



# **MAXIMIZING REVIEW CONTENT ON YOUR WEBSITE (AKA FIRST PARTY REVIEWS)**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*April 14, 2021*



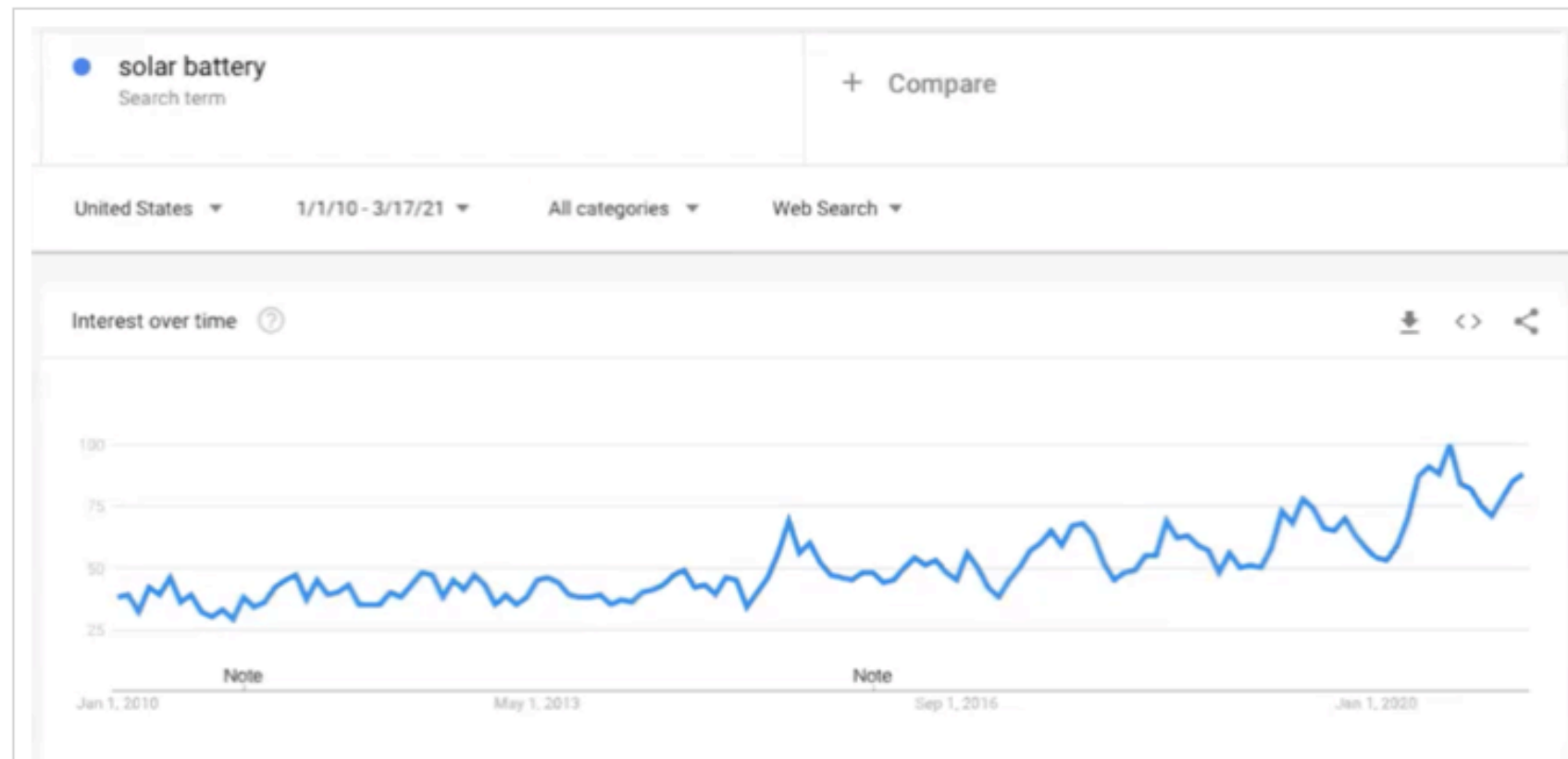
# Use This Checklist to Capture Search for Solar Battery Storage and EV Charging



By Emily Silverman | March 24, 2021

During our last webinar, Senior Solar Strategist Abby Yolda joined Energy Circle Founder and CEO [Peter Troast](#) to discuss search volume growth in solar battery storage and electric vehicle charging. From their discussion, we learned that as consumer awareness of solar battery storage and EV charging grows, we're seeing a steady rise in search volume for these terms.

