



## **HEAT PUMPS: HOW CONSUMERS SEARCH FOR WHAT THEY WANT**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

August 10, 2022

# Upcoming Webinars & Events

**August 10** - Heat Pumps: How Consumers Search

**August 24** - Inflation Reduction Act and Our Industry's Future w Special Guests

**Sept 7** - Contractor Panel: Overcoming Objections to High Performance Whole House Jobs

**Sept 20-22** - EEBA Conference, Scottsdale, AZ

**Sept 23-25** - Raterfest Conference, Georgetown, CO

**Nov 7-8** - Upper Midwest Home Performance Conference, Minneapolis, MN



## BPA Applauds Historic Bill with Focus on Homeowner Rebates and Clean Energy Jobs, Releases Report to Highlight Need for Retrofit Policies

*Building Performance Association*

*Friday, August 5, 2022*

FOR IMMEDIATE RELEASE

Contact: Katie Miller, Director of Marketing & Communications

Email: [kmiller@building-performance.org](mailto:kmiller@building-performance.org)

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### Building Performance Association (BPA) Applauds Historic Bill with Focus on Homeowner Rebates and Clean Energy Jobs, Releases Report to Highlight Need for Retrofit Policies

**Moon Township, PA, August 5, 2022**—Last week, Senate Majority Leader Chuck Schumer (D-NY) and Senator Joe Manchin (D-WV) introduced the [Inflation Reduction Act of 2022](#) (IRA)—a bill that contains the largest combined investments in energy efficiency in U.S. history.

Today, as Congress debates this historic bill with \$9 billion in rebates and training for the residential energy efficiency industry, BPA releases a new report titled, [Building a Sustainable Residential Infrastructure: Opportunities, challenges, and policy strategies to drive residential energy efficiency and decarbonization through advanced technologies and approaches.](#) The report is the culmination of research into the opportunities, needs, and innovative strategies to upgrade homes across the country with a review of how last year's infrastructure law applies to those opportunities to improve the lives of American families while delivering on the country's energy and climate goals.

"The IRA presents a significant and historic new opportunity to advance residential decarbonization at the speed and scale necessary to address climate, and the intersecting issues of energy security and affordability, resilience and environmental justice," said report author Kara Saul-Rinaldi who serves as the BPA's Vice President of Government Affairs, Policy and Programs. "By identifying industry needs and challenges that are impeding broader adoption, as well as highlighting successful models and implementation strategies, we hope this report will inform new efforts to advance residential energy efficiency."

### Related News

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# What We'll Discuss

- 1 HEAT PUMPS, MINI SPLITS & DUCTLESS OH MY!**
- 2 SEARCH VOLUME TRENDS, SEASONALITY & REGIONALITY**
- 3 WHICH TERMS ARE DRIVING MORE BUSINESS?**
- 4 IMPLICATIONS & RECOMMENDATIONS**



A white building with a sign and American flags. The sign is white with a blue border and yellow background. The text on the sign is in black. There are two American flags on the building. One is on the left side, and the other is on the right side. The building has a gabled roof and a chimney. The sky is overcast.

*Welcome to  
Damariscotta*

**DON'T GET A DIVORCE  
GET A  
MINI SPLIT**

**Heat Pump**

**Mini Split**

**Ductless**

**Cold Climate Heat Pump**

**Heat Pump Water Heater**

**Geothermal Heat Pump**

**Air Source Heat Pump**

**Heat Pump System**

**Mini Split AC**

**Split AC Unit**

**Mini Split AC Unit**

**Mini Split System**

**Mini Split Heat Pump**

**Heat Pump**

**Mini Split**

**Ductless**

**Ductless Heat Pump**

**Ductless Mini Split**

**Ductless Air Conditioner**

**Split Air Conditioner**

# General Search Volume/Month (US)

## Heat Pump

Volume  
**49.5K** 🇺🇸

Keyword Difficulty

**90%**   
Very hard

The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.

## Mini Split

Volume  
**40.5K** 🇺🇸

Keyword Difficulty

**75%**   
Hard

This keyword will demand 211 high-authority referring domains and well-optimized content to start ranking for it.

## Ductless

Volume  
**12.1K** 🇺🇸

Keyword Difficulty

**82%**   
Hard

This keyword will demand 222 high-authority referring domains and well-optimized content to start ranking for it.

