



DRILLING DOWN TO THE ESSENTIALS OF A HIGH CONVERSION WEBSITE with SHAWN COHEN

Peter Troast, Founder & CEO

Shawn Cohen, Director of Digital Strategy

Energy Circle Webinar Series

December 2, 2020

Upcoming and Recent Webinars

~~Thursday, 11/12, 5PM eastern~~

~~**The Road Ahead for Home Performance and Better Buildings—Panel**~~

~~Wednesday, 11/18, 5PM eastern~~

~~**Google Local Services Ads: The Newest Changes for Our Industry**~~

Wednesday, 12/2, 5PM eastern

**Drilling Down to the Essentials of a High Conversion Website, with Shawn Cohen,
Director of Digital Strategy**

Wednesday, 12/9, 5PM eastern

What is an Integrated Content Strategy—and Why Does it Matter to You?

Wednesday, 12/16, 5PM eastern

Marketing Predictions for 2021 and Beyond

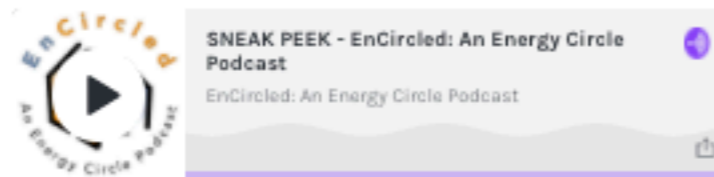


Here at Energy Circle, we love a good podcast. So we decided we want to make one ourselves. Focused on all things marketing and specific to the better buildings sector we serve, the EnCircled podcast brings our hosts, resident audio-visual whiz Jake Van Paeppegem (whom you may recognize as our weekly webinar Host with the Troast) and Director of Marketing Operations Josh Kennon together each episode to discuss marketing trends and industry intel with our team of experts. Each episode, conversations will include topics like current solar industry shake-ups, IAQ in our current COVID-19 climate, and how we really feel about Tom Brady. (Hint: it's... not great.)

You can find our episodes right here—available for listening now! We'll be sure to let you know each time a new one drops. You can also find Encircled: an Energy Circle podcast everywhere else podcasts can be found, such as Apple Podcasts and Spotify.

Available Episodes

Sneak Peak — EnCircled: an Energy Circle Podcast Trailer





Marketing Strategies for Winning Whole House Ventilation Jobs



By Shawn Cohen | October 28, 2020

Let's preface this article by acknowledging that we, at Energy Circle, might be just a little bit fixated on the topic of ventilation these days... but in our defense, we're not the only ones! Sure, those of us in the home performance, HVAC, and building science industries have long understood the importance of ventilation, but ever since the COVID-19 pandemic has placed our indoor environments and the air we breathe under a literal microscope, ventilation and indoor air quality have been thrust into the mainstream spotlight—and everyone, from [The Atlantic](#) and [USA Today](#) to average homeowners, is taking notice.

Over the last few months, we've even been taking an in-depth look at the HVAC/HRV system installed in Energy Circle's Portland office, and considering the impact it has on the air quality in our working environment. And last month, we talked about the top [3 most significant ways](#) that the Coronavirus crisis has changed the HVAC, home performance, and solar industries, along with recommendations for how to pivot digital marketing strategies to align with those changes. One of those major changes was—you guessed it—the dramatic increase in awareness around the important role that ventilation plays in indoor air quality among the general public.

In case you missed it, here's what we had to say back in September about the impact COVID-19 has had on awareness around ventilation, and our recommendations for how best to shift your digital marketing strategy to leverage this trend and win more ventilation oriented home performance or HVAC projects.

[Stay-At-Home Orders Shine a Light on IAQ & Ventilation](#)

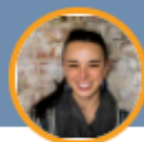


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Oct. 2020 Update: What's New with Google Local Services Ads? (A Lot.)



By Shawn Cohen | October 21, 2020

Google's Local Service Ads allow businesses, like HVAC and better building contractors, to run prominently displayed ads, geo-targeted at their service area, and pay for leads directly. As Google expands the LSA product, adding features like bidding options (yes, you read that correctly! Bidding has come to LSA's), and new service categories, we've got the latest on what's new with LSAs and how best to leverage them.

