



ENGAGEMENT: HOW TO WIN AT GIVING GOOGLE WHAT IT WANTS

Peter Troast, Founder & CEO

Energy Circle Webinar Series

October 7, 2020

Upcoming Webinars

~~Wednesday, 9/16, 5PM eastern~~

~~**The Landscape of Local Search: The Latest News on the Ever-Evolving Territories of Google and Apple**~~

~~Wednesday, 9/23, 5PM eastern~~

~~**The DOE Home Improvement Expert Program—Have You Taken Advantage Yet?**~~

~~Wednesday, 9/30, 5PM eastern~~

~~**With Kevin Brenner: Insulation and Ventilation Demand This Fall—Priorities at Odds in the COVID-19 Era?**~~

Wednesday, 10/7, 5PM eastern

Engagement: How to Win at Giving Google What it Wants

Wednesday, 10/21, 5PM eastern

Marketing Strategies for Winning Whole House Ventilation Jobs



Our Search for ACH: Determining Infiltration with a Blower Door Test



By Jake VP | October 7, 2020

Whether you've followed parts [one](#), [two](#), and [three](#) of our ventilation series, or attended our recent webinar where Energy Circle CEO Peter Troast got into the specifics about the ventilation equipment that Kevin Brenner utilizes for his New York-based home performance business, [Healthy Home Energy & Consulting](#), there is a lot of information to absorb. But we still wanted to know more about our workspace as we look toward a new normal, and a future where we can work in our own office again.

In our three-part series on ventilation, we started on a journey to find our total air changes per hour (ACH), which is an accumulation of our **active ventilation + natural + infiltration + filtration**. So far, our ventilation stat lines are as follows:

Ventilation: .3 ACH from our mechanical ventilation

Natural: 0 (In our everyday office habits, we keep all windows closed)

Infiltration: ?

Filtration: 1.56 (more on this later)

The only way to find the missing puzzle piece, our infiltration from air leakage, was to schedule a blower door test. We contacted a local, independent energy auditor and rater here in Maine, Bill Winkel, and scheduled a blower door test for our office.

What We'll Discuss

- 1 The Evolving Ways Google Ranks Your Company**
 - Relevance, Prominence, Proximity*
 - The Rising Importance of Engagement?*
- 2 Measures of Engagement**
- 3 Actions You Can Take to Convey Engagement**
 - Easy Stuff*
 - Harder Stuff*

I skate to where the puck is going to be,
not where it has been.

Wayne Gretzky





EVOLVING WAYS GOOGLE SCORES YOUR COMPANY

“The internet is a cesspool where false information thrives...brands are how you sort out the cesspool.”

Eric Schmidt
CEO, Google
2008

Google Search & Rankings Simplified



Q Search Google or type a URL

Context

+

Authority

+

Engage-
ment

Google Search & Rankings Simplified



Search Google or type a URL



Content

+



+



Company Trust Signals

Local Search Algorithm

| Factor | |
|--|--|
| Relevance (Context) Does the business provide products, services or attributes the searcher is asking for? | |
| Prominence (Authority) Is the business well-known and well-regarded within its local market area and its industry? | |
| Proximity Is the business close enough to the searcher to be considered a good answer for their search query? | |

Relevance (Context)

Does the business provide products, services or attributes the searcher is asking for?

Prominence (Authority)

Is the business well-known and well-regarded within its local market area and its industry?

Proximity

Is the business close enough to the searcher to be considered a good answer for their search query?