SEM Rush Keyword Research Tool, August 2022





# Keyword Variations (US)

## Heat Pump

Keyword Variations

**140.8K** Total volume: **1.8M**

Keywords	Volume	KD %
heat pump	49.5K	90 ●
heat pump water heater	22.2K	59 ●
heat pumps	18.1K	86 ●
mini split heat pump	14.8K	77 ●
heat pump installation	12.1K	55 ●

## Mini Split

Keyword Variations

**52.3K** Total volume: **1.5M**

Keywords	Volume	KD %
mini split	40.5K	80 ●
mini split ac	40.5K	75 ●
mini split air conditioner	27.1K	79 ●
mitsubishi mini split	22.2K	58 ●
mini splits	18.1K	78 ●

## Ductless

Keyword Variations

**3.6K** Total volume: **62.4K**

Keywords	Volume	KD %
ductless ac	12.1K	82 ●
ductless ac unit	3.6K	84 ●
ductless ac units	2.9K	81 ●
ductless ac cost	1.0K	65 ●
wall ac unit ductless	1.0K	82 ●

SEM Rush Keyword Research Tool, August 2022



# A Question Rich Category

## Heat Pump

Questions

**16.1K** Total volume: **195.8K**

Keywords	Volume	KD %
<a href="#">what is a heat pump</a>	9.9K	73 ●
<a href="#">how does a heat pump work</a>	6.6K	67 ●
<a href="#">a random sample of n 15 heat pumps</a>	4.4K	13 ●
<a href="#">how do heat pumps work</a>	3.6K	69 ●
<a href="#">how does heat pump work</a>	2.9K	60 ●

[View all 16,109 keywords](#)

## Mini Split

Questions

**5.1K** Total volume: **92.5K**

Keywords	Volume	KD %
<a href="#">a/c mini split</a>	12.1K	78 ●
<a href="#">what is a mini split</a>	2.4K	46 ●
<a href="#">how to install a mini split</a>	1.3K	60 ●
<a href="#">a c mini split</a>	1.0K	72 ●
<a href="#">how does a mini split work</a>	1.0K	52 ●

[View all 5,148 keywords](#)

## Ductless

Questions

**2.0K** Total volume: **24.8K**

Keywords	Volume	KD %
<a href="#">how do ductless air conditioners work</a>	590	40 ●
<a href="#">what is ductless air conditioning</a>	480	70 ●
<a href="#">what is the best ductless heating and cooling system</a>	390	58 ●
<a href="#">how does ductless ac work</a>	320	40 ●
<a href="#">what is a ductless mini split</a>	320	50 ●

[View all 2,040 keywords](#)

SEM Rush Keyword Research Tool, August 2022









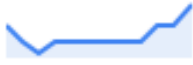

## Google Keyword Planner

<input type="checkbox"/> Keyword	↓ Avg. monthly searches
<input type="checkbox"/> mini split	60,500
<input type="checkbox"/> heat pump	49,500
Keyword ideas	
<input type="checkbox"/> mini split ac	49,500
<input type="checkbox"/> ductless air conditioner	33,100
<input type="checkbox"/> mini split air conditioner	33,100
<input type="checkbox"/> mitsubishi mini split	27,100
<input type="checkbox"/> ductless ac	22,200
<input type="checkbox"/> ductless mini split	22,200
<input type="checkbox"/> split ac unit	22,200
<input type="checkbox"/> mini split heat pump	18,100
<input type="checkbox"/> mitsubishi air conditioner	14,800
<input type="checkbox"/> mr cool mini split	14,800
<input type="checkbox"/> geothermal heating	12,100

## Moz Keyword Suggestions

<input type="checkbox"/> Keyword	Monthly Volume
<input type="checkbox"/> mini split ac	43,923
<input type="checkbox"/> mini split	36,347
<input type="checkbox"/> ductless air conditioner	26,485
<input type="checkbox"/> mitsubishi mini split	23,853
<input type="checkbox"/> ductless mini split	22,761
<input type="checkbox"/> ductless ac	17,346
<input type="checkbox"/> mini split air conditioner	16,040
<input type="checkbox"/> mini split heat pump	15,502
<input type="checkbox"/> mini split system	12,893
<input type="checkbox"/> mitsubishi electric	10,121
<input type="checkbox"/> daikin mini split	9,155
<input type="checkbox"/> ductless ac unit	8,885
<input type="checkbox"/> ductless heat pump	8,868

