Top Indicators That Your Website Needs Updating or Improvement

Peter Troast, Founder & CEO

Shawn Cohen, Director of Strategy

Energy Circle Webinar Series

May 1, 2019

5 Major Trends in Solar Marketing from Spring 2019

By Maurine Hainsworth | May 1, 2019

Now that we're already five months into the year and summer is quickly approaching, it's time we revisit some of the digital marketing trends we've been keeping our eye on — particularly those that relate to the solar industry.

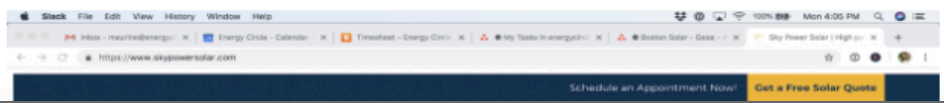
As a follow-up to last week's webinar about key marketing trends in the solar industry, here are five major trends you should be aware of if you are a solar contractor.

Messaging for the Federal Tax Credit Step Down

As a solar contractor, you're well aware of the Federal Investment Tax Credit (ITC) and how that 30% deduction for solar PV systems will drop to 26% after this year. If you're not already putting out messaging about the Federal Solar Tax Credit step down, then you definitely should be.

We recommend placing your messaging in prominent areas on your website, such as near your primary call-to-action or in its own section on the home page.

On the Sky Power Solar website, for example, there is an educational section about the Solar Tax Credit step down right below the contact form on the home page:



Challenge Accepted #02: Marketing Healthy Home Services

By Shawn Cohen | April 17, 2019

For those readers who missed the first installation of "Challenge Accepted!," here's a quick introduction to Energy Circle's latest digital marketing content series:

Each month, we'll identify and explore a unique marketing problem or request that is relevant to the better building and clean energy industries. We'll start by outlining the details of the problem: What's the challenge?

Next, we'll lay out a recommended solution—an approach to strategy, planning, execution, and optimization, all designed to offer a behind-the-scenes look at how the digital strategy and marketing experts at Energy Circle tackle some of the HVAC, home performance, and solar industries' toughest marketing challenges!

Today's Challenge: How to market Healthy Home Services

The Ask

In Short: How do we reach people whose homes may be making them sick, and help them make it better?

In Long: Healthy home services, in the context of home performance and the better building industry, are a challenging concept to communicate, and an even more challenging service to sell. The target audience may be aware that they're suffering from something causing illness or discomfort in their homes, but they tend to be uninformed about the performance issues in their house that could be causing symptoms like asthma, fatigue, sleep problems, allergies, etc.

13:03:23:43:35
13 weeks, 3 days, 23 hours, 43 minutes and 35 seconds left
YARD BEER
The World's First Crawlspace Pub Crawl
The first pub crawl that "encapsulates" everything you love about the "spirit" of home performance!
Crawlspace
Pubcrawl

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HOW DO YOU DETERMINE IF YOUR WEBSITE IS IN NEED OF A REFRESH?

Can Your Visitors Accomplish Their Goals?

Easy to Contact You

Get a Quote or Consultation

Find Out if Their Home is Good Candidate

Check Out Your Company

Learn About Your Services

Understand the Math (and Financing Options)

Elements of a Website Refresh

Content

- New Services
- Enhancements to Current Pages
- Blog Posts
- Case Studies & Testimonials

Design

- Current Aesthetic Trends—Use of Whitespace, Simplicity
- Imagery—Photo, Video, Infographic
- Does it Feature Content

Functionality for Users

- Live Chat
- Online Appointment Setting
- Interactive Tools—Finance Calculator, Energy Savings
- Solar Look by Housing Type

What Do Your Critical Indicators Say?

1. **CONVERSION RATE IN RELATION TO TRAFFIC**
2. **KEYWORDS YOUR SITE RANKS FOR**
3. **PAGES ON YOUR SITE THAT RANK FOR KEYWORDS**
4. **TOP VISITED PAGES IN RELATION TO TOP CONVERTING PAGES**

