



# **EXPERTISE, AUTHORITY AND TRUST (AKA E-A-T): THE OPPORTUNITY FOR THE HIGH PERFORMANCE BUILDING SECTOR**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

March 10, 2021



# Optimizing Google's Local Services Ads for Better Lead Gen. Performance with Verified Reviews



By Shawn Cohen | March 3, 2021

Toward the end of 2020, we brought you [an update on what was new and coming up with Google's LSA product](#). If you haven't checked it out yet, give it a read through—all of this information is still relevant.

## Previously on: What's New with Google Local Services Ads?

We answered a few common questions relating to Local Services Ads, including:

- What is the Google Guarantee and how does it relate to LSAs?
- Do I have to have a Google My Business profile to participate in LSAs?
- What types of professionals are eligible to run Local Services Ads? And in what states, cities, and towns are LSAs available?

The most interesting development we focused on in our last update was the introduction of "bidding modes." What was once a strictly fixed-price, pay-per-lead product now had some wiggle room and was beginning to resemble some of Google's other, more sophisticated advertising solutions. Allowing users to specify how much they were willing to pay per lead (as opposed to simply paying the price Google

# Upcoming Webinars

~~February 24~~ - Marketing Heat Pumps: What Keyword Search Data Tells Us About the Consumer Mindset

~~March 3~~ - The State of Third Party Reviews in 2021

March 10 - Understanding How Google Sees E-A-T (Expertise, Authority, Trust)

March 17 - Search Volume Growth in Battery Storage and EV Charging

March 24 - PT on the Road

March 31 - Maximizing Review Content on Your Website

April 7 - Should Bing Be Part of Your Search Marketing Campaign?

# Webinar on Heat Pumps



## **MARKETING HEAT PUMPS: WHAT KEYWORD SEARCH DATA TELLS US ABOUT THE CONSUMER MINDSET**

Peter Troast, Founder & CEO

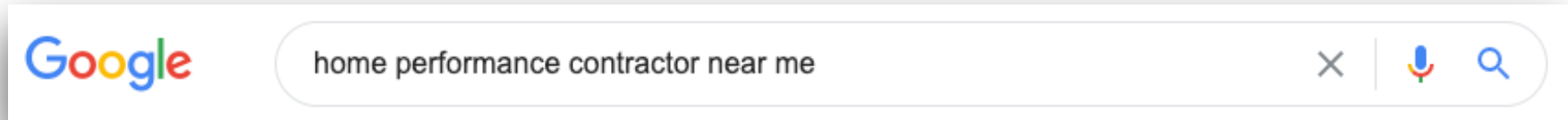
Energy Circle Webinar Series

February 24, 2021

# What We'll Discuss

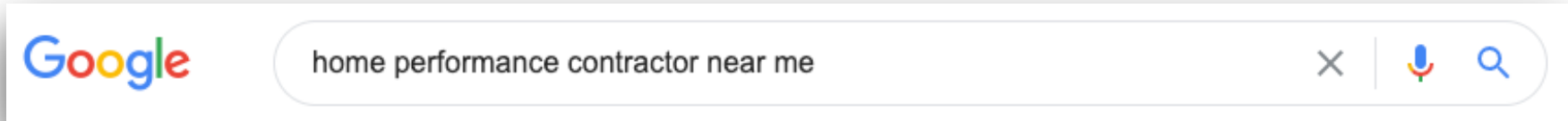
- 1 What the Heck is E-A-T and How is it Used by Google?**
- 2 Why E-A-T Matters for High Performance Contractors**
- 3 Thoughts & Ideas on Ways to Enhance Your Expertise, Authority and Trust**

# The Basic Formula for *Website* Success



**RELEVANT  
CONTENT** + **TRUSTED  
WEBSITE** = **MORE  
TRAFFIC**  
AKA GOOGLE LOVE

# The Basic Formula for *Website* Success



**RELEVANT  
CONTENT**

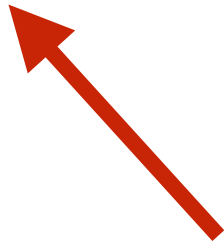
**+**

**TRUSTED  
WEBSITE**

**=**

**MORE  
TRAFFIC**

**AKA GOOGLE LOVE**



**E-A-T**

# Building Up a Rich “Entity Profile”

**Google Entity**  
(Your Company)



**Keywords,  
Attributes  
Topics, Services,  
E-A-T**



# Google Quality Raters Guidelines

175 pages. 10,000 human raters.

