



# **THE NEXT FRONTIER OF SPAM —FAKE COMPANIES, FAKE REVIEWS. HOW TO FIGHT BACK.**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*July 15, 2020*

# What We'll Discuss

- 1 SPAM—WHAT DO WE MEAN? WHAT TYPES ARE MOST PREVALENT OUR INDUSTRY?**
- 2 THE IMPACT OF SPAM—IS IT HURTING YOU?**
- 3 SERVICES & CATEGORIES MOST AFFECTED IN HVAC, HP, SOLAR**
- 4 TAKING ACTION AGAINST SPAM—STEPS YOU CAN TAKE**



# **THE SPECTER OF SPAM**

(What types most prevalent in our industry?)

# Fake Company SPAM

The screenshot shows a Google Maps search for 'Spray Foam' in Atlanta, GA. The map displays several red location pins. Below the map is a list of 14 spray foam contractors. Colored arrows point to specific entries in the list:

- GCS Spray Foam**: 4.6 stars (18 reviews), Insulation contractor, Open - Closes 7PM - (404) 519-7012. A yellow arrow points to the star rating.
- Spray Foam Pros**: 5.0 stars (1 review), Insulation contractor, Open - Closes 5PM - (404) 334-3083. An orange arrow points to the star rating.
- Invincible Spray Foam Pro**: No reviews, Insulation contractor, Atlanta, GA, Open 24 hours - (213) 340-2422. An orange arrow points to the 'DIRECTIONS' button.
- Lawful Spray Foam Contractor Experts**: No reviews, Insulation contractor, Atlanta, GA, Open 24 hours - (323) 347-3855. An orange arrow points to the 'DIRECTIONS' button.
- Spray Foam ATL**: No reviews, Insulation contractor, Open - Closes 6PM - (404) 457-3637. A yellow arrow points to the star rating.
- Considerate Spray Foam Experts**: No reviews, Insulation contractor, Atlanta, GA, Open 24 hours - (973) 370-9322. An orange arrow points to the 'DIRECTIONS' button.
- Big Green Spray Foam Insulation, LLC**: 4.3 stars (7 reviews), Insulation contractor, Norcross, GA, Open - Closes 6PM - (678) 849-3780. A yellow arrow points to the star rating.
- Radiant Spray Foam Contractor Experts**: No reviews, Insulation contractor, Atlanta, GA, Open 24 hours - (317) 747-3384. An orange arrow points to the 'DIRECTIONS' button.
- Hot Spray Foam Experts**: No reviews, Insulation contractor, Atlanta, GA, Open 24 hours - (863) 204-3422. An orange arrow points to the 'DIRECTIONS' button.
- Enjoyable Spray Foam Professionals**: No reviews, Insulation contractor, Atlanta, GA, Open 24 hours - (903) 300-1178. An orange arrow points to the 'DIRECTIONS' button.
- USA Insulation of Atlanta**: 5.0 stars (97 reviews), Insulation contractor, College Park, GA, Open - Closes 6PM - (678) 270-2037. A yellow arrow points to the star rating.
- Value Tech Spray Foam Insulation**: No reviews, Insulation contractor, (770) 981-9090. A yellow arrow points to the star rating.
- Relaxed Spray Foam Contractor Pros**: No reviews, Insulation contractor, Atlanta, GA, Open 24 hours - (763) 402-9551. An orange arrow points to the 'DIRECTIONS' button.
- Entrancing Spray Foam Llc**: No reviews, Insulation contractor, Atlanta, GA, Open 24 hours - (903) 304-1844. An orange arrow points to the 'DIRECTIONS' button.

# Creative Naming SPAM

**Friendly Spray Foam Pro**  
No reviews · Insulation contractor  
Chicago, IL  
Open 24 hours · (321) 339-1152

**Robust Spray Foam Contractor Experts**  
No reviews · Insulation contractor  
Open 24 hours · (888) 288-4260

**Mesmerizing Spray Foam Professionals**  
No reviews · Insulation contractor  
Chicago, IL  
Open 24 hours · (401) 825-0255


**Illinois Spray Foam Insulation**  
No reviews · Insulation contractor  
Chicago, IL · Near Skydeck Chicago  
Open 24 hours · (773) 692-6710

**HONTER inc.**  
Insulation contractor | Spray foar  
5.0 ★★★★★ (6) · Insulation cont...  
Bensenville, IL  
Open · Closes 5PM  
· (773) 954-4884

**Precious Spray Foam Contractor Llc**  
1.0 ★☆☆☆☆ (2) · Insulation contractor  
Open 24 hours · (888) 288-4260

**Astro Insulation**  
3.2 ★★★★★ (9) · Insulation cont...  
Chicago, IL  
Open · Closes 5PM  
· (815) 653-4900

**Chicago Insulation Pros**  
5.0 ★★★★★ (9) · Insulation cont...  
Chicago, IL

**Mesmerizing Spray Foam Professionals** ✕  
Directions Save  
Insulation contractor in Chicago, Illinois  
**Address:** 450 W Briar Pl #5C, Chicago, IL 60657  
**Hours:** Open 24 hours ▾  
**Phone:** (401) 825-0255  
⚠ Hours or services may differ  
Suggest an edit · Own this business?  
Add missing information  
Add website  
Know this place? Share the latest info  
Questions & answers Ask a question  
Be the first to ask a question  
  
Send to your phone Send  
Review summary Write a review  
Be the first to review  
Web results

**SPRAY FOAM INSULATION MOUNT VERNON**

Website Save

5.0 ★★★★★ 4 Google reviews  
Insulation contractor

**Hours:** Open · Closes 8PM


**Phone:** (914) 362-2270

⚠ Hours or services may differ  
: Google's reviewing your suggestion  
Spam

Suggest an edit · Own this business?  
Your edit is being reviewed.