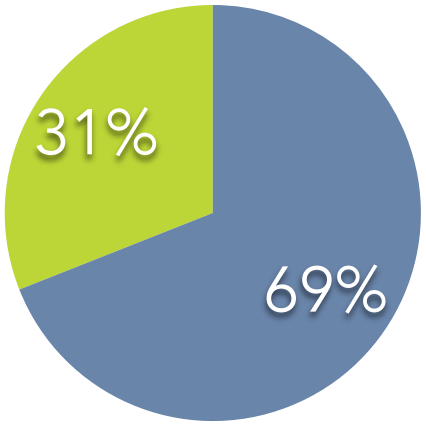
LEADS / TRAFFIC

=

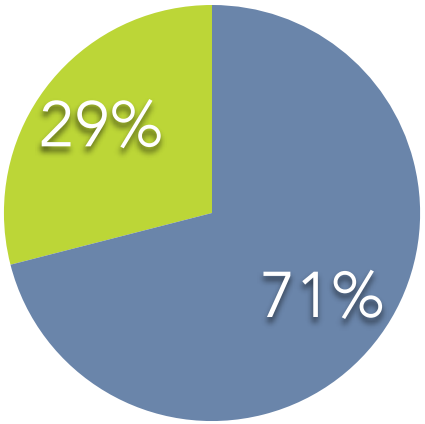
CONVERSION RATE

How Conversions are Measured

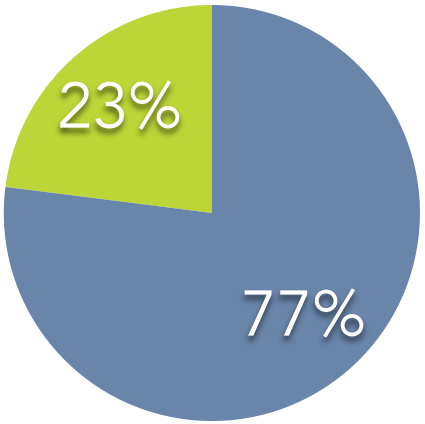
Web Forms vs Phone/Chat



2016



2017



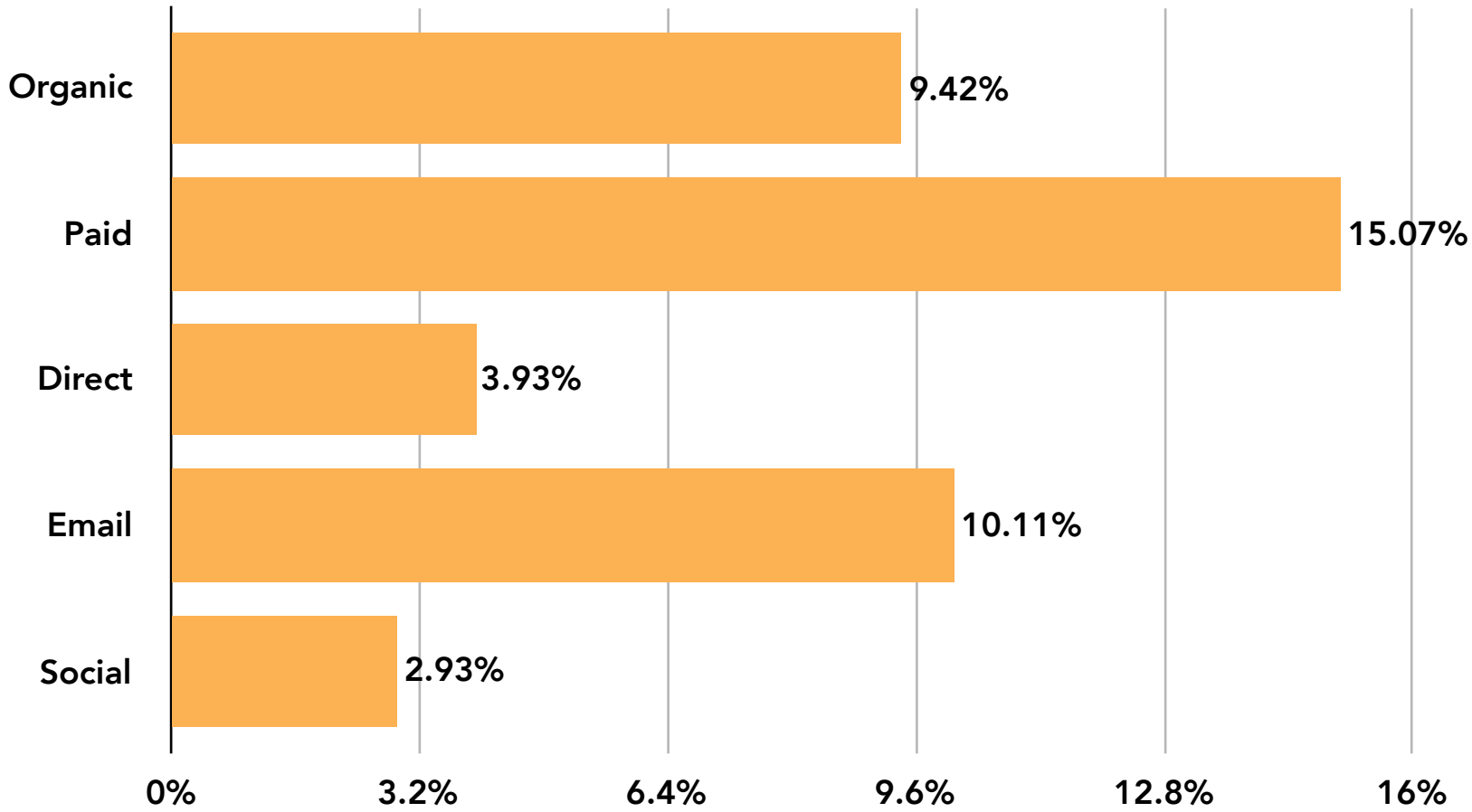
2018

~135 Energy Circle Websites 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	22,500	22,500	