A Little Local Service Ads History

Google launched Local Service Ads (LSAs) in 2015 with fixed per lead pricing (set by Google) and limited eligibility to certain geographies and service categories. Over the next few years, they slowly and quietly tested the product in specific markets, and by 2018, had begun a more comprehensive rollout—expanding availability to include nearly fifty service verticals, and widespread geographical availability across the country and beyond. Of course, at Energy Circle we've been keeping a close eye on LSAs [since the comprehensive roll out began](#), and tracking their impact on other digital marketing tactics and channels—including SEO and Local SEO, as well as traditional PPC through Google Ads.

In April 2019, we [published an update](#) to our original LSA overview which included details about what had changed since the broader rollout began, and what had remained the same. We also shared our analysis and recommendations about how marketers in the home performance, solar, and HVAC industries could best leverage LSAs and incorporate the new ad product into their greater digital marketing mix.

LSAs are still a prominent and influential feature in SERP, and as Google continues to expand the product, it's important for marketers to understand the capabilities and the implications of running Local Service Ads. Today, we'll outline some of those most recent changes, and update our recommendations and predictions around how best to incorporate LSAs into your marketing strategy.



Making Intersectional Environmentalism Part of the Energy Circle Mission



By Emily Ambrose | November 25, 2020

As we gather (in much smaller groups this year) for meals with our loved ones and prepare gifts for one another, the holidays provide lots of time for reflection upon the meanings of community and service. As 2020 winds to an end and the already-short days slow our hectic schedules, it's clear that this year, especially, has provided us at Energy Circle much to be grateful for—and much to contemplate. This led us to reflect upon our mission, and its connection to the world around us now. With all of the disruption 2020 has wrought, it is more essential than ever to connect to the core of our motivations, and what drives us every day at Energy Circle to support our clients and partnerships in every way possible.

Connecting to Our Mission

Buildings—including the homes we all live in, whether urban apartment building or country farmhouse—rank as one of the top contributors of energy usage and carbon emissions. Buildings generate **nearly 40% of annual global GHG emissions** and residential and commercial [buildings] accounted for **about 21% and 18% respectively (39% combined) of total U.S. energy consumption** in 2019. Even so, these buildings must be maintained, repaired, and more must be built. Yet, how does this connect to digital marketing? Hold on a moment, we're getting there.

Energy Circle was founded with the mission to leverage our marketing expertise and digital strategy acumen to fix more buildings, by supporting contractors, manufacturers and institutions making it happen. If we can provide savvy, strategic marketing resources and leadership to the better building world, we can help them

What We'll Discuss

1 **QUICK REVIEW: WHY CONVERSION MATTERS SO MUCH**

2 **5 KEY FACTORS**

RESPONSIVE/MOBILE BEHAVIOR
INTUITIVE NAVIGATION & ARCHITECTURE
PROMINENT, RELEVANT CALLS TO ACTION
INTERNAL LINKING
CONTENT FIRST, DESIGN SECOND



WHY CONVERSION MATTERS SO MUCH

Why Conversion Matters So Much

	Before	After	
All Web Traffic	1625	1625	
Conv Rate	7.72%	9.39%	+1.67 / 22%
Leads	125	153	+27
Lead -> Job	12%	12%	
Jobs	15	18	+3
Ave Job	8500	8500	
Revenue	\$127,500	\$156,060	+28,560

