



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

Peter Troast, Founder & CEO

Energy Circle Webinar Series

June 26, 2019

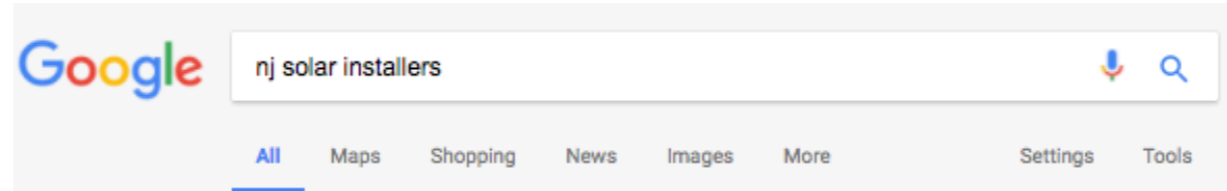
What We'll Discuss

- 1 How Google Identifies and Sorts Local Search Intent**
- 2 The Proximity Challenge for Service Area Businesses**
- 3 Specific Tactics to Overcome Proximity Bias & Rank Outside Your Home City**



THE LOCAL PACK CHALLENGE

Today's Typical SERP



Google
Paid 2-4

About 84,700 results (0.84 seconds)

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

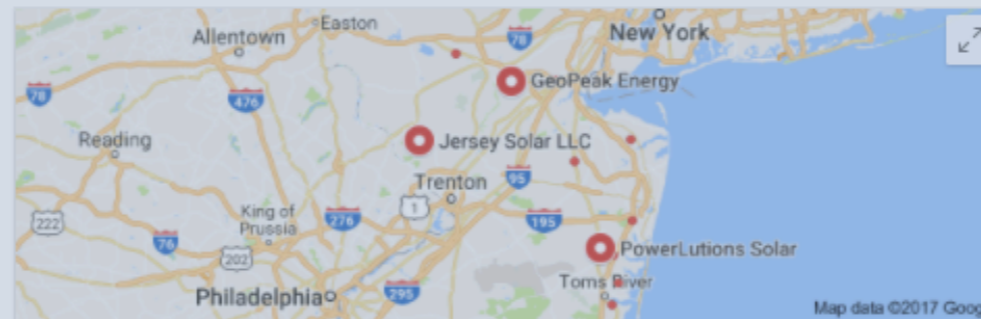
www.vivintsolar.com/installation

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?



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

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

Google
Local
3 Pack

Organic

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

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

→ 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!

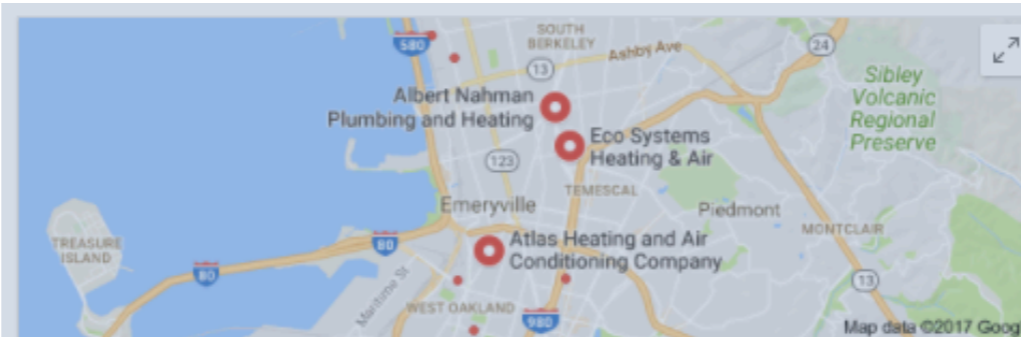
Locally Owned & Operated · 24/7 Emergency Service · Guaranteed Repairs · Licensed & Insured

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.



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



HOW THE GOOGLE ALGORITHM DEALS WITH LOCAL INTENT

MOZ Research

1.2 million keywords

restaurant
mechanic
nail salon


The image shows the cover of a whitepaper from MOZ Research. At the top center is the MOZ logo, a blue circle with the word 'MOZ' in white. Below the logo, the text 'Whitepaper: SERP Features' is written in a light grey font. The main title, 'How Distance & Intent Shape a Local Pack', is prominently displayed in a large, white, serif font. Below the title, there are three smartphone screens showing search results for 'cheap nightclub in new york'. The screens illustrate how distance and intent affect the local pack results. On the left, there is a stylized graphic with icons and text: 'KING', 'CHECKS', 'LOCAL', 'CONTENT OPTIMIZATION', and 'KEYWORD RESEARCH'. The graphic includes a sun icon, a checkmark, a location pin, and a bar chart.

3 Primary Types of Local Modifiers

Search Query	Google Type	Data Source	Results
"solar installer"	Geo-location	GPS, cell towers, wifi noes, IP Address	Searcher —> Address Proximity
"solar installer near me"	Geo-location	GPS, cell towers, wifi noes, IP Address	Searcher —> Address Proximity
"solar installer Portland"	Geo-modification	Geographic boundary	From Centroid

Are They Different?