# Beware "Industry Speak"

<input type="checkbox"/> Keyword	↓	Avg. monthly searches
Keywords you provided		
<input type="checkbox"/> air source heat pump		2,900 
Keyword ideas		
<input type="checkbox"/> air to water heat pump		1,300 
Keywords you provided		
<input type="checkbox"/> cold climate heat pump		880 
Keyword ideas		
<input type="checkbox"/> ducted heat		880 
<input type="checkbox"/> electric ducted heating		720 
<input type="checkbox"/> geothermal cooling and heatin...		720 
<input type="checkbox"/> air to air heat pump		590 
Keywords you provided		
<input type="checkbox"/> ducted heat pump		480 



# **TRENDS, SEASONALITY & REGIONALITY**

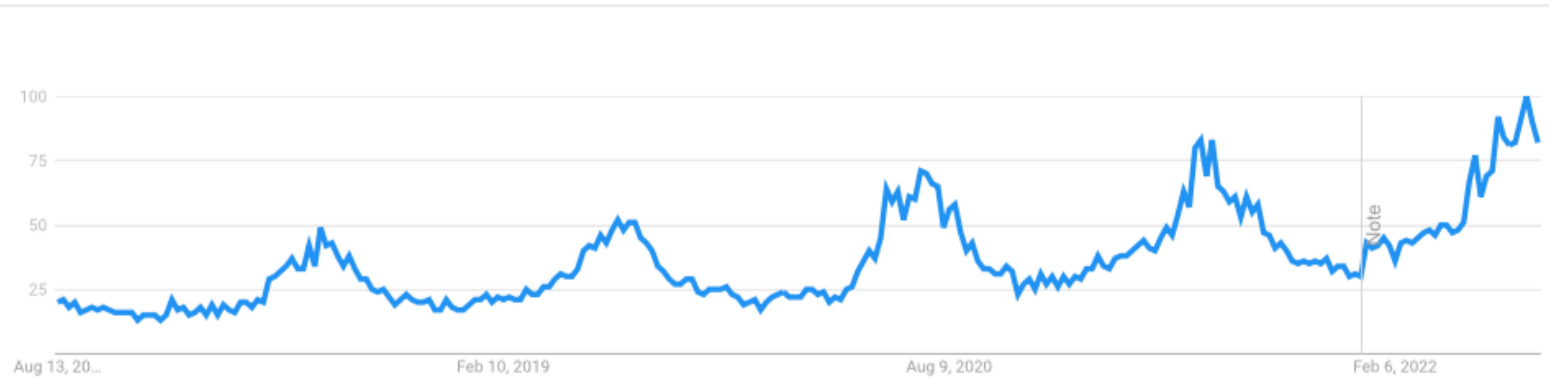
● mini split  
Search term

+ Compare

United States ▼ Past 5 years ▼ All categories ▼ Web Search ▼

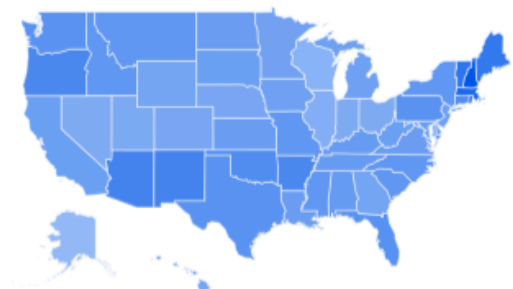
Interest over time ?

Download, Copy, Share icons



Interest by subregion ?

