



TACKLING THE GOOGLE PROXIMITY PROBLEM: NEW TOOLS TO MEASURE YOUR RANKINGS

Peter Troast, Founder & CEO

Energy Circle Webinar Series

January 28, 2020

Energy Circle On The Road

02/04 - 02/06: **Better Buildings by Design: Efficiency Vermont** | Burlington, VT

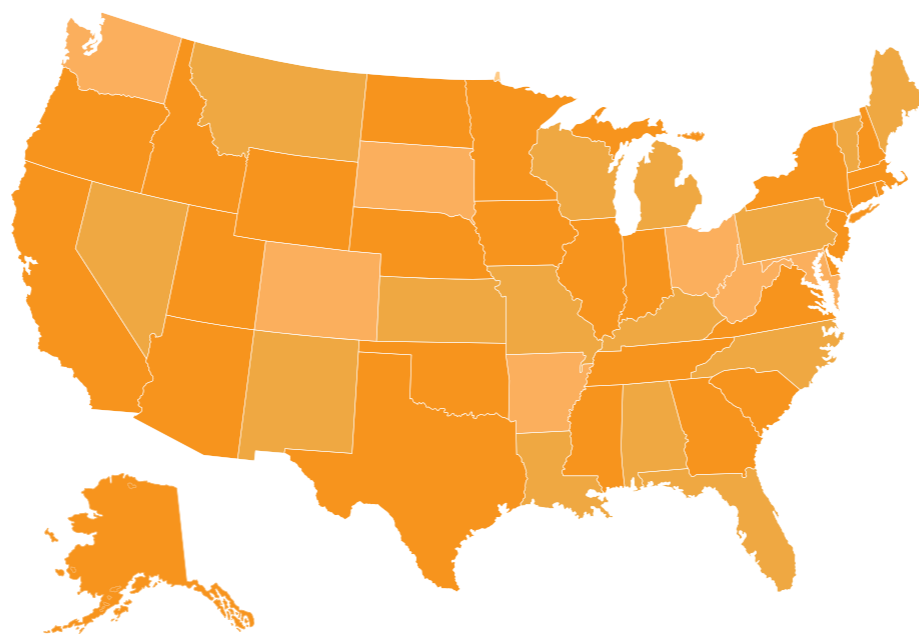
02/11 - 02/12: **Building Performance Association Northeast Regional** | Saratoga Springs, NY

02/24 - 02/26: **RESNET** | Scottsdale, AZ

03/09 - 03/11: **Better Building Better Business WI** | Wisconsin Dells, WI

03/17 -03/18: **Building Science Conference & Expo** | Knoxville, TN

04/27 - 04/30: **2020 Building Performance Association National Conference** | New Orleans, LA



What We'll Discuss

- 1 Quick Summary—the Local Search/Proximity Challenge for Service Area Businesses**
- 2 Tools to Assess Your Rankings**
- 3 Interpreting the Data—What We're Learning**
- 4 ~~What To Do About It~~ (*Future Webinars*)**

Previous Webinar



TWO PLACES AT ONCE: BUILDING LOCAL RANKINGS OUTSIDE YOUR CORE LOCATION

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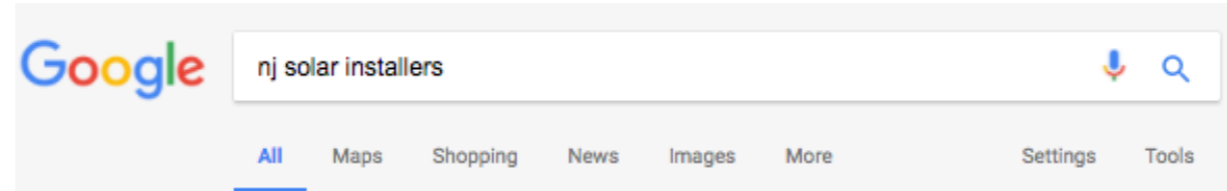
June 26, 2019



THE LOCAL SEARCH CHALLENGE

(overcoming Google's proximity bias)

Today's Typical SERP—Solar, Insulation



About 84,700 results (0.84 seconds)

Google
Paid 2-4

Solar Installers in NJ - Lock-In Low Solar Pricing - sunrun.com

solarpanels.sunrun.com/NJ_Solar

The Cost To Go Solar Is At An All Time Low. Get Your Free Solar Quote Today.

Solar System Installation - Get A Free Quote - vivintsolar.com

www.vivintsolar.com/installation

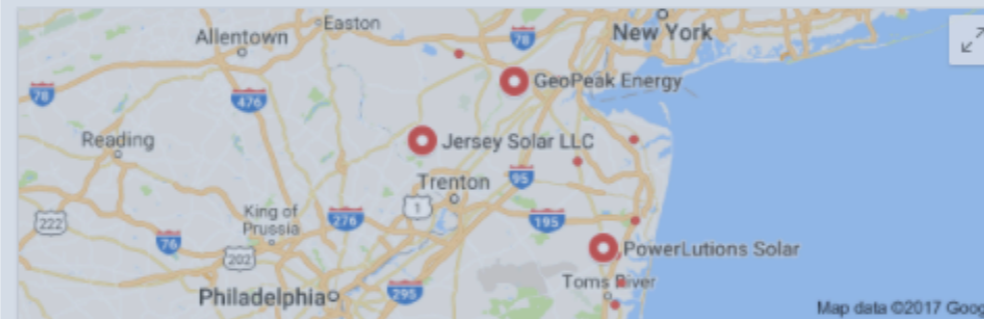
We make residential solar easy with panel design, installation and monitoring.

Home Solar Panels · Solar Purchase · Go Green · Solar Financing · 100,000+ Customers · Solar PPA

Services: consultation, design, permitting, installation, activation, production monitoring, 20-year warra...

New Jersey Solar Options · Service Areas · About Vivint Solar® · How Does Solar Work?

Google
Local
3 Pack



Rating ▾ Hours ▾

PowerLutions Solar

5.0 ★★★★★ (19) · Solar Energy Equipment Supplier

Lakewood, NJ · (732) 987-3939



WEBSITE



DIRECTIONS

Jersey Solar LLC

No reviews · Solar Energy Equipment Supplier

Lambertville, NJ · (609) 737-6566



WEBSITE



DIRECTIONS

GeoPeak Energy

4.9 ★★★★★ (42) · Solar Energy Equipment Supplier

Somerset, NJ · (732) 377-3700



WEBSITE



DIRECTIONS

[More places](#)

Organic

Selecting a Contractor | NJ OCE Web Site - NJ Clean Energy

www.njcleanenergy.com > ... > Programs > SREC Registration Program > Solar ▾

Below are questions you should consider in order to make the most informed decision. Who sells and installs solar electric systems? For a list of installation ...

New Jersey Solar Installers - Clean Energy Authority

www.cleanenergyauthority.com/new-jersey-solar-installers/ ▾

New Jersey Solar Installer Directory. Find local solar installers in New Jersey to answer questions and provide quotes on residential and commercial Solar PV ...

2016 Top New Jersey Solar Contractors - Solar Power World

<https://www.solarpowerworldonline.com/2016-top-new-jersey-solar-contractors/> ▾

Rank, Company, Overall Rank, City, State, Employees, Primary Market, Primary Service, Total Megawatts

Today's Typical SERP—HVAC

Local Services Ads

About 270,000 results (0.86 seconds)

HVAC repairs - 20+ HVAC pros serving Oakland Sponsored

Element Home Solutions 5.0 ★★★★★ · See reviews ✓ Google guaranteed Oakland (510) 871-3894 Open now	The Appliance Repair ... 4.6 ★★★★★ · See reviews ✓ Google guaranteed Alameda (510) 871-3938 Open now	Service Champions He... 4.8 ★★★★★ · See reviews ✓ Google guaranteed Pleasanton (925) 732-6744 Open now
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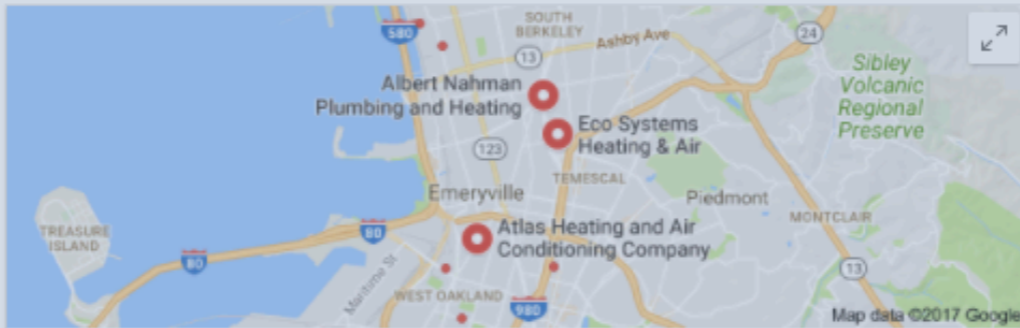
→ More HVAC pros in Oakland

Google Paid

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.