“solar installer”




Rating - Hours - Your past visits -

Goggin Energy
4.6 ★★★★★ (10) · Solar energy equipment supplier
(207) 772-7557
Open · Closes 6PM
Their website mentions **solar installation**

ReVision Energy
5.0 ★★★★★ (28) · Solar energy company
758 Westbrook St · (207) 221-6342
Open · Closes 5PM
Their website mentions **solar installers**

Solaris
5.0 ★★★★★ (1) · Solar energy equipment supplier
600 Riverside St · (207) 797-0979
Open · Closes 5PM
“The **installation** of our system couldn't have gone better. It's been two...”

“solar installer near me”




Rating - Hours - Your past visits -

Goggin Energy
4.6 ★★★★★ (10) · Solar energy equipment supplier
(207) 772-7557
Open · Closes 6PM
Their website mentions **solar pv installation**

ReVision Energy
5.0 ★★★★★ (28) · Solar energy company
758 Westbrook St · (207) 221-6342
Open · Closes 5PM
Their website mentions **solar installers**

Solaris
5.0 ★★★★★ (1) · Solar energy equipment supplier
600 Riverside St · (207) 797-0979
Open · Closes 5PM
“The **installation** of our system couldn't have gone better. It's been two...”

“solar installer Portland, ME”



Rating - Hours - Your past visits -

Goggin Energy
4.6 ★★★★★ (10) · Solar energy equipment supplier
(207) 772-7557
Open · Closes 6PM
Their website mentions **solar pv installation**

ReVision Energy
5.0 ★★★★★ (28) · Solar energy company
758 Westbrook St · (207) 221-6342
Open · Closes 5PM
Their website mentions **solar installers**

From Google: “Near me” in Decline

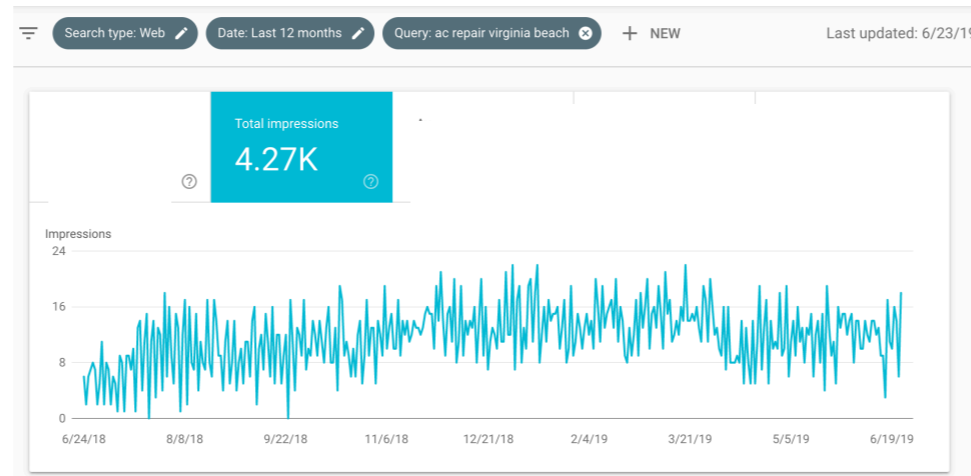


Over the last two years, comparable searches **without “near me”** have grown by **150%**.

