63
18	http://completehomeevaluations.com/about/certifications	DeWitt Kimball's Certifications Home Energy Certifications Brunswick, ME	75
19	http://completehomeevaluations.com/home-inspections	Certified Home Inspector New Home Inspections Brunswick, ME	63
20	http://completehomeevaluations.com/radon-testing	Radon Testing Complete Home Evaluation Services	49
21	http://completehomeevaluations.com/conflict-free-analysis	Conflict Free Energy Audit Follow Up Energy Audits Brunswick, ME	68
22	http://completehomeevaluations.com/commercial-municipal	Commercial & Municipal Energy Efficiency Projects Brunswick, ME	65
23	http://completehomeevaluations.com/learn/what-is-a-whole-house-energy-a	What is a Whole House Energy Audit? Complete Home Evaluation Services Brunswick, ME	87
24	http://completehomeevaluations.com/shop	Our Favorites from Energy Circle Complete Home Evaluation Services Brunswick, ME	84
25	http://completehomeevaluations.com/contact-us	Contact Complete Home Evaluation Services CHES Brunswick, ME	64
26	http://completehomeevaluations.com/shop/todol-pur-fill-1g-foam.html	Redirecting to Energy Circle	28
27	http://completehomeevaluations.com/hers-rating	Certified HERS Rater Home HERS Ratings Brunswick, ME	56
28	http://completehomeevaluations.com/gallery/2012/01/17/commercial-municip	Commercial & Municipal Inspections, Energy Audits Brunswick, ME	67
29	http://completehomeevaluations.com/gallery/2013/01/12/first-parish-church-y	First Parish Church, Yarmouth, ME Complete Home Evaluation Services Brunswick, ME	85
30	http://completehomeevaluations.com/home-inspection-pricing	Home Inspection Pricing Building Inspection Pricing Brunswick, ME	69
31	http://completehomeevaluations.com/air-quality-and-combustion-safety-testi	Air Quality and Combustion Safety Testing Brunswick, Maine	60
32	http://completehomeevaluations.com/indoor-air-quality	Indoor Air Quality Complete Home Evaluation Services Brunswick, ME	70
33	http://completehomeevaluations.com/pre-sale-home-inspections	Pre-Sale Home Inspections Complete Home Evaluation Services Maine	69
34	http://completehomeevaluations.com/learn/what-is-home-performance	What is Home Performance? Complete Home Evaluation Services Brunswick, ME	77
35	http://completehomeevaluations.com/learn	Home Energy Efficiency Information Learn About Home Energy Efficiency Brunswick, ME	87

