

Search Engine Optimization is NOT a Black Art. Demystifying SEO

Peter Troast, Founder & CEO

Energy Circle Webinar Series

August 23, 2017



5 Ways To Go Broke On Google Adwords



By Dan Paradee | July 25, 2017

The definitive guide to putting yourself out of business over the internet.

*Please do not take any of this advice, and if you are currently using these tactics, please contact us immediately.

If you could stand to lose some of that pesky cash you have lying around without any return, then this guide is for you. Running an AdWords campaign without any experience is comparable to burning money, except in this case the fire is a very successful company called Google.

Mismanaging an AdWords account is easy. That's why there are professionals who study the system every single day. If you don't feel like studying, and would rather market aimlessly, check out the easy to follow steps below.

Broad Match Keyword Matches

The quickest way to burn through your budget without getting any results is to use broad match keywords. Broad match keywords allow your ads to show to people who type in keywords that are what Google deems "relevant" to your keyword. Google is smart...right? The table below shows how using broad match keywords can result in your ad showing for a variety of terms you might

Digital Marketing Web Platform Lead Gen Results



Blog About Careers | 207.209.1583

SEO Basics: How to Write Quality Meta Titles & Descriptions



By Anna Adamczyk | August 17, 2017

In the better building industry — first impressions are everything. If you don't come off as professional, all those potential customers will just find someone else to do business with. Meta titles and meta descriptions offer the first impression a customer sees when they're searching for your services.

What are Meta Titles & Meta Descriptions?

Even if you think you don't know what a meta title or a meta description is, you actually see them every time you search for something online.

Why Go Solar in 2017? Top 10 Benefits of Solar Energy | EnergySage | Meta title

https://www.energysage.com/solar/why-go-solar/ *

Discover the top 10 reasons you should explore the benefits of solar energy for your home, business or nonprofit. ... Solar panels aren't an expense - they're one of the best ways to invest, with ... How much will it cost you to install solar?

Meta description

Eliminate your electric bills - Increased Property Values - Earn Great Returns

Solar Panels: How to Decide if Solar Power Is Right For Your Home ...

time.com/3933638/solar-panels-house/ ▼

Jun 24, 2015 - 700000 U.S. households now use solar power. Should you install it on your home? Read our guide to find out.





Learn & Connect Careers

reers Contact

207.209.1583

The Hidden Dangers of Buying Leads



By Peter Troast | June 28, 2017

For many contracting businesses, purchased leads — from lead brokers, franchises, lead-only marketing firms, Google, HomeAdvisor — are the way of the world. This is especially rampant in solar, where an entire breed of lead sourcing companies dominates the top of the funnel, and this approach is becoming prominent in HVAC and home performance as well.

Being overly reliant on purchased leads is a bit like the path to alcoholism: one or two glasses of red wine each night is good for your heart, but when it starts to be bourbon in your OJ each morning it ultimately leads to dependency, a failing liver, and death.

The lure of outsourcing your lead generation is understandable. Companies that offer these services promise "no risk," "no money upfront," "100% performance based." If your business can rely on a third-party to provide a steady flow of leads at a cost that pencils (more on that math in a bit), then everything should be hunky dory, right?

Wrong. Here's why:

Dependency

Energy Circle On The Road

07/31 - 08/02: Building Science Summer Camp | Westford, MA

09/12 - 09/14: Contractor Leadership Live | Cleveland, OH

09/27 - 10/01: PHIUS Annual Conference | Seattle, WA

10/19 - 10/20: Home Performance Coalition SE | Southeast Regional | Greenville, SC

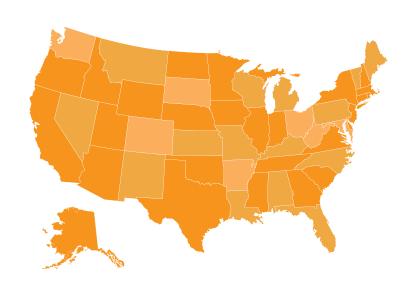
11/14 - 11/15: **Home Performance Coalition CA** | Long Beach, CA

HPwES/Home Performance Coalition Sales & Marketing Workshops

09/07—Columbus, OH

10/05—Baltimore, MD

11/14—Long Beach, CA





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What We'll Discuss

- Making Sense of SEO, Organic, Content & Local
- 2 The Evolution of How People Search
- (3) The ROI Question: How Much Upside?
- 4 4 Pillars of Strong SEO

A Trusted Website via Links

Consistent Data

Fresh Content Aligned with Keywords

On Site (On Page) Structure





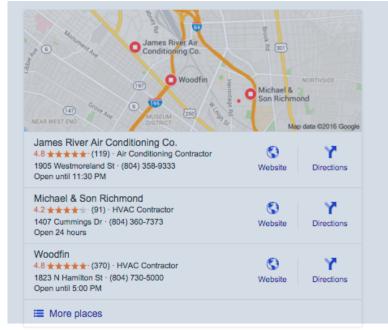
MAKING SENSE OF SEO, ORGANIC, CONTENT & LOCAL

(confusing yes. Rocket science no.)

Today's Most Common SERP

Google Paid @ 4

Google Local 3 Pack #1 Richmond Heat Repair - mawilliams-services.com www.mawilliams-services.com/Richmond * \$30 Off Repair/Service. Call Today! Your Local, Reliable HVAC Experts. 24/7 Emergency Service · Cost Effective Solutions · Satisfaction Guaranteed \$69.95 Heater Tune-Up - Geothermal Experts - \$50 Off New Heater Richmond Furnace Repairs - OneHourRichmond.com www.onehourrichmond.com/Richmond * Save On Your Next Energy Bill With Expert Furnace Repair Repairs. Heat Pump Installation - Total Comforft Guarantee - Indoor Air & Ductwork Emergency HVAC Repairs - wgspeeks.com Mi www.wgspeeks.com/ ▼ (804) 601-4577 Service Technicians On Call 24/7. Proudly Serving Richmond Since 1943 Cold Weather Maintenance · Energy Efficient Systems · 70 Years of Business HVAC Services Richmond VA M mechanicsvillevahvaccontractors.com/ ▼ Trust Our Friendly HVAC Experts Serving Greater Richmond. Call! High quality work · Written estimates · Punctual service · Building Science Inc. Building Science Inc - Contact Us - A/C Installation - HVAC Service



Organic

James River Air: Home
www.jamesriverair.com/ ▼
... Conditioning Company Home Page | 1905 Westmoreland St. Richmond, VA ... we
set out to provide furnace repair and HVAC maintenance like the Henrico ...
Residential - Contact - Residential Coupons - 57 Tune-Up Special

AC & Heating Specialists | Michael & Son Services
www.michaelandson.com/hvac-richmond/ ▼
Emergency 24 HR Heating & AC Service. More often ... All of our Richmond VA
Heating/Air Conditioning Trucks Are Fully Equipped with Everything You'll Need.

Potentially Getting Worse

About 270,000 results (0.86 seconds)

Highlights: On-Time Service, Straightforward Pricing..

Ad www.airmenheatingandair.net/ ▼ (888) 259-7783
Call Our HVAC Repair Experts. Make An Appointment And Save.

Home Services Ads

> Google Paid

Google Local 3 Pack HVAC repairs - 20+ HVAC pros serving Oakland Sponsored @ Element Home Solutions The Appliance Repair ... Service Champions He... 5.0 **** See reviews 4.6 **** See reviews 4.8 **** See reviews Google guaranteed Google guaranteed Google guaranteed (510) 871-3894 (510) 871-3938 (925) 732-6744 Open now Open now 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

HVAC Repair - Quality Work - No Surprises - airmenheatingandair.net

Albert Nahman Plumbing and Heating Volcanic Regional Eco Systems Heating & Air Atlas Heating and Air Conditioning Company Map data @2017 Google Rating - Hours -Atlas Heating and Air Conditioning Company 4.7 *** * (24) · HVAC Contractor 1451 32nd St · (510) 893-1343 WEBSITE DIRECTIONS Open until 7:00 PM Eco Systems Heating & Air 5.0 **** (1) · HVAC Contractor 712 56th St · (510) 698-6219 WEBSITE DIRECTIONS Open until 11:00 PM Albert Nahman Plumbing and Heating 4.7 *** (185) · HVAC Contractor 3333 M.L.K. Jr Way · (510) 843-6904 WEBSITE DIRECTIONS Open until 8:00 PM

Organic

Search Engine Optimization

The "art" of getting your website and it's pages to rank highly in search engines (mostly Google.)