Google Local 3 Pack




Rating ▾ Hours ▾

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

[More places](#)

Organic

#1 Ranking Factor: Proximity to Searcher



Map data ©2018 Google

Rating ▾ Hours ▾

ReVision Energy 4.9 ★★★★★ (13) · Solar Energy Equipment Supplier Portland, ME · (207) 221-6342 "Revision Energys installation was done without a glitch.They gave a..."	WEBSITE	DIRECTIONS
Goggin Energy 5.0 ★★★★★ (2) · Solar Energy Equipment Supplier Portland, ME · (207) 772-7557 "from obtaining the quote to the post- installation help was handled ..."	WEBSITE	DIRECTIONS
Assured Solar Energy 4.5 ★★★★★ (8) · Solar Energy Equipment Supplier North Yarmouth, ME · (207) 221-2916 "Great job with solar panel installation Sept. 2013. The whole crew was..."	WEBSITE	

[More places](#)

Factors Influencing Local Ranking

1. PROXIMITY

2. GOOGLE REVIEW RATINGS AVERAGE

3. GOOGLE REVIEW RATINGS QUANTITY

4. GOOGLE MY BUSINESS COMPLETENESS & ENGAGEMENT

5. WEBSITE KEYWORDS

6. LINKS (as local as possible)



POLL



TOOLS TO ASSESS RANKINGS

(Energy Circle's Top 3)

BrightLocal Ranking Tool

Rankings Table ? Top results only in top 50 (all) ▼

[+ Add Keyword\(s\)](#) Google Google Map

★	Keyword	Count	Rank	Change		Rank	Change
☆	insulation		1	↑ 1	Loc	1	↑ 1
☆	insulation contractor		1	↑ 1	Loc (Ad)	1	↑ 1
			1	↑ 1	Loc	2	●
☆	spray foam insulation		1	↑ 2	Loc (Ad)	1	↑ 2
			3	●	Loc	3	●
☆	infrared diagnostics		13	↑ 4	Org	-	-
☆	energy audits		38	+	Org	1	●
☆	air barrier installation		-	-		-	-
☆	air sealing		-	-		1	+

SEM Rush Rankings Tool

Rankings Overview 1 - 14 (14) ⓘ

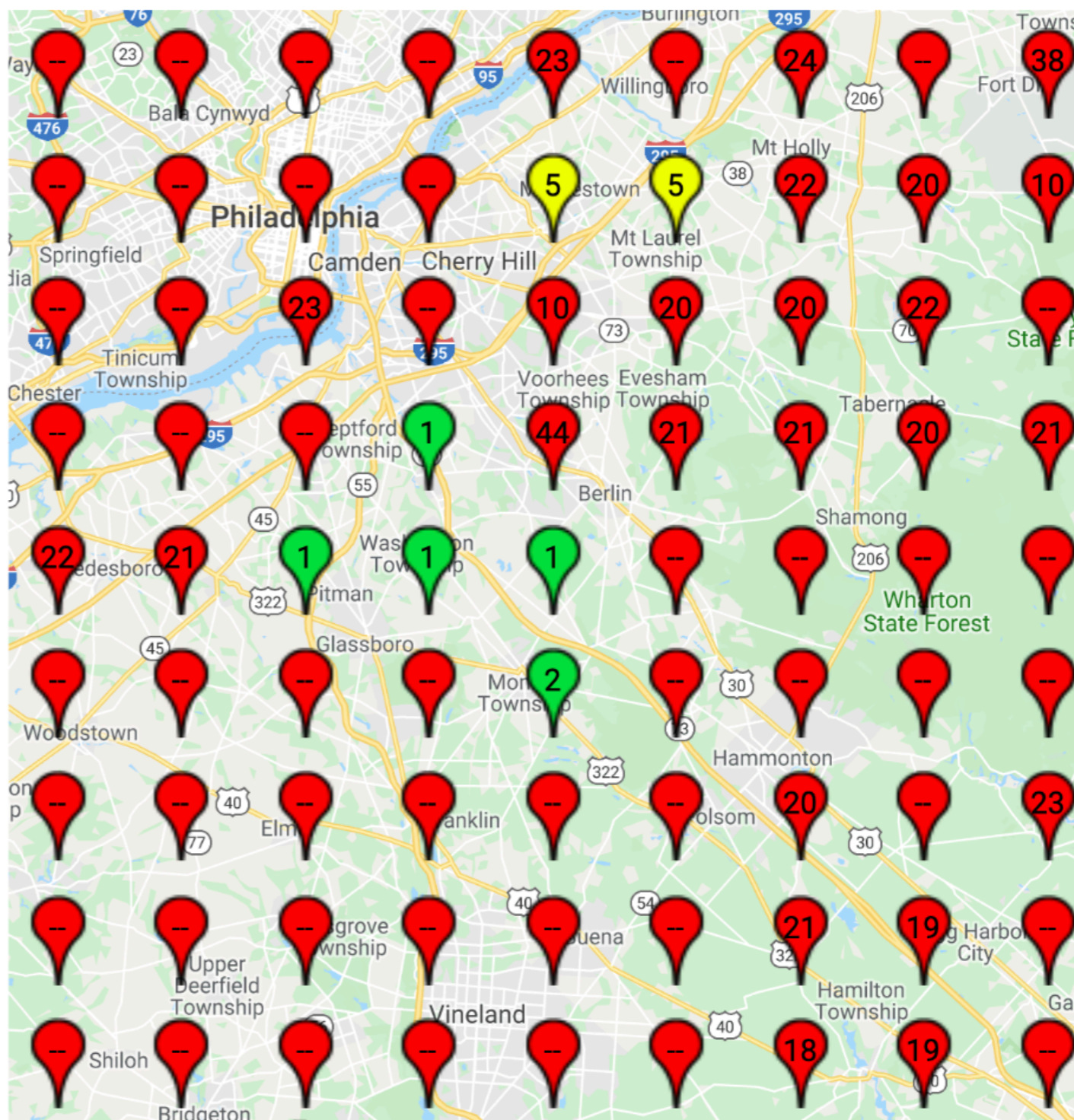
Buy more keywords + Add keywords Actions ▾