Know this place? Share the latest info

Questions & answers  
Be the first to ask a question [Ask a question](#)



More photos

spray-foam-insulation-yonkers.business.site


SPRAY FOAM INSULATION YONKERS

Get Quote Call Now

# SPRAY FOAM INSULATION YONKERS

Insulation Contractor in Yonkers  
Open today until 8:00 PM

GET QUOTE



**SPRAY FOAM INSULATION YONKERS**

Website Save

5.0 ★★★★★ 3 Google reviews  
Insulation contractor

**Hours:** Open · Closes 8PM


**Phone:** (914) 229-9517

⚠ Hours or services may differ

Suggest an edit · Own this business?

Know this place? Share the latest info

Questions & answers  
Be the first to ask a question [Ask a question](#)



spray-foam-insulation-mount-vernon.business.site


SPRAY FOAM INSULATION MOUNT VERNON

Get Quote Call Now

# SPRAY FOAM INSULATION MT. VERNON

Insulation Contractor in Mount Vernon  
Open today until 8:00 PM

GET QUOTE



# Fake Company SPAM

**Name in reviews  
doesn't match  
GMB company  
name**

The screenshot shows a Google My Business review page for 'SPRAY FOAM INSULATION WESTCHESTER'. The page features a 5.0 star rating from 21 reviews, with a 'Write a review' button in the top right. Below the rating are filter buttons for 'All', 'attic 5', 'home 4', and 'professional 4'. The reviews are sorted by 'Most relevant'. Four reviews are visible, each with a profile picture, name, number of reviews, star rating, and date. The reviews are all 5-star ratings and mention 'The Home Insulators'.

**SPRAY FOAM INSULATION WESTCHESTER** [Write a review](#)

5.0 ★★★★★ 21 reviews [Sort by: Most relevant](#)

[All](#) [attic 5](#) [home 4](#) [professional 4](#)