Revenue	$337,500	$405,000	67,500

Average Conversion Rates by Channel



Data from 65 Energy Circle Clients, 12 months of 2018

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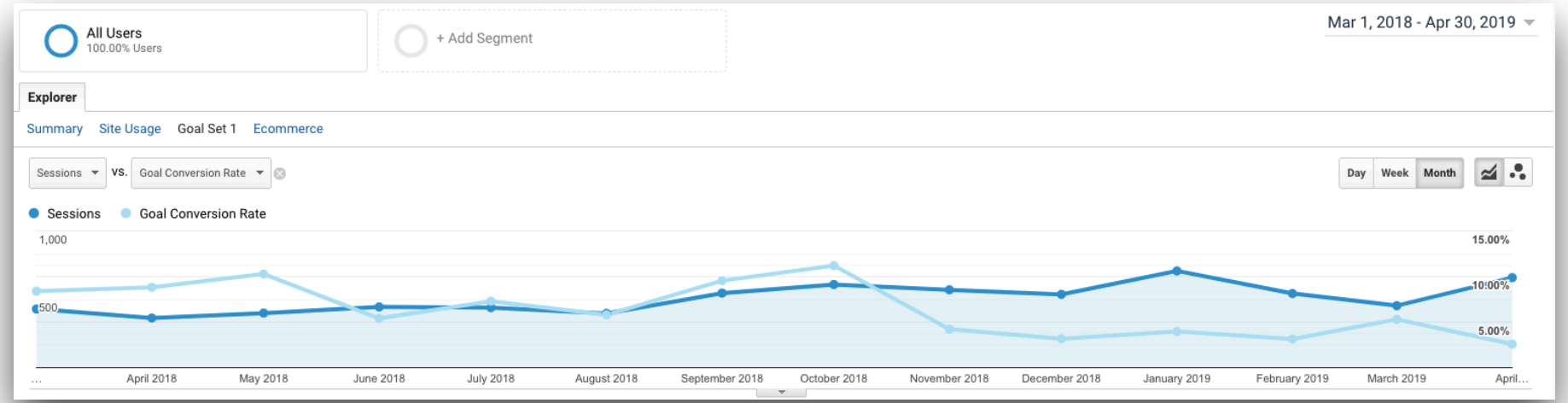
1

CONVERSION RATE & TRAFFIC

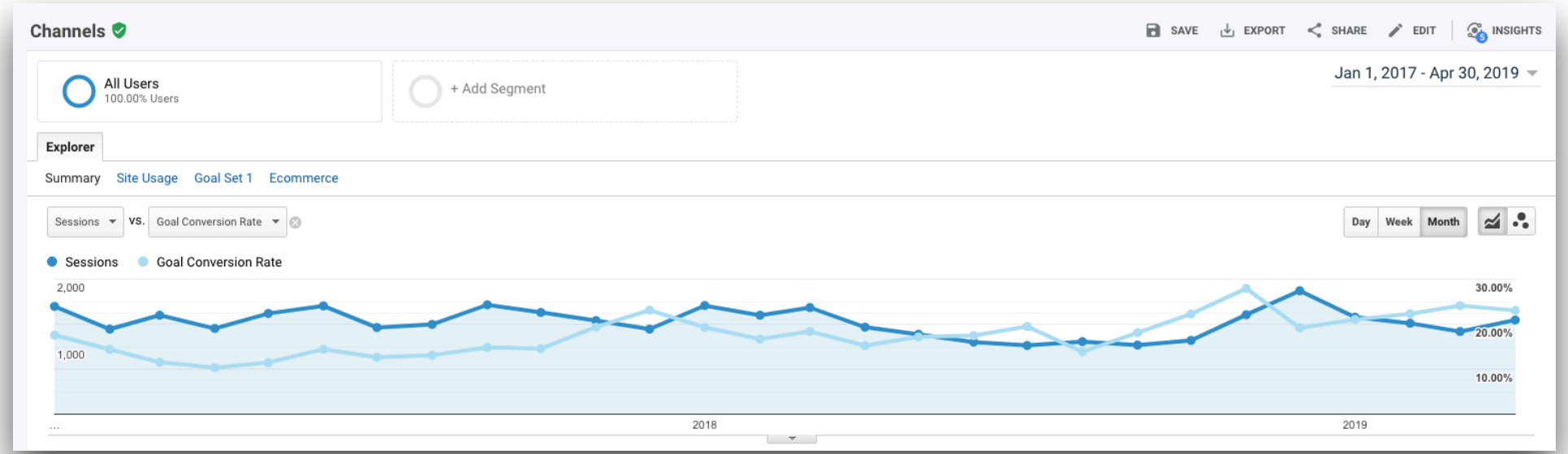
Traffic steady but conversion declining?