As you can see from the graph below, search volume for the term "solar battery storage" has been increasing steadily since early 2010. The spikes in the graph correspond to trends in the solar industry. For example, in 2015 we see a huge increase in search volume happening at the same time as an ITC extension that took place that year. You can read more about the ITC plan on our blog on the topic from earlier this year.





# 3 Quick Ways to Improve Your Emails



By Cory Allyn | April 7, 2021

Ever feel like you're just sending emails out into the void and no one's reading them? The reality is that we all get a TON of emails every day, so you've got to work hard to make yours stand out from the crowd. And while there's no shortcut for creating quality content, or for providing information and services that people are genuinely interested in, there are some marketing tricks to make them take a second glance when a new message from your home performance, HVAC, or solar business pops up in their inbox.

Here are 3 easy-to-implement tips that you can use to spruce up your email campaigns and increase your open rates as well as your click-through and conversion rates.

## 1. Emphasize Urgency

Sometimes (okay, maybe most of the time!) you want a fast response to an email—someone calling to book an appointment or schedule service right away. You can do that by incorporating a sense of urgency into your emails with tactics like:

- **Adding a countdown clock in your email illustrating that time is running out to act on a limited-time offer**
- **Pointing out that there are limited appointment slots remaining ("Only X left!")**
- **Announcing one-time specials or flash sales for products or services**

FOMO, or Fear Of Missing Out, is a powerful emotion, and making people feel time-pressed or like they're part of an exclusive group is an effective way to motivate them into taking action.

## 2. Show People What Others Are Doing

Here's how you can take advantage of a phenomenon called "social proof", in which people tend to do what they notice others doing, especially when they identify with them.

# Upcoming Webinars

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

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

**April 14** - Maximizing Review Content on Your Website

**April 21** - Should Paid Search Marketing Be in Your Mix? How to Evaluate

**April 28** - Special Guest TBD

# What We'll Discuss

- 1 QUICK REVIEW: THE REVIEW LANDSCAPE IN 2021**
- 2 REVIEW STRATEGY OVER TIME—FROM CHASING STARS TO FULL REPUTATION MANAGEMENT**
- 3 THE CASE FOR FIRST PARTY REVIEWS & WAYS TO GET MAXIMUM IMPACT**





# **QUICK SUMMARY: THE REVIEW LANDSCAPE IN 2021**



# Reviews in 2021: State of the State

Google is King

Quantity & Consistency an Important Ranking Factor

Diversity Still Counts

Yelp in Decline but Not Dead Yet

*AND*

**Review Content  
More Important Than Ever**



# Most Company's Priorities



Clout of Google, Ranking Factors, Presence in Search, Quantity and velocity matters

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2. **On Your Website**

Great content that can be localized.

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3.



Strength in organic listings, Growing fast in Service Biz categories; more critical in tone

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4. **Your Specific Priorities Based on Research.**





# Our Guidance—Google Review Quantities

	June 2019	January 2021
<b>Solar</b>	<b>50+</b>	<b>100-200</b>
<b>HVAC</b>	<b>40+</b>	<b>100</b>
<b>Home Performance</b>	<b>25+</b>	<b>60-80</b>
<b>Insulation</b>	<b>15+</b>	<b>50</b>
<b>Builder</b>	<b>10+</b>	<b>30</b>
<b>Remodeler</b>	<b>25+</b>	<b>50</b>



# Ranking Factor for Local Services Ads

The screenshot shows a Google search interface with the query 'hvac repair oakland ca'. The search results page displays a sponsored section titled 'HVAC repairs - 20+ HVAC pros serving Oakland'. Three service providers are listed in a grid:

Business Name	Rating	Location	Phone Number	Status
Element Home Solutions	5.0 ★★★★★	Oakland	(510) 871-3894	Open now
The Appliance Repair ...	4.6 ★★★★★	Alameda	(510) 871-3938	Open now
Service Champions He...	4.8 ★★★★★	Pleasanton	(925) 732-6744	Open now

Each listing includes a 'Google guaranteed' badge and a link to 'See reviews'. A link at the bottom of the sponsored section reads '→ More HVAC pros in Oakland'.