<input type="checkbox"/>	Keyword	SERP Features	23 Jan	Trend	29 Jan	Diff	CPC	Vol.
<input type="checkbox"/>	1. crawl space encapsulation near me	📍 ⭐ 🔗 📺	📍 1		📍 1	0	n/a	10
<input type="checkbox"/>	2. crawl space encapsulation easton md	📍 🔗 📺 📺 📺	📍 2		📍 1	↑1	20.17	10
<input type="checkbox"/>	3. crawl space encapsulation easton maryland	📍 ⭐ 🔗 📺	📍 1		📍 1	0	n/a	10
<input type="checkbox"/>	4. crawl space encapsulation contractors near me	📍 🔗 📺 📺 📺	📍 1		📍 1	0	n/a	10
<input type="checkbox"/>	5. insulation	📍 🔗 📺 📺 📺 ?	📍 1		📍 1	0	1.82	10
<input type="checkbox"/>	6. crawl space encapsulation	📍 ⭐ 🔗 📺 📺 📺 📺 📺	📍 1		📍 1	0	12.00	20
<input type="checkbox"/>	7. crawlspace encapsulation	📍 ⭐ 🔗 📺 📺 📺	📍 2		📍 2	0	12.00	20
<input type="checkbox"/>	8. crawl space encapsulation maryland	📍 ⭐ 🔗 📺	📍 2		📍 2	0	n/a	10
<input type="checkbox"/>	9. blown in insulation	📍 ⭐ 🔗 📺 📺 📺 📺	📍 2		📍 2	0	n/a	10
<input type="checkbox"/>	10. crawl space encapsulation annapolis	📍 ⭐ 📺	4		4	0	n/a	n/a
<input type="checkbox"/>	11. home performance with energy star	📺 📺	33		37	↓4	n/a	10
<input type="checkbox"/>	12. insulation annapolis	📍 🔗 📺 📺 📺 📺 📺	47		47	0	n/a	n/a
<input type="checkbox"/>	13. spray foam insulation	📍 ⭐ 🔗 📺 📺 📺	55		52	↑3	4.30	10
<input type="checkbox"/>	14. air sealing	👑 ⭐ 🔗 📺 📺	64		54	↑10	n/a	10

100 ▾

PlacesScout Ranking Tool

Mimics Search from a Specific Geographic Point






PLACESSCOUT: INTERPRETING THE DATA

(what we're learning so far)

Google insulation companies maine



Rating ▾ Hours ▾ Your past visits ▾

Evergreen Home Performance ▾
Ad · 4.8 ★★★★★ (44) · Insulation contractor
 Portland, ME WEBSITE DIRECTIONS
 Open · Closes 5PM · (207) 835-3607

Anderson Insulation of Maine
 4.9 ★★★★★ (22) · Insulation contractor
 Saco, ME WEBSITE DIRECTIONS
 Open · Closes 5PM · (207) 653-0331

All In One Insulation
 5.0 ★★★★★ (9) · Insulation contractor
 Open · Closes 5PM · (855) 334-7540 WEBSITE

Southern Maine Spray Insulation (formerly The ...)
 5.0 ★★★★★ (15) · Insulation contractor
 Portland, ME WEBSITE DIRECTIONS
 Open · Closes 5PM · (207) 749-8314

[More businesses](#)

andersoninsulationme.com ▾
[Anderson Insulation of Maine: Maine Spray Foam ...](#)
 With over 75 years of experience, Anderson **Insulation of Maine services** both large commercial **insulation** projects, small residential additions & renovations.
[Insulation](#) · [About Us](#) · [News](#) · [Photo Gallery](#)

insulationofmaine.com ▾
[Insulation of Maine, Inc. – CELLULOSE – SPRAY FOAM ...](#)
 I recognized that there was a need for a quality minded and focused **insulation company** that did the right thing for the customer. With over 30 years in the ...

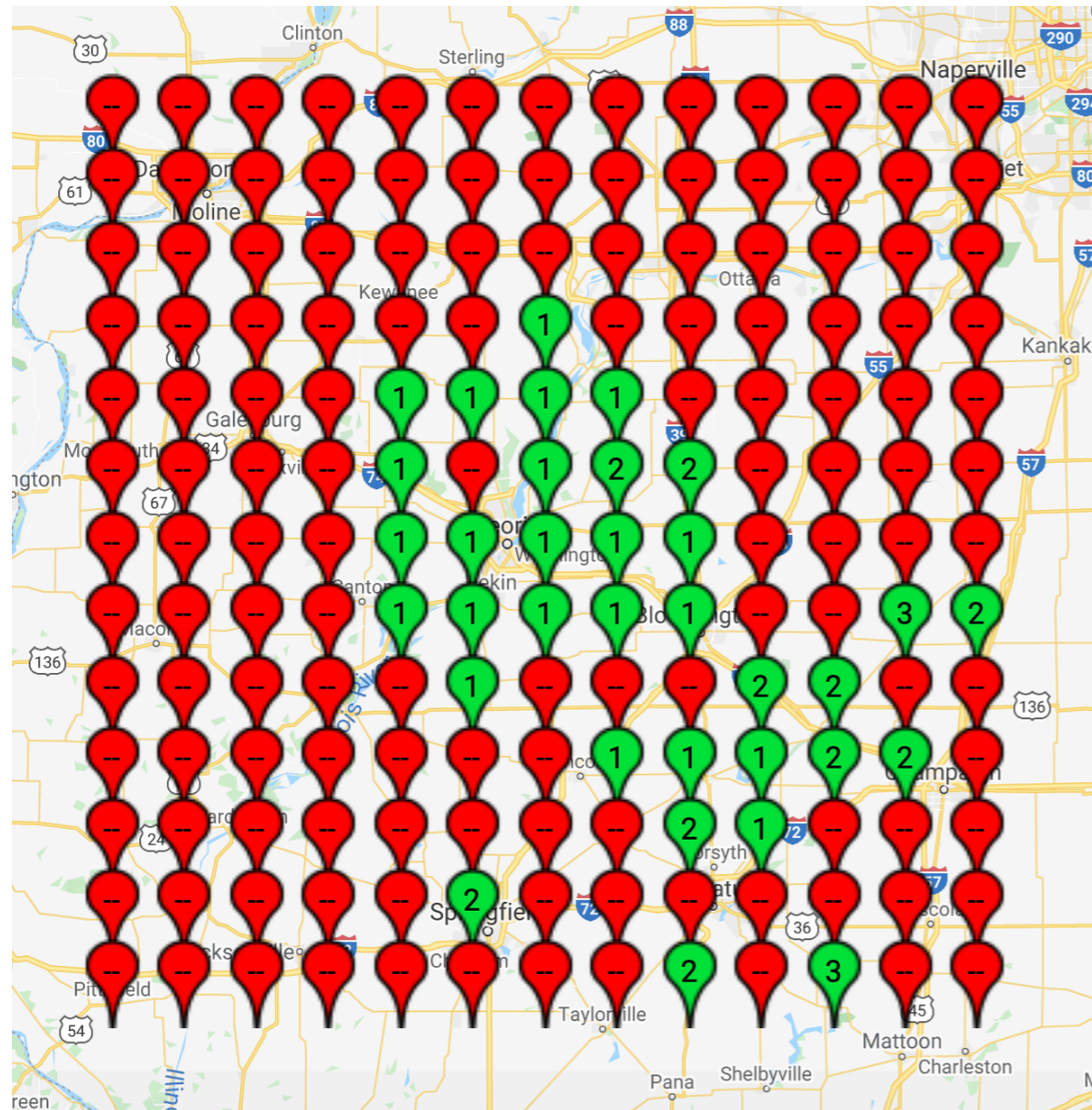
www.mainecontractordirectory.com › maine-contractors › insulation-... ▾
[Insulation Contractors - Maine Contractor Directory](#)
Insulation Contractors. Dr. Energy Saver by Keith Trembley Home Solutions. Foam Pro. Phone: 207-212-9657. TC Hafford Basement Systems. Phone: 207-509-3015. Anderson **Insulation.** Phone: 207-653-0331. MR Construction, Inc. Phone: 207 890-5683. Mudslingers Drywall & Taping. Orrington, ME 04474. NorthEast Poly **Insulation.** ...