Conversion Rate & Traffic



- **Steady Traffic**
- **Decline in Conversion**
- **No Significant Site Changes**
- **Status Quo Results in Conversion Decline**

Conversion Rate & Traffic



- **Modest Traffic Growth**
- **Substantial Conversion Rate Improvement**
- **Consistently Refreshed Site Content**
- **A/B Testing of Conversion Page Elements**

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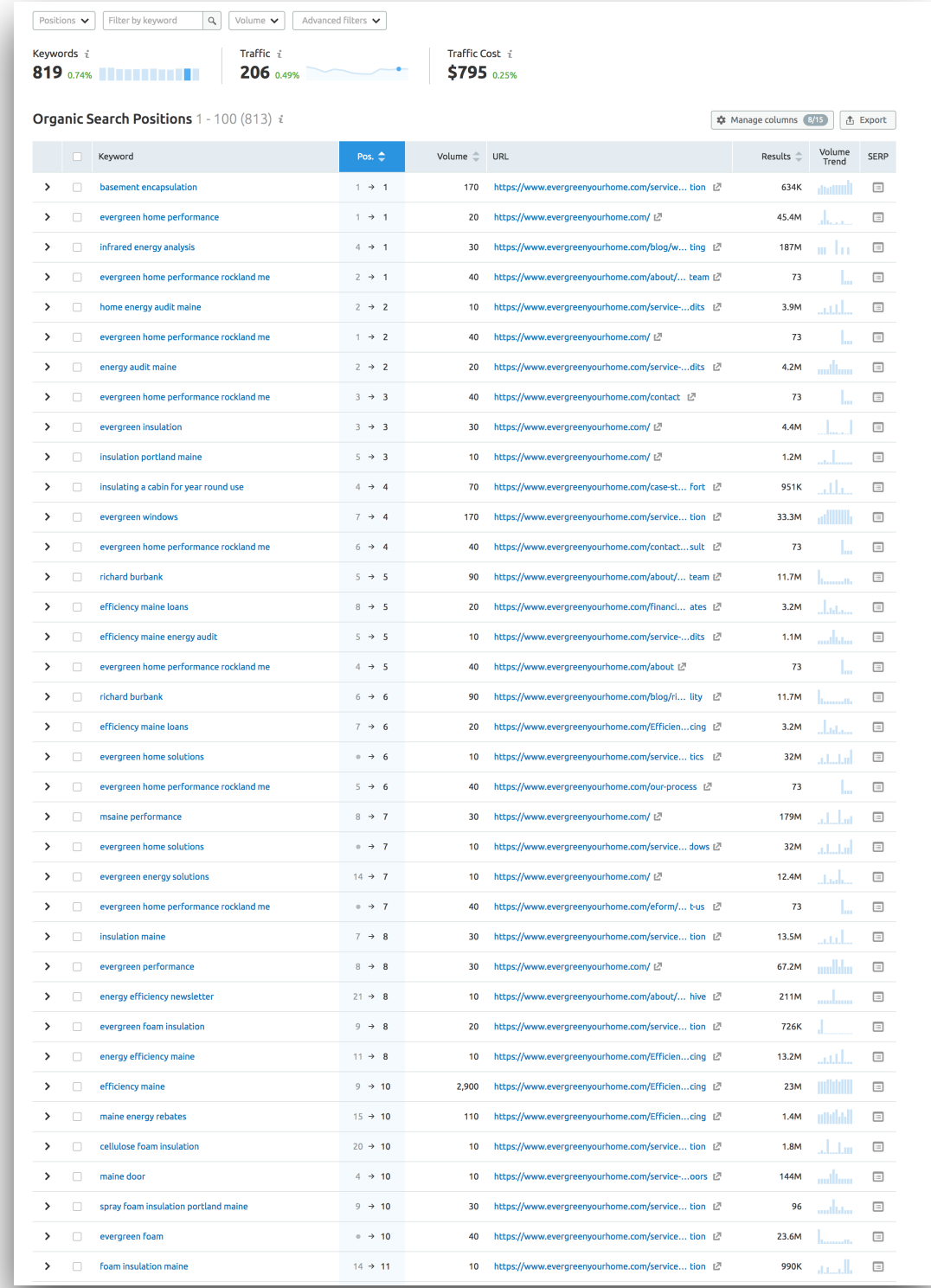
2