Subregion ▼ Download, Copy, Share icons



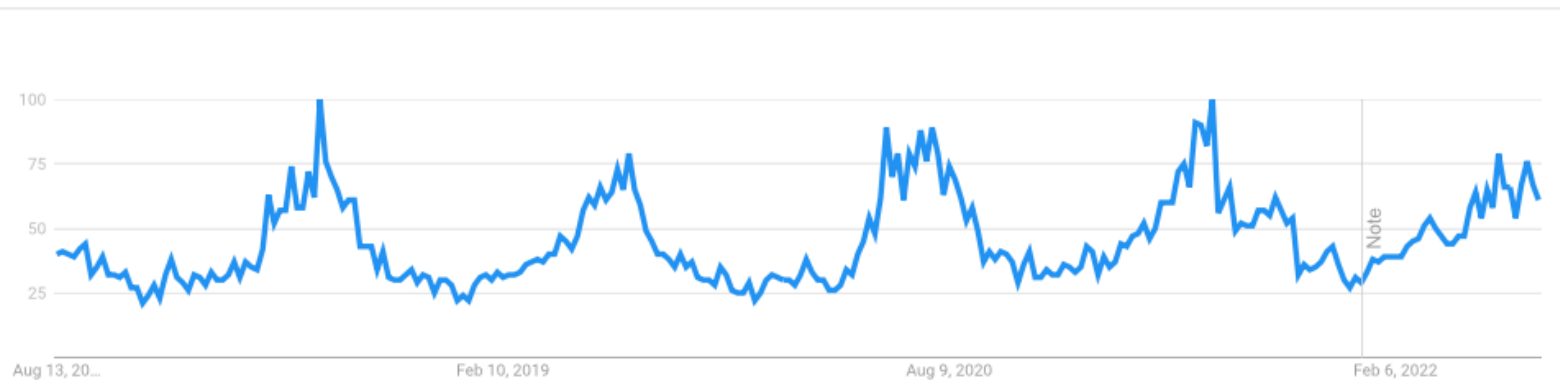
1	New Hampshire	100	<div style="width: 100%;"></div>
2	Massachusetts	84	<div style="width: 84%;"></div>
3	Rhode Island	82	<div style="width: 82%;"></div>
4	Vermont	74	<div style="width: 74%;"></div>
5	Maine	71	<div style="width: 71%;"></div>

● ductless  
Search term

+ Compare

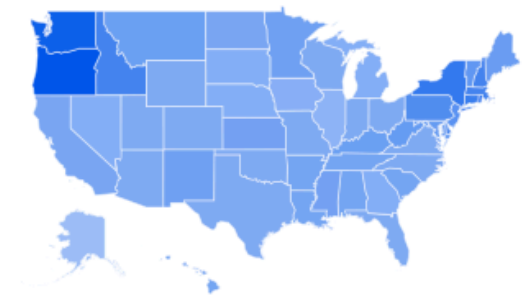
United States ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time ?



Interest by subregion ?

Subregion ▼



1	Oregon	100	<div style="width: 100%;"></div>
2	Washington	90	<div style="width: 90%;"></div>
3	Rhode Island	75	<div style="width: 75%;"></div>
4	New York	71	<div style="width: 71%;"></div>
5	Connecticut	66	<div style="width: 66%;"></div>

● ductless  
Search term

● mini split  
Search term



+ Add comparison

United States ▾

Past 5 years ▾

All categories ▾

Web Search ▾

Interest over time





● **heat pump**  
Search term

+ Compare

United States ▾

Past 5 years ▾

All categories ▾

Web Search ▾

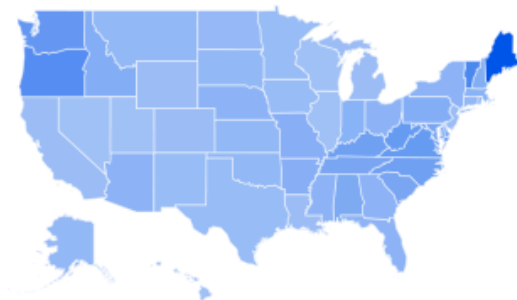
Interest over time ?

Download, Zoom, Share icons



Interest by subregion ?