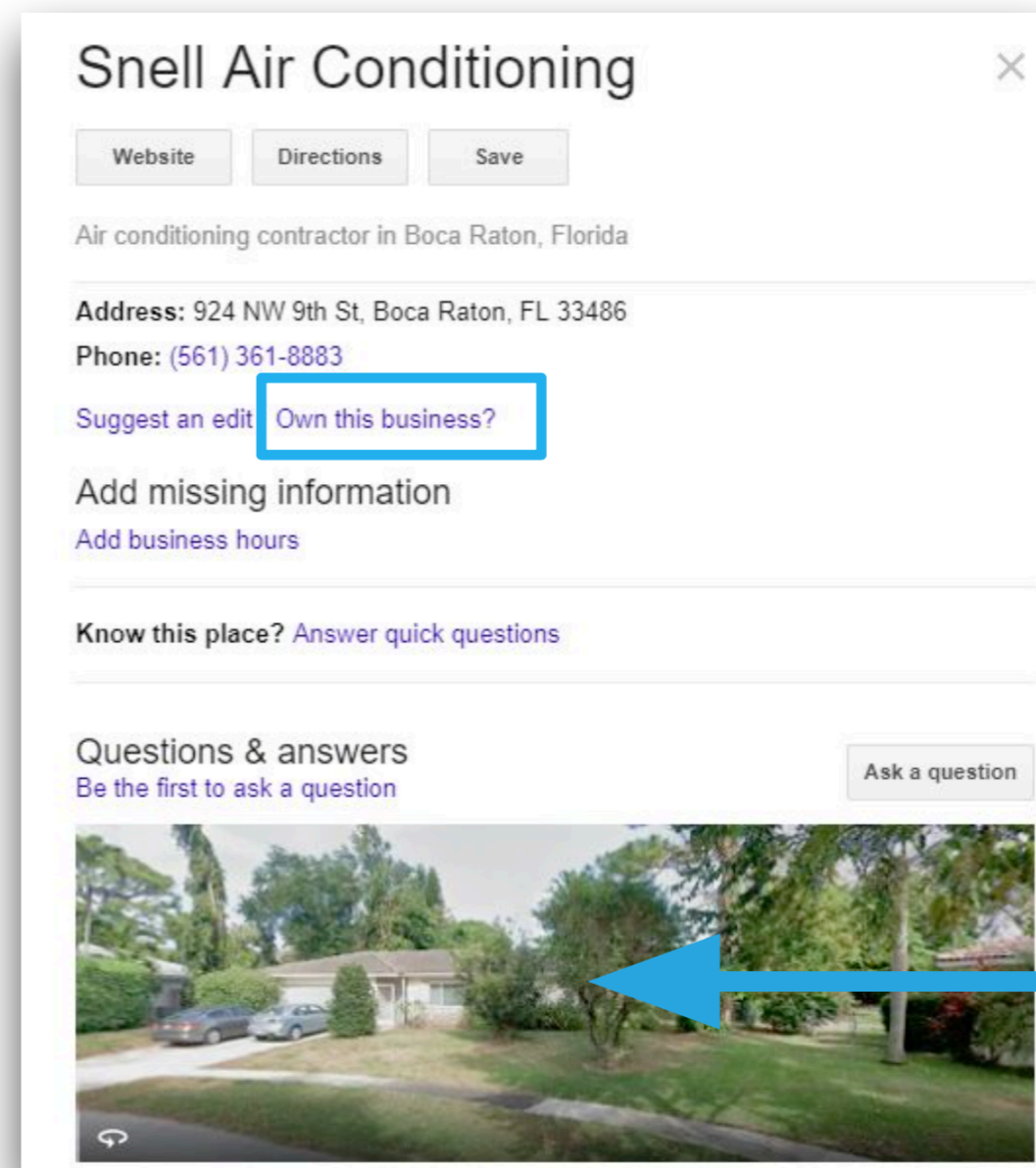
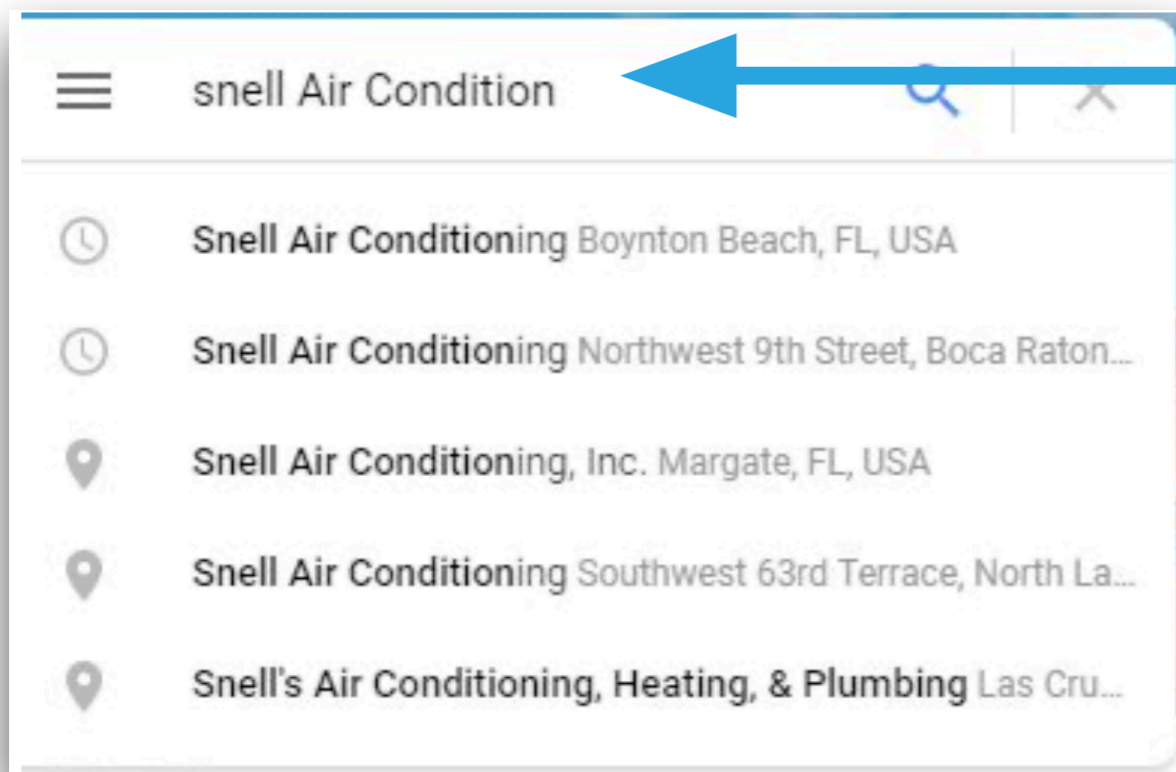
**Danny Hicks**  
6 reviews  
★★★★★ a month ago  
They send over a few different options in the estimate that they email to you. I like this idea because I can choose what I think is great. They, of course, suggest the best option for you.  
[Like](#)

**Evalyn Labadie**  
2 reviews  
★★★★★ 3 weeks ago  
Some companies you deal with always gives you a problem of some sort. I didn't run into any problems with The Home Insulators. They are great and were on time. Thank you guys!  
[Like](#)

**Timothy Harkins**  
3 reviews  
★★★★★ 2 weeks ago  
**Positive:** Professionalism, Quality, Value  
I hired the Home Insulators to reinsulate my attic. I had fiberglass batt in my exposed roof lining and rafters. It wasn't doing it's job. The Home Insulators came and removed the fiberglass and installed closed cell spray foam. I feel such a difference now. I know I will be saving alot of money on my heating/AC. Amazing work!  
[Like](#)