**FROM REVIEW CHASING  
TO  
REPUTATION MANAGEMENT**

# REVIEW STRATEGY OVER TIME

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*Review  
Chasing*



## **EARLY STAGE**

- Minimum Review Quantities
- Negative Review Cleanup
- Diversity Across Key Sites

## **MIDDLE STAGE**

- Consistent Solicitation Process
- Steady Flow
- Competitive Review Quantities
- Shaping Review Content—Keywords and Service Quality
- System for Review Responses
- Measuring Staff on Reviews and Volume

## **ADVANCED STAGE**

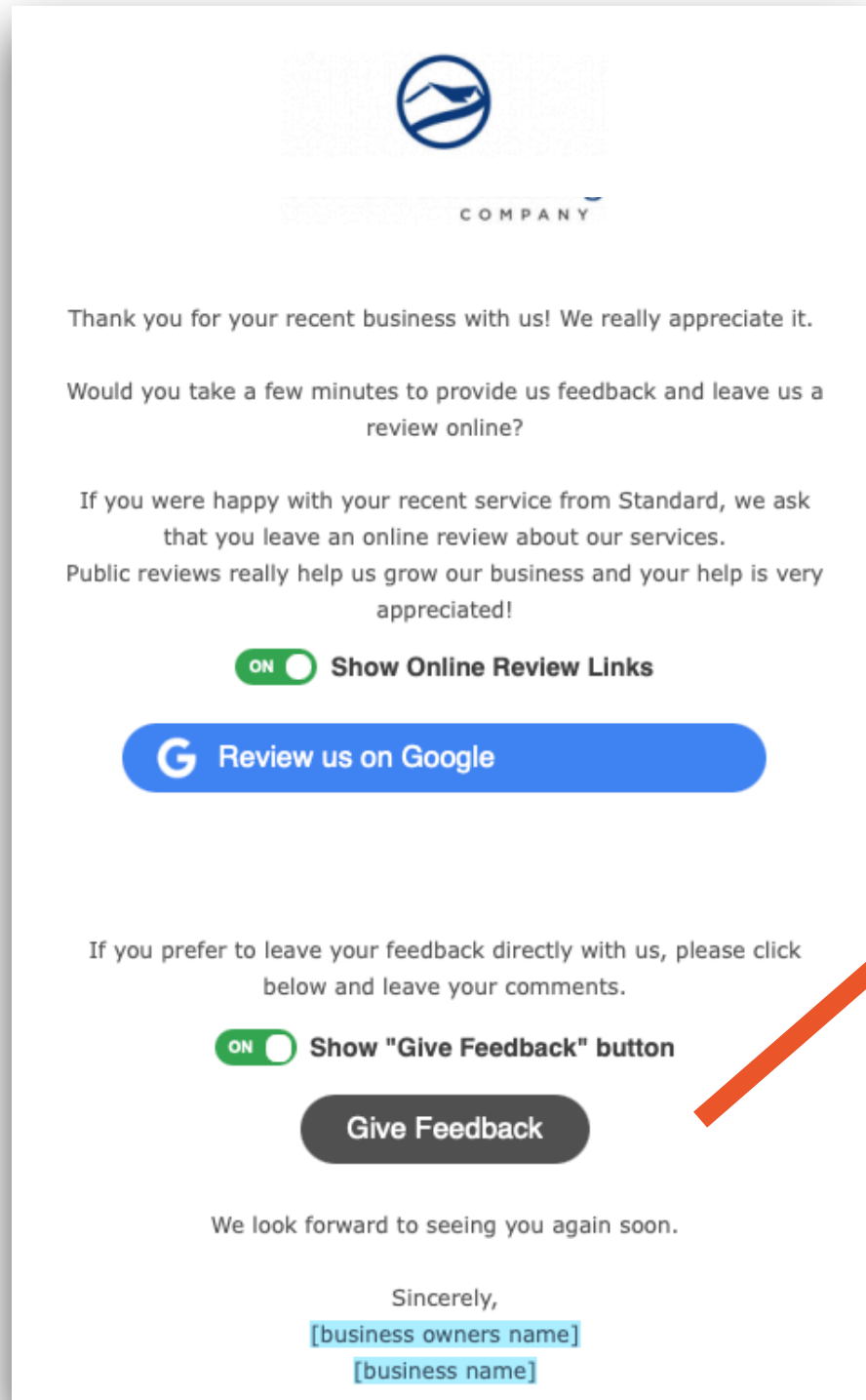
- Open to More 1st Party Than 3rd Party
- Automated Solicitation (Quickbooks, CRM)
- Regular Evaluation of Topics and Sentiment
- Net Promoter Score Tracking
- Use of Reviews in Marketing (GMB Posts, Facebook)
- Conversion Optimization (tagged reviews on landing pages)
- Company-wide KPI and Management Tool