OF KEYWORDS FOR WHICH SITE IS RANKING

Does Your Website Rank for the Most Important Search Terms?

Search Queries for which Site Pages Rank on Page 1 (Organic)

- 40 Unique Keywords
- Shows Comprehensiveness of Content
- Site Content is Relevant to Diverse Set of Search Terms
- Reaching Broader Audience



Positions | Filter by keyword | Volume | Advanced filters

Keywords 819 0.74% | Traffic 206 0.49% | Traffic Cost $795 0.25%

Organic Search Positions 1 - 100 (813) — Manage columns 8/15 — Export

Keyword	Pos.	Volume	URL	Results	Volume Trend	SERP
basement encapsulation	1 → 1	170	https://www.evergreenyourhome.com/service... tion	634K		
evergreen home performance	1 → 1	20	https://www.evergreenyourhome.com/	45.4M		
infrared energy analysis	4 → 1	30	https://www.evergreenyourhome.com/blog/w... ting	187M		
evergreen home performance rockland me	2 → 1	40	https://www.evergreenyourhome.com/about/... team	73		
home energy audit maine	2 → 2	10	https://www.evergreenyourhome.com/service-...dits	3.9M		
evergreen home performance rockland me	1 → 2	40	https://www.evergreenyourhome.com/	73		
energy audit maine	2 → 2	20	https://www.evergreenyourhome.com/service-...dits	4.2M		
evergreen home performance rockland me	3 → 3	40	https://www.evergreenyourhome.com/contact	73		
evergreen insulation	3 → 3	30	https://www.evergreenyourhome.com/	4.4M		
insulation portland maine	5 → 3	10	https://www.evergreenyourhome.com/	1.2M		
insulating a cabin for year round use	4 → 4	70	https://www.evergreenyourhome.com/case-st... fort	951K		
evergreen windows	7 → 4	170	https://www.evergreenyourhome.com/service... tion	33.3M		
evergreen home performance rockland me	6 → 4	40	https://www.evergreenyourhome.com/contact... sult	73		
richard burbank	5 → 5	90	https://www.evergreenyourhome.com/about/... team	11.7M		
efficiency maine loans	8 → 5	20	https://www.evergreenyourhome.com/financi... ates	3.2M		
efficiency maine energy audit	5 → 5	10	https://www.evergreenyourhome.com/service-...dits	1.1M		
evergreen home performance rockland me	4 → 5	40	https://www.evergreenyourhome.com/about	73		
richard burbank	6 → 6	90	https://www.evergreenyourhome.com/blog/ri... lity	11.7M		
efficiency maine loans	7 → 6	20	https://www.evergreenyourhome.com/Efficien...cing	3.2M		
evergreen home solutions	• → 6	10	https://www.evergreenyourhome.com/service... tics	32M		
evergreen home performance rockland me	5 → 6	40	https://www.evergreenyourhome.com/our-process	73		
msaine performance	8 → 7	30	https://www.evergreenyourhome.com/	179M		
evergreen home solutions	• → 7	10	https://www.evergreenyourhome.com/service... dows	32M		
evergreen energy solutions	14 → 7	10	https://www.evergreenyourhome.com/	12.4M		
evergreen home performance rockland me	• → 7	40	https://www.evergreenyourhome.com/eform/... t-us	73		
insulation maine	7 → 8	30	https://www.evergreenyourhome.com/service... tion	13.5M		
evergreen performance	8 → 8	30	https://www.evergreenyourhome.com/	67.2M		
energy efficiency newsletter	21 → 8	10	https://www.evergreenyourhome.com/about/... hive	211M		
evergreen foam insulation	9 → 8	20	https://www.evergreenyourhome.com/service... tion	726K		
energy efficiency maine	11 → 8	10	https://www.evergreenyourhome.com/Efficien...cing	13.2M		
efficiency maine	9 → 10	2,900	https://www.evergreenyourhome.com/Efficien...cing	23M		
maine energy rebates	15 → 10	110	https://www.evergreenyourhome.com/Efficien...cing	1.4M		
cellulose foam insulation	20 → 10	10	https://www.evergreenyourhome.com/service... tion	1.8M		
maine door	4 → 10	10	https://www.evergreenyourhome.com/service-...oors	144M		
spray foam insulation portland maine	9 → 10	30	https://www.evergreenyourhome.com/service... tion	96		
evergreen foam	• → 10	40	https://www.evergreenyourhome.com/service... tion	23.6M		
foam insulation maine	14 → 11	10	https://www.evergreenyourhome.com/service... tion	990K		