Subregion ▾ Download, Zoom, Share icons



Rank	Subregion	Interest Index
1	Maine	100
2	Vermont	58
3	Oregon	51
4	Washington	43
5	Virginia	42

● **heat pump**  
Search term

● **ductless**  
Search term

● **mini split**  
Search term

+ Add comparison

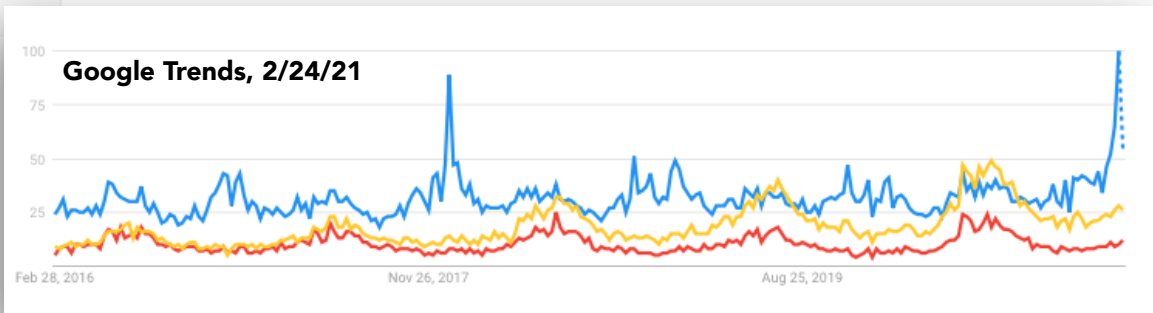
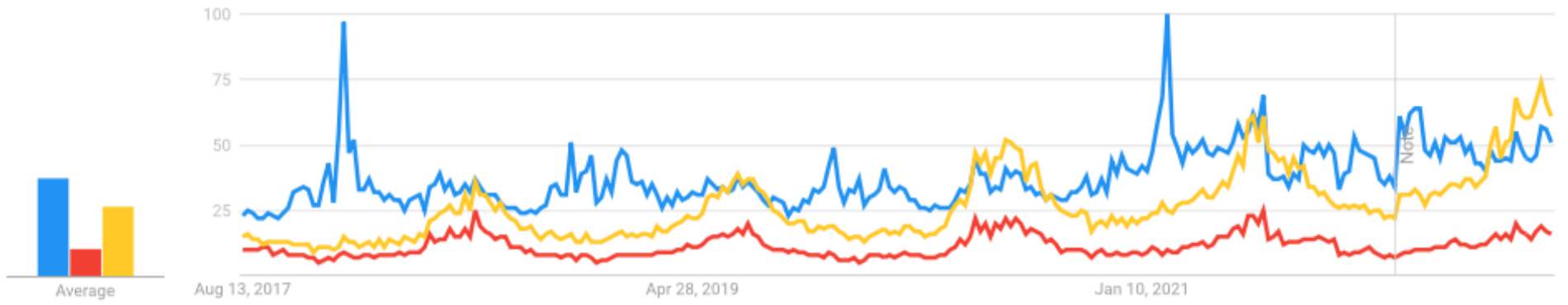
United States ▾

Past 5 years ▾

All categories ▾

Web Search ▾

Interest over time ?

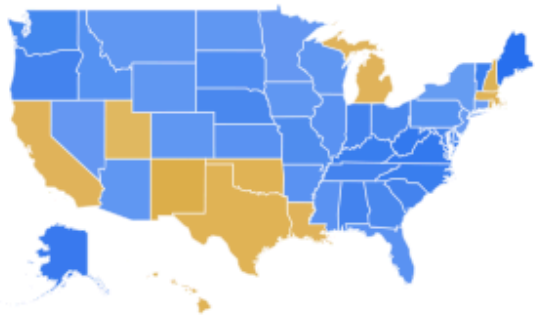


**Google Trends,  
8/10/22**

Compared breakdown by subregion

Subregion ▾ ⬇ ⏪ ⏩

● heat pump ● ductless ● mini split



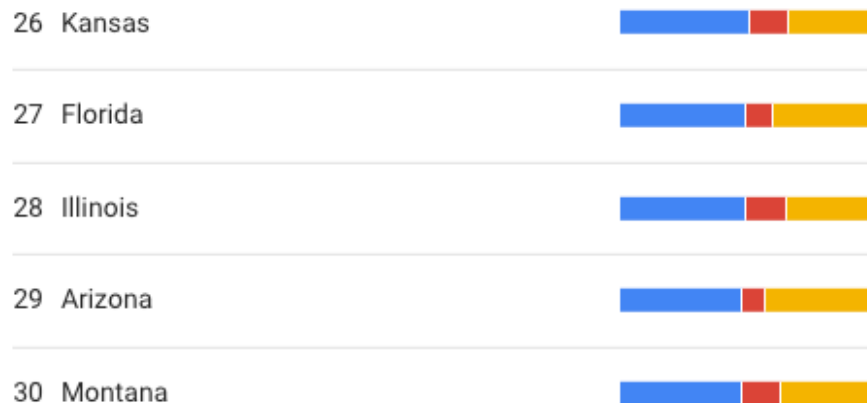
Color intensity represents percentage of searches [LEARN MORE](#)