*Does the search algorithm produce quality results?*

## General Guidelines

October 14, 2020

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“You can view the raters’ guidelines as where we want the search algorithm to go. They don’t tell you how the algorithm is ranking results, but they fundamentally show what the algorithm should do.”

*Ben Gomes*  
*VP of Search*  
*Google*

# Google's Guidance on E-A-T

- High E-A-T news articles should be produced with **journalistic professionalism**—they should contain factually accurate content presented in a way that helps users achieve a better understanding of events. High E-A-T news sources typically have published established editorial policies and robust review processes ([example 1](#), [example 2](#)).
- High E-A-T information pages on scientific topics should be produced by people or organizations with appropriate scientific expertise and represent well-established scientific consensus on issues where such consensus exists.
- High E-A-T advice pages on topics such as home remodeling (which can cost thousands of dollars and impact your living situation) or advice on parenting issues (which can impact the future happiness of a family) should also come from "expert" or experienced sources that users can trust.

# Sliding Scale of Quality Relevance

**High**

**Medium**

**Low**



"Your Money or  
Your Life  
YMYL"  
Financial Advice  
Medical Information

High Cost  
Impact on People's Lives  
Financial Information

Humor  
Cats  
Gossip  
Fashion



**EXPERTISE—AUTHORITY—TRUST**

IS EXACTLY HOW

**HIGH PERFORMANCE CONTRACTORS  
DIFFERENTIATE**



# **TACTICS TO DEMONSTRATE EXPERTISE**

# First Rate About Us



## Experienced. Decorated.

E3 INNOVATE, LLC is a Nashville-based, integrated home-performance company founded in 2008 by Erik Daugherty, Middle Tennessee's first LEED-AP Homes certified professional. We work with homeowners, architects, builders, and developers to create healthy, comfortable, efficient, and sustainable residential structures.

Our company consists of the highest educated and trained home-performance team in the Mid-South. Our employees include building scientists, climate scientists, architects, LEED AP/GA professionals, HERS raters, and BPI analysts, and they hold multiple masters' degrees in sustainability from some of the world's most renowned institutions. We also hold certifications and training in ENERGY STAR, EPA Indoor Air PLUS, NAHB and Southface Earthcraft Light Commercial.

## Your Community. Our Community.

E3 INNOVATE has proudly donated over 10% of our net profits in services and materials for various low-income residential renovation and other non-profit projects in the Greater Nashville Area, as well as international projects such as Cap Haitien Children's Home.

We are heavily involved in various community groups, including Tennessee Alliance for Peace, HBAMT, NAHB, Efficiency First, the Mayor's Task Force on Energy Efficiency as well as THDA, Trust for the Future, MDHA, the East Nashville Merchants Association, and USGBC, where we hold board or chair positions. We also enjoy our partnerships with non-profit groups such as the Cumberland River Compact, Habitat for Humanity, and ULI.

## Check out our Videos!





# Credentials & Certifications



Trusted by America's best



# Strong Certifications Page

## Certifications

### ABOUT US

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Healthy Home™s Energy & Consulting (HHEC) staff and crews are up-to-date on all home performance and HVAC products and services we offer to New York homeowners.



#### NYSERDA® Accredited Home Performance Contractor

To be a NYSERDA Accredited Home Performance Contractor, we have to consistently demonstrate the depth of our building technology knowledge, including the proper use of diagnostic tools that clearly demonstrate cost savings.