The Potential Upside

600 Visits/Month; **5%** Lead to Job; **\$8500** ave. job size

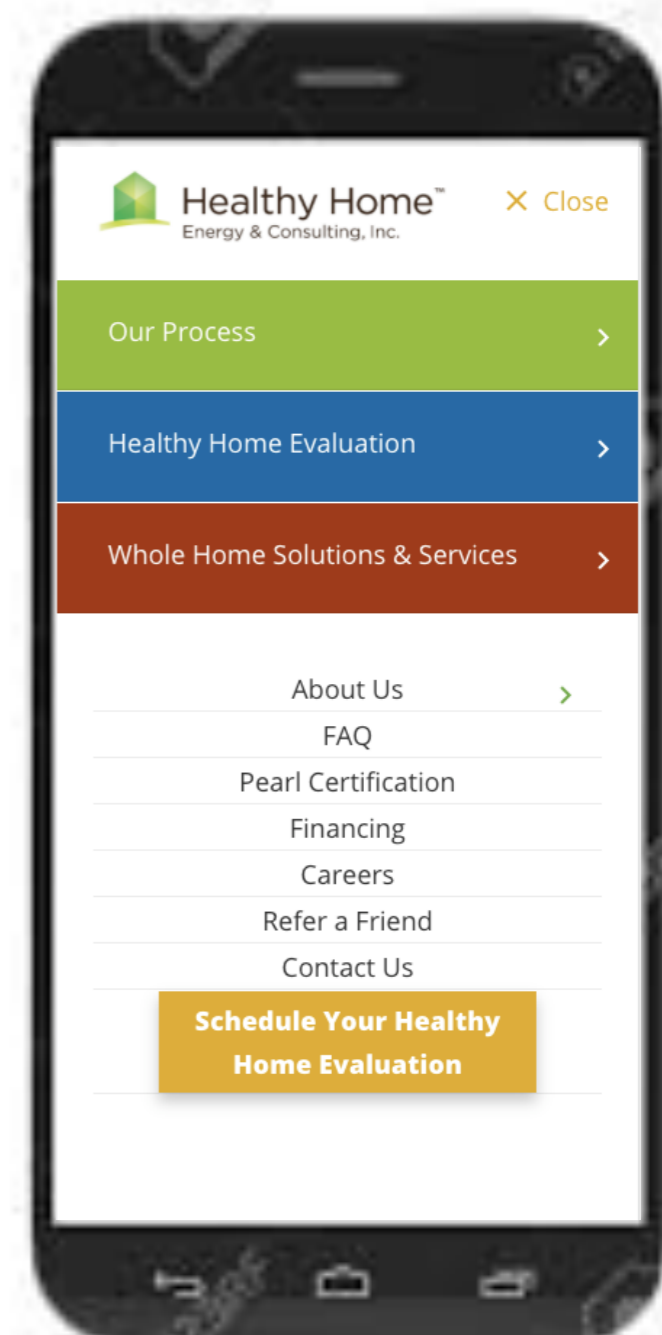
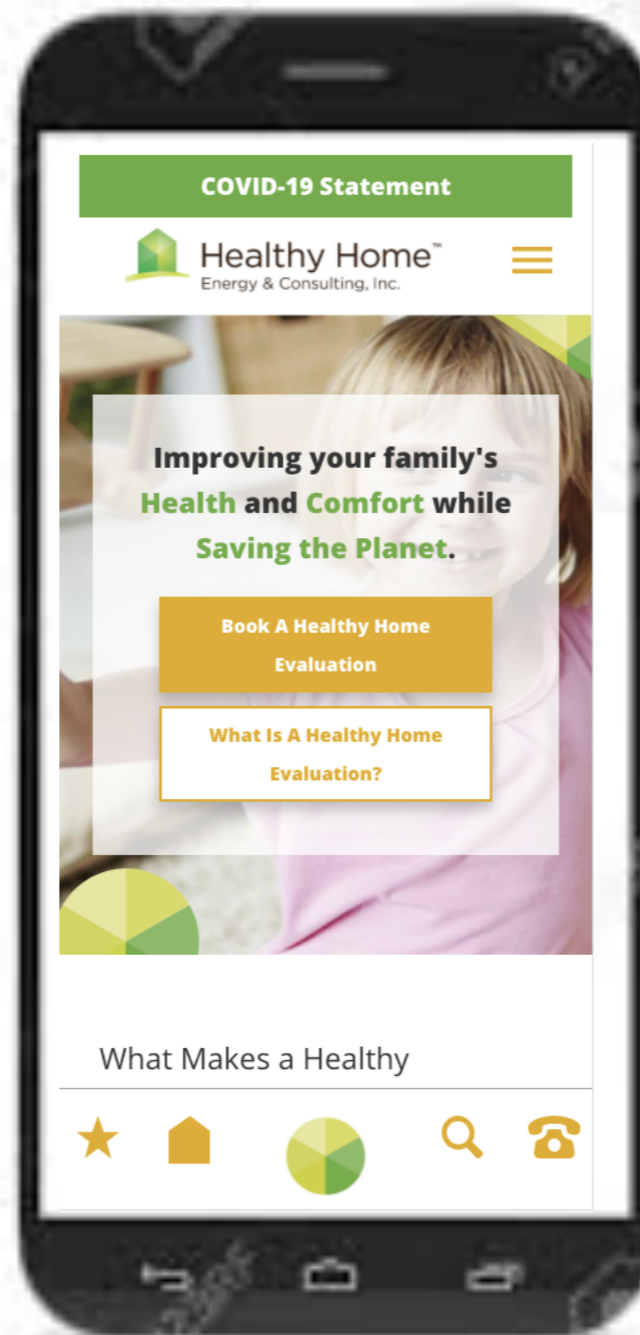
Conv Rate	1%	2%	5%	8%	12%	15%
Leads	6	12	30	48	72	90
Jobs	0.3	0.6	1.5	2.4	3.6	4.5
Revenue	\$2550	\$5100	\$12,750	\$20,400	\$30,600	\$38,250