Local Search Algorithm

| Factor | How Does Google Know? |
|---|--|
| <p>Relevance (Context)</p> <p>Does the business provide products, services or attributes the searcher is asking for?</p> | <p>Google My Business Website Reviews</p> |
| <p>Prominence (Authority)</p> <p>Is the business well-known and well-regarded within its local market area and its industry?</p> | <p>Links & Mentions Industry Directories Local Directories Engagement</p> |
| <p>Proximity</p> <p>Is the business close enough to the searcher to be considered a good answer for their search query?</p> | <p>Office Location(s) Service Area</p> |

Website vs Brand vs Entity Authority






Links to Website: Still King, but...

| Title and URL of Linking Page |
|--|
| (nofollow) Dixfield fuel company reports \$100,000 plus in ...   www.sunjournal.com/news/river-valley/2012/02/07/dixfield-fuel-... |
| Helping the Hartfords and Finding a Path to Mor...   www.energycircle.com/blog/2012/02/05/helping-hartfords-and-fin... |
| BPI: Setting the standard in home performance ...   www.bpi.org/news_pm_february_2012.aspx |
| (nofollow) Solution to Maine's heating crisis offered to I...   www.sunjournal.com/news/river-valley/2012/03/25/solution-maine... |
| After NYT article on hard heating times in Mai...   bangordailynews.com/2012/02/07/news/lewiston-auburn/dixfield-f... |

MOZ
LOCAL

LEGEND

-  PRIMARY FEED
-  SECONDARY FEED
-  TERTIARY FEED



Today: Google My Business is the Primary Source of Company Data

Ideal Energy
4.8 ★★★★★ (71)
Air conditioning contractor in Phoenix, Arizona · [Open](#)

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Top results

<https://www.idealenergyaz.com>

Ideal Energy

Providing APS and SRP \$99 home energy audits, air conditioning repair and replacement, insulation, and home performance upgrades in ...

The Theory

**Anything that Google can track as
a touchpoint between you and
your customers is a possible
engagement signal**

*Genuine Indicator
Harder to Game*



HOW GOOGLE MAY BE MEASURING ENGAGEMENT

What Google Knows (from data it can see)

| On Google | On Your Website | Within Google My Business | On the Internet | Other (scary stuff) |
|---|--|--|---|--|
| Link Clicks YouTube watches Answer Boxes Also Asked Ad Clicks LSA Data | Time on page Time on site Pageviews Bounce rate Pages/session Scroll Depth Conversion Rate | Review responses Q&A Message response times Photos viewed | Links on Websites Social Presence Mentions in press Directories (Local & Industry) | Gmail users that open newsletter Contact info on Android phone Map Directions WAZE/Maps Trips |



SIMPLE ACTIONS YOU CAN TAKE TO DEMONSTRATE ENGAGEMENT

Review Responses



Chris Coucill

★★★★★ 3 weeks ago



Kyle Millard did everything I needed and more. He called before coming, texted me with a way to reach him, arrived between the times he predicted and was respectful of our home, using foot covers when he entered. His work was efficient and accurate, his willingness to show and tell me what was wrong was easy, and he fixed the problem quickly. He couldn't have been more professional or friendly. He explained their maintenance program and gave me P.A.'s price. I declined, but if I find we need it, we'll definitely go though for maintenance. Thanks!

(owner)