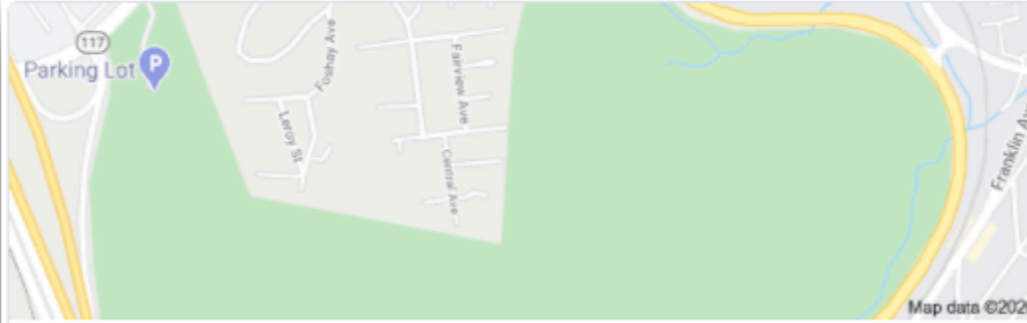
**Bev Morris**  
2 reviews  
★★★★★ a month ago  
**Positive:** Responsiveness, Value  
I really didn't know much about spray foam insulation. I came across The Home Insulators on line and gave them a call. I needed to insulate my unfinished attic. My home was freezing even when the heat was on full blast. They insulated my ... [More](#)

# Fake Location SPAM








# Fake Location SPAM




Map data ©2020

Rating ▾ Hours ▾ Your past visits ▾

⚠ Hours or services may differ

<b>The Home Insulators of White Plains</b> 5.0 ★★★★★ (28) · Insulation contractor Open · Closes 8PM · (914) 205-4739	 <a href="#">WEBSITE</a>
<b>The Home Insulators of Pelham</b> 5.0 ★★★★★ (12) · Insulation contractor Open · Closes 8PM · (914) 202-3670	 <a href="#">WEBSITE</a>
<b>The Home Insulators of New Rochelle</b> 5.0 ★★★★★ (22) · Insulation contractor Open · Closes 8PM · (914) 205-6361	 <a href="#">WEBSITE</a>

 [More businesses](#)

thehomeinsulators.com › insulation-contractors-westche... ▾  
**Spray Foam Insulation Westchester County NY | Home, Attic ...**  
Welcome to **The Home Insulators of Westchester County** We strive to be the best at home insulation in Westchester County. We've been serving Westchester for decades now and we are happy to have helped many homeowners in the area lower their energy bills due to improved efficiency.

thehomeinsulators.com › insulation-contractors-ossinin... ▾  
**Spray Foam Insulation Installers Ossining NY | Home ...**  
The House of Insulators prides itself in being the #1 provider for home insulation products in Ossining, Westchester County, New York. We have been in the ...