*Reputation  
Management*



# **THE CASE FOR FIRST PARTY REVIEWS ON YOUR WEBSITE**

# The Mechanics: Give Choice or Not



  
COMPANY

Thank you for your recent business with us! We really appreciate it.

Would you take a few minutes to provide us feedback and leave us a review online?

If you were happy with your recent service from Standard, we ask that you leave an online review about our services. Public reviews really help us grow our business and your help is very appreciated!

**Show Online Review Links**

[G Review us on Google](#)

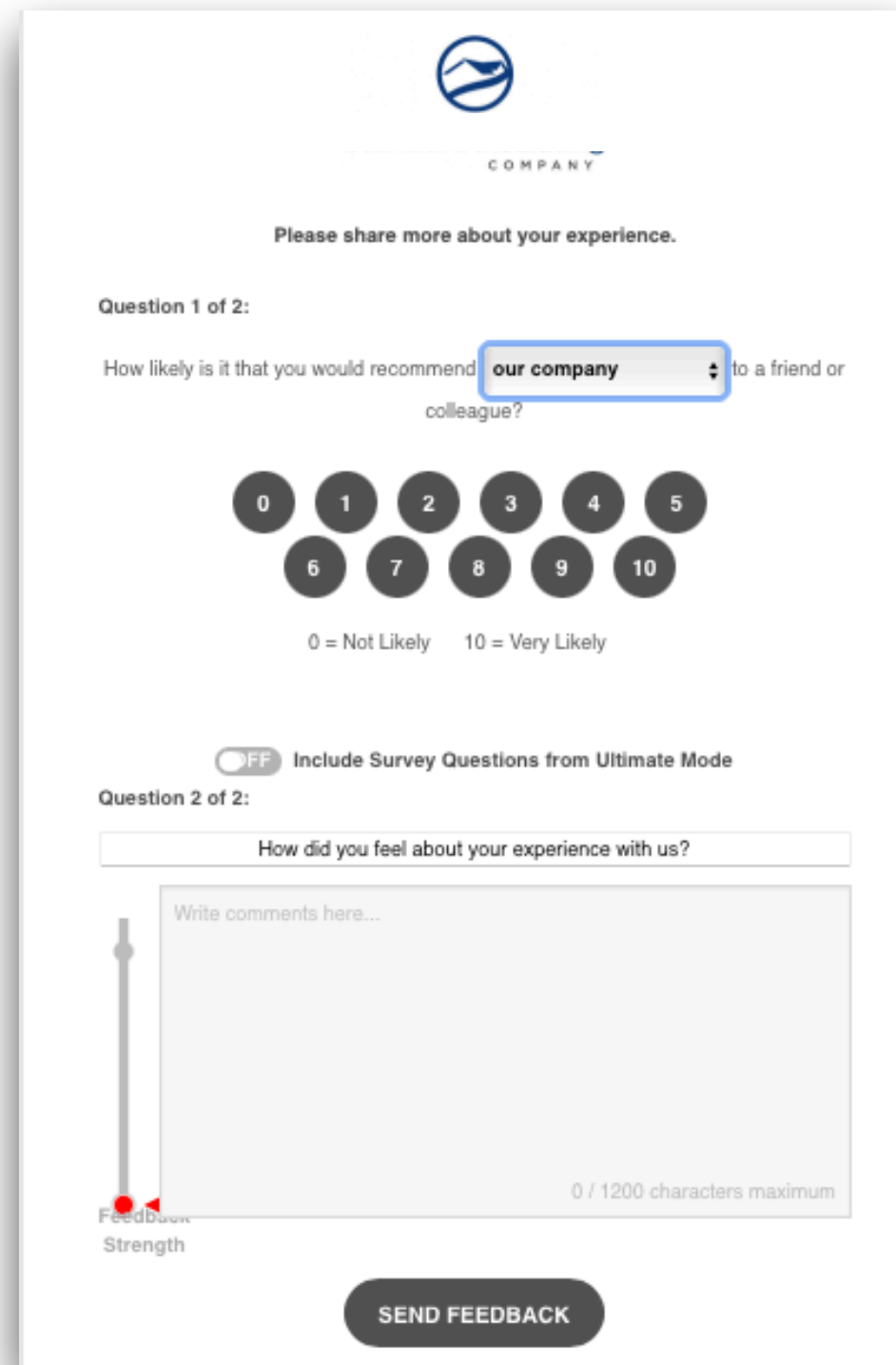
If you prefer to leave your feedback directly with us, please click below and leave your comments.