#### ENERGY STAR® Certified

Our ENERGY STAR Certification, which is part of the national joint program of the US Environmental Protection Agency and the Department of Energy, is tied to NYSERDA's third-party quality assurance program, so you can trust the home improvement work we carry out is making your house more efficient and comfortable.



#### BPI GoldStar® Contractor

To be a BPI GoldStar Contractor, the HHEC team has to have a series of certifications that prove we have the knowledge and expertise to help customers improve the performance, decrease the carbon footprint and lower the expenses of their homes.



#### Energize NY Comfort Corp Contractor

As an Energize NY Comfort Corp Contractor, HHEC gets a rating that is based on homeowner surveys, BPI Accreditations, the number of local jobs we've completed and an evaluation of our business model. Our latest score is 4.72 (scores above 4.5 on a 5.0 scale represent top performers).



#### NABCEP Certified Solar PV Installer

HHEC is proud to be a NABCEP Certified Solar PV Installer. The North American Board of Certified Energy Practitioners (NABCEP) is known as the "gold standard" for PV and solar heating installation and PV technical sales certifications.

# Robust & Ever Expanding FAQ's

## DO YOU HAVE QUESTIONS ABOUT SOLAR? WE HAVE ANSWERS

We've gathered the top questions from home owners and answered them below. Have a question that we haven't covered? Please [contact us](#).

How much do solar panels cost in 2021? +

How much will it cost me and my family to solar power my home? +

How much will I save with solar panels? +

Is solar energy more expensive than utility rates? +

Is solar financing available? +

What is the latest news in Massachusetts solar energy incentives? +

How long will it take to install my system? +

What kind of maintenance do solar panels require? +

Will I still need to use the electric utility? +

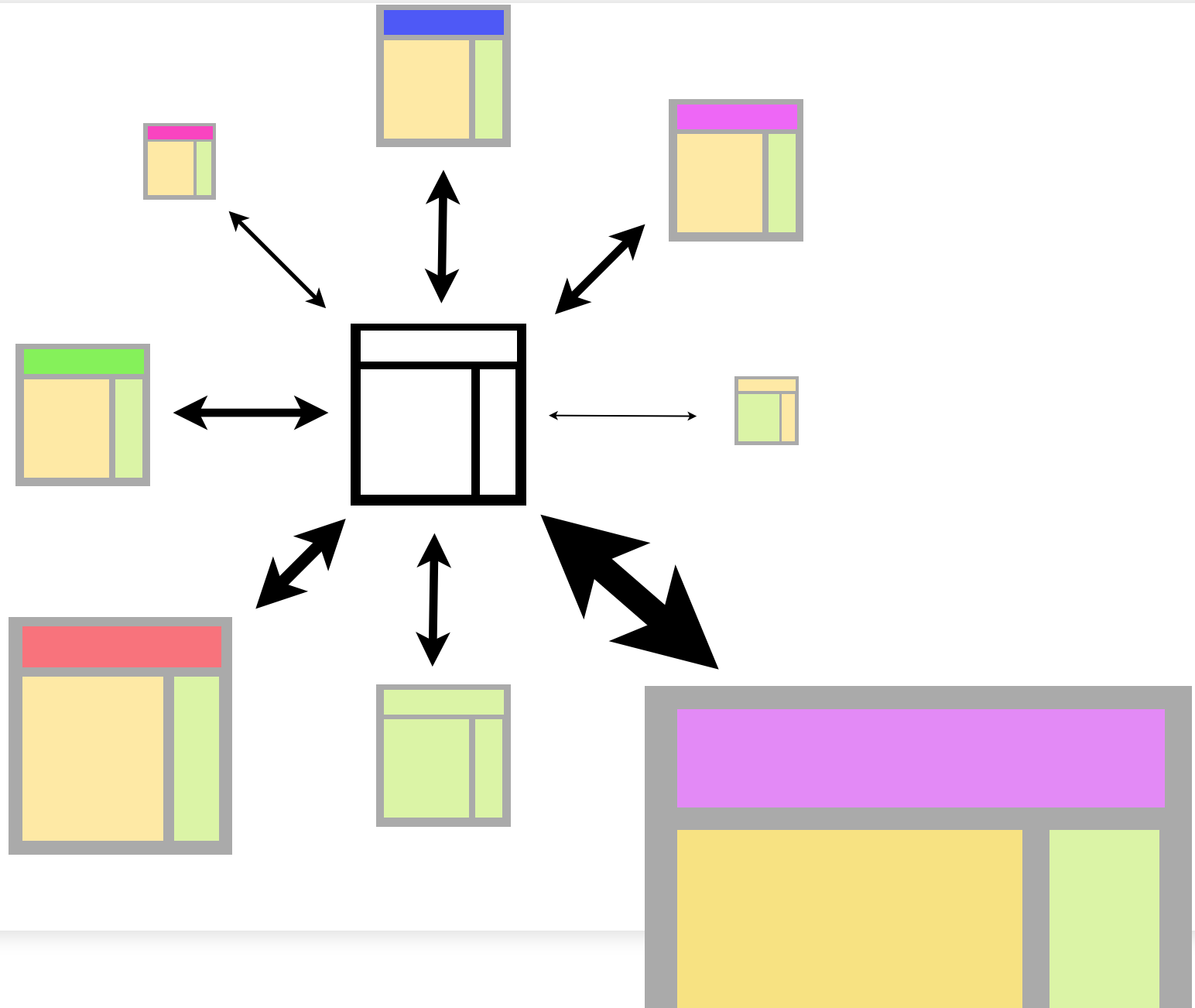
Is there a warranty on my solar system? +