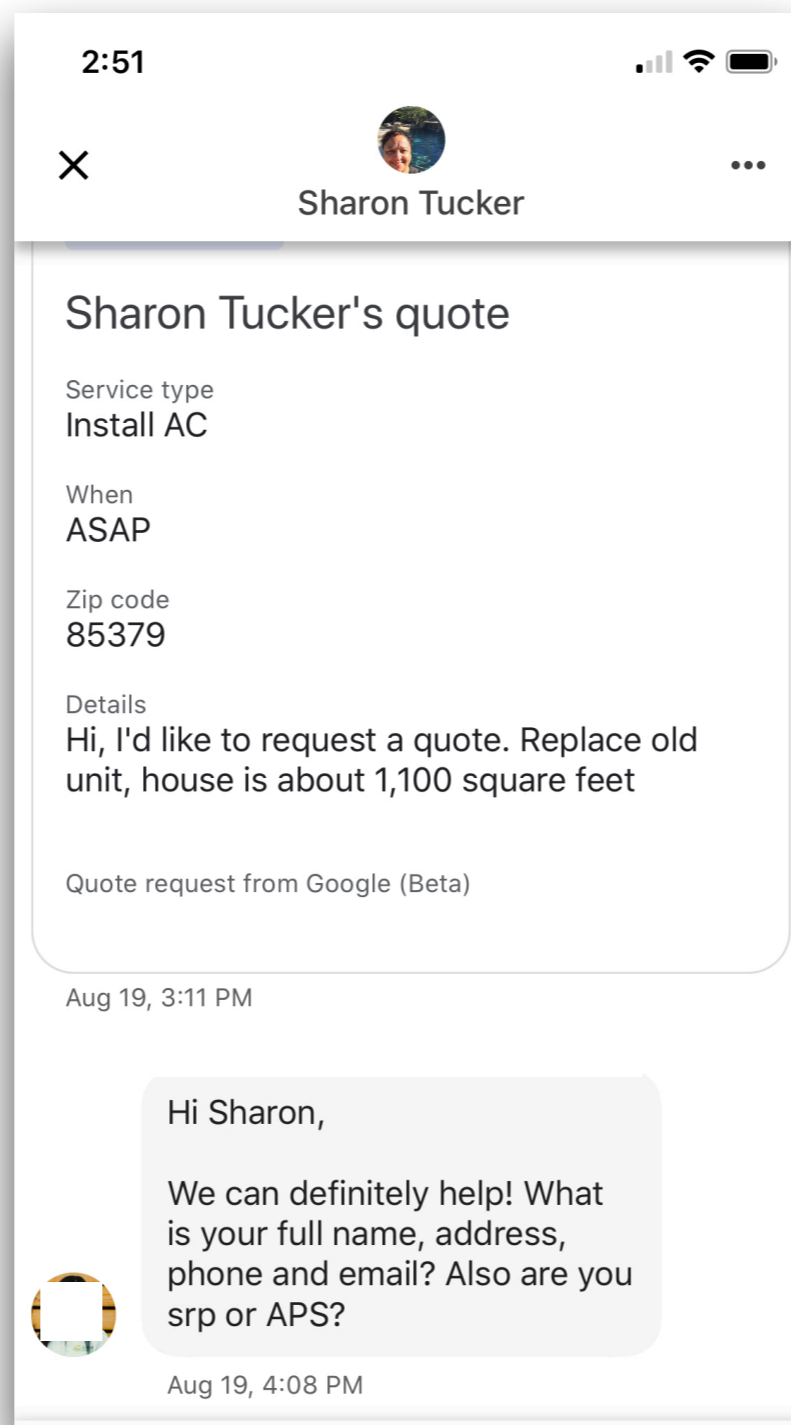
Aug 11, 2018

Chris - Great review and thanks for posting. I'll be sure to share this with Kyle and his manager (and via Google the world). We appreciate your being a customer!


Edit


Delete



Engagement: Messaging & Quotes





Questions & Answers

[Ask a question](#)


What are the benefits of crawl space encapsulation? 