Google Loves (and Rewards) Well Structured Websites with Fresh Content and Trusted Authority

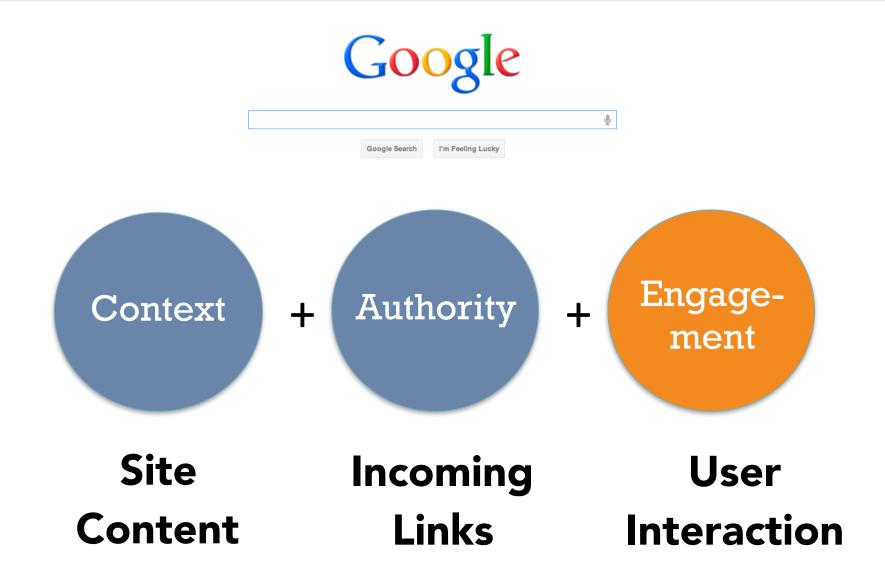
we've proven it over and over



Simplifying Search

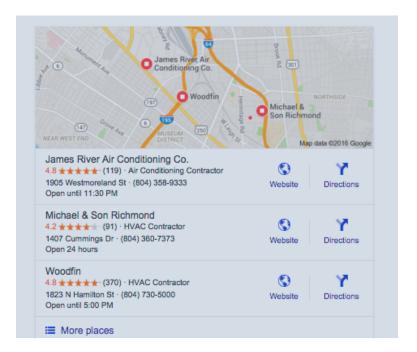


Understanding Search





Local Pack



Organic

25 Best Air Conditioning and HVAC Services - Richmond VA

www.homeadvisor.com → Pro Ratings & Reviews → Virginia → Richmond ▼

Hire the Best HVAC and Air Conditioning Contractors in Richmond, VA on ... We at Emergency Service Enterprises focus on quality home improvements over ...

Residential - Richmond VA

https://www.jamesriverair.com/ •

We can be your 'one-stop shop' for all your home's HVAC, Plumbing, Electrical & Appliance ... Since 1967, James River Air has been providing Richmond, Virginia ... Whether it's an emergency repair, routine maintenance, system replacement, ...

 ${\sf Financing} \cdot {\sf Electrical} \cdot {\sf Plumbing} \ {\sf Services} \cdot {\sf Contact}$

Contact Us | HVAC & Electrical Dominion Service Company

dscr.com/contact-us/ ▼

Contact us today for outstanding service on commercial HVAC & electrical and residential heating and cooling throughout VA. 100% satisfaction guaranteed! ... Richmond Commercial HVAC ... Emergency Service Equipment Installation or ...

Professional Heating Repair Contractors Serving Richmond VA ...

www.universalhvac.com/virginia/Heating-Repair-Richmond-VA.html •

Quality Heating Repair Company Serving Richmond VA ... and businesses of Virginia with high quality parts and services, for all of their HVAC needs. ... Our emergency service allows us to provide you the assistance you need no matter the ...

HVAC Services Richmond | Michael & Son Richmond

https://www.michaelandson.com/richmond/hvac/ ▼

24-Hour HVAC Danair Saminae HVAC Saminae Dishmond VA Michael S. Son HVAC Saminae knows

Geography

Keywords

Links

Data Consistency

Reviews

Fresh Content Metadata Site Structure

On Page vs Off Page SEO

On Page

Website Content

Keywords

Meta Data

Structure

Internal Links

Schema

Off Page

Links from Other Websites

Reviews

Social Signals

Google My Business Data

Citations





THE EVOLUTION OF HOW PEOPLE SEARCH

(changing fast)

Not Just for Keyboards Anymore







Conversational Search

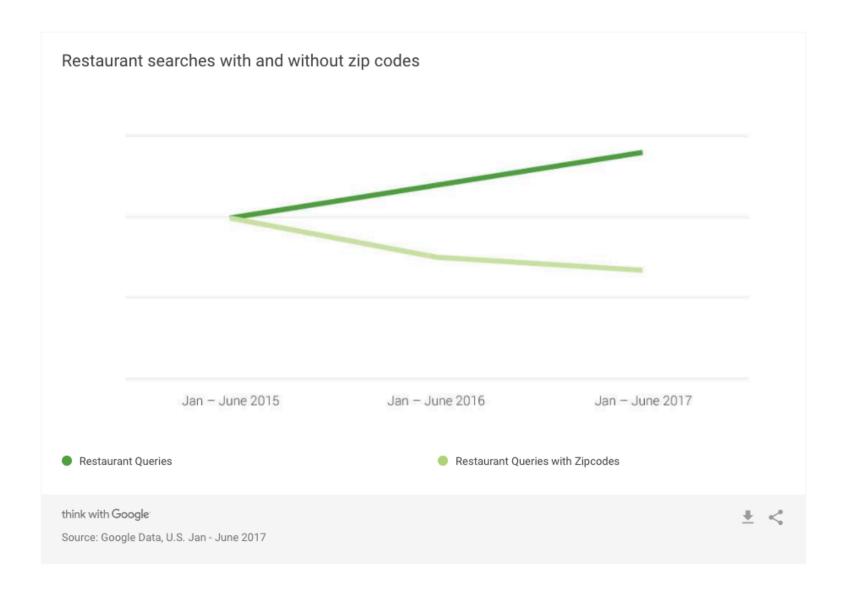
"energy efficient furnace"

VS

"how do you determine if a furnace is energy efficient?"



The Decline of "Near Me"





Google Analytics Organic Data



Keyword	Acquisition					
Neyword	Visits ? ↓	% New Visits ?	New Visits ?			
	52,357 % of Total: 58.89% (88,904)	87.20% Site Avg: 80.95% (7.72%)	45,657 % of Total: 63.44% (71,972)			
1. (not provided)	26,246	85.10%	22,336			
2. energy circle	361	42.94%	155			
3. do led lights attract bugs	356	95.79%	341			
4. emonitor	140	67.86%	95			
5. electricity monitor	130	90.00%	117			
6. energy circle pro	109	37.61%	41			
7. energy monitor	108	85.19%	92			
8. are bugs attracted to led lights	107	95.33%	102			
9. led bug light	98	93.88%	92			
10. home energy monitor	94	74.47%	70			

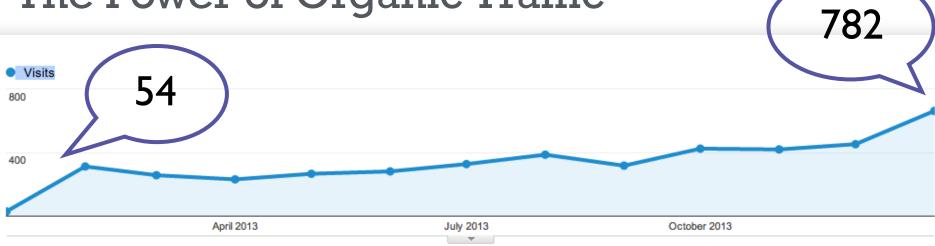




THE ROI QUESTION

(How much upside?)