Is there a guarantee on my solar system? +



# **TACTICS TO DEMONSTRATE AUTHORITY**

# Links from Authoritative Websites



# Author Credibility

[www.energycircle.com](http://www.energycircle.com) › [peters-blog](#) :

## [Peter's Blog | Web & Digital Marketing | Energy Circle](#)

May 6, 2020 — ... performance/HVAC industry news, marketing tips, event recaps and other thoughts from Energy Circle's CEO and founder, **Peter Troast**.

Missing: [articles](#) | Must include: [articles](#)

[www.achrnews.com](http://www.achrnews.com) › [authors](#) › [2313-peter-troast](#) :

## [Peter Troast - ACHR News](#)

Apr 7, 2014 — **Peter Troast** is founder and CEO of Energy Circle PRO, a Web and marketing platform for HVAC and home-performance businesses. He and ...

[www.bpi.org](http://www.bpi.org) › [free-webinar-get-leads-homelab](#) :

## [Webinar | Building Performance Institute, Inc.](#)

Join Energy Circle Founder and CEO **Peter Troast** as he shares digital ... Presentation by **Peter Troast**. ... He also writes [articles](#) for a number of trade [journals](#).

[www.homeenergy.org](http://www.homeenergy.org) › [show](#) › [article](#) › [nav](#) › [walls](#) :

## [Editorial: Social Media in the ... - Home Energy Magazine](#)

Nov 2, 2011 — An [article](#) in this issue by **Peter Troast** describes the many ways in which energy efficiency businesses can profitably exploit electronic and ...

[www.building-performance.org](http://www.building-performance.org) › [HPCall17](#) › [presenter](#) :

## [Peter Troast | Building Performance Association](#)

**Peter Troast**, is Founder & CEO of Energy Circle, where he works with hundreds of home performance contractors, energy auditors, renewable contractors and ...

Missing: [articles](#) | Must include: [articles](#)

[www.imdb.com](http://www.imdb.com) › [name](#) › [news](#) :

## [Peter Troast - News - IMDb](#)

The news [articles](#), Tweets, and blog posts do not represent IMDb's opinions nor can we guarantee that the reporting therein is completely factual. Please visit the ...

[www.mainebiz.biz](http://www.mainebiz.biz) › [article](#) › [small-company-runner-up...](#) :

## [Small company runner-up: Energy Circle | Mainebiz.biz](#)

Dec 12, 2016 — Small company runner-up: Energy Circle. Photo / Peter Van Allen **Peter Troast**, founder and CEO of Energy Circle. Share on Facebook; Share ...