**Maps
(aka Local
Pack)**

Organic

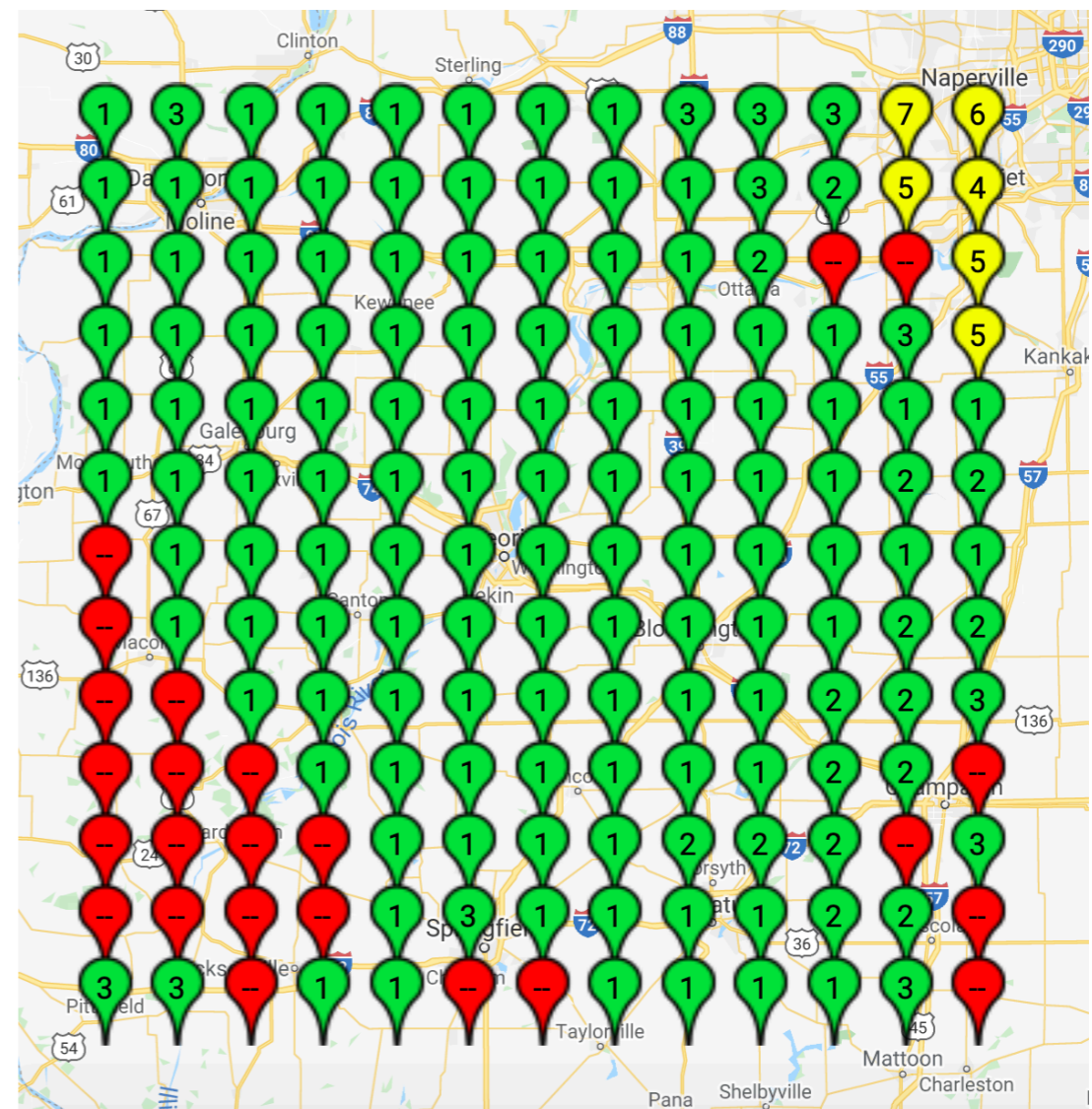
Low Competitive Terms: "Energy Audit"