The Power of Organic Traffic

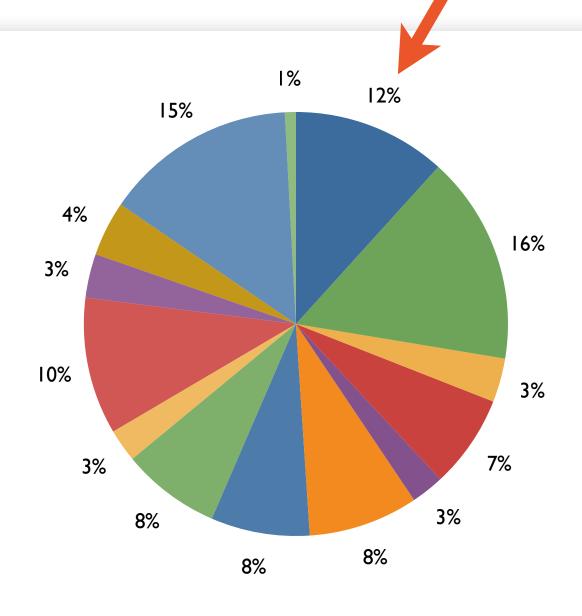


Prim	ary Dimension: Source / Medium Other									
	Plot Rows Secondary dimension ▼ Sort Type:	Default ▼					Q adv	anced	⊕ Ξ ₹ €	
	Source / Medium ?	Acquisition			Behavior			Conversions All Goals ▼		
		Visits ? ↓	% New Visits	New Visits	Bounce Rate	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?	Goal Completions	Goal Value
		4,362 % of Total: 22.33% (19,533)	93.40% Site Avg: 88.41% (5.64%)	4,074 % of Total: 23.59% (17,270)	57.06% Site Avg: 65.61% (-13.03%)	2.62 Site Avg: 2.26 (16.20%)	00:15:49 Site Avg: 00:13:3 (18.229)	4.81% Site Avg: 7.37% (-34.65%)	210 % of Total: 14.59% (1,439)	\$0 00 % of Total: 0.00% \$0.00)
)	1. google / organic	4,362	93.40%	4,074	57.06%	2.62	00:15:49	4.81%	210	\$0.00



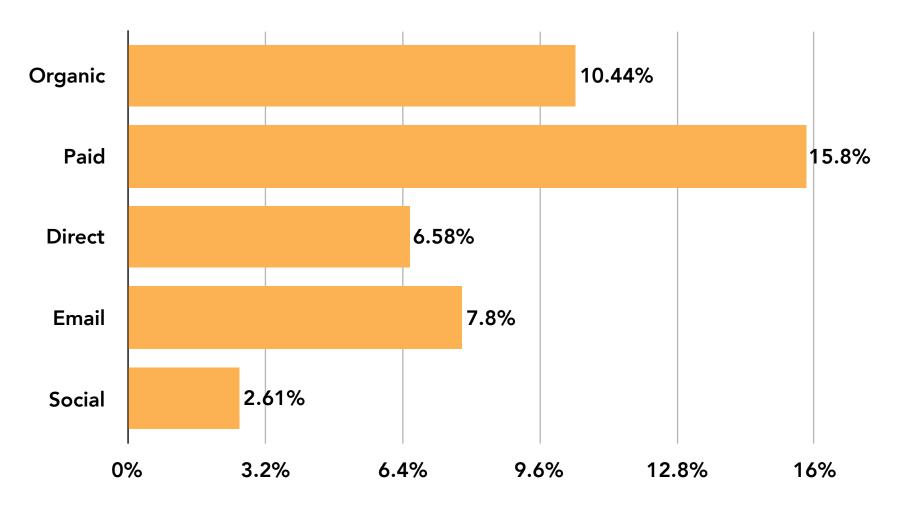
Source of Leads

- Organic Search
- Paid Search
- Direct Mail
- Paid Social
- Print Ads
- Referring Traffic
- Online Directories
- Email
- Home Shows
- Community
- Organic Social
- Past Customers
- Referral Program
- Purchased Leads





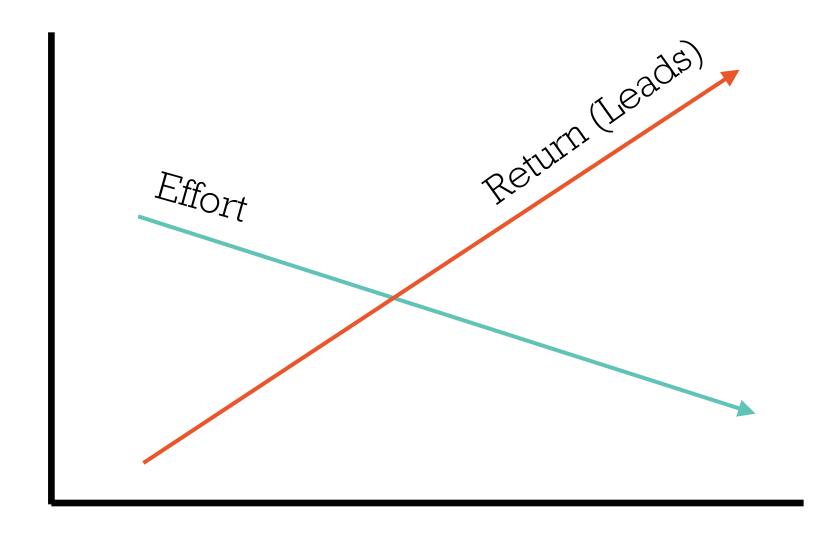
Average Conversion Rates by Medium



Data from 45 Energy Circle Clients, 12 months of 2016

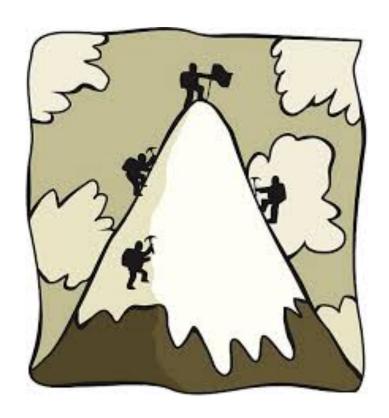


Return on Investment in SEO





Where Are You Starting From?

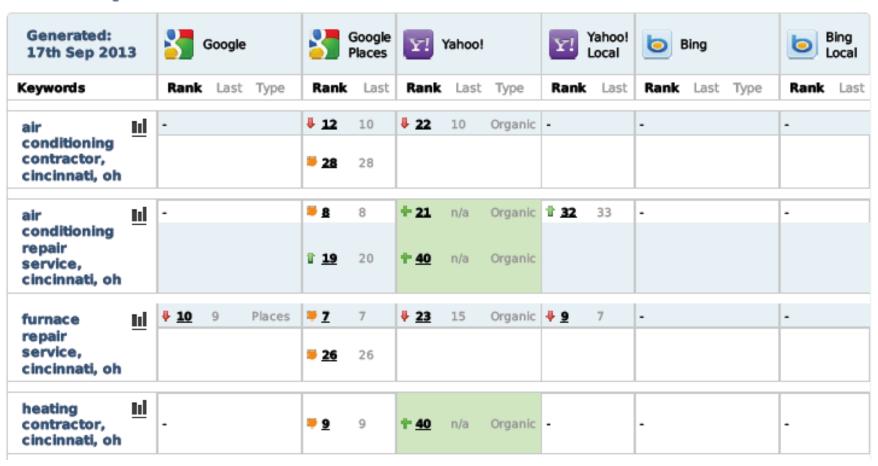


Organic Can Be a Long Game



How Are Your Rankings Today?