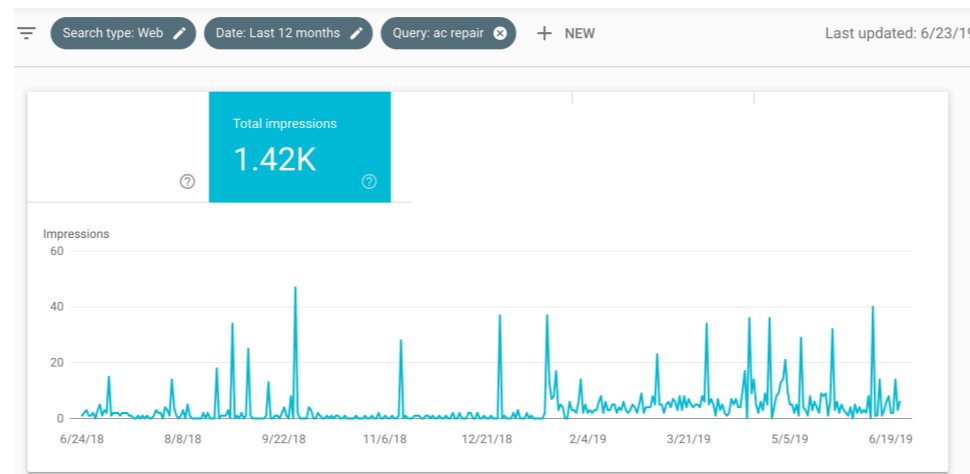
2015-2017

Anecdotal: Geo Modified Most Typical

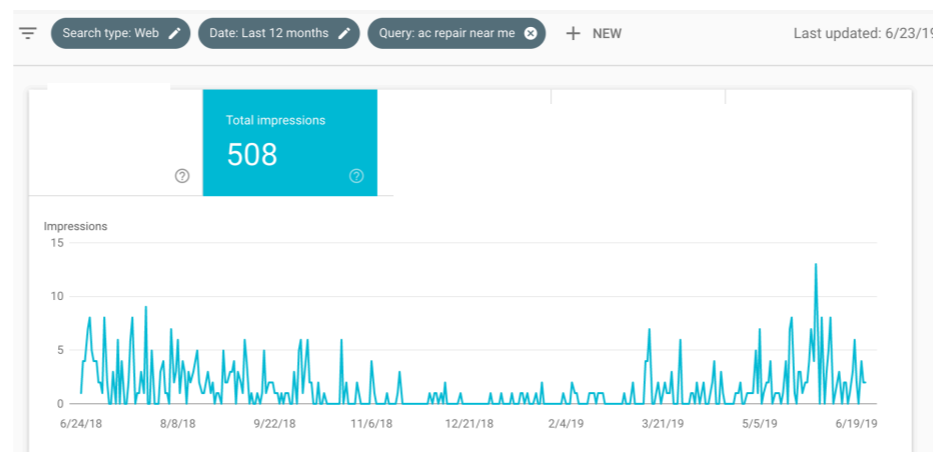
**"ac repair
Virginia Beach"**



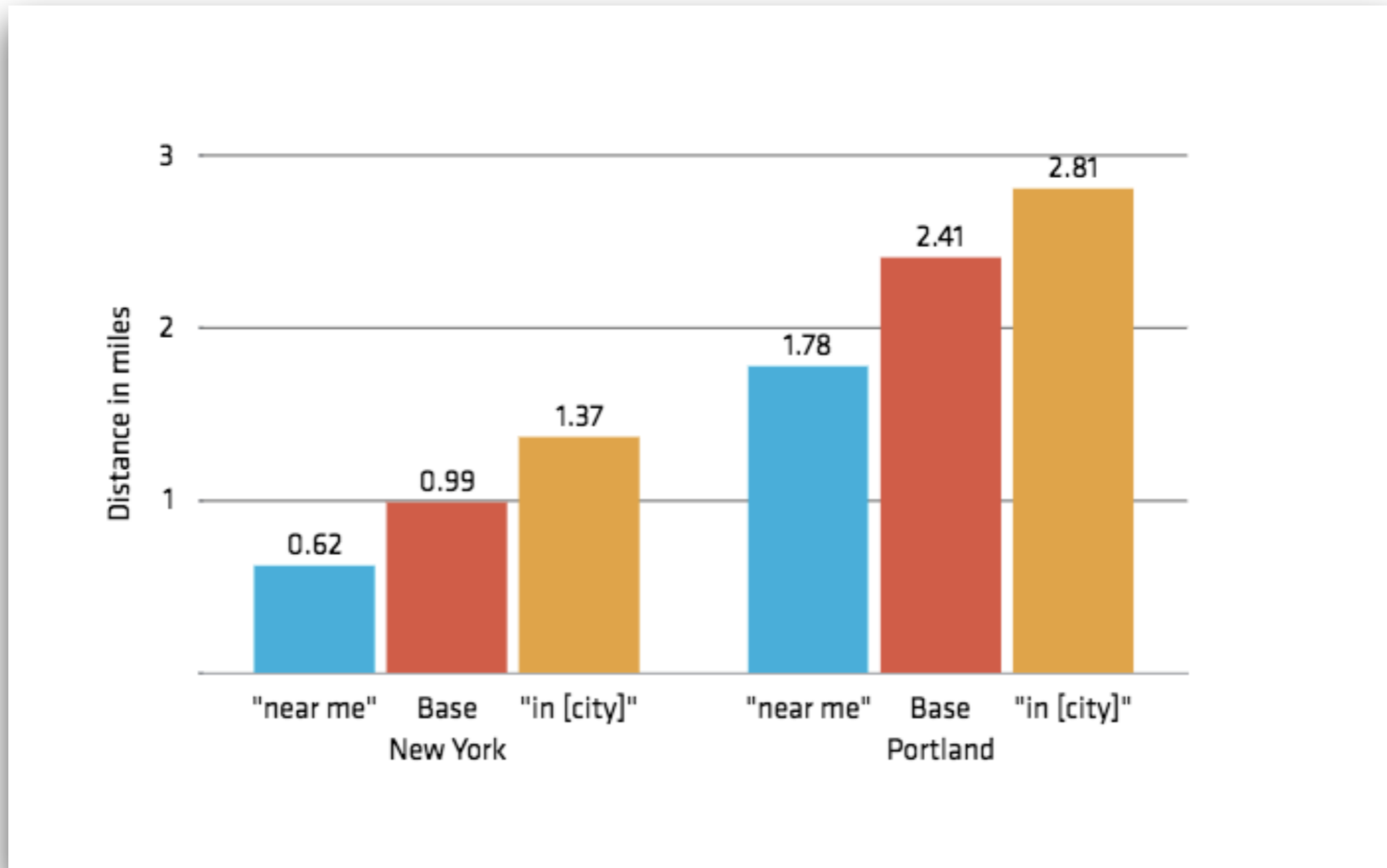
"ac repair"