5 KEY FACTORS

Responsive/Mobile Behavior

- Are features, functionality or design elements harming the mobile experience?
- Buttons finger friendly?
- Clickable elements obvious?



Intuitive Navigation & Architecture

- Beyond menu structure
- Are critical details easy to find?

Contact details

Hours

Service Area

Schedule an Appt

- More important in “low touch” world

COVID-19 OUTBREAK — KEEPING EMPLOYEES AND CUSTOMERS SAFE

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COVID-19 Statement

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OUR PROCESS | **HEALTHY HOME EVALUATION** | WHOLE HOME SOLUTIONS & SERVICES

ENERGY AUDITS

- > Energy Savings Analysis
- > Draft Testing
- > Infrared Thermal Imaging
- > Combustion Safety Testing

INDOOR AIR QUALITY TESTING

- > Mold & Moisture Assessment
- > Carbon Dioxide & Carbon Monoxide Testing
- > VOC & Particle Allergen Testing

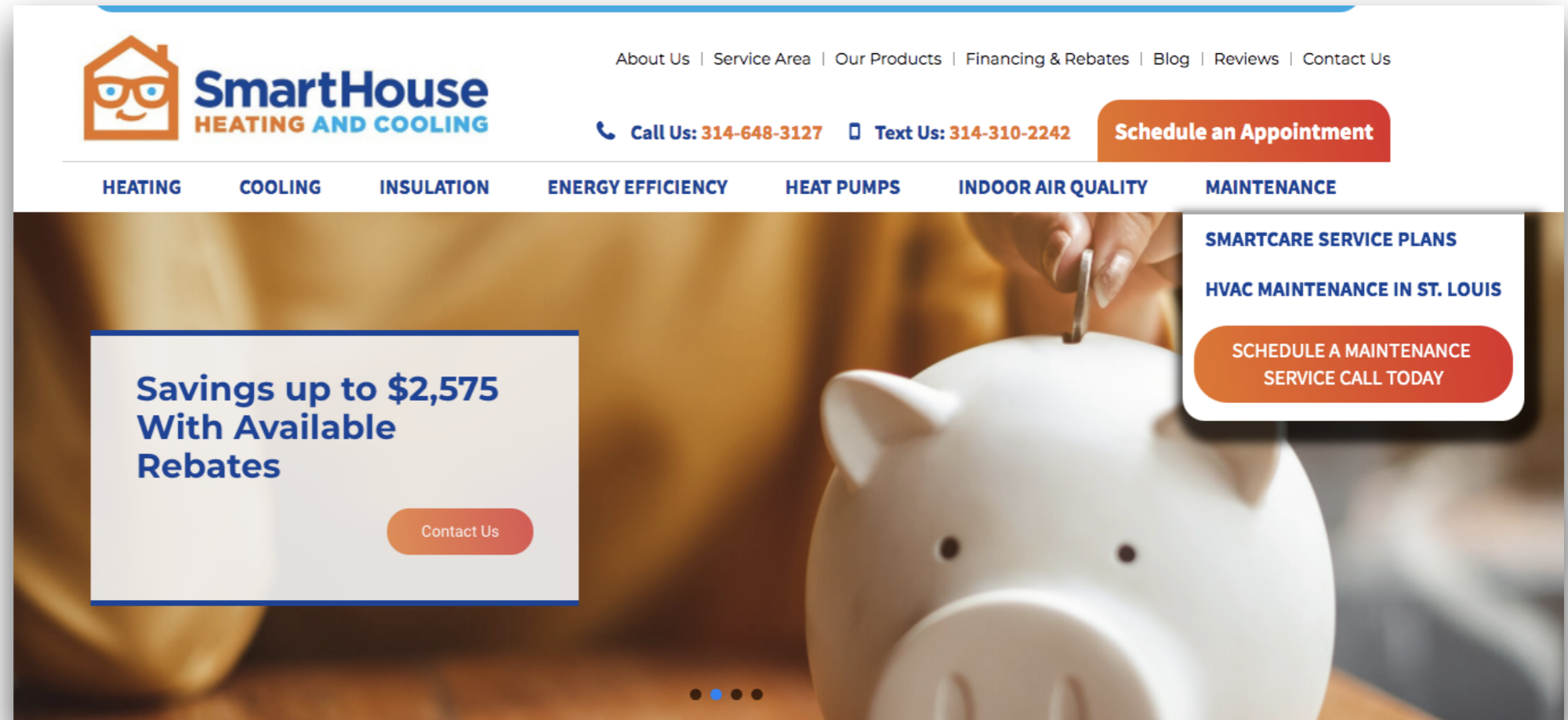
The Healthy Home Approach

Understanding the current state of your home's health is the first, and most important step, in making your home healthier. Learn what goes into this thorough energy audit we call a healthy Home Evaluation, and how you can start your healthy home project.

[LEARN MORE](#)

Calls to Action—Prominence

- Prominence
- Clarity
- Hierarchy
- Contextual Relevance



Calls to Action—Relevance

- Prominence
- Clarity
- Hierarchy
- Contextual Relevance

The screenshot shows the Hassler website with a navigation bar at the top containing the phone number 888-305-2955 and links for REBATES & FINANCING, BLOG, CONTACT US, DIAMOND CERTIFIED, and PRODUCTS. A search bar is located on the right. The main navigation includes THE HASSLER DIFFERENCE, HEATING & COOLING, SERVICE & MAINTENANCE, ENERGY UPGRADES, and CAREERS. A secondary navigation bar lists services like Heating & Cooling, Indoor Air Quality, Heating, Furnaces, Heat Pumps, Wall & Direct Vent Heaters, Ductless Mini Splits, Air Conditioning, Tankless Water Heaters, Thermostats, Zoned Air Systems, and Heat Pump Water Heaters.

Heat Pumps



Hassler provides installation, [repair](#) and maintenance services for heat pumps which is a cost-effective way of heating your home in winter months. Heat pumps typically have a higher efficiency rating than “gas fired” furnaces and have the added benefit of providing cooling in the summer. The moderate climate is what makes heat pumps in the Bay Area, CA a great match. A residential heat pump system offers an energy-efficient alternative to furnaces and air conditioners. Similar to your refrigerator, air-source heat pumps use electricity to move heat from a cool space to a warm space, making the cool space cooler and the warm space warmer. During the heating season, heat pumps move heat from the cool outdoors into your warm house and during the cooling season, heat pumps move heat from your cool house into the warm outdoors. Because they move heat rather than generate heat, heat pumps can provide up to 4 times the amount of

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Comments

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Internal Linking

- Not just Hyperlinks
- Featured Content
- Related Blog Posts
- Beware "Trap" Landing Pages

WHY SOLAR?

Solar energy is not only renewable and environmentally conscious, but it is a safe financial investment. Look at the far reaching benefits of solar or solar + Tesla Powerwall for your Texas & Colorado home.