Full Report





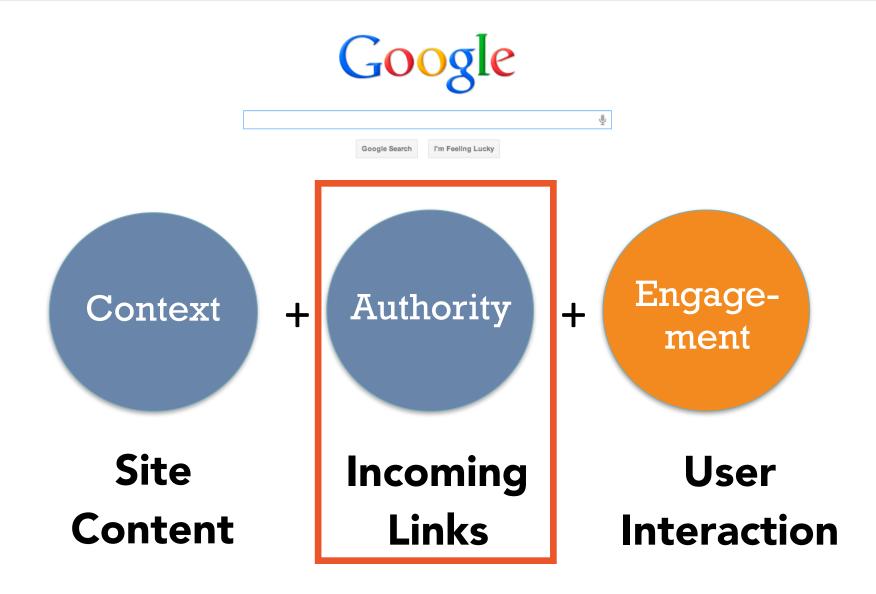


1

A STRONG, TRUSTED WEBSITE VIA LINKS

(aka high Domain Authority)

Understanding Search





What Drives Website Performance?

DOMAIN AUTHORITY

Measure of Trust

Age

Popularity (links)

Size (# Pages)

Freshness (recency)

Authority

DOMAIN AUTHORITY (I)

56 /100

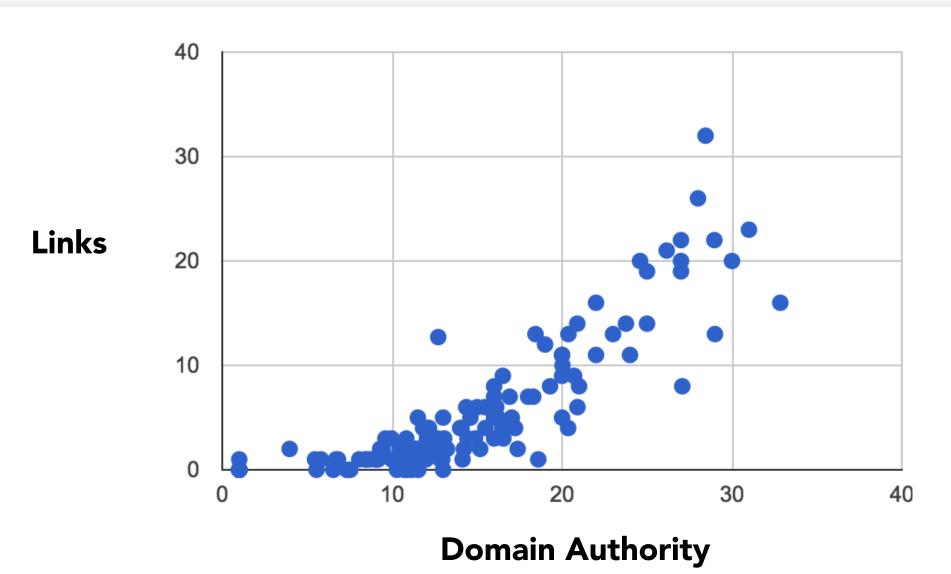
PAGE AUTHORITY ①

60 /100



31

DA/Links Correlation in HVAC/HP/Solar

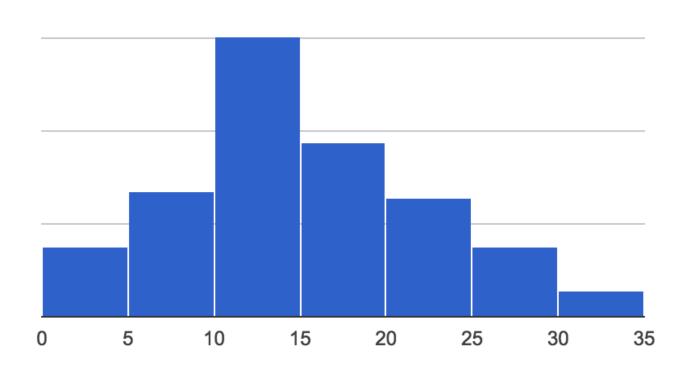


 $\sim\!\!400~\text{HVAC}, Insulation, HP, High Performance Build/Remod, Auditors, March 2017$



Domain Authorities in HP

Histogram of Domain Authority 3/17



 ${\sim}400~\text{HVAC}, Insulation, HP, High Performance Build/Remod, Auditors, March 2017$



The Formula

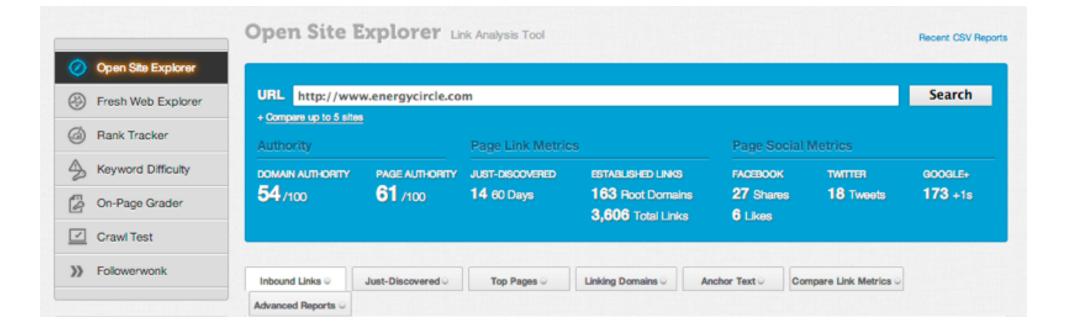
Strong Domain Authority ► **30+**

Healthy Incoming Links ► 40+

Pages to Match Service Search ► 20+

Sustainable Fresh Content ▶ 1/week





Other "On-Page" Factors

- Local data wrapped in Schema
- NAP on every page
- Responsive Design for Mobile





LINK BUILDING

(the holy grail)

Links are Important

All things being equal, sites with more external linking domains (links from unique websites) rank higher for all terms.

A good site with fresh content & smart keywording is the start.

Links are what will set you apart.



