



IS GOOGLE THE ONLY SEARCH ENGINE THAT MATTERS?

Peter Troast, Founder & CEO

Energy Circle Webinar Series

May 18, 2022

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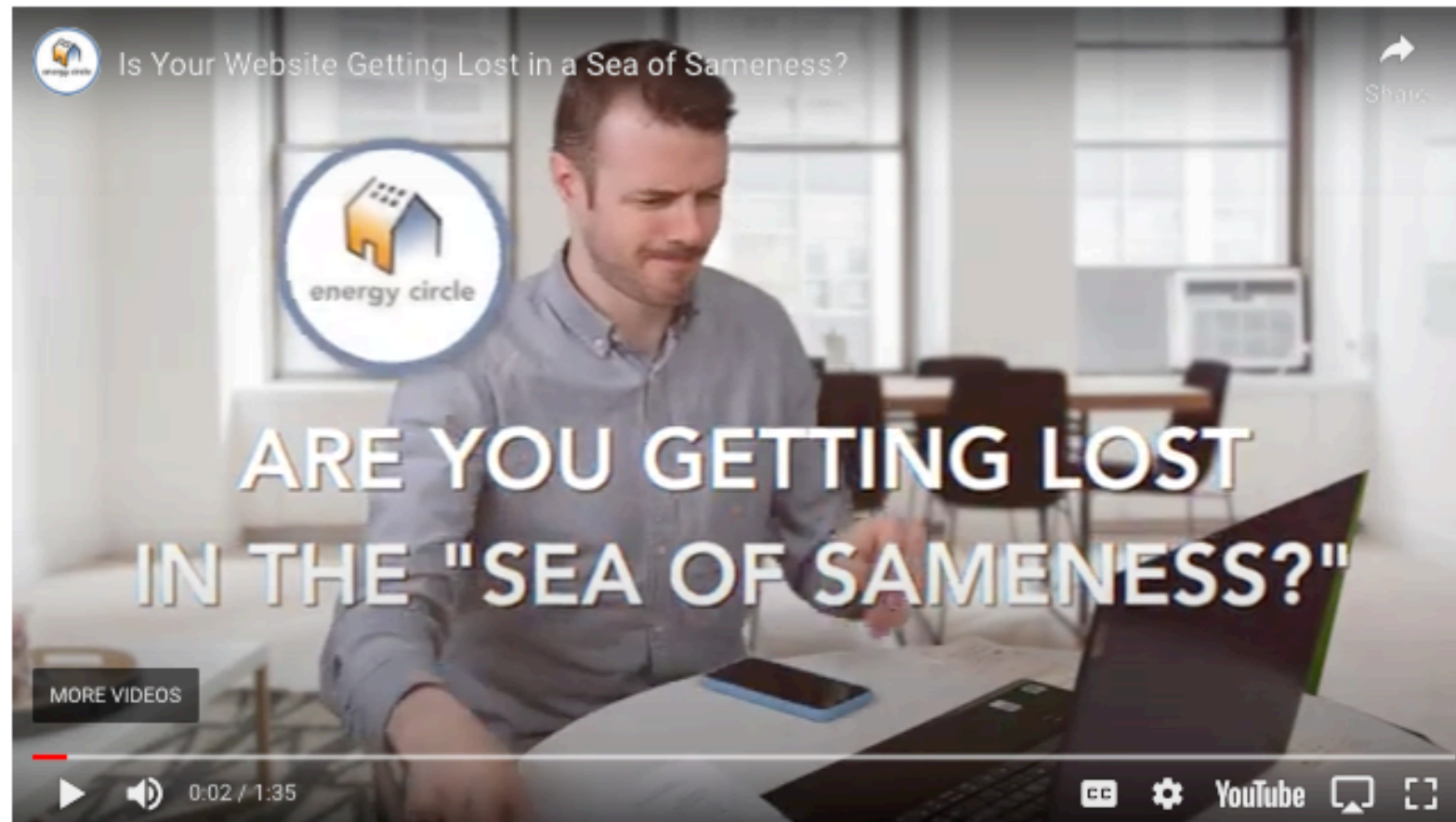
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Is Your Website Getting Lost in a Sea of Sameness?