**Show "Give Feedback" button**

[Give Feedback](#)

We look forward to seeing you again soon.

Sincerely,  
[business owners name]  
[business name]



  
COMPANY

Please share more about your experience.

**Question 1 of 2:**

How likely is it that you would recommend **our company** to a friend or colleague?

0 1 2 3 4 5  
6 7 8 9 10

0 = Not Likely 10 = Very Likely

**Include Survey Questions from Ultimate Mode**

**Question 2 of 2:**

How did you feel about your experience with us?

Write comments here...

0 / 1200 characters maximum

Feedback Strength

[SEND FEEDBACK](#)



# Feedback vs Reviews: More Useful?

From the moment \_\_\_\_\_ walked in the door to survey the house and create a proposal - to the arrival of the crew months later to begin the job - your company representatives served you well. A special shout out to \_\_\_\_\_ the project manager and his crew. They were professional and clean and finished within the estimated time. My only piece of advice, because I want your company to be successful, is to increase communications in the period from signing the contract to doing the job. It was a long time in our case, and I occasionally wondered if we'd been forgotten.





# More Volume

## 1 location home services

### 3rd-Party Online Reviews



**111**

TOTAL REVIEWS

**+111**

SINCE JOINING

### 1st-Party Reviews



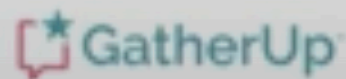
**1,050**

TOTAL REVIEWS

**+12**

LAST 30 DAYS

**10x**



# Prominence on Website

**SUN LIGHT & POWER**  
100% EMPLOYEE OWNED

Blog & News Resources Solar Financing Careers Projects Testimonials Contact 510.949.8658 Request an Energy Analysis

HOUSING BUSINESS NON-PROFITS SOLAR SOLUTIONS BENEFITS OUR COMPANY

HOUSING BUSINESS NON-PROFITS SOLAR SOLUTIONS BENEFITS OUR COMPANY

**4.7** Out of 5 Stars  
★★★★★  
Overall rating of 246 1st-party reviews

View Filters

**Chris H**  
January 17, 2020  
5 out of 5 stars  
★★★★★  
SL&P's performance was exemplary every step of the way through our solar project.

**Gary A**  
December 16, 2019  
5 out of 5 stars  
★★★★★  
quality of work and work ethic of work crew was great.

**Tony E**  
September 24, 2019  
5 out of 5 stars  
★★★★★  
It's been a pleasure working with Sun Light & Power

PROVIDING EXCEPTIONAL SOLAR SOLUTIONS FOR BUSINESSES FOR OVER 40 YEARS

5 Star Rating by Dave G. 05/29/18

Sun Light & Power, a 100% employee-owned B Corp, has delivered over 3,000 solar energy projects across California.elves to making an impact through designing, building and maintaining reliable solar and energy storage solutions that save money,

Certified



# Prominence on Website

**SUN LIGHT & POWER**  
100% EMPLOYEE OWNED

Blog & News Resources Solar Financing Careers Projects Testimonials Contact 510.949.8658 Request an Energy Analysis

HOUSING BUSINESS NON-PROFITS SOLAR SOLUTIONS BENEFITS OUR COMPANY

**Solar Assets** | Reduce operating costs

**KNOWLEDGE**  
40+ Years Building California's Solar Future.

**CARING**  
100% Employee Owned.

**COMMITMENT**  
Over 3,000 Successful Installs.

PROVIDING EXCEPTIONAL SOLAR SOLUTIONS FOR BUSINESSES FOR OVER 40 YEARS

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# Prominence on Website

## The Crawl Space Encapsulation Process

Every crawl space is treated on a case-by-case basis, but generally, encapsulation can be seen as a four-step process:

### 1. Inspection

First, the experts at **Total Home Performance** will begin with a critical look at your current space. We'll remove any old insulation and address any mold, pest, or standing water issues before proceeding.