**"ac repair
near me"**



“in [city]” Has Widest Geography



MOZ: How Distance & Intent Shape a Local Pack, June 2019

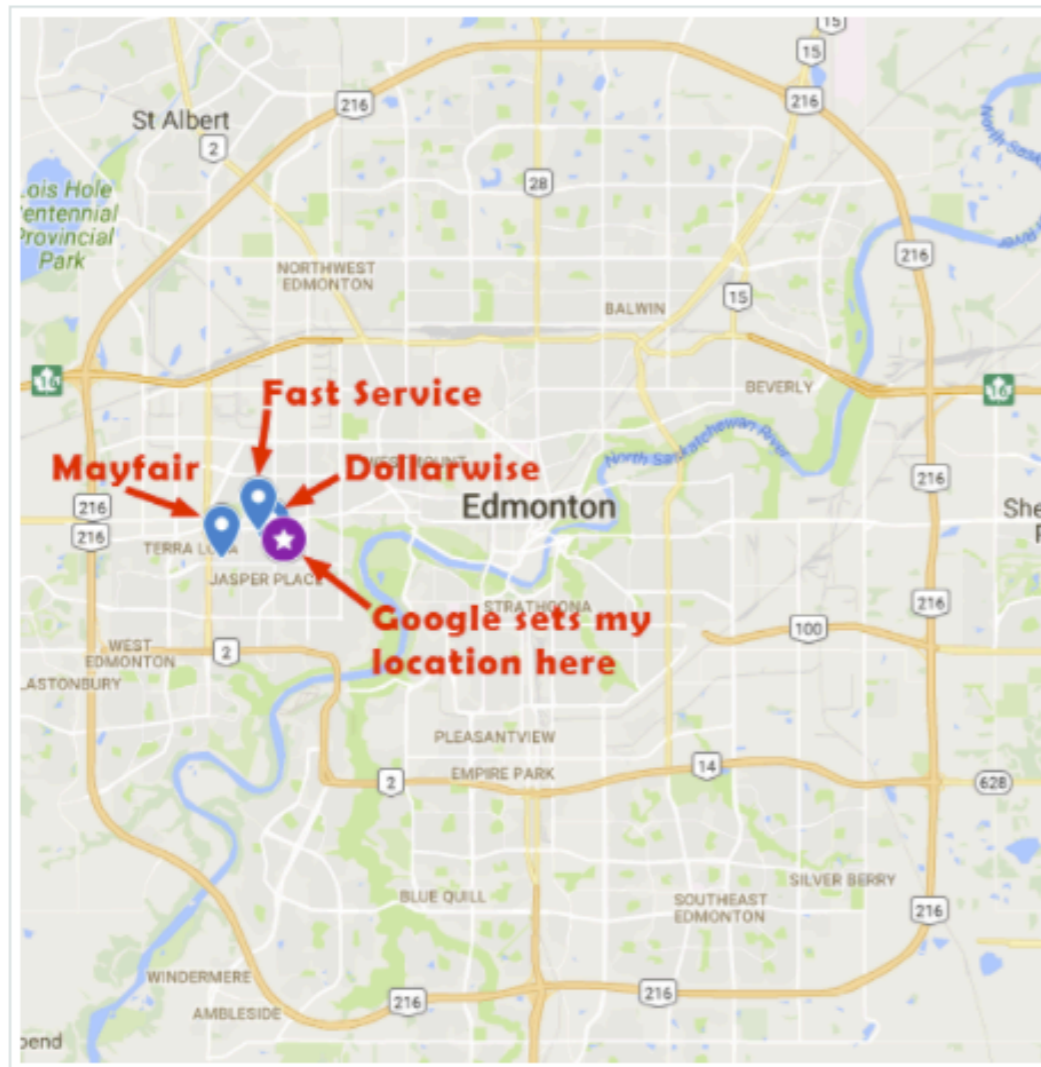
Google & Service Area Businesses: Different?

- **No One Knows, but Probably**
- **Not in a Significant Way, YET**
- **Signs Point to Improvement**
- **If/When Change Happens, Optimized Companies Will Win**



TACTICS/SOLUTIONS TO OVERCOME PROXIMITY BIAS

Proximity Over Everything Else



	Dollarwise Plumbing	Fast Service	Mayfair Plumbing
Rank	1	2	3
Claimed?	No	No	No
Content Quality	No website	Decent	No website
Linking Domains	0	41	0
Citations	58	19	18
Reviews	0	0	0
Proximity	600m	800m	2100m

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)