Organic



← 150 Miles →

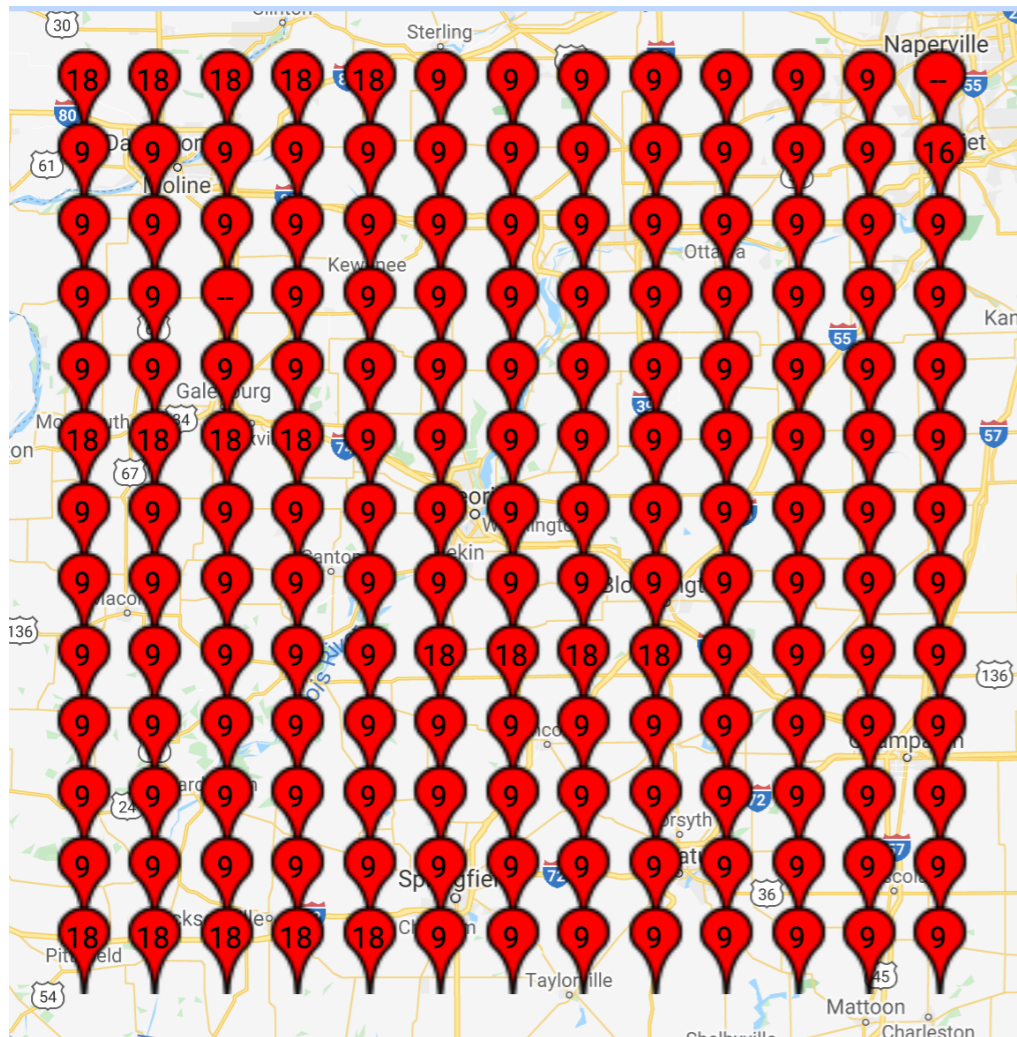
Maps



← 150 Miles →

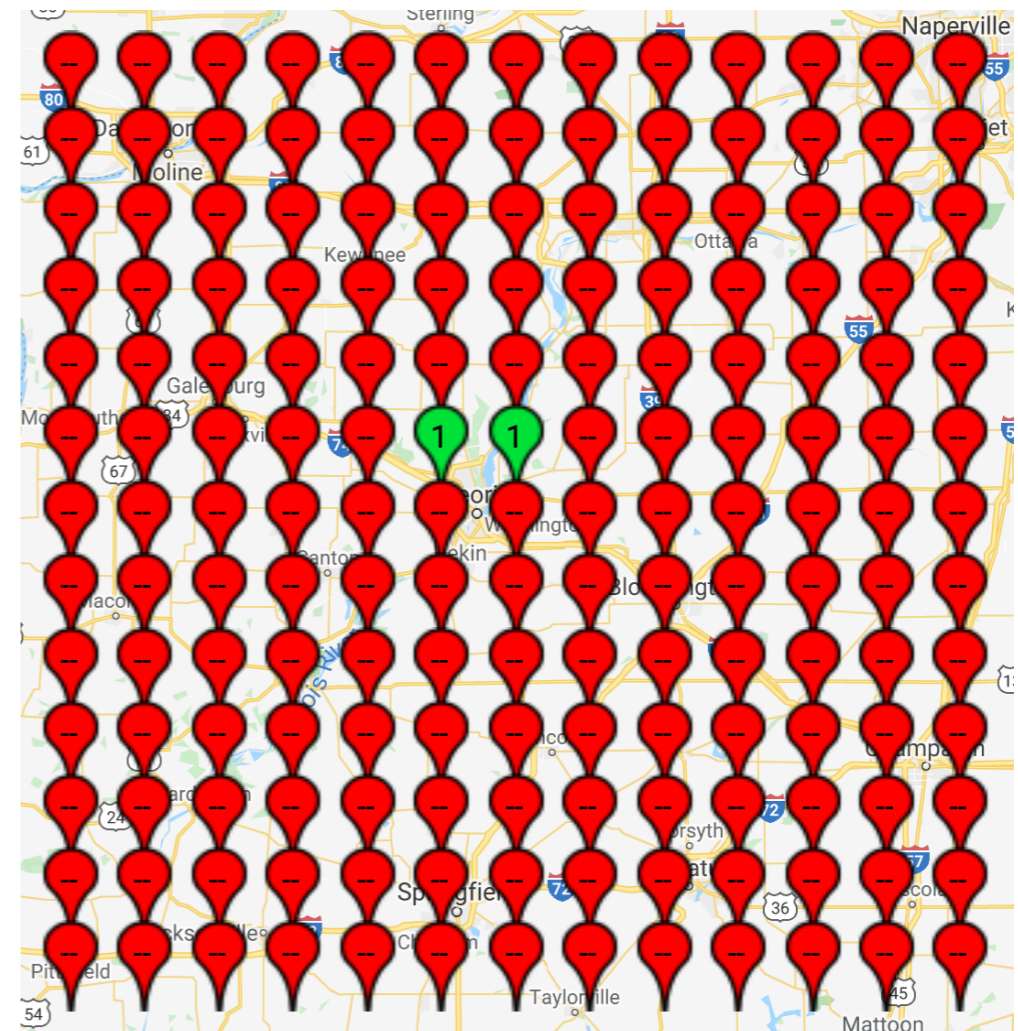
Map vs Organic: "Duct Sealing Test"

Organic



150 Miles

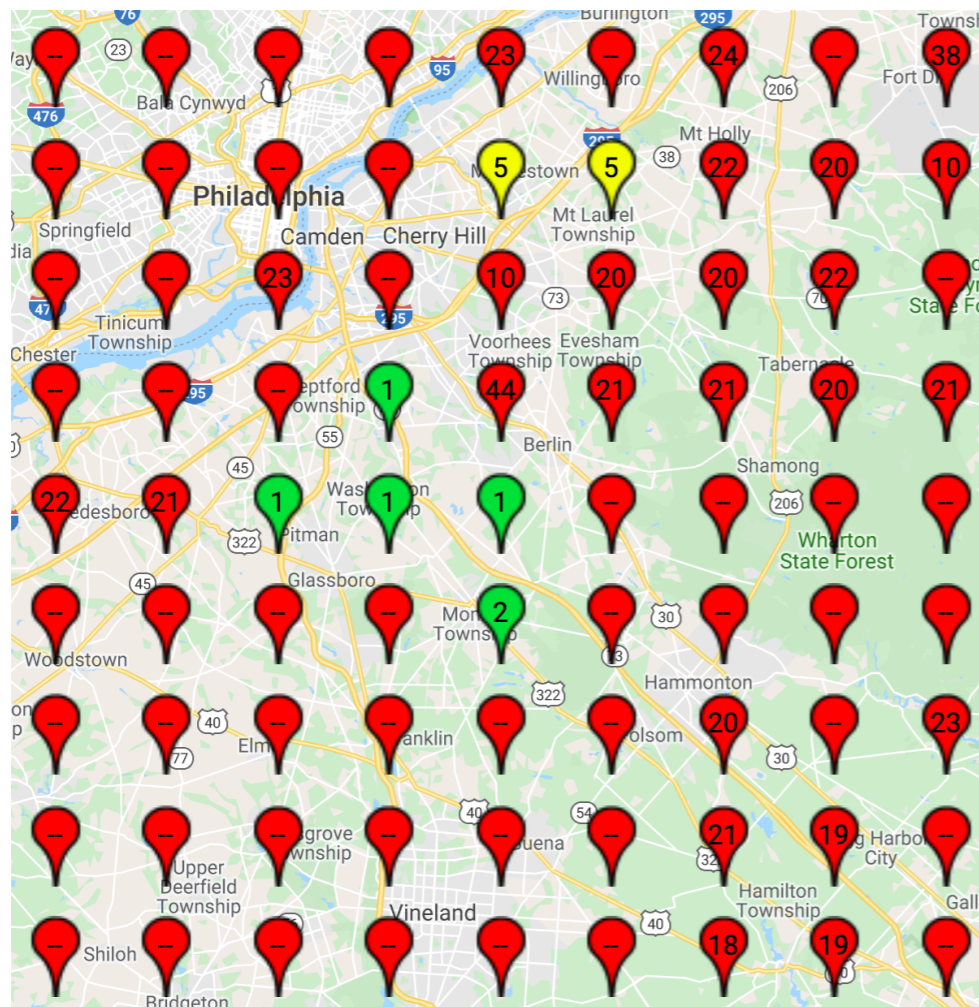
Maps



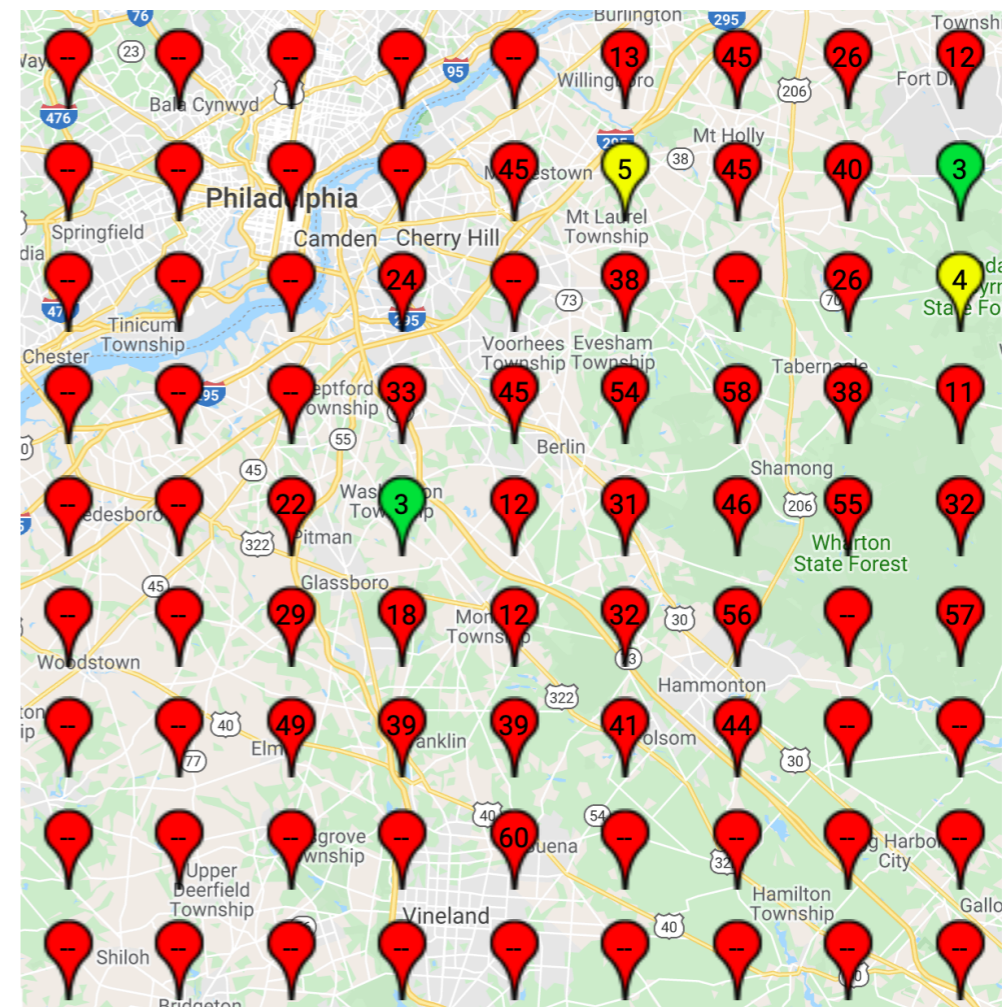
150 Miles

High Competition Term: "heating repair"