 1  Answer

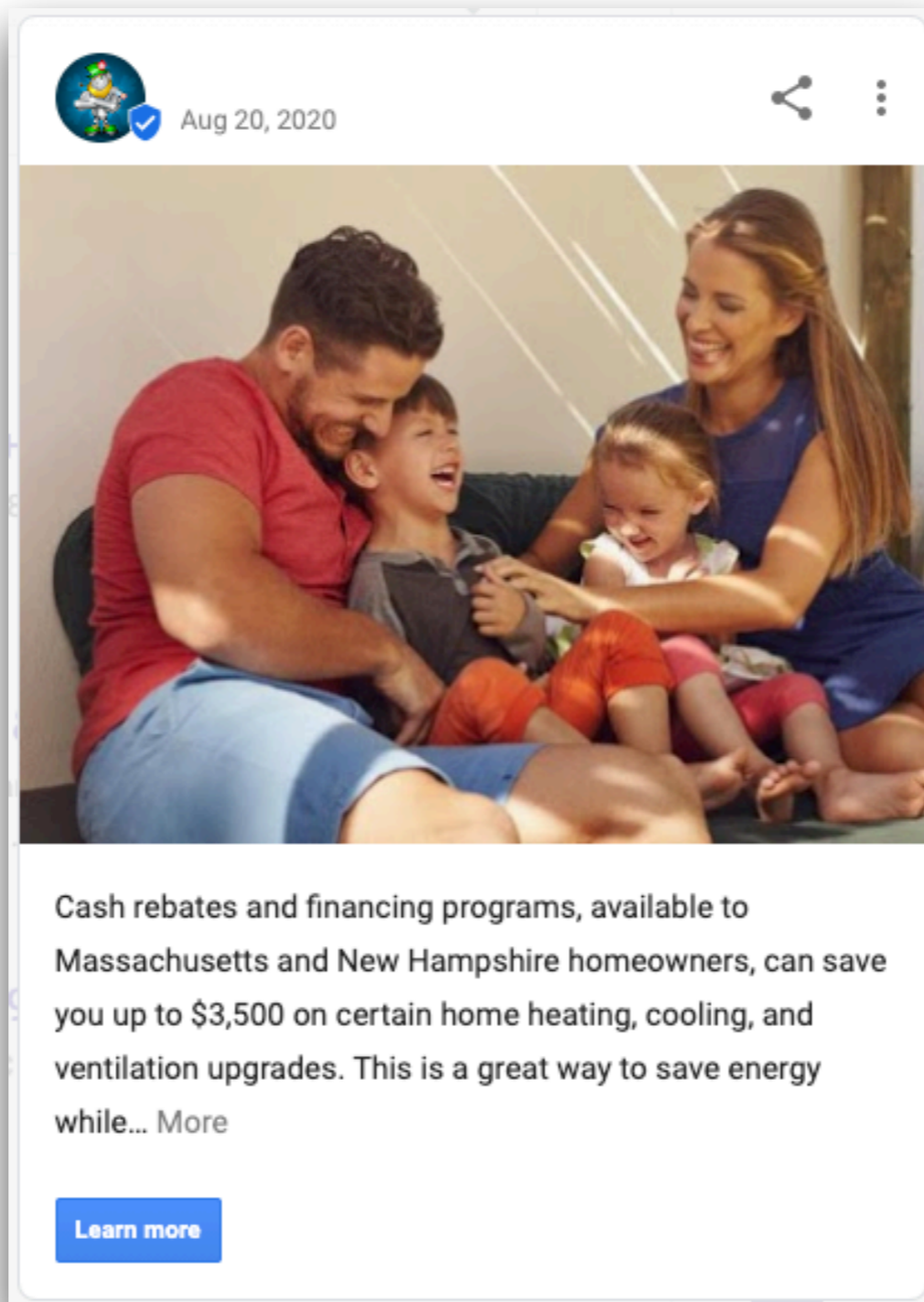
 **(Owner)** 

8 months ago

Encapsulating your crawl space will prevent future issues related to excess moisture, and stabilize the temperatures in your crawl space. This will do away with those cold morning floors, mold issues, and will reduce the indoor drafts throughout your home. This saves you in heating and cooling costs, and keeps your home more comfortable all year round.


 Like

GMB Posts with Actions



A screenshot of a Facebook post from the 'Energy Circle' page, dated August 20, 2020. The post features a photograph of a family of four (a man, a woman, and two children) sitting together and smiling. Below the image is a text block that reads: 'Cash rebates and financing programs, available to Massachusetts and New Hampshire homeowners, can save you up to \$3,500 on certain home heating, cooling, and ventilation upgrades. This is a great way to save energy while... More'. At the bottom of the text block is a blue button with the text 'Learn more'.