Establishing Your Geo Targets

Formal Geos

Town
City
County
State

Colloquial Geos

Jersey Shore
Chicagoland
Long Island
Eastern Shore

Prioritize!
You Can't Win 'Em All
Top 5
Top 10

Strategies for Ranking Outside Home Geo

1. Google Ads with Local Extensions

Buy your way in to the Local Pack


2. Onsite SEO: Meta Titles, Descriptions, Headers

3. City Pages for Key Services/Locations

4. Localized Galleries, Case Studies, Testimonials









5. Embedded Google Maps


Buy Your Way In—Google Ads



Map data ©2019 Google

Rating ▾ Hours ▾ Your past visits ▾

Simplified Green Homes ▾ Ad 5.0 ★★★★★ (3) · Insulation Contractor 9 Little River Rd · (800) 625-5958 Open · Closes 5:30PM	 WEBSITE	 DIRECTIONS
Evergreen Home Performance 4.9 ★★★★★ (29) · Insulation Contractor 190 Riverside Street, 2A · (207) 594-2244 Open · Closes 5PM	 WEBSITE	 DIRECTIONS
Builders Installed Products 5.0 ★★★★★ (2) · Insulation Contractor 515 Riverside Industrial Pkwy · (207) 878-6600 Open · Closes 5PM	 WEBSITE	 DIRECTIONS
Quantum Insulators 5.0 ★★★★★ (2) · Insulation Contractor 64 Payson Street 2A · (207) 342-3077 Open · Closes 3:30PM	 WEBSITE	 DIRECTIONS

 [More places](#)



Using Local Extension

Onsite SEO: Meta Titles, Desc, Headers

Title

[Mini-Split AC | Sacramento Area | Brower Mechanical](https://www.browermechanical.com/service/mini-splits-0)

<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.

Suggested Format

Keyword 1, Keyword 2 | Brand Name | Geography (~56 Characters)

Suggested Format

Energy Audits | Agatha's Home Performance | Long Island, NY (59)

Energy Audits | Agatha's HP | Nassau & Suffolk Counties (55)

Energy Audits | Agatha's | Babylon, Islip, Farmingdale NY (57)

Ideal City Page

Our Company Web Page

Our Logo About Us Blog FAQ Testimonials Past Projects Contact Us 800.887.8017

Energy Audit Insulation Heating & Cooling Healthy Home Solar

CITY service description or blurb, with local terms.

LOCAL PHOTO, Landmark, Team Work Site, Other Localized Image

LOCALIZED headline, with Salient Point

Do you find yourself paying too much for your home's monthly energy bills or trying to find the source of phantom drafts? The team at Healthy Home™ Energy & Consulting can help make your New Rochelle home energy efficient, healthy and comfortable.

Our experts have experience working on homes all the way from Wykagyl Country Club to Pelham Country Club. So whether you live closer to Greentree Country Club or Flowers Park, our team can help address any efficiency, comfort or health concerns you have about your home in [New Rochelle](#).

Call to Action, contact form here plus 800-999-1234

NAME


EMAIL

PHONE

MESSAGE

SUBMIT

Serving the DESCRIPTIVE PLACE NAME area.



Featured LOCAL Blog Article

The mayor of New Rochelle, Noam Bramson, and Energize NY have recently made great strides towards getting homes in the city more energy efficient. Healthy Home™ Energy & Consulting is here to help with the initiative of [Energize New Rochelle](#).

Featured VIDEO from Local media

Our EXPERIENCE in the LOCAL Area

For New Rochelle homeowners, we commonly find our projects include [spray foam insulation](#), [whole-home air sealing](#), dense pack in the exterior walls and garage, as well as thermostat upgrades. However, our services also include [mini-split heat pump](#) installation, [indoor air quality](#) solutions and even [solar](#), so we can do the work your home truly requires.

Project with LOCALIZED Notability or Appeal, or Seasonality

Ask us about our work in the historic district. Our designs and installations are tailored to fit the appearance standards of your neighborhood while maximizing efficiency and return on investment. This project was recently profiled in [The Standard Press](#).

Another Local Image

Specific Local Projects or Links to Case Studies

- Service 1
- Service 2
- Service 3

Blog Articles about THIS CITY in Particular

- Post 1
- Post 2
- Post 3

"We hired [HealthyHome](#) to fix our attic in New Rochelle...

"What a difference HealthyHome made! They stuck to their estimates, were conscientious in completing the work and cleaned up after themselves every day. I felt comfortable having them in my home, and I have already seen savings in our bills."

Doug J, in New Rochelle

DISTINCTION BADGE

DISTINCTION BADGE

DISTINCTION BADGE

DISTINCTION BADGE


DISTINCTION BADGE

City Pages

About Us [FAQ](#) [Financing & Incentives](#) [Contact Us](#) [Privacy Policy](#) [Refer a Friend](#) [\(914\) 327-2048](#) [Q](#)

[ENERGY AUDITS](#) [INSULATION & AIR SEALING](#) [INDOOR AIR QUALITY](#) [HEATING & COOLING](#)

Offering Energy Audits, Insulation & Air Sealing, Indoor Air Quality, Heating & Cooling, Mini-Split Heat Pumps in the New Rochelle area



Improve Your New Rochelle Home

Do you find yourself paying too much for your home's monthly energy bills or trying to find the source of phantom drafts? The team at Healthy Home™ Energy & Consulting can help make your New Rochelle home energy efficient, healthy and comfortable.