[www.energyvanguard.com](http://www.energyvanguard.com) › [blog](#) › [An-Elderly-Couple...](#) :

## [An Elderly Couple in Maine Offers to Trade Their Car for Fuel Oil](#)

Feb 5, 2012 — **Peter Troast** of Energy Circle is one of those, and he's written about the ... He's also written a great [article](#) about the deeper implications and ...

[solar-distribution-us.baywa-re.com](http://solar-distribution-us.baywa-re.com) › [sales-and-marketing](#) :

## [Developing an Integrated Content Strategy - BayWa r.e. Solar ...](#)

Sep 21, 2019 — Note: This [article](#) is part of the educational series: r.e.energize Your Digital ... Energy Circle Founder and CEO **Peter Troast** delves into the ...

[www.slideshare.net](http://www.slideshare.net) › [petertroast](#) › [internet-marketing-1...](#) :

## [Internet Marketing 101--Peter Troast's Presentation at CO ...](#)

Dec 7, 2011 — **Peter Troast** Founder/CEO of Energy Circle and Energy Circle PRO ... If someone's wasting money in a house you visit, write an [article](#) about it.

[www.greenbuildingadvisor.com](http://www.greenbuildingadvisor.com) › [blogs](#) › [dept](#) › [home-...](#) :

## [Home Energy Monitoring, Part 3: The Wrap-Up ...](#)

Feb 23, 2011 — ... chat with **Peter Troast** of Energy Circle about home energy monitoring. ... (be sure to visit the [article](#) by Richard Defendorf for much more on ...

[www.hnjljz.com](http://www.hnjljz.com) › [article](#) › [home-energy-monitoring-p...](#) :

## [Home Energy Monitoring, Part 2: Types of Monitoring Systems ...](#)

Jan 25, 2011 — In Part 2 of this episode, Phil and I continue our conversation with **Peter Troast** of Energy Circle and delve into the different kinds of home energy ...

[maineindoorair.org](http://maineindoorair.org) › [iaq-energy-webinar-series](#) :

## [IAQ & Energy Webinar Series - Maine Indoor Air Quality Council](#)

About the Presenter: **Peter Troast**, CEO and Founder of Energy Circle, builds ... to Fix It." Sam has also prepared hundreds of [articles](#), technical papers, reports, ...

## Five Takeaways from Maine's Comprehensive Solar Bill

June 18, 2019

After four years of efforts by solar advocates to remove arbitrary barriers to the development of solar projects, the Maine legislature passed LD 1711, [An Act To Promote Solar Energy Projects and Distributed Generation Resources in Maine](#). A bipartisan bill sponsored by Senate Minority Leader Dana Dow of Waldoboro, LD 1711 achieved three significant advances for segments of the solar market that have been inhibited due to an antiquated regulatory environment.

With passage of the bill, Maine homes, businesses, and municipalities will have more effective means to access the benefits of solar energy. Some of these changes are expected to be implemented prior to the end of 2019, while others won't see real implementation until next year.

Insource Renewables has been heavily involved in state solar policy during the past five years, and we are optimistic about the opportunities that are likely to be catalyzed by the success of LD 1711. Below are our top five takeaways from the bill.

### **1. Maine businesses finally have the opportunity to compete in the region - just in time.**

In 2006, the federal government introduced the federal investment tax credit. This solar tax credit allows businesses to claim a 30% [federal tax credit](#) for certain renewable energy investments, including solar photovoltaics (PV). Businesses also have the ability to take [accelerated depreciation](#) on their solar investments. Across the country, [this has catalyzed significant investment in solar](#).

This growth has been particularly striking in states that recognized the opportunity to leverage the investment tax credit to drive economic development. Maine has not been one of those states. Due to a [design of commercial electrical rates](#) that has included little consideration of the changing nature of electricity generation, Maine businesses receive roughly half of the benefit from solar that is received by residential customers.