Organic



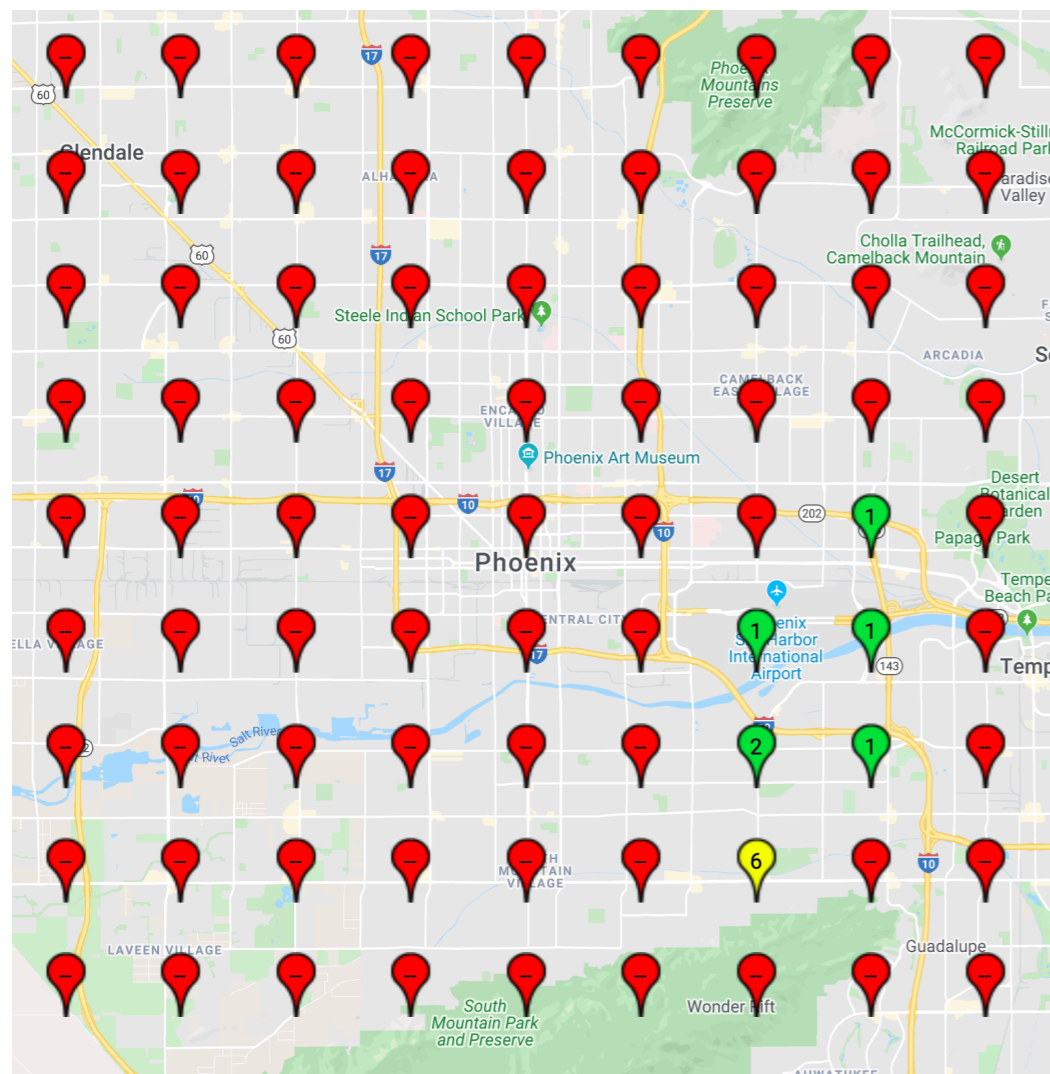
Maps



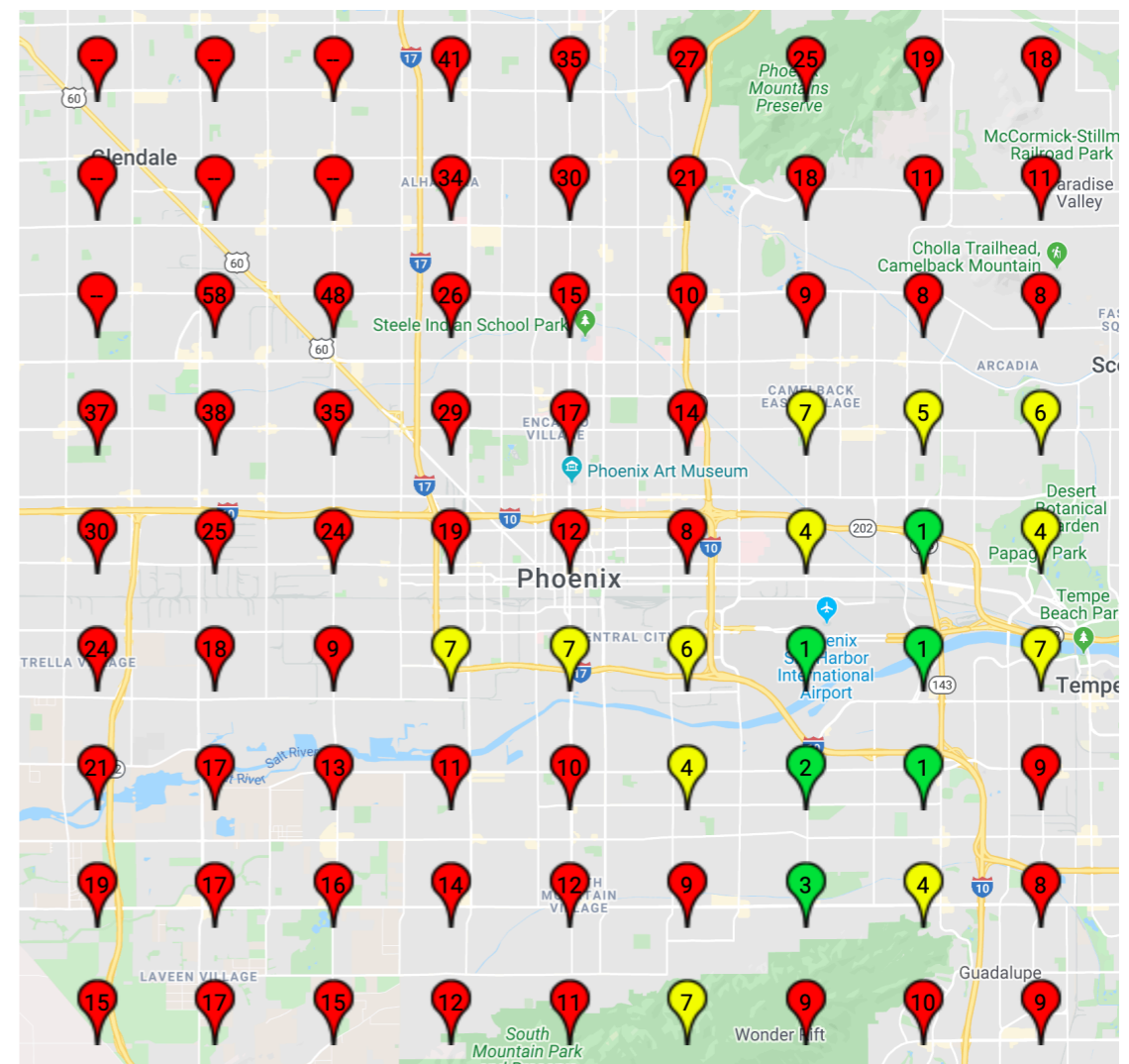
← 45 Miles →

High Competition Term: "AC Installation"