Our experts have experience working on homes all the way from Wykagyl Country Club to Pelham Country Club. So whether you live closer to Greentree Country Club or Flowers Park, our team can help address any efficiency, comfort or health concerns you have about your home in [New Rochelle](#).

If your home is older or you have a Homeowner's Association that requires your home's work meets certain standards, we can help. The Healthy Home™ team ensures all our work is high-quality and guarantees comfort, health and energy efficiency while still preserving the character of the home.

Home Energy Efficiency, Comfort & Savings

Many homes in New Rochelle lack adequate air sealing and insulation. So although you may think you need new windows, those drafts, uneven temperatures and high energy bills are all probably due to poor weatherization.

For New Rochelle homeowners, we commonly find our projects include [spray foam insulation](#),

Are you ready to be more comfortable in your New Rochelle home?


Our team can help!

(914) 327-2048


Name

Phone

Email

I'm not a robot 


[LEARN MORE](#)



Primary Services We Provide:

- [Energy Audits](#)

What NOT To Do. Thin Content.




Factory Authorized Dealer

Whatever it takes:

The Unico System


- HOME
- ABOUT US
- PRODUCTS
- SERVICES
- SUPPORT
- SPECIAL OFFERS
- FINANCING
- PHOTO GALLERY
- REVIEWS



HOURS
MON-FRI: 8-5
EMERGENCY SERVICE: AVAILABLE EVENINGS & WEEKENDS

PAYMENT ACCEPTED
CASH
CHECK

MANCHESTER, MO FURNACE & AIR CONDITIONING INSTALLATION, REPAIR & MAINTENANCE





QUALITY HEATING & COOLING INC IS PROUD TO SERVE THE MANCHESTER COMMUNITY!

We are proud to be part of this community, serving your heating and air conditioning needs. Whether you need repair, replacement or a new installation of a furnace, air conditioner, heat pump or air filtration system, we get the job right the first time. Our certified technicians service all furnace and air conditioning make and models.

Please call us today at **314-961-3181** to consult with our home comfort specialist.


We offer the following in Manchester, MO

<p>Air Conditioning Services</p> <ul style="list-style-type: none"> • Repair Service • New Air Conditioner Sales • Air Conditioner Installation • Air Conditioning Replacement • High Efficiency Air Conditioner Upgrades • Air Conditioner Parts • Air Conditioner Maintenance Contract • Air Conditioner Repair • Commercial HVAC • Ductless Mini-Split Conditioners • Single Room Air Conditioners 	<p>Heating Services</p> <ul style="list-style-type: none"> • Repair Service • New Gas Furnace Sales • New Heat Pump Sales • New Boiler Sales • Furnace Installation • Heat Pump Installation • Boiler Installation • Furnace Replacement • Heat Pump Replacement • Boiler Replacement • Furnace Repair • Heat Pump Repair • Boiler Repair • Furnace Parts • Heat Pump Parts
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Whatever it takes:

The Unico System


- HOME
- ABOUT US
- PRODUCTS
- SERVICES
- SUPPORT
- SPECIAL OFFERS
- FINANCING
- PHOTO GALLERY
- REVIEWS



HOURS
MON-FRI: 8-5
EMERGENCY SERVICE: AVAILABLE EVENINGS & WEEKENDS

PAYMENT ACCEPTED
CASH
CHECK

CLAYTON, MO FURNACE & AIR CONDITIONING INSTALLATION, REPAIR & MAINTENANCE





QUALITY HEATING & COOLING INC IS PROUD TO SERVE THE CLAYTON COMMUNITY!

We are proud to be part of this community, serving your heating and air conditioning needs. Whether you need repair, replacement or a new installation of a furnace, air conditioner, heat pump or air filtration system, we get the job right the first time. Our certified technicians service all furnace and air conditioning make and models.

Please call us today at **314-961-3181** to consult with our home comfort specialist.

We offer the following in Clayton, MO

<p>Air Conditioning Services</p> <ul style="list-style-type: none"> • Repair Service • New Air Conditioner Sales • Air Conditioner Installation • Air Conditioning Replacement • High Efficiency Air Conditioner Upgrades • Air Conditioner Parts • Air Conditioner Maintenance Contract • Air Conditioner Repair • Commercial HVAC • Ductless Mini-Split Air Conditioners • Wall Mount Air Conditioners 	<p>Heating Services</p> <ul style="list-style-type: none"> • Repair Service • New Gas Furnace Sales • New Heat Pump Sales • New Boiler Sales • Furnace Installation • Heat Pump Installation • Boiler Installation • Furnace Replacement • Heat Pump Replacement • Boiler Replacement • Furnace Repair • Heat Pump Repair • Boiler Repair • Furnace Parts • Heat Pump Parts • Boiler Parts • Heating Maintenance Contracts
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Geo Tagged Case Studies


PROJECTS SOLAR PV HEAT PUMPS SOLAR HEATING EV CHARGING WHO WE ARE



Geo Tagged Case Studies

PROJECTS SOLAR PV HEAT PUMPS SOLAR HEATING EV CHARGING WHO WE ARE

Friends Meeting House | Vassalboro [Home » Friends Meeting House | Vassalboro](#)



About the Project

During the fall of 2015, members of the Vassalboro Friends Meeting House collectively decided to add solar to the roof of their facility to offset the electricity used to heat, cool, and power the facility. After considering the various options available, they opted to buy a system outright.