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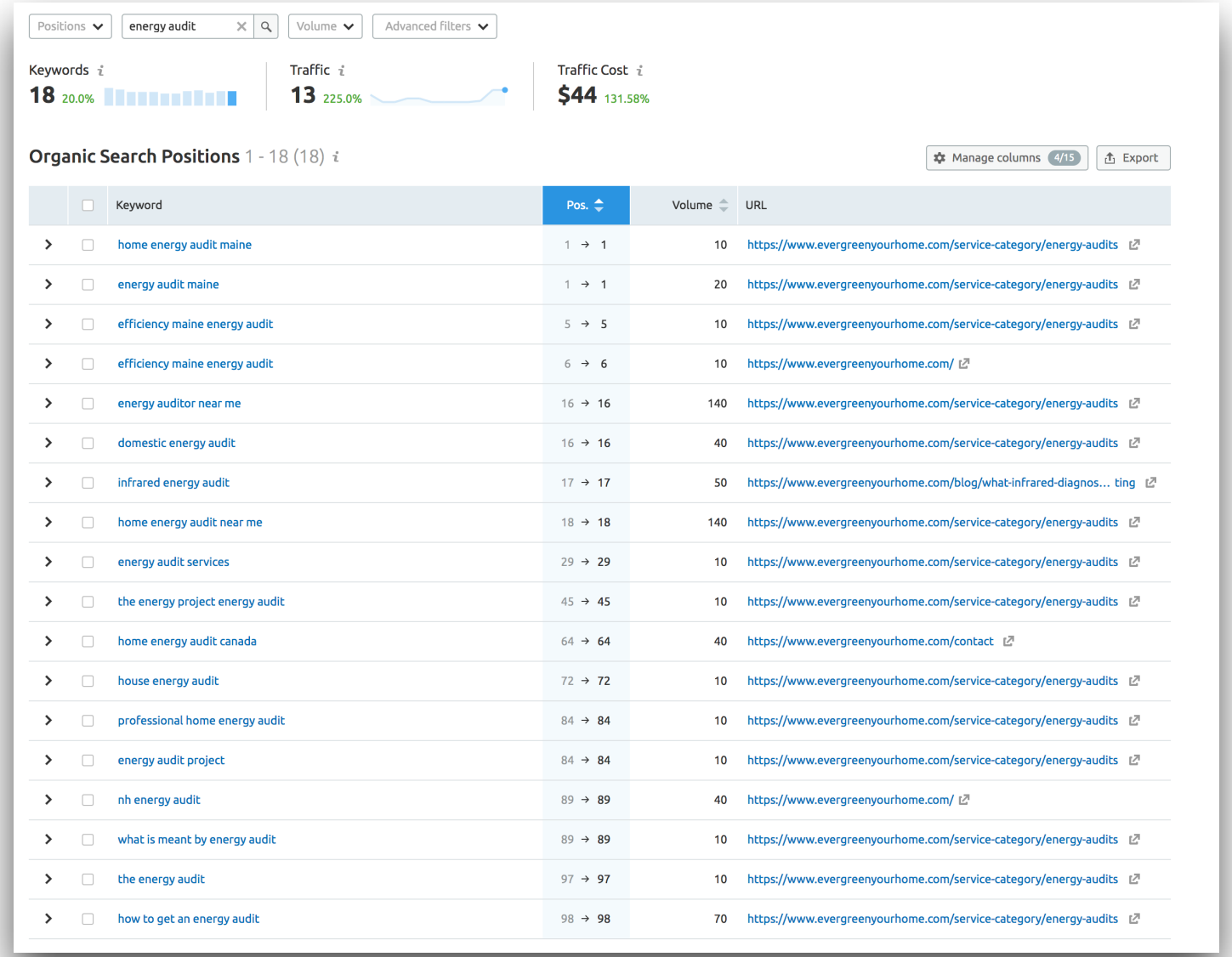
3

DIVERSITY OF SITE PAGES RANKING FOR IMPORTANT KEYWORDS

How well does your website dominate search results?