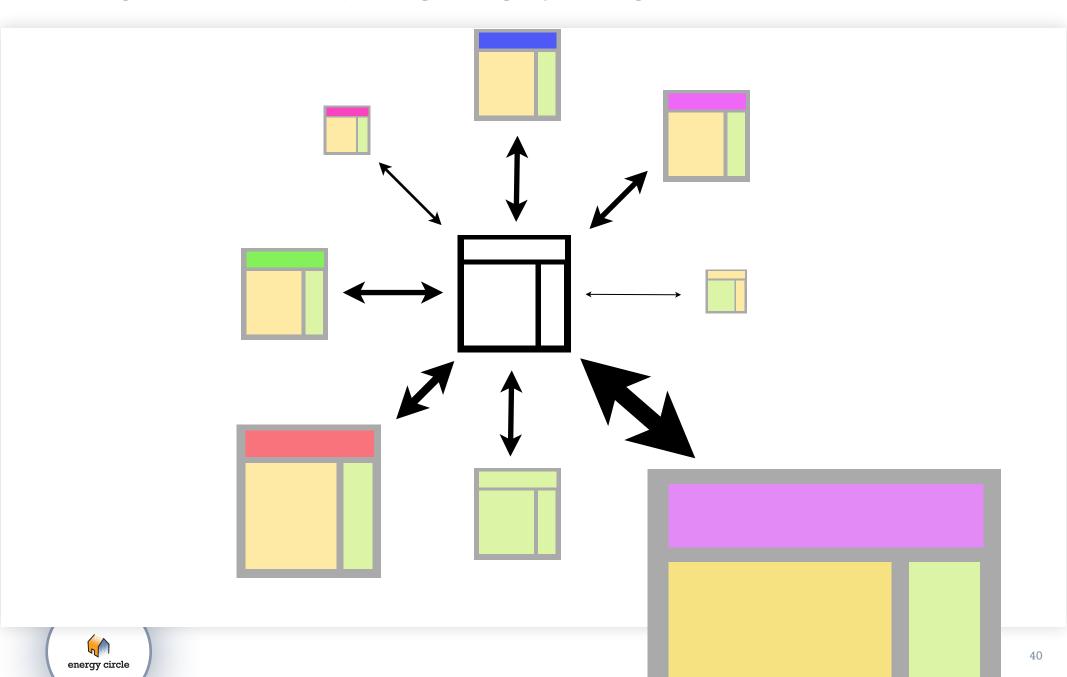
What Should Your Goal Be?

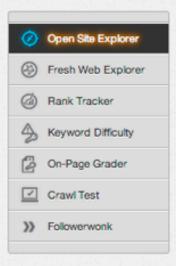
	Domain Authority	Root Domains
Next Step Living	49/100	212
Dr Energy Saver Michigan	40/100	175
Advanced Home Energy	37/100	89
Halco Heating	34/100	80
Isaac Home Performance	32/100	48
Evergreen Home Performance	30/100	40
Snug Planet	26/100	38
Byggmeister	27/100	38
Building Doctors	31/100	37
ABC heating and cooling	23/100	23
Prime Energy Group	27/100	20
Energy Smart Ohio	22/100	11
Vermont Foam Insulation	18/100	9
Ecobeco	31/100	5
Integrated Geothermal	25/100	4
Energy Masters Commercial	16/100	3
Greenmark Home Performance	13/100	2
Blue Collar Builders	1/100	0



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Not All Links are the Same





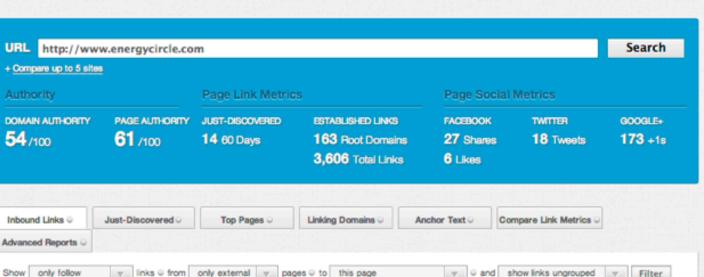


Performing reports for the

same site often?

Add & View Campaigns

Campaigns



1 - 50 external links @ First @ 1 2 3 4 5 6 @ Request CSV (Limit 10,000) Link Anchor Text Page Authority ▼ Domain Authority * Title and URL of Linking Page 95 The Social Media & Web Guide to Going Green Energy Circle http://mashable.com/2009/04/21/social-media-green-guide/ Climate Action | US Climate Action Network's Blog 47 48 Energy Circle A figure of the property of Weekly Wrapup: State of the Smartphone, Google Me... Energy Circle http://readwrite.com/2009/04/24/weekly_wrapup_state_of_th... [No Data] Energy Circle 88 A http://www.care2.com/causes/energy-vampires-lurk-in-every... Checklist Toward Zero Carbon 45 100 Energy Circle A bittp://checklisttowardzerocarbon.wordpress.com/ Peter Troast: Energy efficiency eco-entrepreneur | M... 45 88 Energy Circle http://www.mnn.com/earth-matters/energy/biogs/peter-troast... 43 88 6 green ways to invest your income tax refund: Energ... Energy Circle A http://www.mnn.com/money/personal-finance/photos/6-gree... 42 70 Backpacker Blogs - Twittering For Earth Day Energy Circle http://www.backpacker.com/twitter_home_energy_savings/bl...

#1 Home Performance Superlinks

Site	Domain Authority
EnergyStar.gov	97
BPI.org	72
RESNET.us	68
Efficiency First	56







Danger Will Robinson!

- Google is cracking down on bad links
- The wrong links can hurt you (badly)

Avoid

Unrelated industry directories

Outside your local geography

Anything that seems sketchy or spammy

Listing sites with no substance

Obvious link farms







ACCURATE, CONSISTENT, WIDESPREAD DATA

(aka Citations)

Online Digital Fingerprint

3 Separate Pieces of Data

Name

+

Address

+

Phone Number

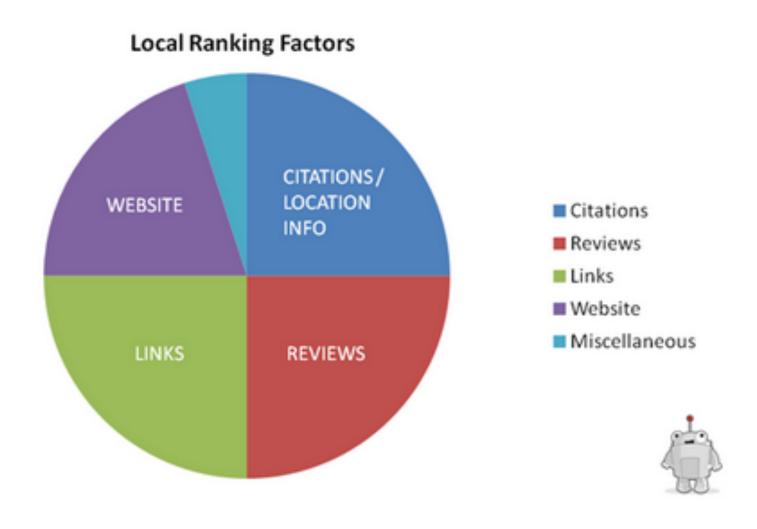
(+

Website)