The members of the selection committee for considering the details of their installation prioritized an installation that served the principles of the congregation. This included the manufacturing practices of the solar equipment.

This proved a great fit for Insource Renewables. We work with module manufacturers who receive high marks from third party organizations related to environmental and labor practices. The two standard module manufacturers whose product we install – Solarworld and REC – are rated highly by the [Silicon Valley Toxics Coalition](#).

The project received significant press, including from the [Portland Press Herald](#) and [WABI-TV](#).

As with nearly every system installed by Insource Renewables, the PV inverter at the


Contact Us For A Free Consultation
(207) 424-2298

First Name:


Last Name:

Email:

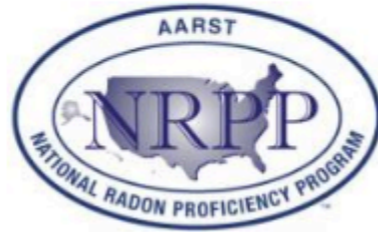
Phone:

I'm not a robot 

SUBMIT



Embedded Google Map



Home Performance Retrofits

Energy Audits & Diagnostics

Building & HVAC Design

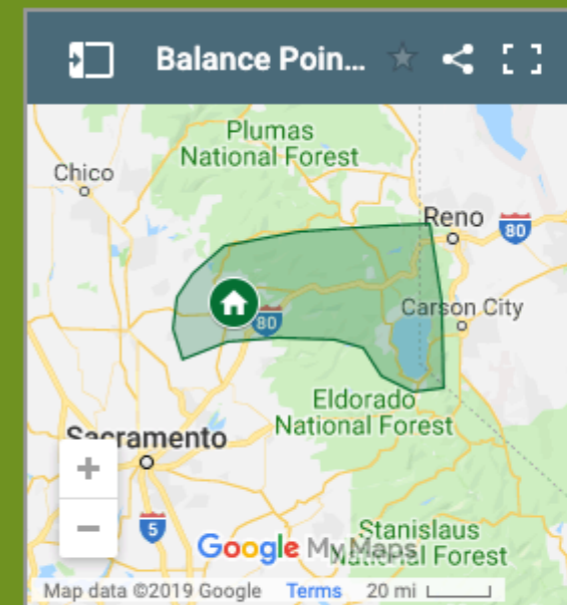
Training, Classes & Research

Our Company

Certifications

Reviews

Contact





SOME THINGS NOT TO DO

Beware Fake Locations

Address

Use a precise, accurate address and/or service area to describe your business location. P.O. boxes or mailboxes located at remote locations are not acceptable.

Service-area businesses

Service-area businesses—businesses that serve customers at *their* locations—should have one page for the central office or location and a designated service area. Service-area businesses can't list a "virtual" office unless that office is staffed during business hours.

1. Penalties Can Be Severe
2. Every Location Needs Reviews, Engagement, etc

Strategies for Ranking Outside Home Geo

1. Google Ads with Local Extensions

Buy your way in to the Local Pack

2. Onsite SEO: Meta Titles, Descriptions, Headers

3. City Pages for Key Services/Locations

4. Localized Galleries, Case Studies, Testimonials

5. Embedded Google Maps



QUESTIONS?