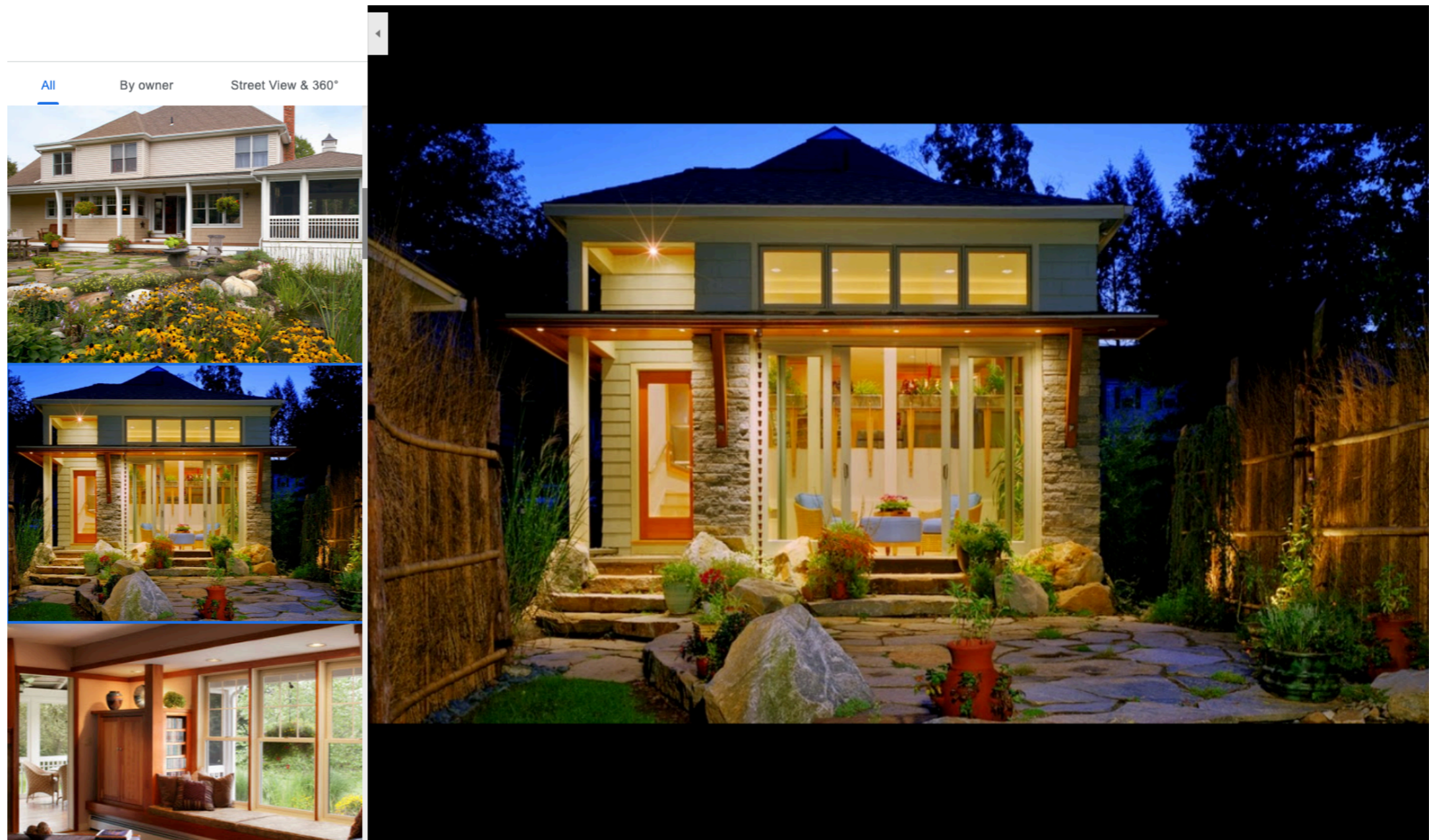
Aug 20, 2020



Cash rebates and financing programs, available to Massachusetts and New Hampshire homeowners, can save you up to \$3,500 on certain home heating, cooling, and ventilation upgrades. This is a great way to save energy while... More