### 2. Air Sealing and Crawl Space Insulation

Next, we use **spray foam** to seal vents, holes, and gaps around ducts and plumbing that let in outside air. Spray foam insulation is also applied to the walls for an airtight seal that both insulates and prevents moisture from entering.

### 3. Crawl Space Vapor Barrier Installation

A heavy duty polyethylene vapor barrier is then applied to completely cover the crawl space's floor and walls. Sealing tape securely holds sections together, so there are no gaps to let air in or out. Our professional installers will ensure the barrier is safely and securely attached, sealing and taping around obstacles such as piers and pillars.

### 4. Crawl Space Dehumidifier Installation

Last, a **dehumidifier** completes the encapsulation process, ensuring the moisture in your crawl space stays at an acceptable, consistent level all year to prevent condensation buildup and inhibit mold growth.



Provide proper ventilation for your home so that it can breathe. This helps push moisture and other air particles outside, so your conditioned spaces can remain healthy and fresh.

A review widget with a grey header and white body. It displays a large "4.8" rating, "Out of 5 stars", and five yellow stars (four full, one half). Below this, it says "Overall rating of 111 3rd-party reviews" and includes a "Read Our Reviews" button.

4.8  
Out of 5 stars

★★★★★

Overall rating of 111 3rd-party reviews

Read Our Reviews

## Why Encapsulate Your Crawl Space?

The condition of your crawl space plays a critical part in your home's indoor air quality and comfort.



# Onsite Keyword Volume and Density

## Substantive Reviews = High Value

They are a very professional organization. I can tell immediately that the *extra insulation they placed in the attic* is doing its job by *reducing our utility bills*.

We hired \_\_\_\_\_ to *encapsulate our crawlspace* about 5 years ago. They did a fantastic job. The *house is warmer* and the *crawl space is clean* and dry with *no condensation problems*. This was one of the best decisions we made for our home.

\_\_\_\_\_ is my trusted source for *mold, moisture, crawlspace, attic* and related issues. They have done multiple projects for me to improve my recently purchased *historic home*, which had numerous *moisture and mold problems* resulting from years of neglect and improper work.



# Service Tagging for Landing Pages

★★★★★ 5 out of 5 stars  


**Chris W. - October 27, 2019**

They are a very professional organization. Their workmen do a very good job and an excellent job of cleaning the area before they departed the job site. I can tell immediately that the extra **insulation** they placed in the attic is doing its job by reducing our utility bills.



★★★★★ 5 out of 5 stars  


**ML M - May 5, 2019**

Total Home Performance far exceeded expectations! All of the staff involved in providing a whole house **insulation** service was outstanding, from the office project coordinators, managers, inspector, installers and quality check inspector. Outstanding! They were prompt, courteous, and extremely knowledgeable at all



# Geo-Tagging Onsite Reviews

I'm writing to thank you for your work in providing air conditioning for my house. Given the particular structure and setting of this modernist, flat-roofed house, with its open rooms and glass walls, it was unclear what type of system would work here. You guided me to the ductless, split system that your work crew installed last month, and it works perfectly. Within minutes the house starts to cool off and become comfortable. Furthermore, as you promised, it is very quiet: move a short distance away from the inside unit, and it can't be heard at all. It's not the prettiest wall attachment in the house but it does the job!

I also want to commend your work crew. They were very efficient as well as pleasant in their interaction with me. They did such a good job that my next-door neighbor, after watching them at work, told me that he has decided to hire your firm to install a new heating system for his house. I also believe that your charge for the job is quite reasonable.

I can now anticipate the hot weather ahead without dreading the days and evenings of 90 degree inside temperatures endured in the past.

Thank you very much.