By Jake VP | April 27, 2022

Many successful contractors in the HVAC, solar, and home performance industries have learned they can separate themselves from the competition by emphasizing particular aspects of their services on their websites and in their marketing efforts. So how is it that you can separate your website in the digital "sea of sameness"?



Messaging to Emphasize



What We Learned From 8 Contractor Blog Posts That Caught Fire



By Cory Allyn | April 6, 2022

Energy Circle writes a lot of content for home performance, HVAC, and solar contractors—at least 600 to 800 blogs every year, by conservative estimates (and that’s not counting all the other types of content we create, from new website pages to emails, infographics, videographics, and more). That means we have access to content-related data for dozens of companies, some of which go back nearly a decade.

With all this information at our fingertips, we wanted to take an in-depth look at some of our clients’ best-performing blog posts and see what we could learn. Is there a magic formula to writing a killer blog? (Spoiler alert: No, there isn’t, but we still found plenty of useful takeaways that can point you in the right direction!)

Why You Should Be Writing Contractor Blog Posts

Blog posts are one of the best ways to drive visitors to your home services contracting business’ website. Writing high-quality blogs on topics and services that homeowners are interested in increases your website’s organic ranking (how likely Google or other search engines are to feature your website prominently on search result pages). This, in turn, can favorably affect your website’s [local search](#) rankings (including your Google My Business/Google Business Profile) and can even lower the cost of Google Ad campaigns.



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Recruiting 101: 5 Ways for Contractors to Improve Their Hiring Strategies



By Lily Collins | May 13, 2022

Positions in the trades are getting more attention as opportunities for fulfilling and lucrative careers, but that doesn't mean that hiring has gotten any easier—yet.

If you're reading this, it's likely that you aren't seeing the results from your current recruiting efforts that you were hoping for, but you're still committed to finding the best possible candidates for your team.

You're smart to double-down on the recruiting process—hiring good people in the trades isn't impossible, even if it might feel that way right now! It just takes a slightly different approach than traditional office-based recruiting resources suggest.

As experienced digital marketers for contractors, the Energy Circle team can say with confidence that putting in the work to reach people who will show up and represent your company well can and will pay off with the right approach for your business and your market.

One of the most effective ways to find success in hiring is by developing a strong digital marketing strategy to back your recruiting efforts. After all, a majority of job seekers are learning about jobs online, and nearly half are also applying to jobs online according to a 2015 study from the [PEW Research Center](#), and these numbers have likely gone up since the study was conducted.

As digital marketing professionals, the Energy Circle team knows a thing or two about maintaining a strong online presence and can help you use your online presence to attract qualified candidates for your job openings.

Here's how Energy Circle advises our clients to find success in hiring.

1. Determine Your Target Audience

When starting the hiring process, it's important to know who you're looking to reach to be sure that your messaging aligns with the needs and goals of that group. The two most common groups in the HVAC, solar, and home performance industries are recent high school graduates and experienced employees:



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NYSERDA

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What We'll Discuss

- 1 THE SEARCH ENGINE LANDSCAPE BEYOND MOTHER GOOGLE**
- 2 THE OTHER SEARCH ENGINES AND THEIR DIFFERENCES ACROSS THE SERPS**
- 3 OUR DATA ON BING, AND DECISION SUPPORT**





THE SEARCH ENGINE LANDSCAPE

Guilty as Charged!