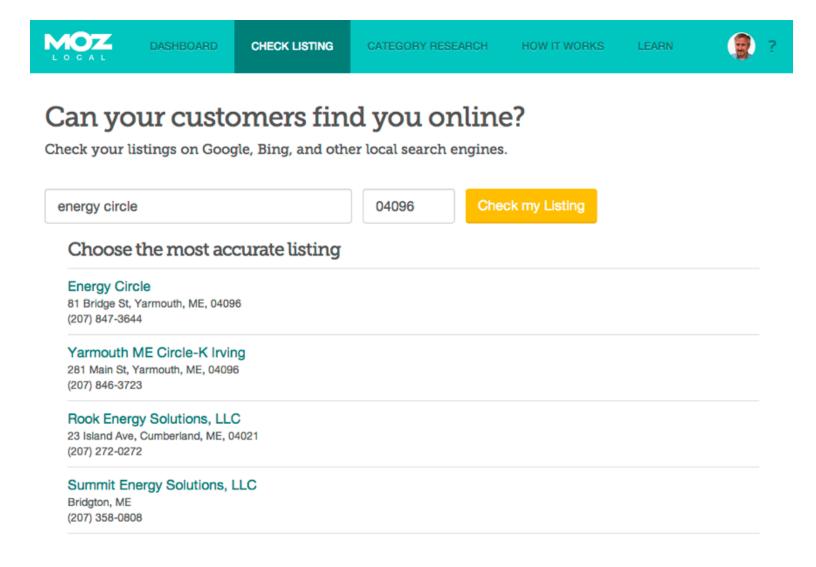
Moz Local Search Factors Report 2017





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Great Tool: Moz Local



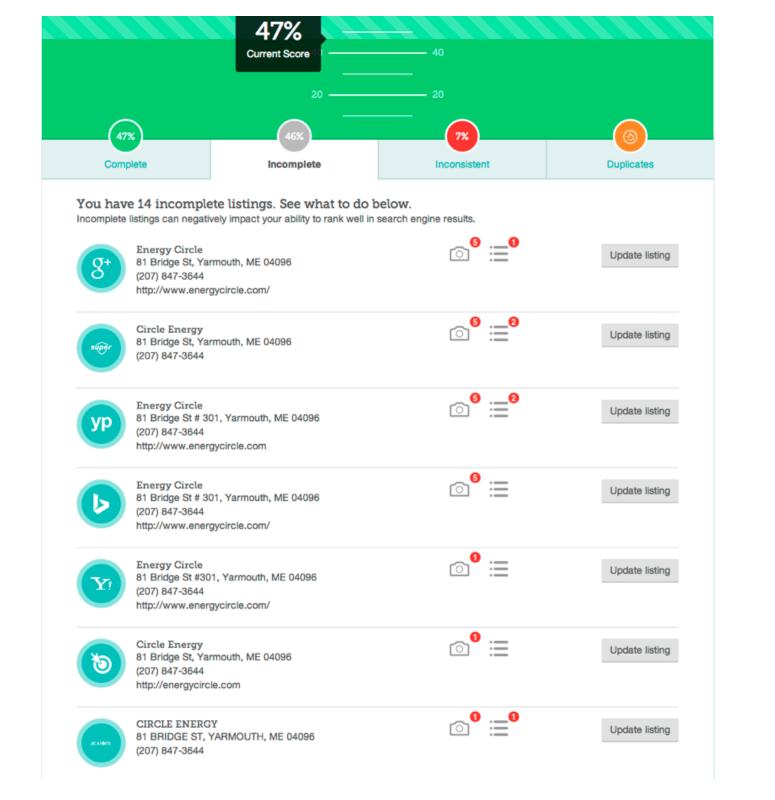


Energy Circle

81 Bridge St, Yarmouth, ME, 04096 (207) 847-3644

www.energycircle.com





Well-Tuned Google My Business Data

Categories

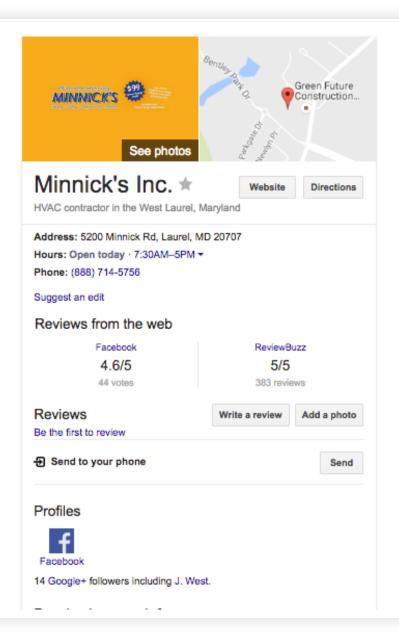
Data Accuracy

Reviews (1 for Stars, 10 to Rank)

Review Velocity

Directions?

Open Hours*









FRESH CONTENT ALIGNED WITH KEYWORDS THAT MATTER

(everybody's Achilles Heel)



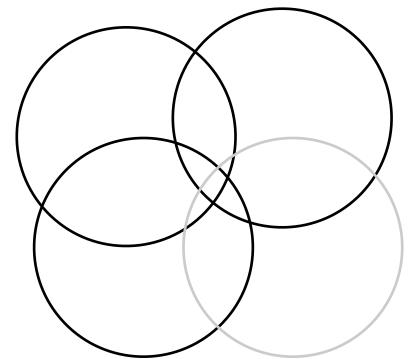




Google Loves Content

Choosing Keywords

Core Services & Terms



Search Volume

Lower Competition

What Converts?





"What's in a name? That which we call a rose / By any other name would smell as sweet."

-Juliet from Romeo & Juliet (Act II, Scene ii)

Dear Juliet: While that may be true, using an obscure name in lieu of "rose" probably won't help your SEO, search traffic, or conversion rates. Not so sweet.

In the world of successful, discoverable content, keywords are, well, key -- an invaluable piece of content strategy. A well-formatted, error-less piece of writing is great, but if it doesn't incorporate words and phrases that Googlers are actually Googling, it can get lost in the internet ether. Strategically (and naturally) incorporated into the copy on your different web pages, the right keywords turn your good content into a searchable, conversion-driving sales tool.

Which words should your website pages contain? Fortunately, there are an abundance of helpful keyword research tools to aid in the upfront keyword strategy process. Here's how our team goes about keyword research:

Start with you Analytics!

The best place to start is with the data you've got. Though Google Analytics hides the majority of keyword data for organic traffic (we're talking 85-95% of the data is listed as "not provided" in GA), you can glean at least some information from the unhidden keywords.



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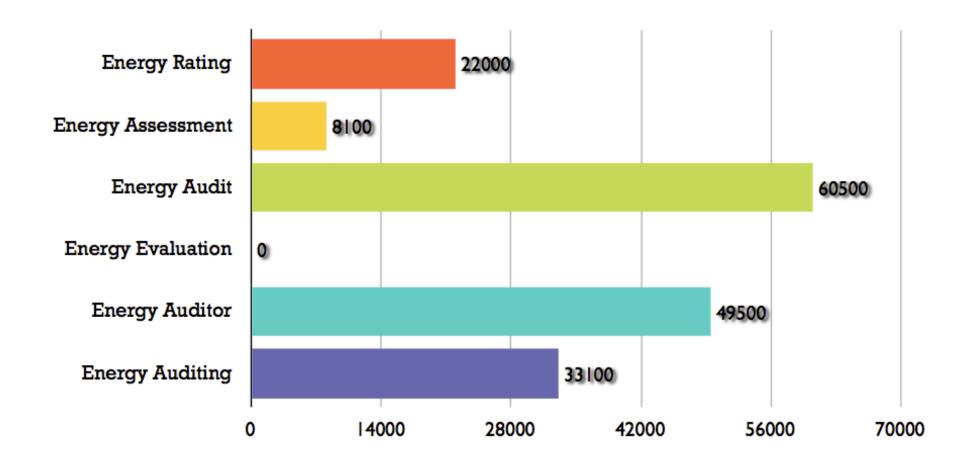
Google Analytics Organic Data



Keyword		Acquisition				
	eyword	Visits ? ↓	% New Visits ?	New Visits ?	E	
		52,357 % of Total: 58.89% (88,904)	87.20% Site Avg: 80.95% (7.72%)	45,657 % of Total: 63.44% (71,972)		
1.	(not provided)	26,246	85.10%	22,336		
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8.	are bugs attracted to led lights	107	95.33%	102		
9.	led bug light	98	93.88%	92		
10.	home energy monitor	94	74.47%	70		



Not All Keywords Are the Same





The Hardest Part

Don't Be a Mile Wide and An Inch Deep

5-10 Core Keywords



Services Content is First Priority

- Top Performing Pages in Search
- People are Looking for...