☆☆☆☆☆  
No votes yet

Marilyn B.  
Kensington CA

Marilyn B.

Display Title

General **Location Info**


Testimonial City  
Kensington CA

Content Geo Data

Get location

Suggestions  
Not found

Enter an address / location / Google map URL in the textfield or you can also click on the map to set a marker, or use your browser geolocation system by clicking this link: [My Location](#)



Latitude: Longitude:

Remove





# Geo Tagged Reviews—City Pages

RESIDENTIAL HEATING & COOLING PLUMBING SERVICES ELECTRICAL SERVICES COMMERCIAL HVAC SERVICES HOME EFFICIENCY SERVICES TIPS

Offering Air Conditioners, Ductless Mini-Split Heat Pumps, Furnaces, Plumbing Services, Electrical Services in the Norfolk, VA area



## Heating, Cooling Plumbing & Electrical Services in Norfolk

Living between the Atlantic Ocean and the James River, water plays an enormous role in Norfolk VA weather. Humidity is an ever-present challenge, no matter if it's the height of summer heat or the increasingly frosty nights of winter. As the summer heat index increases, and winter weather becomes less mild, it's important to keep your home and family comfortable year round.

Whether you make your home in the Ocean View, Janaf or Ghent neighborhoods of Norfolk, one HVAC company can keep your home comfortable and efficient all year long. And let's face it, with so many terrific places to be out and about, the last thing Norfolk residents want to fret over is whether their AC will go on the fritz or their insulation isn't performing. Since 1977, Norfolk homeowners have relied on the top-notch services of Russell's for all their **air conditioning, heating, plumbing and electrical** services. In addition, Russell's expertise in improving **home efficiency** makes them a convenient single resource for your entire home.

### Guaranteed Local AC & Heating Repairs

When you need HVAC service, it's important to have the right people on the job, Our "Service Today or It's Free" guarantee and highly trained service technicians provide Norfolk homeowners with peace of mind that's unmatched in the area. No

*Need AC or heating services in Norfolk?*

**Our team of professional HVAC technicians is standing by!**

**(VA) 757-785-9127 / (NC) 252-421-9264**

Name \*

Phone \*

Email \*

I need...

Heating & Cooling Service

MAKE A SERVICE APPOINTMENT

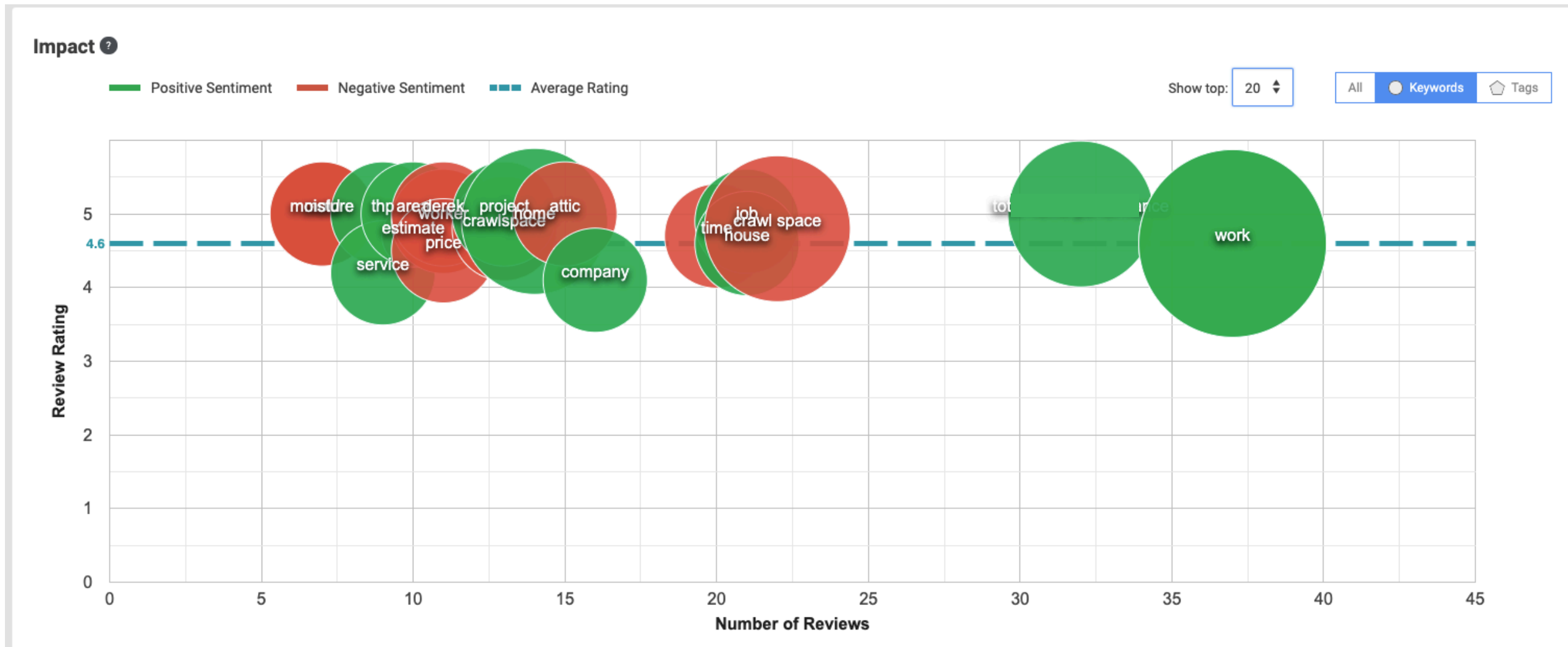
*Not one single idea for improvement.  
Keep doing what you do.  
OUTSTANDING!  
CHARLES J. - NORFOLK, VA*