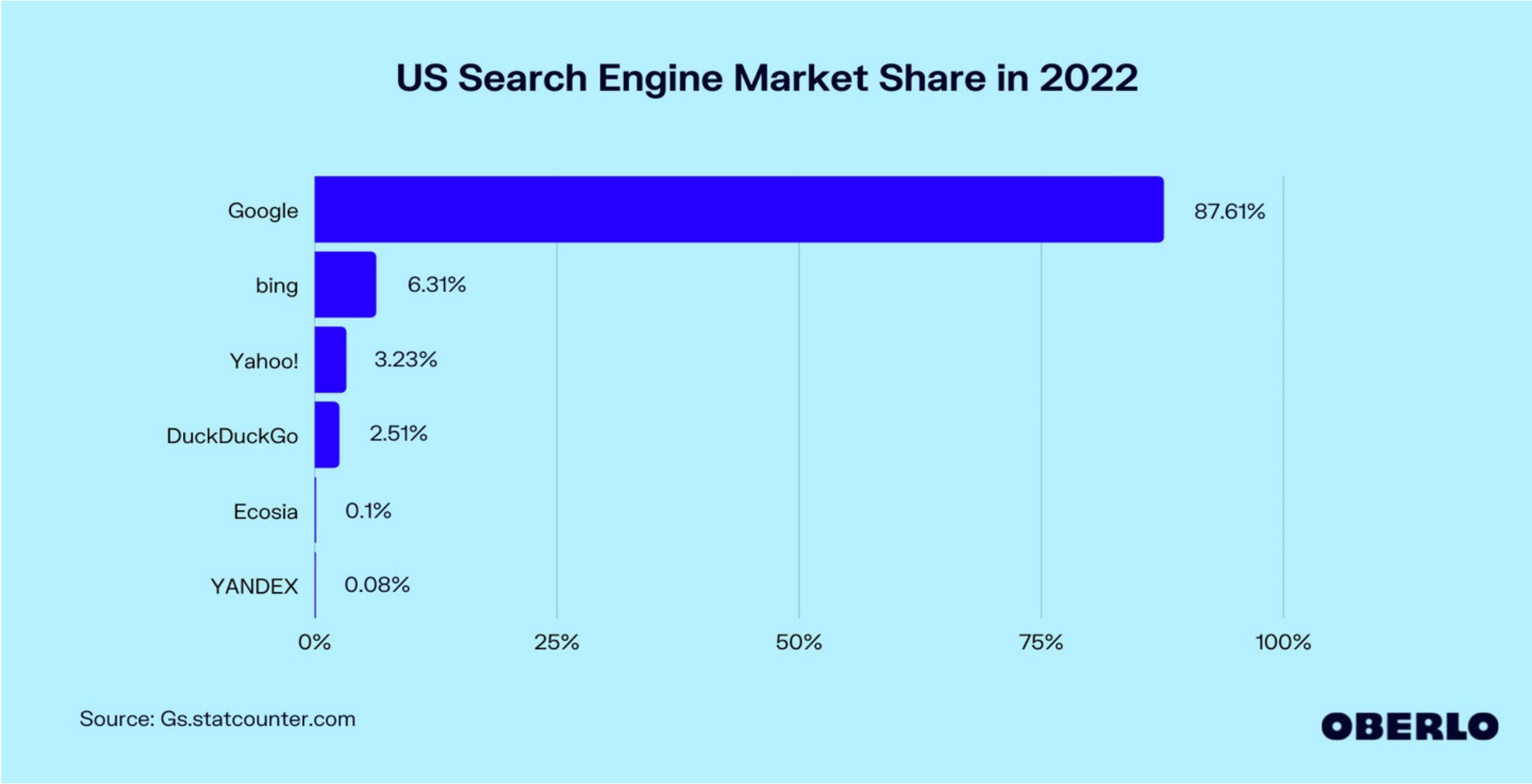
Google

Google Search

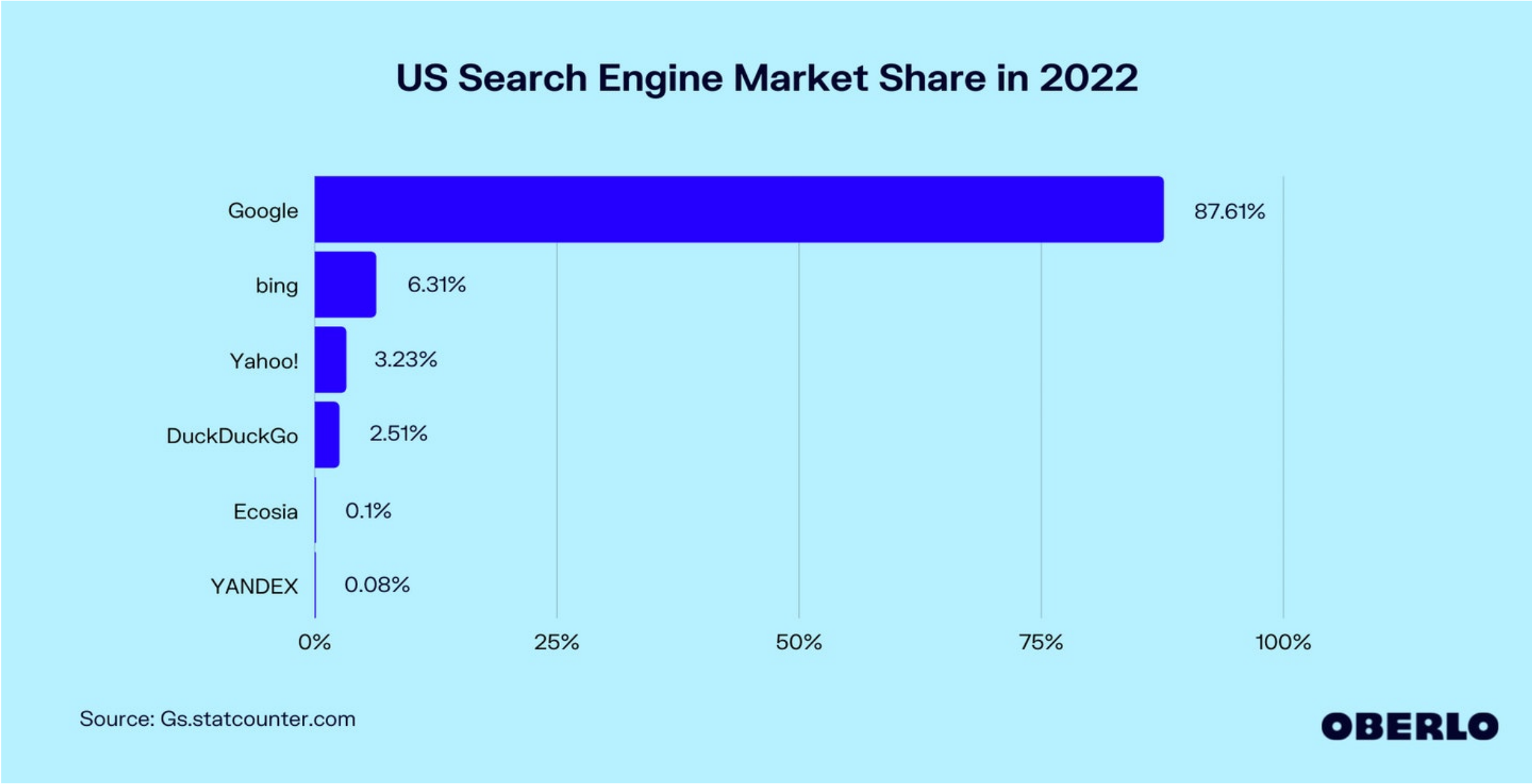
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Google Remains Dominant But...



12% = 479,000,000 Searches/Day



Driver #1: Privacy

Forbes

CYBERSECURITY

Why You Shouldn't Use Google Chrome After New Privacy Disclosure

The New York Times

Daily Business Briefing >

Google Plans Privacy Changes, but Promises to Not Be Disruptive

It says it will give other companies plenty of time to adapt to changes to its Android software. Similar changes made by Apple affected big internet companies.

SECURITY & PRIVACY

8 ways Google constantly invades your privacy – and how to fix it

BROOKINGS



TECHTANK

Controversy over Google's Privacy Sandbox shows need for an industry regulator

ADWEEK

PLATFORMS

Google Analytics in Hot Water by French Privacy Watchdog Over US Data Spying Concern