LD 1711 resolved this issue by allowing businesses to receive their credits in dollars

# Content that Rises Above

# Content that Rises Above

The screenshot shows a website header with navigation links: SPECIAL OFFERS, CAREERS, 609.216.7882, CONTACT US, and EMERGENCY SERVICES. Below the header is the Princeton Air logo and a secondary navigation bar with links: ABOUT, FAQ, BLOG, CASE STUDIES, FINANCING, and PAY BILL. A third navigation bar lists services: HEATING & COOLING, PLUMBING, HOME AUTOMATION, HEALTHY HOME, HOME PERFORMANCE, and COMMERCIAL SERVICES. The main content area features an article titled "What Is the Electrify Everything Movement?" dated July 2, 2020. The article discusses New Jersey's goal to reduce greenhouse gas emissions by 80% from 2006 to 2050 and the role of electrification in achieving this. It also mentions that carbon dioxide is the primary source of CO2 in the atmosphere and that electrifying homes can save money. A sidebar on the right titled "Recent Posts" lists several related articles. A blue chat bubble icon is visible in the bottom right corner of the page.

**SPECIAL OFFERS** **CAREERS** 609.216.7882 **CONTACT US** **EMERGENCY SERVICES**

ABOUT FAQ BLOG CASE STUDIES FINANCING **PAY BILL**

HEATING & COOLING PLUMBING HOME AUTOMATION HEALTHY HOME HOME PERFORMANCE COMMERCIAL SERVICES

## What Is the Electrify Everything Movement?

July 2, 2020

In the fight to battle climate change, New Jersey has an ambitious goal: [reducing the state's greenhouse gas emissions by 80% from 2006 to 2050](#).

Carbon dioxide represents 65% of all greenhouse gas emissions, and [the burning of fossil fuels is the primary source of CO2 in the atmosphere](#). Homeowners across the country, not just in central Jersey and southeastern Pennsylvania, are looking for ways that they can help contribute, and the "electrify everything" movement is catching on. Here's how you can get started on home electrification and contribute to an important movement for change at the same time that you reduce your energy costs.

### What Does Electrify Everything Mean?

"Electrify everything" is replacing everything that runs on combustion fuel with electric alternatives. On a more personal level, electrify everything is largely about two areas that you have control over: your vehicle, and your home.

Not only is converting to electric better for the environment, but it's also often better for your wallet. For example, a 2018 study showed that [electric battery vehicles saved their owners an average of \\$632 every year in fuel costs](#) compared to gas-powered vehicles.

Better yet, there can be even more savings right within your home!

### How Do I Electrify My House?

One of the biggest ways to start your conversion from fossil fuel powered appliances to electric ones is

### Recent Posts

- How To Test Indoor Air Quality (IAQ)
- Do You Need Windows Or Insulation First?
- Why Is My Furnace Making Noise?
- The Benefits Of An Aerus Air Scrubber
- Building Electrification





# **TACTICS TO DEMONSTRATE TRUST**

# High Credibility Outlinks, Citations, Footnotes

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## What Are COVID-19 Ventilation Standards, and Are We Meeting Them?

COVID helped us realize that our state-of-the-art HVAC system has pretty much been in “set it and forget it” mode for most of its operating life. A [Foobot](#) monitor had been telling us our IAQ was mostly good, our energy bills are OK, and it feels like a quality environment—crisp and comfortable, even on the 5 dog days. But, as the attention on airborne transmission of the coronavirus has risen, we realized that we didn’t fully understand how our own office system was operating, and whether it was set at the right levels.

Four main questions came up that we set about trying to answer, and in the process we’ve ended up making a few changes to our system and set some goals for the future. Here’s what we learned.