Attic Insulation

Cellulose Insulation

an Energy Audit

a new Furnace

Solar Panels

New Windows

Getting Found = Having Content



Google Analytics Site Content Data

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



Evaluating Your Web Content

Are All Your **Services** Represented?

Is Your Meta Data Well Optimized?

How Fresh (or Stale) is Your Content?

How Good is Your Internal Linking?

Can Your Users Accomplish Their Goals?



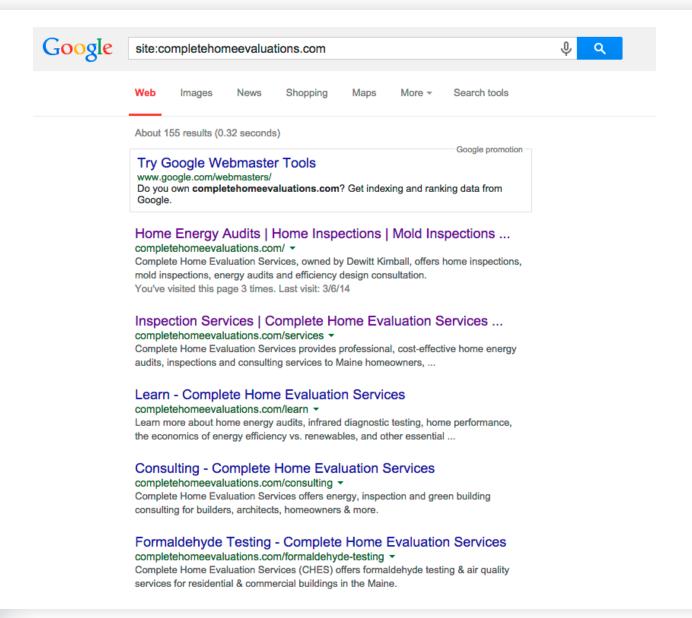




ON SITE (ON PAGE) STRUCTURE

(metadata)

Meta Data





62

Meta Titles & Descriptions

Home Energy Consultants | Energy Audit Experts of Northwest Arkansas

Do you need a new furnace, air conditioner, insulation or windows? Consider an energy audit first for a more cost-effective home energy upgrade project.

www.arkansasenergyconsultants.com/energy-audits - Cached

Title

Description

Titles: ~55-60 Characters Max (try to use every darn one)

Keyword 1, Keyword 2 | Brand Name | Geography

such as: Energy Audits | Horizon Residential Energy | Portland, ME

Descriptions: 156 Characters Max

Complete sentence ending in a period. Write for humans first. Smart use of keywords.

Unique and relevant to the content on the particular page.



Screaming Frog

	Α 4	E	F ◀				
1	Address	Title 1	Title 1 Length				
2	http://completehomeevaluations.com/sites/default/files/ec_pro/completehomeevaluations/SampleInspection.pdf						
3	http://completehomeevaluations.com/	Home Energy Audits Home Inspections Mold Inspections Brunswick, ME					
4	http://completehomeevaluations.com/indoor-air-quality-testing	Indoor Air Quality Testing Complete Home Evaluation Services Maine	70				
5	http://completehomeevaluations.com/commercial-energy-audits	Commercial Energy Audits Energy Assessments Brunswick, ME	61				
6	http://completehomeevaluations.com/home-energy-audit-packages	Home Energy Audit Packages Complete Home Evaluation Services ME	67				
7	http://completehomeevaluations.com/about-us	About DeWitt Kimball & Complete Home Evaluation Services Brunswick, ME	72				
8	http://completehomeevaluations.com/lead-dust-testing	Lead Dust Testing Complete Home Evaluation Services Brunswick, ME	69				
9	http://completehomeevaluations.com/additional-resources	Home Energy Resources Links & Resources Brunswick, ME	57				
10	http://completehomeevaluations.com/learn/can-a-home-be-too-tight	Can a Home Be Too Tight? Complete Home Evaluation Services Brunswick, ME	76				
11	http://completehomeevaluations.com/construction-renovation-consulting	New Construction Energy Consulting Renovation Energy Efficiency Consulting Brunswick, ME	92				
12	http://completehomeevaluations.com/home-energy-audits	Home Energy Audits Home Energy Assessments Brunswick, ME	60				
13	http://completehomeevaluations.com/pro-site/8207/about/certifications	DeWitt Kimball's Certifications Home Energy Certifications Brunswick, ME	75				
14	http://completehomeevaluations.com/questions-ask-your-energy-auditor	Questions to Ask Your Energy Auditor Energy Audits Energy Efficiency	72				
15	http://completehomeevaluations.com/independent-energy-audit-vs-sales-pitc	Chart: Sales Pitch Energy Audit vs. Independent Energy Audit	60				
16	http://completehomeevaluations.com/learn/the-importance-of-air-sealing	The Importance of Air Sealing. Complete Home Evaluation Services Brunswick, ME	82				
17	http://completehomeevaluations.com/consulting	Energy, Green Building & Real Estate Consulting Brunswick, ME	63				
18	http://completehomeevaluations.com/about/certifications	DeWitt Kimball's Certifications Home Energy Certifications Brunswick, ME	75				
19	http://completehomeevaluations.com/home-inspections	Certified Home Inspector New Home Inspections Brunswick, ME	63				
20	http://completehomeevaluations.com/radon-testing	Radon Testing Complete Home Evaluation Services	49				
21	http://completehomeevaluations.com/conflict-free-analysis	Conflict Free Energy Audit Follow Up Energy Audits Brunswick, ME	68				
22	http://completehomeevaluations.com/commercial-municipal	Commercial & Municipal Energy Efficiency Projects Brunswick, ME	65				
23	http://completehomeevaluations.com/learn/what-is-a-whole-house-energy-at	What is a Whole House Energy Audit? Complete Home Evaluation Services Brunswick, ME	87				
24	http://completehomeevaluations.com/shop	Our Favorites from Energy Circle Complete Home Evaluation Services Brunswick, ME	84				
25	http://completehomeevaluations.com/contact-us	Contact Complete Home Evaluation Services CHES Brunswick, ME	64				
26	http://completehomeevaluations.com/shop/todol-pur-fill-1g-foam.html	Redirecting to Energy Circle	28				
27	http://completehomeevaluations.com/hers-rating	Certified HERS Rater Home HERS Ratings Brunswick, ME	56				
28	http://completehomeevaluations.com/gallery/2012/01/17/commercial-municipal	Commercial & Municipal Inspections, Energy Audits Brunswick, ME	67				
29	http://completehomeevaluations.com/gallery/2013/01/12/first-parish-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-years-and-church-	First Parish Church, Yarmouth, ME Complete Home Evaluation Services Brunswick, ME	85				
30	http://completehomeevaluations.com/home-inspection-pricing	Home Inspection Pricing Building Inspection Pricing Brunswick, ME	69				
31	http://completehomeevaluations.com/air-quality-and-combustion-safety-testi	Air Quality and Combustion Safety Testing Brunswick, Maine	60				
32	http://completehomeevaluations.com/indoor-air-quality	Indoor Air Quality Complete Home Evaluation Services Brunswick, ME	70				
33	http://completehomeevaluations.com/pre-sale-home-inspections	Pre-Sale Home Inspections Complete Home Evaluation Services Maine	69				
34	http://completehomeevaluations.com/learn/what-is-home-performance	What is Home Performance? Complete Home Evaluation Services Brunswick, ME	77				
35	http://completehomeevaluations.com/learn	Home Energy Efficiency Information Learn About Home Energy Efficiency Brunswick, ME	87				