Peter Troast

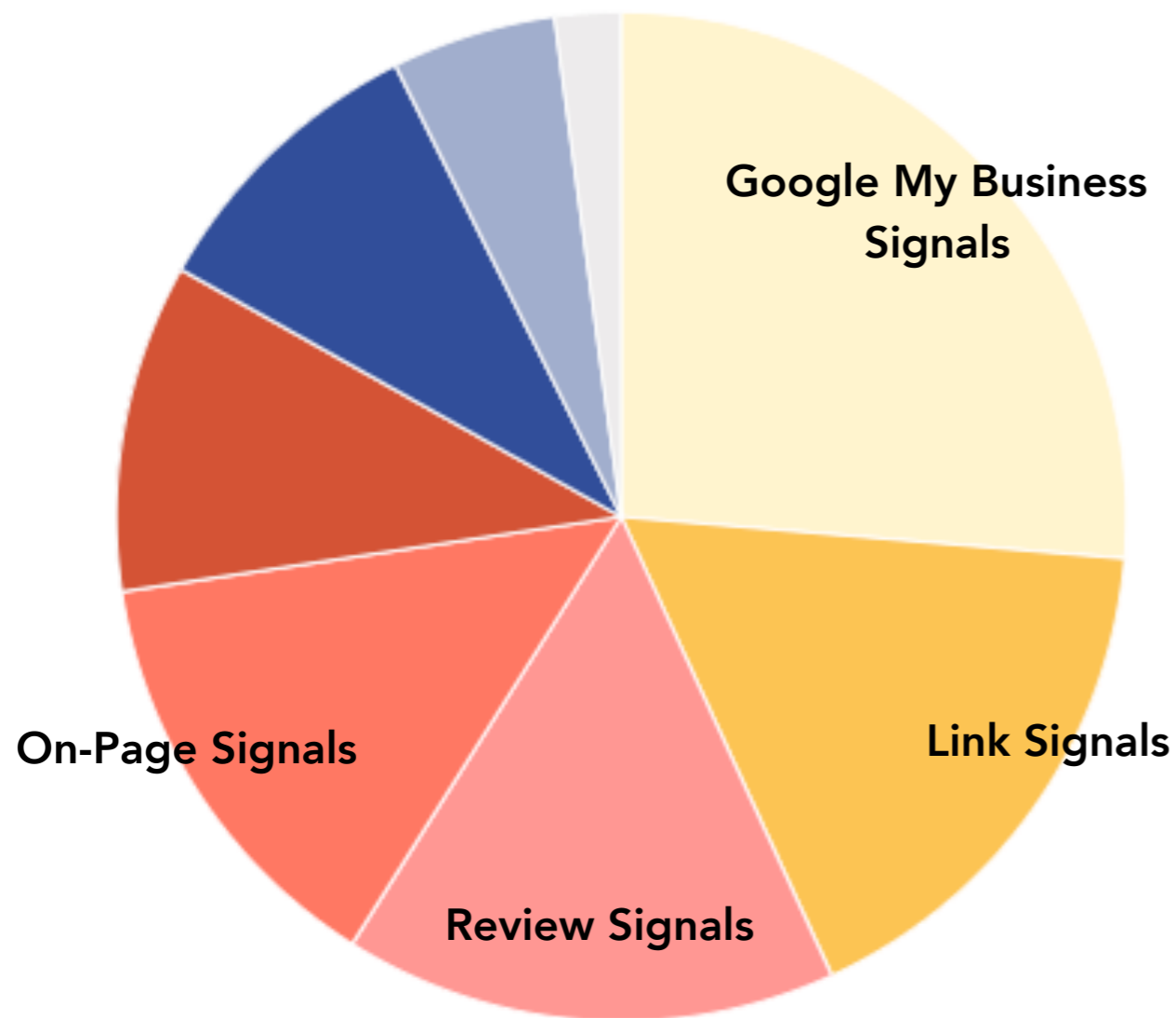
peter@energycircle.com

Service/Geography Stuffing

The screenshot shows a web browser displaying the website for Plumb Perfect Plumbing & Heating. The browser's address bar and tabs are visible at the top. The website has a blue navigation bar with the following menu items: HOME, ABOUT, SERVICES (with a dropdown arrow), PRODUCTS (with a dropdown arrow), REBATES, REVIEWS, and CONTACT. On the left side, there is a logo for 'PLUMB PERFECT PLUMBING & HEATING' featuring a wrench and a pipe. Below the logo, the text reads: Burlington, VT, (802) 233-5564, and plumbson54@gmail.com. In the center, there is a section titled 'Connect with the Plumb Perfect Team on Social Media' with icons for Facebook, Google+, LinkedIn, and Pinterest. Below this is a section titled 'WORK CLOUD' containing a list of services and locations: Drain Cleaning in Burlington, VT; Oil Furnace Service and Repair in Stowe, VT; Freeze-up Repair Service in Burlington, VT; Residential and Commercial Kitchen Services in Williston, VT; Residential and Commercial Kitchen Services in Burlington, VT; Residential and Commercial Kitchen Services in Colchester, VT; Bathroom Remodeling and Repair Services in South Burlington, VT; Water Heater Service and Repair in South Burlington, VT; Residential and Commercial Kitchen Services in Winooski, VT; Water or Steam Boiler Repair in Essex Junction, VT; Residential and Commercial Kitchen Services in Essex Junction, VT; Water or Steam Boiler Repair in Winooski, VT; Bathroom Remodeling and Repair Services in Milton, VT; Residential and Commercial Kitchen Services in Shelburne, VT; Bathroom Remodeling and Repair Services in Shelburne, VT; Plumbing Repairs in Burlington, VT; Toilet Repair and Service in Burlington, VT; Water or Steam Boiler Repair in Jericho, VT; Water or Steam Boiler Repair in Burlington, VT; Bathroom Remodeling and Repair Services in Waterbury Center, VT; Bathroom Remodeling and Repair Services in Burlington, VT; Bathroom Remodeling and Repair Services in Essex Junction, VT; Natural Gas Conversions in Burlington, VT; Residential and Commercial Kitchen Services in South Burlington, VT; and Restaurant Plumbing Repair in Burlington, VT.

Local Pack Ranking Factors

Local Pack/Finder Ranking Factors



1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **13.82%**