Driver #2: Ad Avoidance



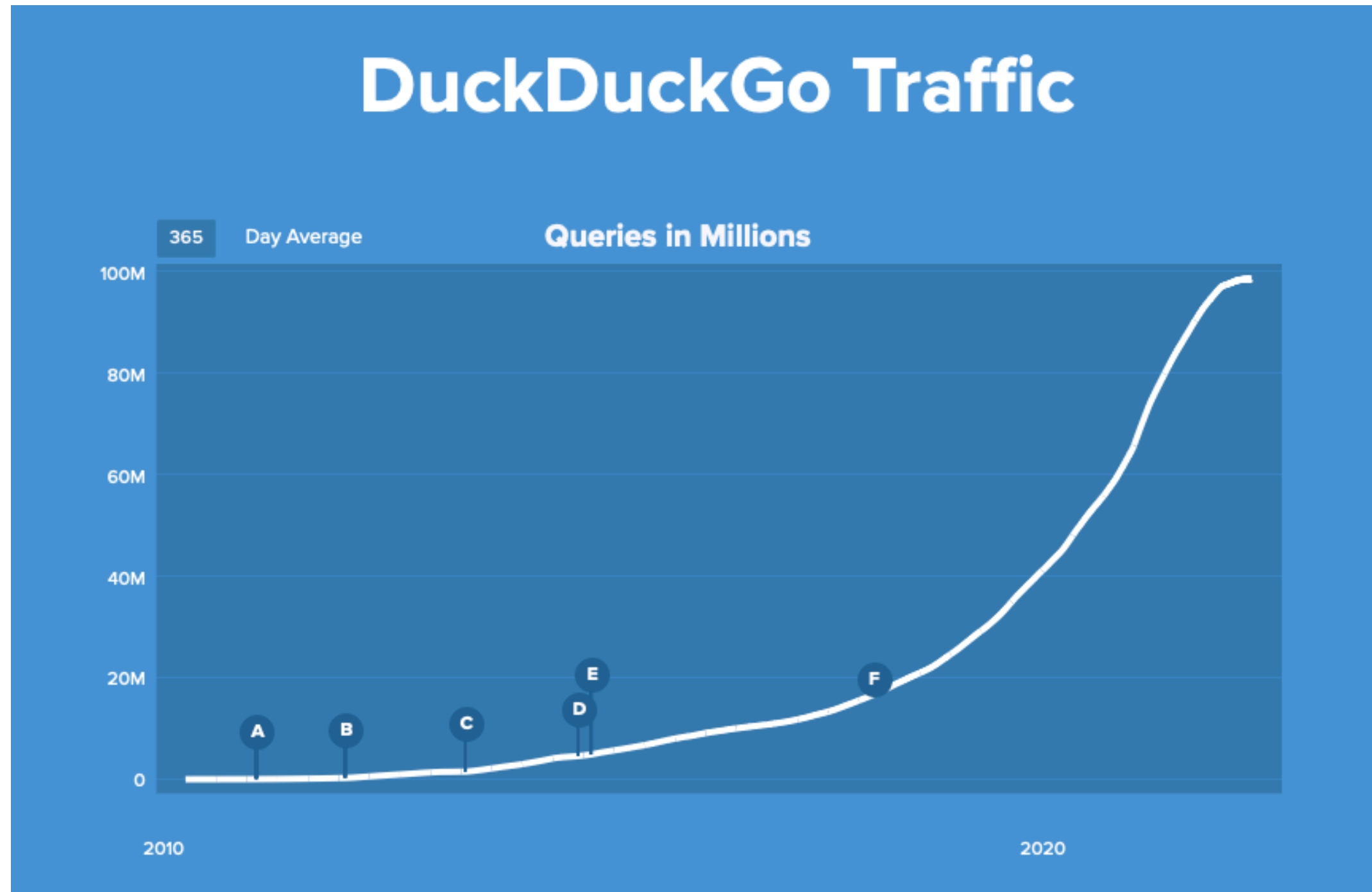
Growing Privacy Concerns



KPMG
Corporate Data Responsibility Report
August 2021
n=2000



Will Privacy Begin to Matter?



Source: Duck Duck Go





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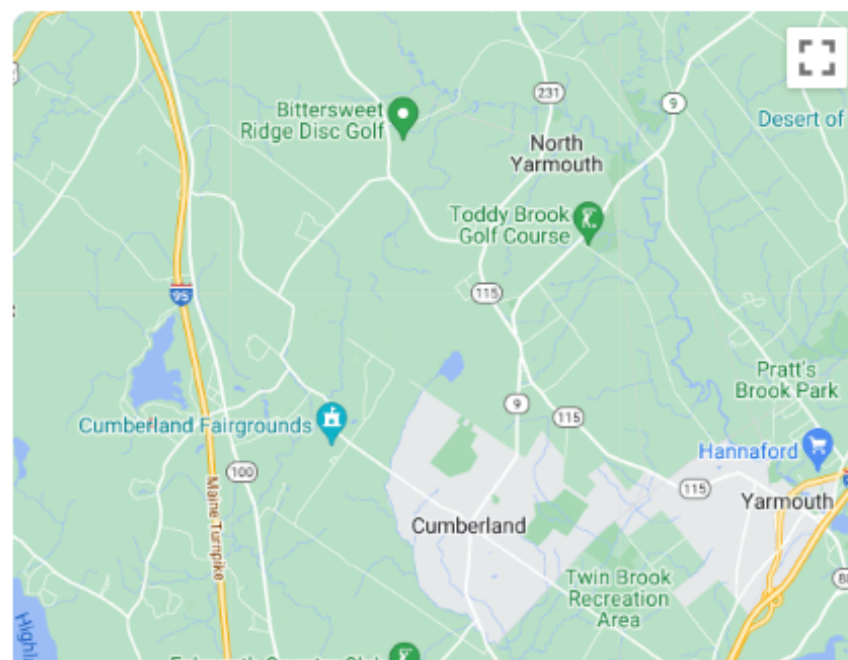
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10 Best Heat Pump Installation Services Near Me - Modernize