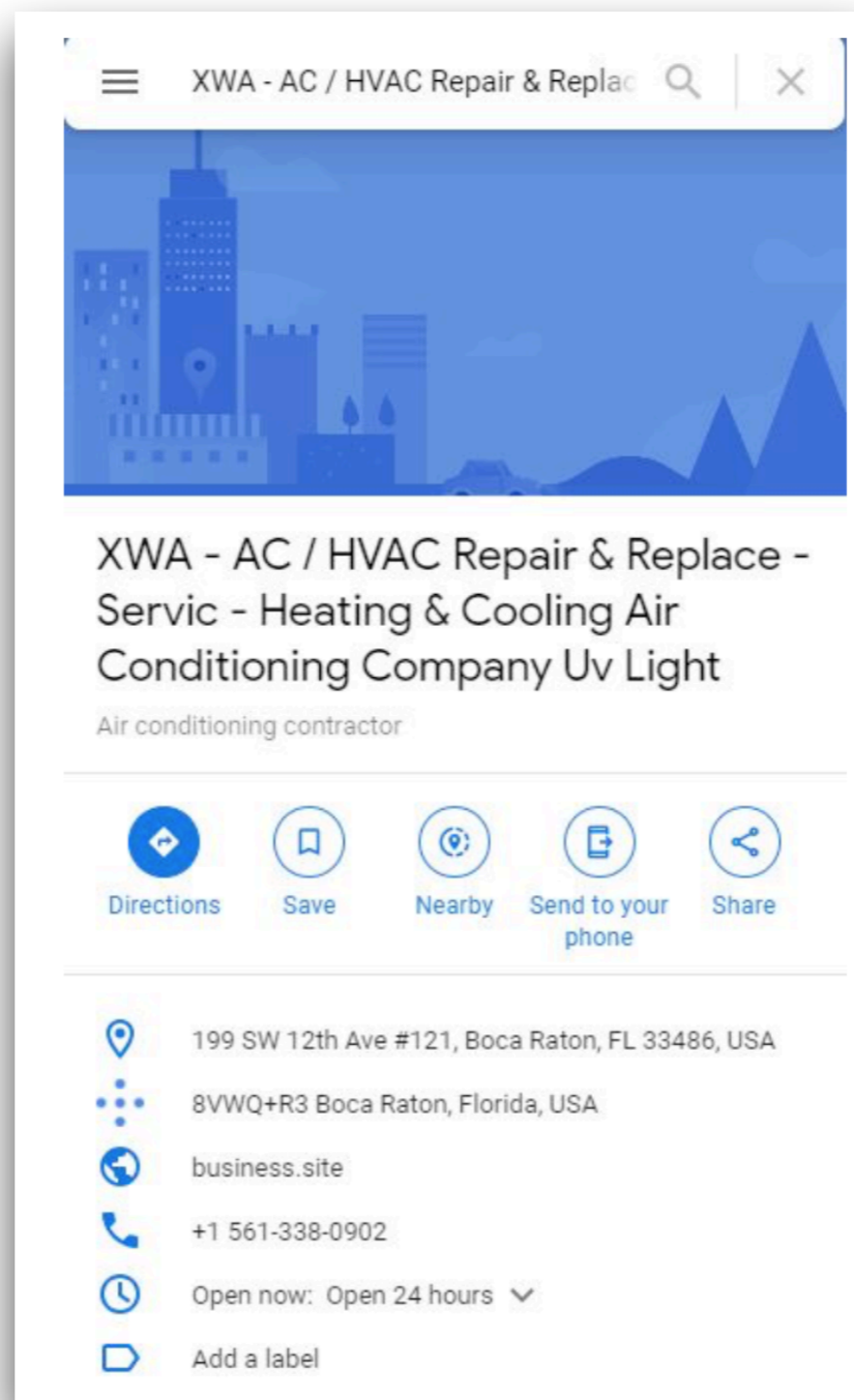
# Fake Location SPAM

**Solar Company  
Located on  
a Footbridge**

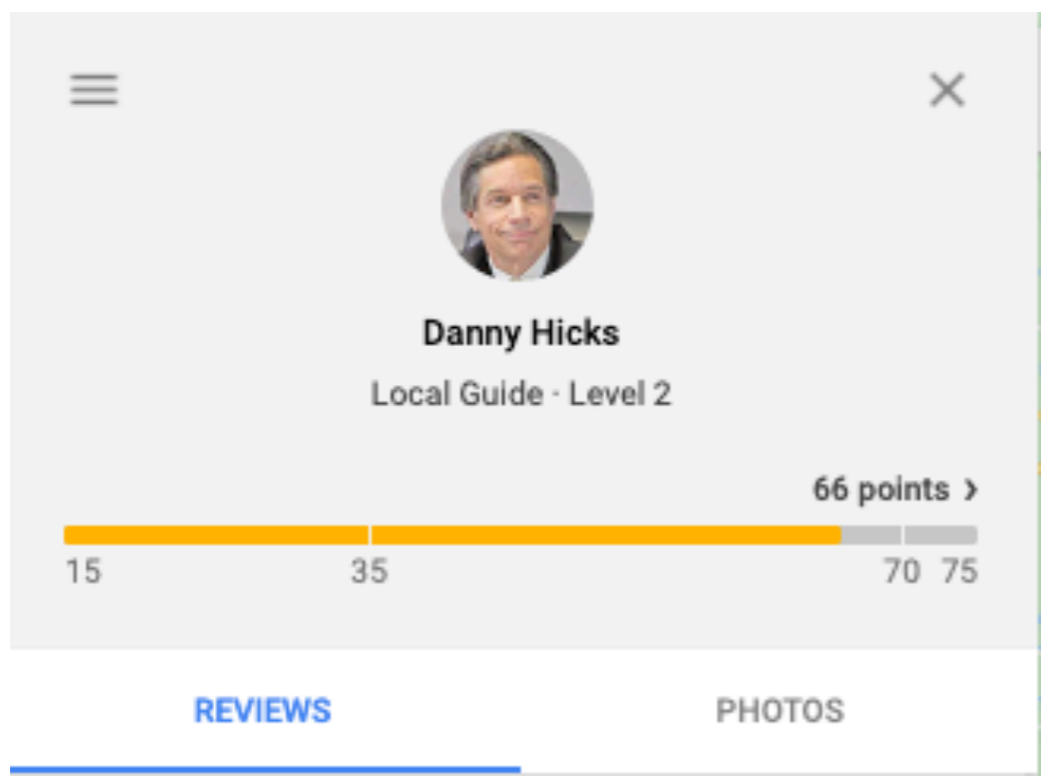
The image shows a Google Maps search result for "Solar Panels Boston". The listing includes the following information:

- Address:** Arthur Fiedler Footbridge, Boston, MA 02116
- Phone:** (888) 512-3533
- Category:** Solar energy equipment supplier
- Map:** A map of Boston with a red pin marking the location on the Arthur Fiedler Footbridge, which is a pedestrian bridge over the harbor.
- Other details:** "Directions", "Save", "Suggest an edit · Own this business?", "Add missing information", "Add business hours", "Add website", "Questions & answers", "Send to your phone", "Review summary", "People also search for" (listing other solar companies like Wagner & C, Line Loss Pro, SolBid, Inc., and Brightergy), and "Web results" (listing websites like solar-estimate.org and bostonsolar.us).

# Keyword Name Stuffing SPAM




# Fake Review SPAM



☰

✕



**Danny Hicks**  
Local Guide · Level 2

66 points >

15 35 70 75

**REVIEWS** PHOTOS



 **SPRAY FOAM INSULATION WESTCHESTER**  
New Rochelle, NY 10805

★★★★★ a month ago

They send over a few different options in the estimate that they email to you. I like this idea because I can choose what I think is great. They, of course, suggest the best option for you.