Organic



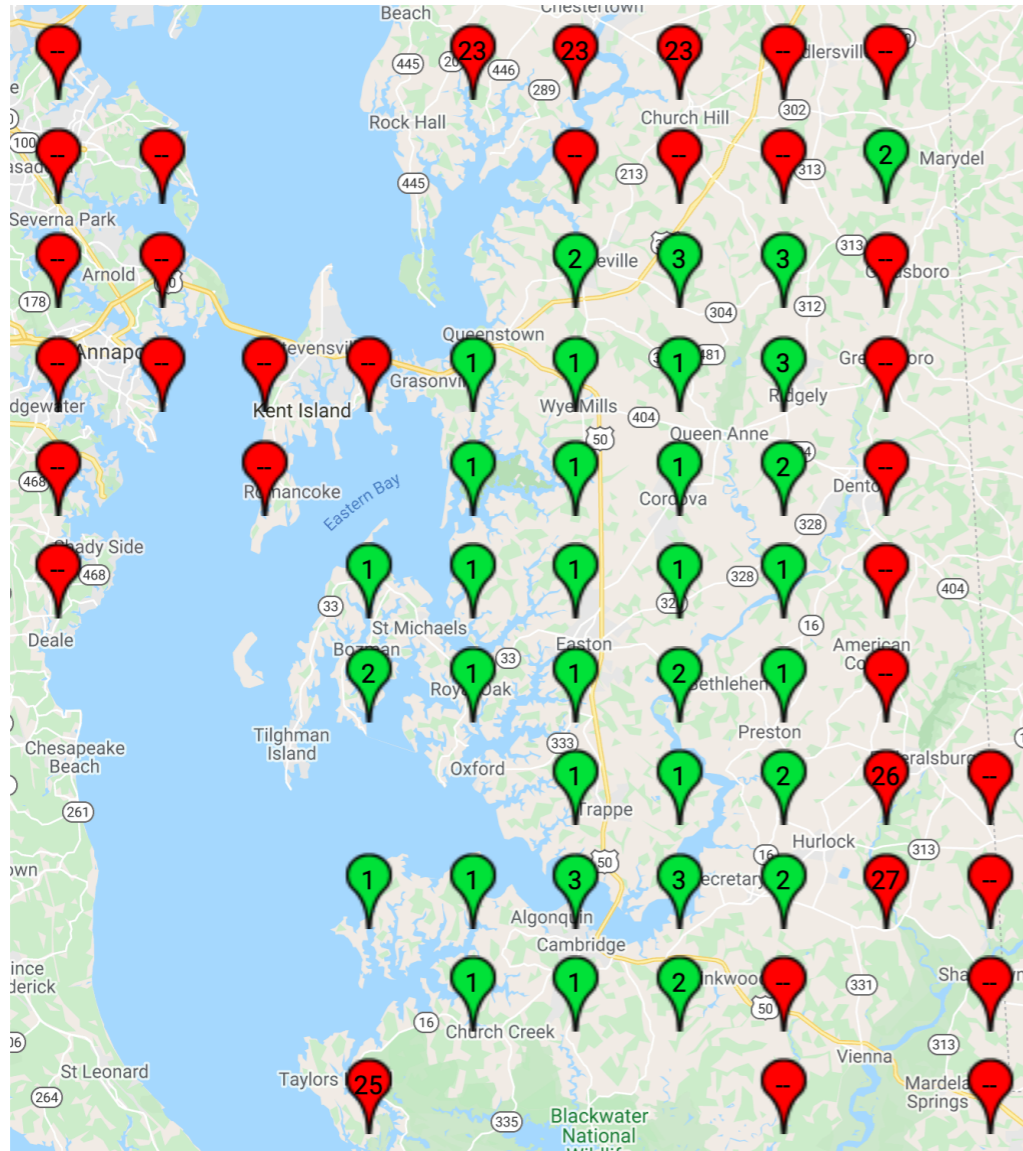
Maps



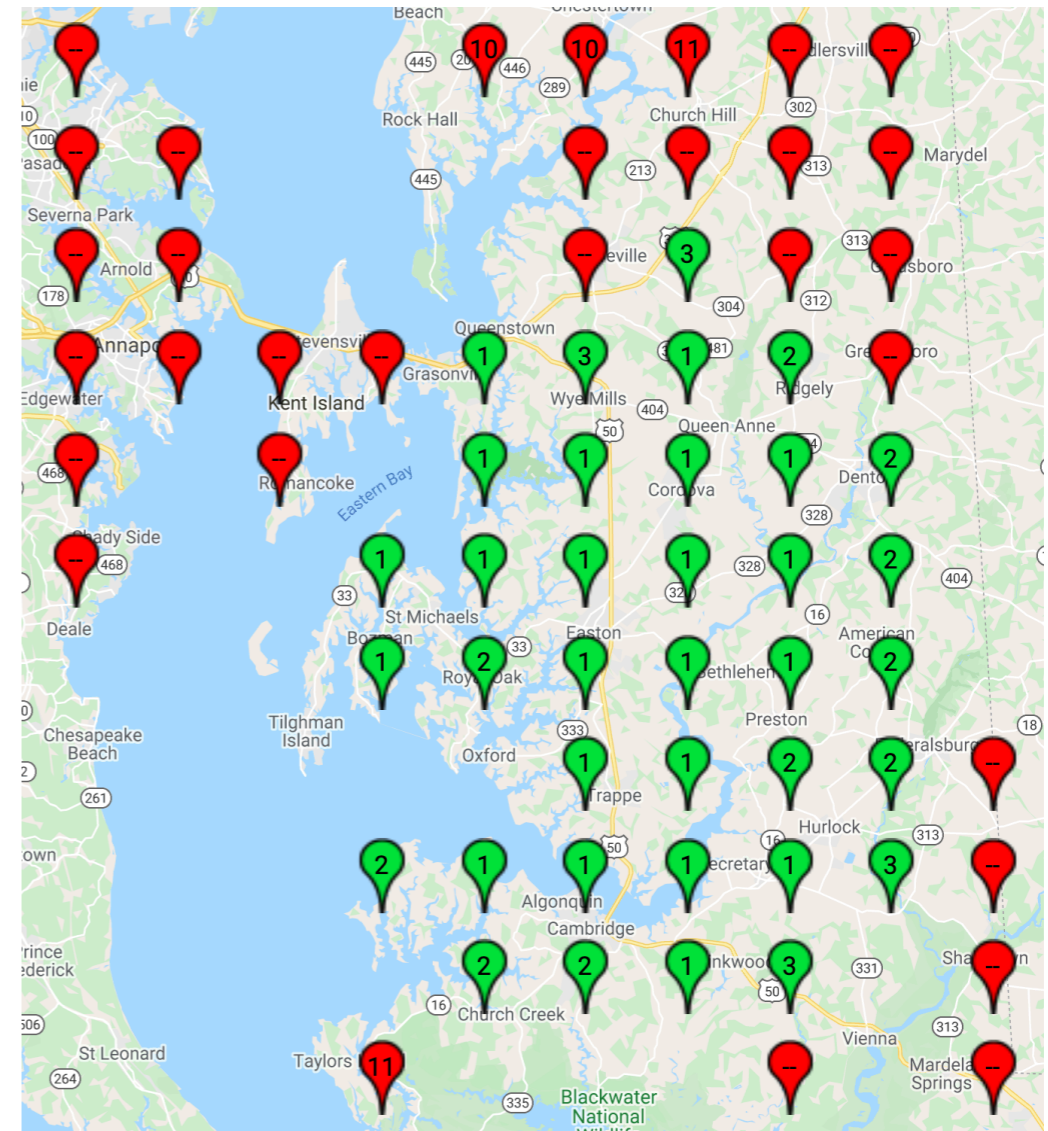
← 20 Miles →

The "near me" Factor (organic)

"Insulation Company"