[Learn more](#)

Consistent Stream of Photos






HARDER ACTIONS YOU CAN TAKE TO DEMONSTRATE ENGAGEMENT

Critical Point: Must Be Measurable

Trigger Configuration

Trigger Type


YouTube Video 

Capture

Start


Complete

Pause, Seeking, and Buffering


Progress 


Percentages


Time Thresholds

10,25,50,75,100  percent

Advanced

Add JavaScript API support to all YouTube videos 

Enable this trigger on: 

DOM Ready (gtm.dom) 

This trigger fires on

All Videos Some Videos

Long Form Educational Content & Metrics

Whole Home Solutions

At E3 INNOVATE, we believe a house should be a safe, clean, and comfortable haven to live in. That is why we help families create high performance homes and commit to helping our clients protect their most treasured investment for generations.

[Start Your Project](#)

Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3.

(615) 667-8453

Name Phone Email

Message

I'm not a robot

Send message

Whole Home Solutions means taking an Integrated Approach to Home Improvement

Whether you are making upgrades to an existing home, planning a new construction project, or renovating a historic house, E3 provides the expertise to help you create a healthy, comfortable, and efficient space that is resilient to life's unpredictable storms.

Safe indoor air quality, continuous comfort, and long-lasting durability can be achieved when a home is designed with an integrated approach. If one or more components go ignored however, issues can arise that lead to costly and inconvenient repairs, such as humidity problems, mold and mildew growth, radon concerns, and comfort imbalances.

That's why E3 takes an integrated whole-home approach with your project. We focus on five pillars of home performance while also addressing the details that make each component work as part of the system. Our strategy helps ensure you get the desired results out of your investment.



E3 INNOVATE is a whole-home performance company that focuses on integrated, long-term solutions that serve you and your family.

Is Your House Making Your Family Sick?

Without a whole-home approach, issues can arise that may lead to health concerns, like mold growth, poor ventilation, radon gas infiltration, and poor indoor air quality. Issues like these can affect the health of your entire family. Symptoms may vary from person to person, so it's important to know about the many symptoms associated with poor home health.

Physical Symptoms

- Skin irritation
- Fatigue, weakness & lethargy
- Frequent sickness

Cognitive Symptoms

- Frequent headaches
- Foggy thinking or short term memory loss
- Difficulty sleeping and waking up



Emotional Symptoms

- Mood changes
- Feeling agitated or depressed
- Worry or anxiety

Respiratory Symptoms

- Coughing or shortness of breath
- Sinus congestion
- Increased asthma symptoms

Pets

Pets can be even more sensitive than humans are to household chemicals and allergens

Does This Sound Like You?

I think my house is making me sick.
I get headaches and feel dizzy but it all goes away when I leave the house.
[Learn More >](#)

My hardwood floors are warping.
I have a lot of moisture in my crawlspace from the recent rain and it's messing up my floors!
[Learn More >](#)

The house smells damp and musty
but I can't figure out where it's coming from or what's causing it.
[Learn More >](#)

Which Symptoms are you Seeing in Your Home?

The first clue that a home has a performance issues is when symptoms appear. This happens when the house is constructed and maintained with a piecemeal approach.

- Excess Dust & Dirt**
 - House looks dingy, even after it's been cleaned
 - Increased allergy symptoms, especially after cleaning
 - Frequent dusting, especially after turning on the heat or AC
- Condensation & Mold Growth**
 - Condensation on the inside of windows in the winter
 - Visible mold growth in bathrooms, on window sills, on air registers, etc.
 - Mold stains on bathroom ceilings and above leaky windows & doors
- Unpleasant Odors**
 - House smells when you first enter, or certain rooms smell
 - Indoor air feels stale
 - Musty or moldy smells you can't get rid of
- Humidity Issues**
 - Air feels damp or clammy, even when the air conditioning is running.
 - Hardwood floors cup and crack
- Temperature Discomfort**
 - Home is always too hot or too cold
 - House feels drafty, especially during the winter



Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3.