[LEARN MORE](#)

FREE SOLAR EVALUATION

SAVE MONEY WITH SOLAR

A free solar evaluation for your home from our solar experts will give you an idea of how much money you can save each month when you power your home with the renewable energy of the sun. What do you have to lose? Virtual solar appointments available.

[LEARN MORE](#)

PROJECT GALLERY

Sometimes you have to see it to believe it. Browsing our solar project gallery, you can see photos from real customers as well as some of our favorite solar installations.

[LEARN MORE](#)

SOLAR SERVICES

Talk to a CAM Solar specialist now! Si, hablamos Español

[AUSTIN](#) [RGV](#) [SAN ANTONIO](#) [DENVER](#)

How Do Mini-Splits Work & How Are They Different?

You're likely familiar with traditional HVAC systems like boilers, furnaces, and **air conditioners**. However, there is one solution you might not be entirely aware of — **ductless mini-split heat pumps**.

Like all air source **heat pumps**, a ductless mini-split works by transferring heat between the inside and outside of your home. When it's cold outside, heat energy from the exhaust air is transferred to the air coming into your home. Then when it's hot outside, the direction of heat transfer reverses, helping you keep cool. In both instances your existing HVAC systems have less, or no, work to do.

Content First, Design Second

- Design should *enhance* display of content
- Beware of designer minimalism
- Scannability is key
- Limit excessive “embellishments”

Healthy Home Services

Congratulations on taking an active approach toward making your home a healthier place to live! Our Healthy Home Services are geared towards finding the right home upgrades that will increase the quality of the air you breathe, decrease the risk of injury in your home, and even make your home a more comfortable place to spend your time.

A Path Toward Healthier Living

Making improvements to your home can increase the resale value, make you more comfortable, and reduce your monthly energy bills. However, while most of our healthy home services do offer those benefits for your Eastern Shore home, what our Healthy Homes Division is tasked with is putting you and your family on a path to healthier living, in a healthier home! We utilize a tried and tested diagnostics approach with our healthy home assessment, and then put together a customized combination of healthy home solutions tailored to your goals and needs.

Solutions for a Healthier Home

These are the tools we rely on to improve things like air quality, efficiency, overall safety, and more. No two homes are exactly alike, so some solutions may be more important to the health of one home, while other services may not be as essential:

- Whole Home Ventilation**
Indoor air has regularly been estimated to be up to five times more concentrated with air pollutants than outdoor air. How can this be fixed? Better ventilation! Whole home ventilation ensures the harmful contaminants in your home are given a quick path back outside, leaving your air healthier.
[Read more](#)
- Healthy Home Assessment**
Comprehensively assessing the health of your home is no small task. Your home can develop many different threats to your health, and our Healthy Home Assessment is aimed at finding and resolving all of those issues for you.
[Read more](#)
- Safety Solutions for the Whole Family**
Have you ever wished there was a handrail to make the basement stairs safer for your children, or even your parents? What about the rug that is a trip hazard in your living room? Our Healthy Home Division will locate and resolve these home safety concerns.
[Read more](#)
- IAQ & Wellness: Benefits of a Healthy Home**
Do you suspect your home may actually be making you sick? The indoor air quality of your home is an integral piece of the overall health of your house. Learn about the benefits of increasing your indoor air quality, and how you can avoid future symptoms.
[Read more](#)

What are your Healthy Home goals?

- Sleep & Breathe Easier
- Aging in Place
- Allergy Relief
- Moisture & Odor Control

[GET STARTED](#)

Total Home Performance LLC

4.8
Out of 5 stars

★★★★★

Overall rating of 94 3rd party reviews

[Read Our Reviews](#)

Ready to take your first steps toward a healthier home? Ask Total Home Performance about scheduling your Healthy Home Assessment today! Call (410) 698-4568 or [get in touch here](#).

Summary: 5 Key Factors

- 1 RESPONSIVE/MOBILE BEHAVIOR**
- 2 INTUITIVE NAVIGATION & ARCHITECTURE**
- 3 CALLS TO ACTION**
- 4 INTERNAL LINKING**
- 5 CONTENT FIRST, DESIGN SECOND**

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