	Α 4	>	E	F ∙	Н	1
1	Address	Title 1		Title 1 Length	Meta Description 1	Meta Descrip M
2	http://completehomeevaluations.com/sites/default/files/ec_pro/completehome	evaluations/SampleInspection.pdf		0		0
3	http://completehomeevaluations.com/	Home Energy Audits Home Inspections Mol	Inspections Brunswick, ME	72	Complete Home Evaluation Services, owned by Dewitt Kimball, offers home inspections, mold in:	153
4	http://completehomeevaluations.com/indoor-air-quality-testing	Indoor Air Quality Testing Complete Home E	aluation Services Maine	70	Complete Home Evaluation Services (CHES) offers indoor air quality testing services for resident	134
5	http://completehomeevaluations.com/commercial-energy-audits	Commercial Energy Audits Energy Assessme	nts Brunswick, ME	61	Complete Home Evaluation Services offers commercial energy audits and comprehensive energy	150
6	http://completehomeevaluations.com/home-energy-audit-packages	Home Energy Audit Packages Complete Hon	e Evaluation Services ME	67	A description of the home energy audit packages available from Complete Home Evaluation Serv	114
7	http://completehomeevaluations.com/about-us	About DeWitt Kimball & Complete Home Evalu	ation Services Brunswick, ME	72	CHES owner Dewitt Kimball is one of Maine's foremost experts in the building sciences, with dec	156
8	http://completehomeevaluations.com/lead-dust-testing	Lead Dust Testing Complete Home Evaluation	n Services Brunswick, ME	69	Complete Home Evaluation Services offers lead dust testing to help minimize the impacts of lead	153
9	http://completehomeevaluations.com/additional-resources	Home Energy Resources Links & Resources	Brunswick, ME	57	Find out more about home energy efficiency and the various programs and organizations that pro	134
10	http://completehomeevaluations.com/learn/can-a-home-be-too-tight	Can a Home Be Too Tight? Complete Home	Evaluation Services Brunswick, ME	76	Sometime during your crusade to seal those energy robbing cracks and holes in your home, you'	218
11	http://completehomeevaluations.com/construction-renovation-consulting	New Construction Energy Consulting Renova	tion Energy Efficiency Consulting Brunswick, ME	92	DeWitt Kimball offers energy efficiency consulting services for home owners, new home buyers, a	189
12	http://completehomeevaluations.com/home-energy-audits	Home Energy Audits Home Energy Assessm	ents Brunswick, ME	60	Complete Home Evaluation Services offers comprehensive, independent home energy audits fea	151
13	http://completehomeevaluations.com/pro-site/8207/about/certifications	DeWitt Kimball's Certifications Home Energy	Certifications Brunswick, ME	75	Owner DeWitt Kimball holds several professional certifications including mold inspection, energy	158
14	http://completehomeevaluations.com/questions-ask-your-energy-auditor	Questions to Ask Your Energy Auditor Energy	Audits Energy Efficiency	72	Questions to ask your energy auditor before the audit is completed, in order to minimize hassle, r	150
15	http://completehomeevaluations.com/independent-energy-audit-vs-sales-pitc	Chart: Sales Pitch Energy Audit vs. Independe	nt Energy Audit	60	This handy chart describes the difference between an independent, third-party home energy audi	148
16	http://completehomeevaluations.com/learn/the-importance-of-air-sealing	The Importance of Air Sealing. Complete Hor	ne Evaluation Services Brunswick, ME	82	Learn why air sealing is one of the most important home energy efficiency improvements you car	123
17	http://completehomeevaluations.com/consulting	Energy, Green Building & Real Estate Consult	ng Brunswick, ME	63	Complete Home Evaluation Services offers energy, inspection and green building consulting for t	134
18	http://completehomeevaluations.com/about/certifications	DeWitt Kimball's Certifications Home Energy	Certifications Brunswick, ME	75	Owner DeWitt Kimball holds several professional certifications including mold inspection, energy	158
19	http://completehomeevaluations.com/home-inspections	Certified Home Inspector New Home Inspect	ons Brunswick, ME	63	Complete Home Evaluation Services (CHES) takes home inspections to a new level, with peerles	148
20	http://completehomeevaluations.com/radon-testing	Radon Testing Complete Home Evaluation S	ervices	49	CHES uses the RadStar 300 Continuous Radon Monitor, which provides an hourly radon measur	145
21	http://completehomeevaluations.com/conflict-free-analysis	Conflict Free Energy Audit Follow Up Energy	Audits Brunswick, ME	68	Learn how the home energy audits provided by DeWitt Kimball are free from conflict and fully cor	180
22	http://completehomeevaluations.com/commercial-municipal	Commercial & Municipal Energy Efficiency Pro	jects Brunswick, ME	65	Previous commercial & municipal energy efficiency projects completed by DeWitt Kimball and Co	125
23	http://completehomeevaluations.com/learn/what-is-a-whole-house-energy-au	What is a Whole House Energy Audit? Comp	ete Home Evaluation Services Brunswick, ME	87		0
24	http://completehomeevaluations.com/shop	Our Favorites from Energy Circle Complete F	ome Evaluation Services Brunswick, ME	84		0
25	http://completehomeevaluations.com/contact-us	Contact Complete Home Evaluation Services	CHES Brunswick, ME	64	Call or contact Complete Home Evaluation Services today to discuss your home energy audit or	119
26	http://completehomeevaluations.com/shop/todol-pur-fill-1g-foam.html	Redirecting to Energy Circle		28		0
27	http://completehomeevaluations.com/hers-rating	Certified HERS Rater Home HERS Ratings	Brunswick, ME	56	DeWitt Kimball is a certified HERS rater for new homes and existing homes in the greater Southe	119
28	http://completehomeevaluations.com/gallery/2012/01/17/commercial-municip	Commercial & Municipal Inspections, Energy	Audits Brunswick, ME	67	A photo gallery featuring a selection of commercial & municipal buildings that have had inspection	152
29	http://completehomeevaluations.com/gallery/2013/01/12/first-parish-church-y	First Parish Church, Yarmouth, ME Complete	Home Evaluation Services Brunswick, ME	85		0
30	http://completehomeevaluations.com/home-inspection-pricing	Home Inspection Pricing Building Inspection	Pricing Brunswick, ME	69	Information about pricing for home inspections and building inspections, including mold testing, c	154
31	http://completehomeevaluations.com/air-quality-and-combustion-safety-testir	Air Quality and Combustion Safety Testing B	unswick, Maine	60	We offer air quality and combustion safety testing throughout Maine, including ventilation testing,	143
32	http://completehomeevaluations.com/indoor-air-quality	Indoor Air Quality Complete Home Evaluation	Services Brunswick, ME	70	Complete Home Evaluation Services offers indoor air quality testing & mold testing for homes, mi	150
33	http://completehomeevaluations.com/pre-sale-home-inspections	Pre-Sale Home Inspections Complete Home	Evaluation Services Maine	69	CHES offers pre-sale home inspections for real estate professionals & homeowners interested in	130
34	http://completehomeevaluations.com/learn/what-is-home-performance	What is Home Performance? Complete Home	Evaluation Services Brunswick, ME	77		0
35	http://completehomeevaluations.com/learn	Home Energy Efficiency Information Learn Al	out Home Energy Efficiency Brunswick, ME	87	Learn more about home energy audits, infrared diagnostic testing, home performance, the econo	167
						-



8/23/17 65

What to Look for in Meta Data

Length

Keywords

Geography

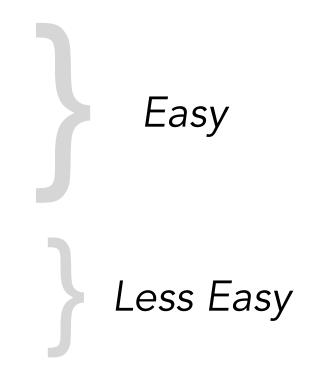
Missing

Duplicates



Start Here

- Where Do You Stand Today?
 Do you have the patience for the long game?
- Assess Your Content and Meta Data (On Page)
 One Time Cleanup Pays Dividends Immediately
 Keyword Assessment
- Get New Content Flowing
- Steady Flow of Links from Other Websites



peter@energycircle.com





END