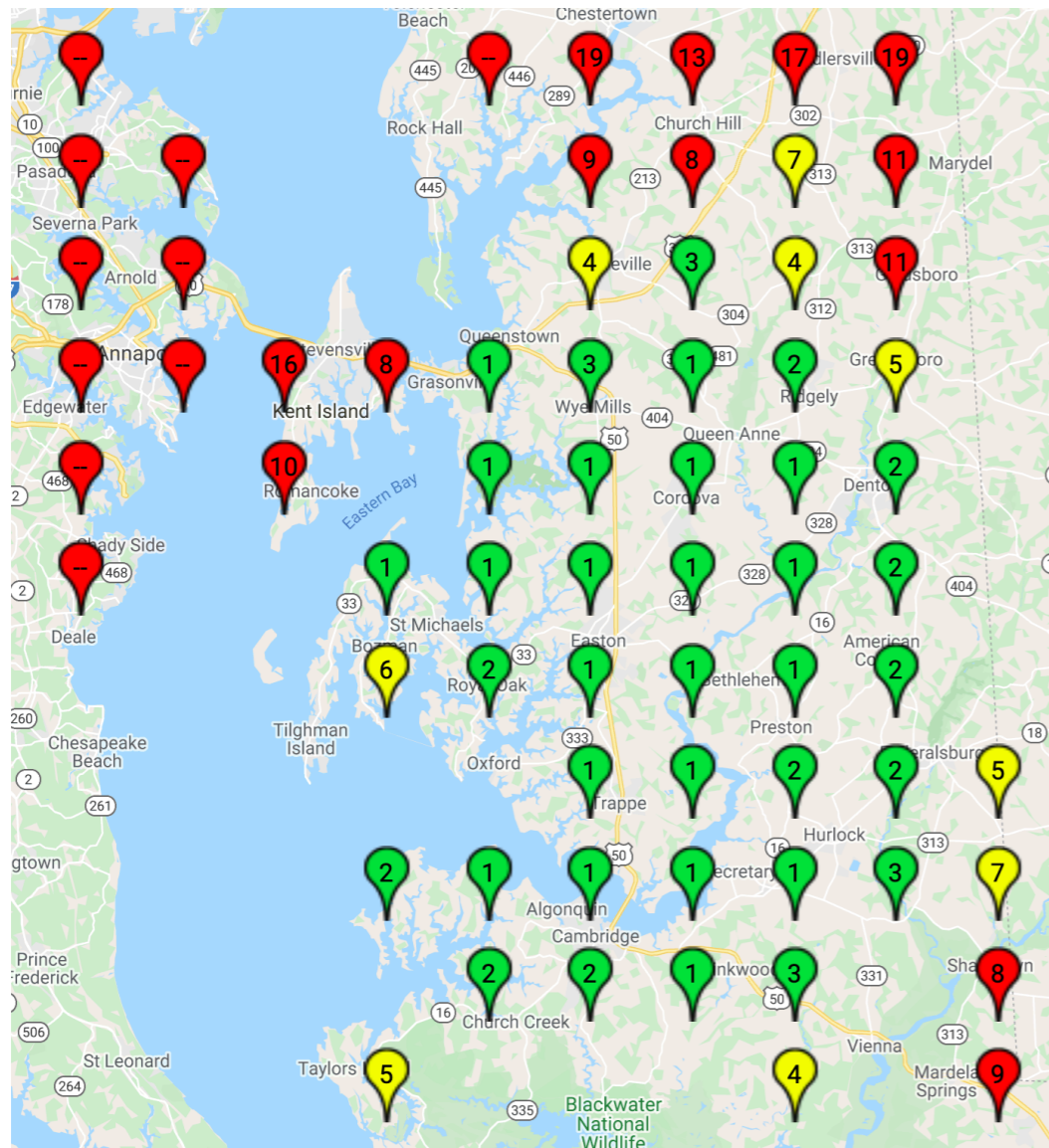


"Insulation Company near me"

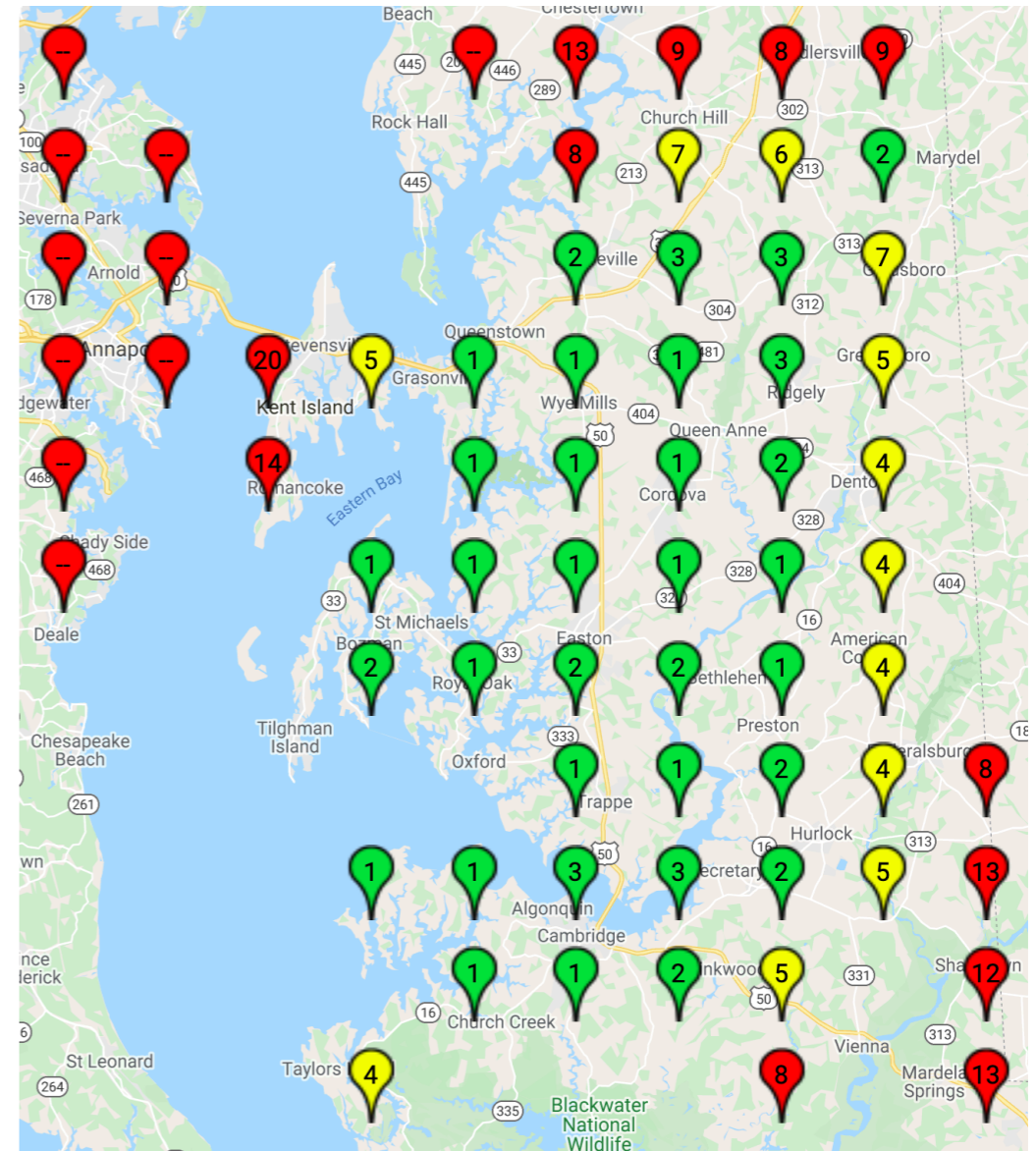


The "near me" Factor (maps)

"Insulation Company"



"Insulation Company near me"





THOUGHTS/FINDINGS

(towards an action plan)

Learnings from PlacesScout

- 1. Proximity to Physical Address Still Dominates**
- 2. Important Variations Between Organic & Google Maps**
- 3. Keyword Competitiveness is a Big Factor**
- 4. Decay from Physical Address Isn't Uniform**
- 5. Localized Rankings Should Inform Your Digital Priorities**
- 6. Excellent Competitive Research Tool**



QUESTIONS?

Peter Troast

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