Sort: Interest for heat pump ▾



Subregion ▾ ⬇ ⏪ ⏩

Sort: Interest for heat pump ▾



**Google Trends,  
8/10/22**



● home electrification  
Search term

● heat pumps  
Search term

+ Add comparison

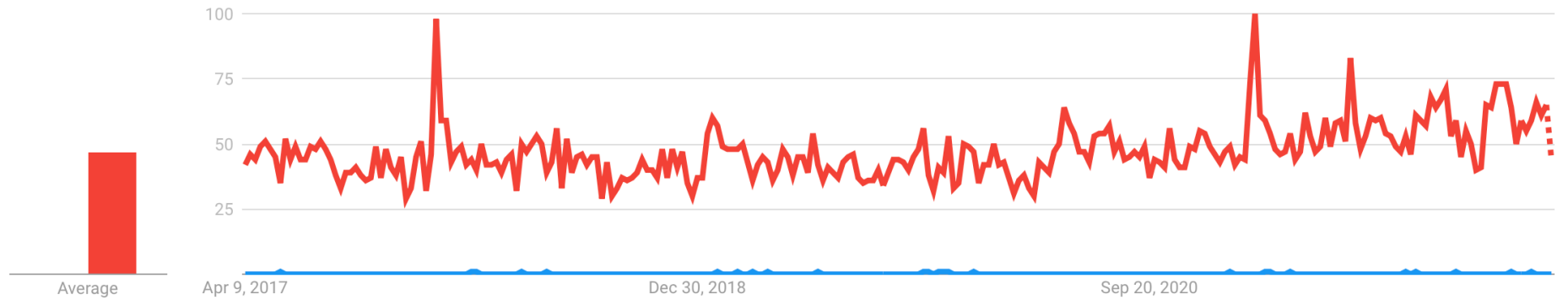
United States ▾

Past 5 years ▾

All categories ▾

Web Search ▾

Interest over time ?





# **WHICH TERMS ARE DRIVING BUSINESS?**

# Keyword Rule #1

**VOLUME**

**≠**

**BUYING INTENT**



# Energy Circle Paid Search Data

Topics	Category	CTR	Conv. Rate	CPC	Cost/Conv.	Impressions	Clicks	Conversions
14. Heat Pump	Heating	8.57%	18.06%	\$2.90	\$16.06	163,149	13,987	2,526
16. Mini Split	HVAC	4.32%	13.38%	\$6.01	\$44.96	134,007	5,787	774
23. Ductless	HVAC	7.08%	4.85%	\$5.80	\$119.44	13,974	989	48

**Aggregate 2021  
Calendar Year Data**



# Rise of Install Searches = Buying Intent

RISING	
heat pump installers near me	2200%
heat pump installation near me	1250%
mr cool heat pump	1200%
mr cool mini split	1150%
heat pump repair near me	750%
bosch inverter heat pump	750%
heat pump service near me	700%
hvac near me	550%
bosch heat pump	300%
bosch heat pump reviews	300%
nest heat pump wiring	160%
pool heat pump installation	150%
pentair ultratemp heat pump	140%
heat pump replacement	120%
heat pump repair	110%
heat pump installation	110%
heat pump dryer reviews	100%
heat pump dryer	100%
heat pump water heater installation	100%
5 ton heat pump package unit	90%
heat pump service	90%
4 ton heat pump package unit	90%
heat pump vs mini split	80%
2 ton heat pump package unit	80%
nest thermostat	70%

**Google Trends,  
8/10/22**







# **IMPLICATIONS & RECOMMENDATIONS**

# Implications & Recommendations

- First Mover Advantage remains in many markets
- You need a comprehensive content and keyword strategy for the whole category
- Understand your regional variations and nuances
- Long tail keywords—and questions—must be in the mix
- “Installer” terms are on the rise
- Monitor performance like a hawk, and course correct

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# QUESTIONS?

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