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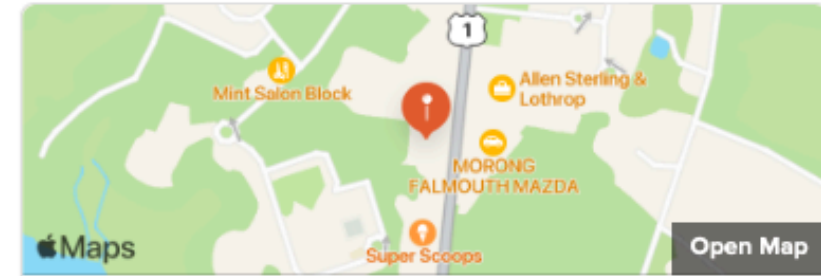
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Open



Website



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Map

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Phone: +1 207 749 2274

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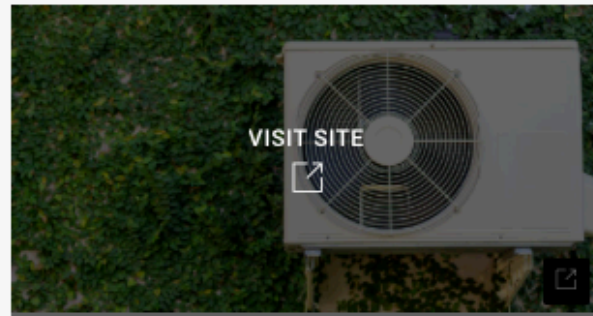
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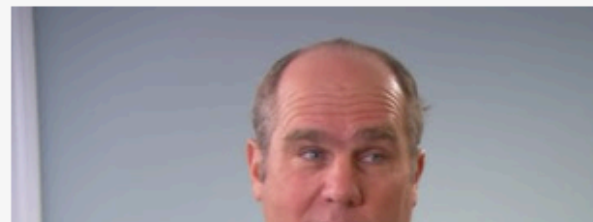


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Demographics

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Paid Search Performance

	Click Through Rate (CTR)	Cost Per Click (CPC)	Conversion Rate (CR)	
Google	5.21%	\$4.03	16.25%	
Bing	2.21%	\$1.35	1.88%	

**Energy Circle Aggregated Accounts
January to December 2021**



Paid Search Performance

	Click Through Rate (CTR)	Cost Per Click (CPC)	Conversion Rate (CR)	Leads for \$1000
Google	5.21%	\$4.03	16.25%	40
Bing	2.21%	\$1.35	1.88%	14

**Energy Circle Aggregated Accounts
January to December 2021**



SEO Differences

	Google	Bing
Keywords	Pages vs Keywords	Keywords
Backlinks	Good links + Content Quality	Good Links
Social Signals	No Special Role*	Key Ranking Factor
Multimedia Content	Emphasizes Text Based	Likes Multimedia
Technical SEO	Some Restrictions	More Tools



Conclusions

- **Other Search Engines are Only for Very Sophisticated Campaigns**
- **Don't Consider Bing Unless Budget is Significant & Google is Tapped Out**
- **Most of the Time, More Investment in Google is the Right Answer**
- **Stay the Course on Google Organic Optimization but be Aware of Bing's Differences**
- **Keep an Eye on Growth in Privacy Concerns**
- **Don't Neglect Apple Maps**





THANK YOU!
QUESTIONS OR COMMENTS?

peter@energycircle.com