Diversity of Site Pages that Rank for "Energy Audit"

- **4 Pages Ranking**
- **Signals to Google: Site is Highly Relevant for that Service**



Keyword	Pos.	Volume	URL
home energy audit maine	1 → 1	10	https://www.evergreenyourhome.com/service-category/energy-audits
energy audit maine	1 → 1	20	https://www.evergreenyourhome.com/service-category/energy-audits
efficiency maine energy audit	5 → 5	10	https://www.evergreenyourhome.com/service-category/energy-audits
efficiency maine energy audit	6 → 6	10	https://www.evergreenyourhome.com/
energy auditor near me	16 → 16	140	https://www.evergreenyourhome.com/service-category/energy-audits
domestic energy audit	16 → 16	40	https://www.evergreenyourhome.com/service-category/energy-audits
infrared energy audit	17 → 17	50	https://www.evergreenyourhome.com/blog/what-infrared-diagnos… ting
home energy audit near me	18 → 18	140	https://www.evergreenyourhome.com/service-category/energy-audits
energy audit services	29 → 29	10	https://www.evergreenyourhome.com/service-category/energy-audits
the energy project energy audit	45 → 45	10	https://www.evergreenyourhome.com/service-category/energy-audits
home energy audit canada	64 → 64	40	https://www.evergreenyourhome.com/contact
house energy audit	72 → 72	10	https://www.evergreenyourhome.com/service-category/energy-audits
professional home energy audit	84 → 84	10	https://www.evergreenyourhome.com/service-category/energy-audits
energy audit project	84 → 84	10	https://www.evergreenyourhome.com/service-category/energy-audits
nh energy audit	89 → 89	40	https://www.evergreenyourhome.com/
what is meant by energy audit	89 → 89	10	https://www.evergreenyourhome.com/service-category/energy-audits
the energy audit	97 → 97	10	https://www.evergreenyourhome.com/service-category/energy-audits
how to get an energy audit	98 → 98	70	https://www.evergreenyourhome.com/service-category/energy-audits