(615) 667-8453

Name Phone Email

Message

I'm not a robot

Send message

Active YouTube Channel

Addison Homes
15 subscribers

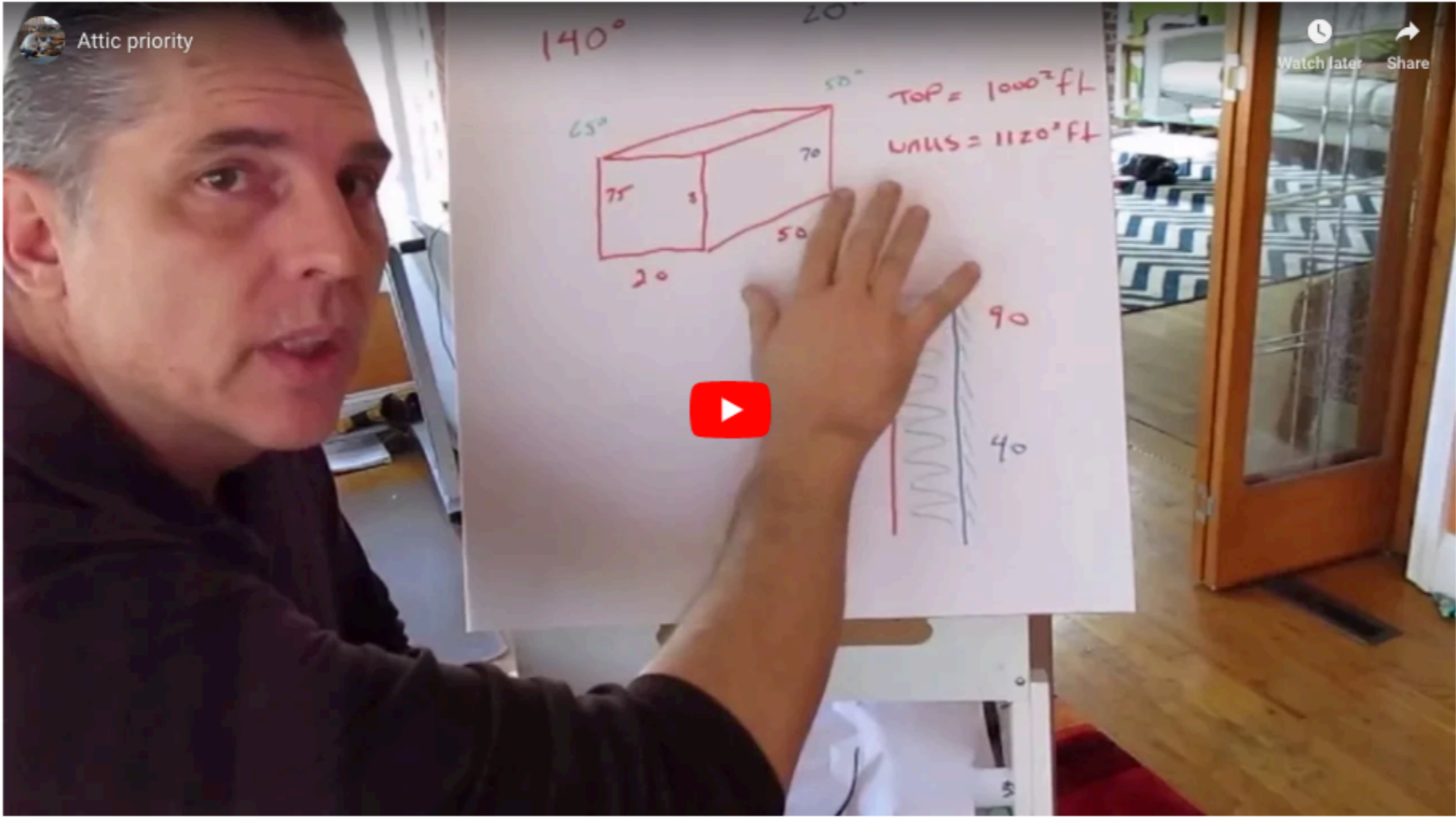
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Uploads PLAY ALL SORT BY