 Like  Share

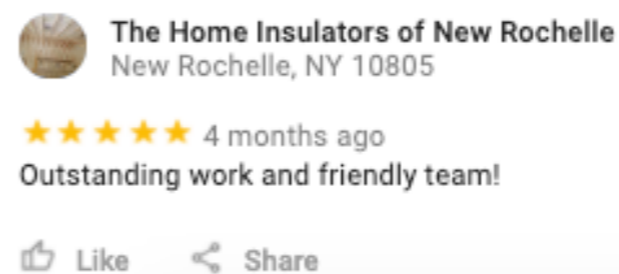



 **PNC Spray Foam Insulation in Queens**  
Hollis, NY 11423 -

★★★★★ 3 months ago

Exceptional team work!



 Like  Share



 **The Home Insulators of New Rochelle**  
New Rochelle, NY 10805

★★★★★ 4 months ago

Outstanding work and friendly team!

 Like  Share



# POLL



# **THE IMPACT OF SPAM**

(Is it hurting you?)

# Are Fake Companies Driving Your Rankings Down?

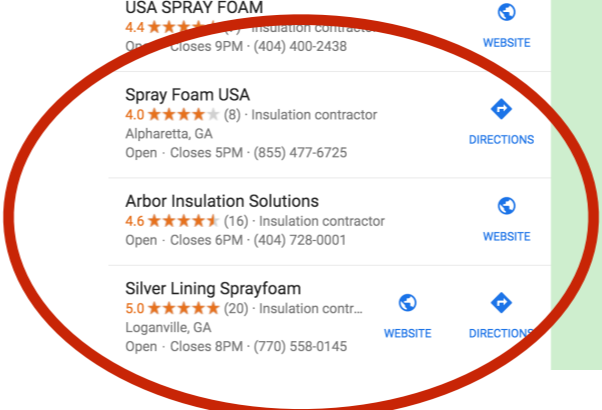
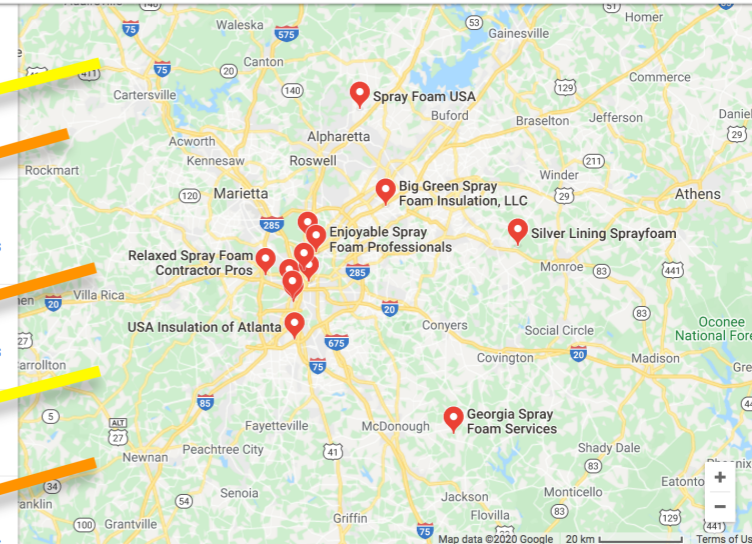


spray foam insulation
































← Rating Hours

- GCS Spray Foam**  
4.6 ★★★★★ (18) · Insulation contractor  
Open · Closes 7PM · (404) 519-7012  
WEBSITE
- Spray Foam Pros**  
5.0 ★★★★★ (1) · Insulation contractor  
Open · Closes 5PM · (404) 334-3083
- Invincible Spray Foam Pro**  
No reviews · Insulation contractor  
Atlanta, GA  
Open 24 hours · (213) 340-2422  
DIRECTIONS
- Lawful Spray Foam Contractor Experts**  
No reviews · Insulation contractor  
Atlanta, GA  
Open 24 hours · (323) 347-3855  
DIRECTIONS
- Spray Foam ATL**  
No reviews · Insulation contractor  
Open · Closes 6PM · (404) 457-3637  
WEBSITE
- Considerate Spray Foam Experts**  
No reviews · Insulation contractor  
Atlanta, GA  
Open 24 hours · (973) 370-9322  
DIRECTIONS
- Big Green Spray Foam Insulation, LLC**  
4.3 ★★★★★ (7) · Insulation contractor  
Norcross, GA  
Open · Closes 6PM · (678) 849-3780  
WEBSITE DIRECTIONS
- Radiant Spray Foam Contractor Experts**  
No reviews · Insulation contractor  
Atlanta, GA  
Open 24 hours · (317) 747-3384  
DIRECTIONS
- Hot Spray Foam Experts**  
No reviews · Insulation contractor  
Atlanta, GA  
Open 24 hours · (863) 204-3422  
DIRECTIONS
- Enjoyable Spray Foam Professionals**  
No reviews · Insulation contractor  
Atlanta, GA  
Open 24 hours · (903) 300-1178  
DIRECTIONS
- USA Insulation of Atlanta**  
5.0 ★★★★★ (97) · Insulation contractor  
College Park, GA  
Open · Closes 6PM · (678) 270-2037  
WEBSITE DIRECTIONS
- Value Tech Spray Foam Insulation**  
No reviews · Insulation contractor  
(770) 981-9090  
WEBSITE
- Relaxed Spray Foam Contractor Pros**  
No reviews · Insulation contractor  
Atlanta, GA  
Open 24 hours · (763) 402-9551  
DIRECTIONS
- Entrancing Spray Foam Llc**  
No reviews · Insulation contractor  
Atlanta, GA  
Open 24 hours · (903) 304-1844  
DIRECTIONS
- USA SPRAY FOAM**  
4.4 ★★★★★ (8) · Insulation contractor  
Open · Closes 9PM · (404) 400-2438  
WEBSITE
- Spray Foam USA**  
4.0 ★★★★★ (8) · Insulation contractor  
Alpharetta, GA  
Open · Closes 5PM · (855) 477-6725  
DIRECTIONS
- Arbor Insulation Solutions**  
4.6 ★★★★★ (16) · Insulation contractor  
Open · Closes 6PM · (404) 728-0001  
WEBSITE
- Silver Lining Sprayfoam**  
5.0 ★★★★★ (20) · Insulation contractor  
Loganville, GA  
Open · Closes 8PM · (770) 558-0145  
WEBSITE DIRECTIONS