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4

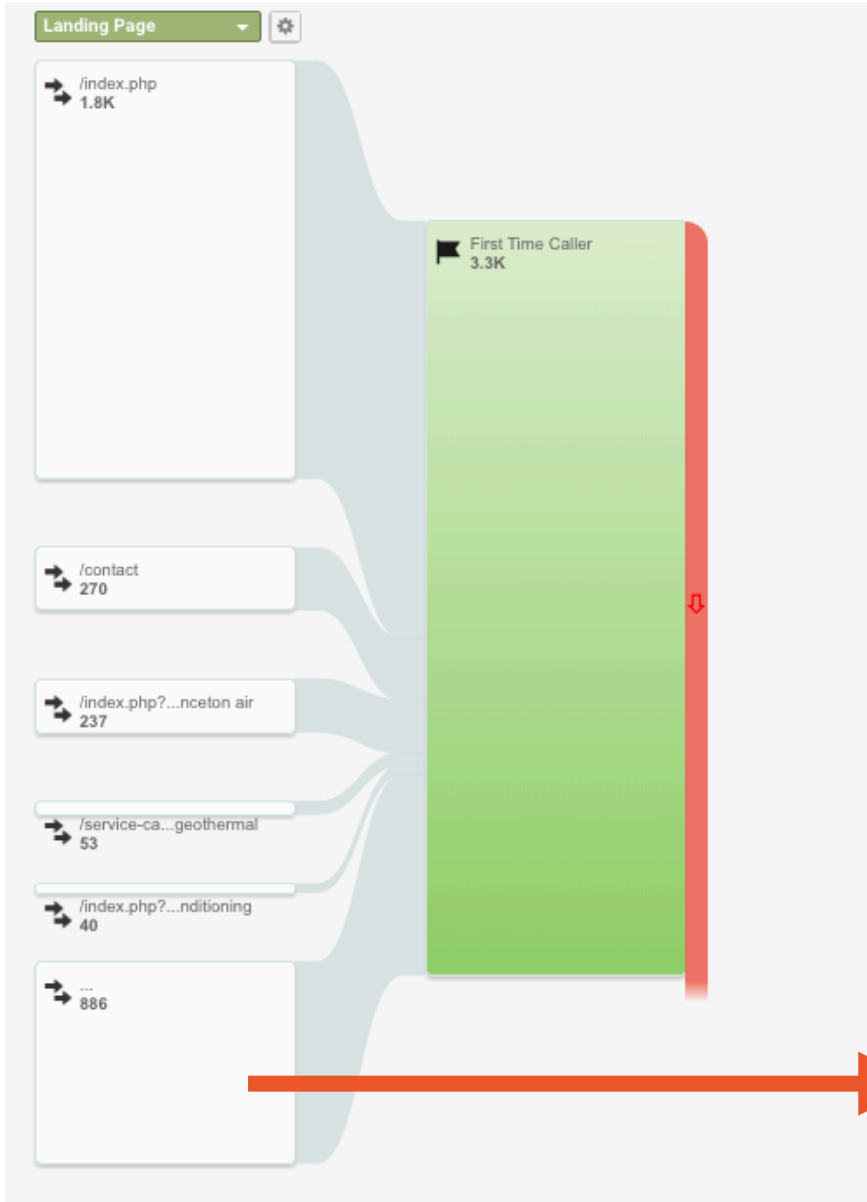
TOP VISITED VS TOP CONVERTING

Are your most popular pages working for you

(i.e. generating leads)?

Do Top Traffic Pages Match Conversions?

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
	26,053 % of Total: 100.00% (26,053)	21,293 % of Total: 100.00% (21,293)	00:05:06 Avg for View: 00:05:06 (0.00%)	12,166 % of Total: 100.00% (12,166)
1. /	3,051 (11.71%)	2,361 (11.09%)	00:07:22	2,192 (18.02%)
2. /heating-cooling/convert-oil-gas	1,172 (4.50%)	846 (3.97%)	00:01:43	532 (4.37%)
3. /convert-oil-gas	985 (3.78%)	775 (3.64%)	00:18:47	640 (5.26%)
4. /about	629 (2.41%)	490 (2.30%)	00:01:42	84 (0.69%)
5. /employment	627 (2.41%)	371 (1.74%)	00:01:05	59 (0.48%)
6. /contact-us	523 (2.01%)	457 (2.15%)	00:01:59	166 (1.36%)
7. /heating-cooling/air-conditioning	487 (1.87%)	381 (1.79%)	00:01:22	214 (1.76%)
8. /financing-incentives	432 (1.66%)	382 (1.79%)	00:09:43	181 (1.49%)
9. /heating-cooling	411 (1.58%)	296 (1.39%)	00:00:55	78 (0.64%)
10. /energy-audits	405 (1.55%)	307 (1.44%)	00:01:59	111 (0.91%)
11. /financing	367 (1.41%)	307 (1.44%)	00:02:03	68 (0.56%)
12. /solar	366 (1.40%)	274 (1.29%)	00:05:20	30 (0.25%)
13. /gas-water-heaters	352 (1.35%)	278 (1.31%)	00:18:03	244 (2.01%)
14. /heating-cooling/boilers	345 (1.32%)	271 (1.27%)	00:01:20	90 (0.74%)
15. /convert-oil-gas-0	343 (1.32%)	300 (1.41%)	00:16:15	283 (2.33%)
16. /service-area	333 (1.28%)	288 (1.35%)	00:02:10	76 (0.62%)
17. /home-performance/insulation-services	302 (1.16%)	202 (0.95%)	00:01:09	72 (0.59%)



Healthy Diversity of Pages that Convert

- Phone Calls in This Example
- Home Page Always Wins
- Goal is Many Pages that Convert

...

Segment	Step Completions	% of traffic
/blog/why-my-gas-furnace-leaking-water	38	4.29%
/index.php?keyword=+princeton +air	31	3.50%
/service-category/generators?keyword=+generator +service	25	2.82%
/service-category/generac-generator-maintenance	22	2.48%
/special-offers	22	2.48%
/about	20	2.26%
/promotion/trane-special-financing	20	2.26%
/service-group/heating-cooling	17	1.92%
/service-group/your-homes-indoor-air-quality	16	1.81%
/promotion/cash-clunkers	14	1.58%
/promotion/spring-2018-ac-service-promotion	14	1.58%
/service-category/plumbing-services	14	1.58%
/service-category/water-heater-installation-repair	14	1.58%
/service-category/duct-cleaning	13	1.47%
/service-category/generator-installation-repair	12	1.35%

What Do Your Critical Indicators Say?

1. **CONVERSION RATE IN RELATION TO TRAFFIC**
2. **KEYWORDS YOUR SITE RANKS FOR**
3. **PAGES ON YOUR SITE THAT RANK FOR KEYWORDS**
4. **TOP VISITED PAGES IN RELATION TO TOP CONVERTING PAGES**

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END