| Thumbnail Title | Duration | Views | Upload Date |
|----------------------------|----------|-----------|--------------|
| FINISHED CRAWL SPACE | 11:56 | 8 views | 1 week ago |
| THE RIGHT WAY | 9:30 | 6 views | 1 week ago |
| WHY? | 2:37 | 11 views | 1 week ago |
| DOES YOUR BUILDER DO THIS? | 3:18 | 6 views | 1 week ago |
| IS THIS GOOD? | 3:58 | 9 views | 2 weeks ago |
| DUCTED FRESH AIR HOW TO | 2:44 | 9 views | 2 weeks ago |
| DUCTLESS HOW TO | 3:51 | 11 views | 2 weeks ago |
| EASY VIRUS-FIGHTING FILTER | 2:49 | 9 views | 2 weeks ago |
| WHAT'S THIS? | 3:49 | 64 views | 7 months ago |
| WHY WE'RE DIFFERENT | 6:47 | 117 views | 1 year ago |
| ZERO ENERGY READY | 1:49 | 491 views | 4 years ago |
| CLEAN AIR BETTER LIVING | 2:36 | 465 views | 5 years ago |

YouTube Videos On Site



The video shows a man pointing to a whiteboard with a 3D diagram of an attic. The diagram is a rectangular prism with dimensions: length 75, width 20, and height 70. The top surface is labeled 140° . The side surface is labeled 65° . The front surface is labeled 50° . The back surface is labeled 20° . The calculations on the whiteboard are: $TOP = 1000^2 FT$ and $WALLS = 1120^2 FT$. Below the diagram, there is a vertical line with a wavy pattern, labeled 90 and 40. The video player interface includes a play button, a 'Watch later' button, and a 'Share' button. The video title is 'Attic priority'.

Together, we can transform your home into a healthier, safer, more affordable place to live for you and your family.
Get started today with a **FREE** consultation and a **FREE** quote.

Blog Post Home Runs

AN ESSENTIAL SERVICE PROVIDER. Read our [Statement on Coronavirus](#)

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 Commercial  Homeowner



NEVER IGNORE THESE 3 FURNACE SMELLS

Your furnace is designed to provide years of safe, clean and quiet operation. If you start to notice unusual or unexplainable odors coming from your furnace, however, it could indicate an impending failure or a serious safety issue. Here are three types of [furnace smells](#) you should never ignore.

1. Rotten egg smell

Furnace smells like rotten eggs or sulfur is a cause for serious alarm. Utility companies and fuel providers put odor-causing substances in normally odorless natural gas. If you smell this type of odor, it could indicate a natural gas leak that could cause a catastrophic fire or explosion in your home. Take immediate action:

- Evacuate your home at once.
- After reaching a place safely away from your home, call your utility company and fire department for assistance.

2. Burning or dusty smell

When your furnace is first started for the season, it may put out a burning or dusty smell. In most cases this is normal, and it will stop after dust inside the system is blown away. If the odor persists, it could indicate a serious problem with your furnace.



Weekly Practice for Engagement

Start with GMB

- 1 Get Reviews & Respond**
- 2 Answer Messages/Quote Requests**
- 3 One New Q&A**
- 4 One GMB Post**
- 5 One New Photo**

Peter Troast

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END