# Monitor with Rank Checking

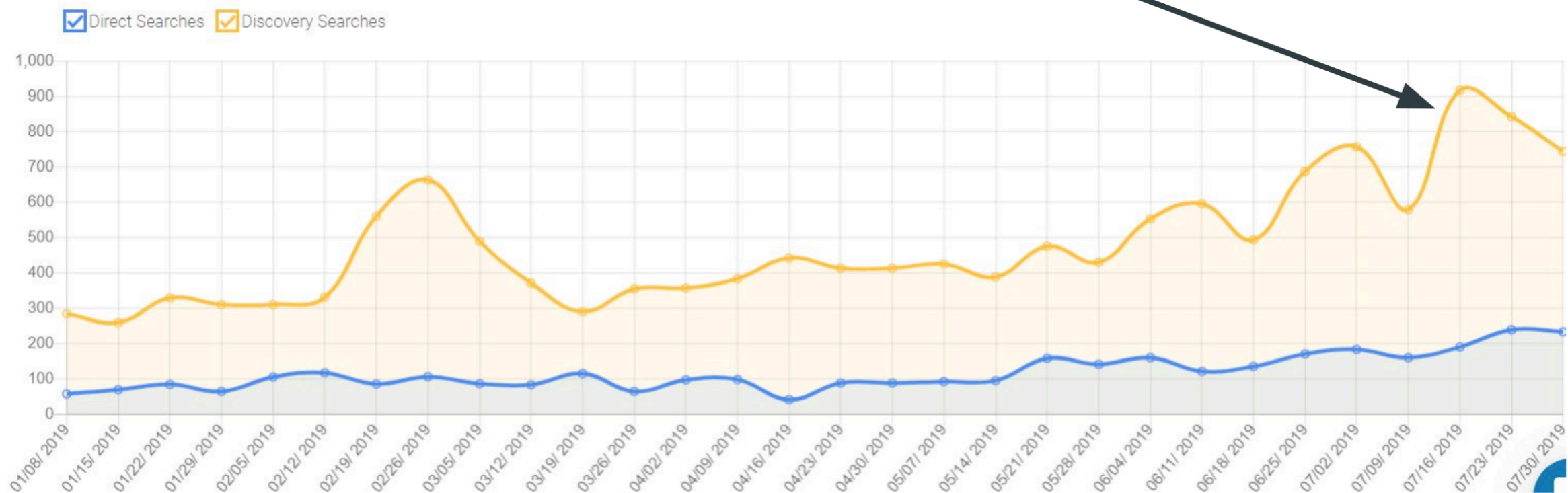
Keyword	Count	Rank	Change
ac companies near me  		1 	 2
ac maintenance near me  		1 	 1
AC repair  		1 	 2
AC repair near me  		1 	 1
ac replacement near me  		1 	 1
air conditioning repair  		1 	 2
HVAC companies  		1 	 1





# Meaningful Traffic Improvement

## Removed Spam





# **SERVICES & CATEGORIES MOST AFFECTED IN HVAC, HP, SOLAR**

# Primary Categories for Spammers

- **HVAC**

  - AC/Heating Repair & Emergency

  - AC/Heating Maintenance

  - AC/Heating Installation

- **Insulation**

  - Spray foam

  - Insulation removal

  - Crawlspace encapsulation and repair

- **Solar**

  - All of solar



# **TAKING ACTION AGAINST SPAM**

# Ready for Whack-a-Mole?



# Mark as closed or remove

Suggest an edit ×

PNC Spray Foam Insulation in Ardsley

Your suggestion

Mark as closed or remove

Reason

Select a reason (optional)


- Permanently closed
- Temporarily closed
- Never existed
- Moved to a new location
- Private place or home
- Spam, fake, or offensive
- Duplicate of another place
- Legal issue


**Legit company.  
Edit name to  
remove keyword  
stuffing**


Suggest an edit ✕


Air Apparent | Affordable AC Repair Services, Air Conditioning Repair Service, HVAC Repair Fresno CA


OVERVIEW


 Name  
Air Apparent | Affordable AC Repair Services, Air Conditioning Repair Service, HVAC Repair Fresno CA

 Category  
Air conditioning repair service

 Services  
[Add services](#) >


 Hours  
Sun-Sat: Open 24 hours >

 Contact  
(559) 235-9299 ✕

 Website  
<http://airapparentca.com/> ✕

ABOUT

Opening date  
[Add opening date](#) >

 [Add a photo](#)

Help verify your suggested changes with relevant photos (for example, posted hours or a business card). Photos will

[Cancel](#) [Send](#)

# Google Redressal Form

## Business Redressal Complaint Form

If you come across misleading information or fraudulent activity on Google Maps related to the name, phone number, or URL of a business, you may use this form to submit a complaint. Complaints submitted through this form will be reviewed in accordance with our [guidelines](#) for representing businesses on Google Maps.