	A	E	F	H	I
1	Address	Title 1	Title 1 Length	Meta Description 1	Meta Descrip M
2	http://completehomeevaluations.com/sites/default/files/ec_pro/completehomeevaluations/SampleInspection.pdf		0		0
3	http://completehomeevaluations.com/	Home Energy Audits Home Inspections Mold Inspections Brunswick, ME	72	Complete Home Evaluation Services, owned by Dewitt Kimball, offers home inspections, mold in	153
4	http://completehomeevaluations.com/indoor-air-quality-testing	Indoor Air Quality Testing Complete Home Evaluation Services Maine	70	Complete Home Evaluation Services (CHES) offers indoor air quality testing services for resident	134
5	http://completehomeevaluations.com/commercial-energy-audits	Commercial Energy Audits Energy Assessments Brunswick, ME	61	Complete Home Evaluation Services offers commercial energy audits and comprehensive energy	150
6	http://completehomeevaluations.com/home-energy-audit-packages	Home Energy Audit Packages Complete Home Evaluation Services ME	67	A description of the home energy audit packages available from Complete Home Evaluation Ser	114
7	http://completehomeevaluations.com/about-us	About DeWitt Kimball & Complete Home Evaluation Services Brunswick, ME	72	CHES owner Dewitt Kimball is one of Maine's foremost experts in the building sciences, with dec	156
8	http://completehomeevaluations.com/lead-dust-testing	Lead Dust Testing Complete Home Evaluation Services Brunswick, ME	69	Complete Home Evaluation Services offers lead dust testing to help minimize the impacts of lead	153
9	http://completehomeevaluations.com/additional-resources	Home Energy Resources Links & Resources Brunswick, ME	57	Find out more about home energy efficiency and the various programs and organizations that pro	134
10	http://completehomeevaluations.com/learn/can-a-home-be-too-tight	Can a Home Be Too Tight? Complete Home Evaluation Services Brunswick, ME	76	Sometime during your crusade to seal those energy robbing cracks and holes in your home, you'	218
11	http://completehomeevaluations.com/construction-renovation-consulting	New Construction Energy Consulting Renovation Energy Efficiency Consulting Brunswick, ME	92	DeWitt Kimball offers energy efficiency consulting services for home owners, new home buyers, a	189
12	http://completehomeevaluations.com/home-energy-audits	Home Energy Audits Home Energy Assessments Brunswick, ME	60	Complete Home Evaluation Services offers comprehensive, independent home energy audits fea	151
13	http://completehomeevaluations.com/pro-site/8207/about/certifications	DeWitt Kimball's Certifications Home Energy Certifications Brunswick, ME	75	Owner DeWitt Kimball holds several professional certifications including mold inspection, energy	158
14	http://completehomeevaluations.com/questions-ask-your-energy-auditor	Questions to Ask Your Energy Auditor Energy Audits Energy Efficiency	72	Questions to ask your energy auditor before the audit is completed, in order to minimize hassle, r	150
15	http://completehomeevaluations.com/independent-energy-audit-vs-sales-pitc	Chart: Sales Pitch Energy Audit vs. Independent Energy Audit	60	This handy chart describes the difference between an independent, third-party home energy audi	148
16	http://completehomeevaluations.com/learn/the-importance-of-air-sealing	The Importance of Air Sealing. Complete Home Evaluation Services Brunswick, ME	82	Learn why air sealing is one of the most important home energy efficiency improvements you car	123
17	http://completehomeevaluations.com/consulting	Energy, Green Building & Real Estate Consulting Brunswick, ME	63	Complete Home Evaluation Services offers energy, inspection and green building consulting for t	134
18	http://completehomeevaluations.com/about/certifications	DeWitt Kimball's Certifications Home Energy Certifications Brunswick, ME	75	Owner DeWitt Kimball holds several professional certifications including mold inspection, energy	158
19	http://completehomeevaluations.com/home-inspections	Certified Home Inspector New Home Inspections Brunswick, ME	63	Complete Home Evaluation Services (CHES) takes home inspections to a new level, with peerles	148
20	http://completehomeevaluations.com/radon-testing	Radon Testing Complete Home Evaluation Services	49	CHES uses the RadStar 300 Continuous Radon Monitor, which provides an hourly radon measur	140
21	http://completehomeevaluations.com/conflict-free-analysis	Conflict Free Energy Audit Follow Up Energy Audits Brunswick, ME	68	Learn how the home energy audits provided by DeWitt Kimball are free from conflict and fully cor	180
22	http://completehomeevaluations.com/commercial-municipal	Commercial & Municipal Energy Efficiency Projects Brunswick, ME	65	Previous commercial & municipal energy efficiency projects completed by DeWitt Kimball and Co	125
23	http://completehomeevaluations.com/learn/what-is-a-whole-house-energy-au	What is a Whole House Energy Audit? Complete Home Evaluation Services Brunswick, ME	87		0
24	http://completehomeevaluations.com/shop	Our Favorites from Energy Circle Complete Home Evaluation Services Brunswick, ME	84		0
25	http://completehomeevaluations.com/contact-us	Contact Complete Home Evaluation Services CHES Brunswick, ME	64	Call or contact Complete Home Evaluation Services today to discuss your home energy audit or	119
26	http://completehomeevaluations.com/shop/todol-pur-fill-1g-foam.html	Redirecting to Energy Circle	28		0
27	http://completehomeevaluations.com/hers-rating	Certified HERS Rater Home HERS Ratings Brunswick, ME	56	DeWitt Kimball is a certified HERS rater for new homes and existing homes in the greater Southe	119
28	http://completehomeevaluations.com/gallery/2012/01/17/commercial-municip	Commercial & Municipal Inspections, Energy Audits Brunswick, ME	67	A photo gallery featuring a selection of commercial & municipal buildings that have had inspectio	152
29	http://completehomeevaluations.com/gallery/2013/01/12/first-parish-church-y	First Parish Church, Yarmouth, ME Complete Home Evaluation Services Brunswick, ME	85		0
30	http://completehomeevaluations.com/home-inspection-pricing	Home Inspection Pricing Building Inspection Pricing Brunswick, ME	69	Information about pricing for home inspections and building inspections, including mold testing, o	154
31	http://completehomeevaluations.com/air-quality-and-combustion-safety-testir	Air Quality and Combustion Safety Testing Brunswick, Maine	60	We offer air quality and combustion safety testing throughout Maine, including ventilation testing,	143
32	http://completehomeevaluations.com/indoor-air-quality	Indoor Air Quality Complete Home Evaluation Services Brunswick, ME	70	Complete Home Evaluation Services offers indoor air quality testing & mold testing for homes, m	150
33	http://completehomeevaluations.com/pre-sale-home-inspections	Pre-Sale Home Inspections Complete Home Evaluation Services Maine	69	CHES offers pre-sale home inspections for real estate professionals & homeowners interested in	130
34	http://completehomeevaluations.com/learn/what-is-home-performance	What is Home Performance? Complete Home Evaluation Services Brunswick, ME	77		0
35	http://completehomeevaluations.com/learn	Home Energy Efficiency Information Learn About Home Energy Efficiency Brunswick, ME	87	Learn more about home energy audits, infrared diagnostic testing, home performance, the econo	167

What to Look for in Meta Data

Length

Keywords

Geography

Missing

Duplicates

Start Here

- **Assess Your Content and Meta Data (On Page)**

One Time Cleanup Pays Dividends Immediately
Keyword Assessment

- **Get New Content Flowing**

- **Future SEO Workshops**

Building Website Domain Authority
Link Building

peter@energycircle.com



END