**Question #1: As more and more scientific and medical research suggests that indoor transmission is the primary source of COVID spread, what can we do to circulate more fresh air through our office—to make it more, well, like the outside—so airborne viruses will not stick around in our breathing air? What are the recommended rates of air exchange and ventilation in a commercial building like ours, and is the Energy Circle office currently meeting those levels?**

Unfortunately, while the [CDC has released COVID-19 guidance on office ventilation and filtration](#), they aren’t very specific on the subject of ventilation, and their recommendations for commercial buildings essentially boil down to:

- Increase ventilation rates
- Reduce or eliminate air recirculation
- Keep systems running longer (24/7 if possible)
- Consult ASHRAE

Neither the CDC or ASHRAE (which published its own [Guidance for Building Operations During the COVID-19 Pandemic](#) in May 2020) specifies what the recommended ventilation rates should be increased to, but we can at least take ASHRAE’s existing standards as a starting point. [ASHRAE 62.1 and 62.2, which cover ventilation and acceptable indoor air quality in commercial and residential buildings](#), were updated in November 2019, and provide the following guidelines for office buildings:

# Places Topics in Reviews

4.9 ★★★★★ 59 reviews ? Sort by: Most relevant ▼

All team 27 energy efficient 7 crew 7 understand 6 assessment 5

project manager 5 energy audit 5 responsive 5 cleaned 5 respectful 5

4.8 ★★★★★ 576 reviews ? Sort by: Lowest rating ▼

All maintenance 28 information 24 water heater 19 understand 13 humidifier 12

competent 12 mask 11 gloves 8 asset 8 explanations 8

4.9 ★★★★★ 520 reviews ? Sort by: Most relevant ▼


All crew 61 project coordinator 48 meeting 35 production 33

solar renewable e... 16 conduit 15 commissioning 12 systems design 11

sales process 8 incentive program 5

# Structural Attribute Prompts

## 4-5 Stars

 **Peter Troast**  
Posting publicly. ⓘ


★ ★ ★ ★ ★

What do you like about this business?

Good quality    Good value    Professional

Responsive    On time

## 1-2 Stars

 **Peter Troast**  
Posting publicly. ⓘ

★ ★ ☆ ☆ ☆

What do you not like about this business?

Poor quality    Poor value    Not professional

Not responsive    Not on time

# First Party, On Site Testimonials



[HOUSING](#)

[BUSINESS](#)

[NON-PROFITS](#)

[SOLAR SOLUTIONS](#)

[BENEFITS](#)

[OUR COMPANY](#)

We are hiring - visit our [Careers page today!](#)

Now more than ever, please wear a mask and maintain physical distancing.

## TESTIMONIALS

AS ONE OF CALIFORNIA'S FIRST SOLAR POWER COMPANIES, WE ARE PROUD OF THE PARTNERSHIPS WE HAVE CREATED WITH OUR CUSTOMERS.

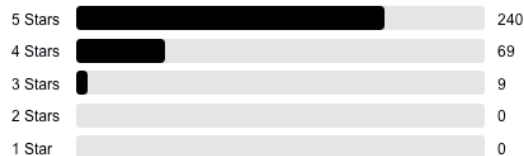
Sun Light & Power has designed and built solar systems for over 40 years. We provide solar solutions to a wide range of commercial, non-profit, municipal and business clients, with a focus on the multi-family and affordable housing sectors. Our customers repeatedly turn to us for their solar energy needs because they can trust our custom solar installations to be exceptionally engineered and meticulously executed every time, and our customer support team to be world-class.

### SUN LIGHT & POWER REVIEWS

Read a few of our reviews and testimonials below. We take pride in serving our customers, and many of them have agreed to share their positive experiences.

**4.6** Out of 5 Stars

Overall rating of 318 1st-party reviews



View Filters ^

Providing exceptional customer experience is our goal.

Please take a moment to read some of our reviews and then contact us for a quote.

If you are a current or past customer, we encourage you to add your own review. Your review will help us provide the best solar installations and service possible.

We want to design and build an energy solution that works for you!

Leave Us Feedback



**THANK YOU!  
QUESTIONS?**

**Peter Troast**

[peter@energycircle.com](mailto:peter@energycircle.com)

**207.847.3644**