**Note:** We cannot guarantee that any action will be taken on your complaint after you complete and submit this form. After we receive your complaint, you will not be updated on its status.

If your complaint is not related to fraudulent activity on the name, phone number, or URL of the business, we will not be able to review your complaint. Please use [these steps](#) to report problems for all other Google Maps features.

If you simply need to correct an incorrect business name, phone number, or URL, do not use this form. Use [these steps](#) to correct the information instead.

\* Required field

## Your information

Full name \*

Your own name, even if you are making the request on behalf of someone else who you are authorized to represent.

Contact email address \*

Name of the entity or organization that is getting impacted. \*

## Malicious content (Phone number/URL/Address/Title)

Identify the content on Google Maps that you claim might lead to fraudulent activity.

Select one

What is the public URL for the location \*

https://

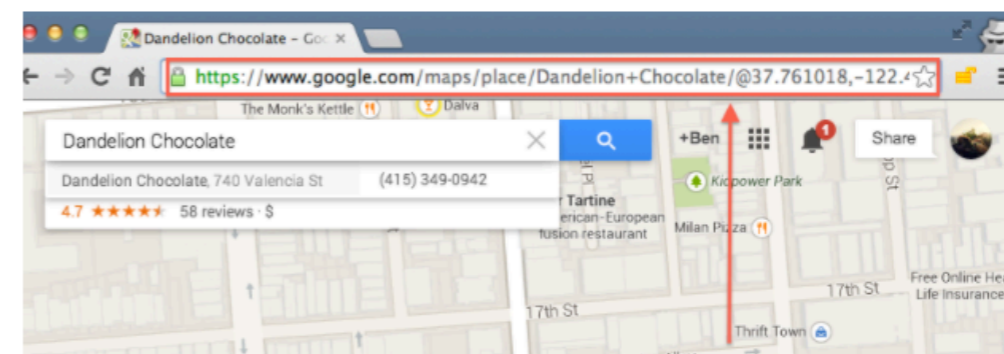
[Add additional](#)

If you have many URLs to report, we recommend submitting 10-100 at a time for a faster processing time. You can submit multiple URLs by clicking the "Add additional" link or by uploading a spreadsheet with all the URLs

File upload (optional)

No file chosen

Find the public URL by searching for the location on Google Maps and clicking on the relevant result, kindly copy and paste the full URL in this form.



Please explain in detail why you believe the content on the above URLs is malicious to be on Google Maps. \*

(In order to ensure specificity, please quote the exact content from the URL above that you believe is malicious. If the allegedly malicious content is a phone or website, please provide a detailed description of how it might impact other users/business for taking relevant action)



# Google Street View image is best



## Mesmerizing Spray Foam Professionals

Directions Save

Insulation contractor in Chicago, Illinois

**Address:** 450 W Briar Pl #5C, Chicago, IL 60657

**Hours:** Open 24 hours

**Phone:** (401) 825-0255

Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

Add missing information

[Add website](#)

Know this place? [Share the latest info](#)

---

### Questions & answers

[Be the first to ask a question](#) Ask a question

[Send to your phone](#) Send

---

### Review summary

[Be the first to review](#) Write a review

Web results

Name & Address Verified ✓	
AS01,DA10	
<a href="#">Climate</a> · <a href="#">Contributors</a> · <a href="#">Home Sales</a> · <a href="#">Nonprofits</a> · <a href="#">Property Info</a> · <a href="#">Street Detail</a>	
Name at Address	Albina Melnichenko ✓ Name & Address Match (VR01)
Birth Month-Year	01-1990 Age: 30
Address	450 W Briar Pl Apt 5C Chicago IL 60657-4779 ✓ Address Verified (AS01)
Property Information	Owner: Roxana Hadad (07/21/2011)
MAK (Melissa Address Key)	5850743962 (BaseMAK=7660900314) Personator <a href="#">Search by MAK</a>
Lat. & Long.	41.938991 -87.641410 ✓ Geocoded to Rooftop Level (GS05)
Address Type	Residential
Postal Carrier Route	C020 (DPC: 53-1) <a href="#">Map</a>
U.S. Representative	Mike Quigley (D) (05) <a href="#">Map</a>
Census Entities	County 17031 Cook <a href="#">Map</a>

If not, [www.melissa.com](http://www.melissa.com) database

# Google Approved Proof

- **Government documents and websites (Secretary of State biz listings best)**
- **Street View images**
- **Photos**
- **Business Website**
- **BBB sometimes**
- **Not Third Party sites (Yelp, etc.)**



**THANK YOU!  
QUESTIONS?**

**Peter Troast**

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

**207.847.3644**