PRIMARY SERVICES WE PROVIDE:

- Air Conditioners
- Ductless Mini-Split Heat Pumps



# Analyze at Scale



# Analyze at Scale

google	5	Matt and the THP team do great work and are always available when you need them. Thanks THP!
google	5	Great quality work. Very competitive pricing. Management and all employees are polite and willing to help you. PROFESSIONAL operation
google	1	Had an aduit done for EA in months ago. Was told i would be getting an updated refrigerator. Its now almost summer and contacted this company several times and keep getting put off.
google	5	This company is first class all the way!!! They made every step of the process easy. After the completed job my energy bill went from over \$500 a month to under \$200 a month just like that! Thanks THP!!!
google	5	Total Home Performance has resolved the rising water in the crawl space to our complete satisfaction. The men digging the trench for the drain pipe were friendly, and efficient. They have a strenuous job in difficult conditions. They were careful with the various electrical, plumbing and HVAC lines and ducts. The office staff kept me informed of the schedule and checked-in via email. The project started and finished consistent with the schedule plan. First rate business, recommend THP to anyone with crawl space issues.
google	5	Tom and I have been clients of THP for many years. We have found them to be, under the leadership of Matt Hargrove, outstanding in every aspect of this demanding business. Their customer care is personal and their follow-up is beyond compare. We have recommended THP to several of our friends and we know that they too were satisfied.
yelp	5	I have read the other review and yes, MORE EXCEEDED EXPECTATIONS!!! These guys are so friendly, so accomodating and, while we're at it, AMAZING at what they do! I had bathroom vent fans, a dryer, an attic fan, insulation and a vapor barrier all installed in my home. These guys went above and beyond every single day! I work for a company who believes the "Devil is in the Details"; and nothing is more true! I came home expecting it to look like contractors had been in my home and there was no sign left behind except for phenomenal work!  While they were there they also installed downspout extensions that I never expected and today my cameras caught them in the act!!! They were putting new light bulbs in the cans on my front porch! THANK YOU, THANK YOU, THANK YOU, Total Home Performance, for understanding what it takes to give great customer service, for exceeding expectations and for doing it all as just a regular part of what you do every day!!! #ThankYou !! You have given this hard-working Single Mom a whole lot to be thankful for!!!
google	5	Total Home Performance far exceeded expectations! All of the staff involved in providing a whole house insulation service was outstanding, from the office project coordinators, managers, inspector, installers and quality check inspector. Outstanding! They were prompt, courteous, and extremely knowledgeable at all times. They discovered asbestos in the crawlspaces of my home when they conducted the weatherization inspection. The installers were prompt, courteous, knowledgeable and careful not to track anything in my home. All dirt and debris was meticulously removed. They worked over to complete the job, even working during snow on a late Friday afternoon. By far, they provided the very best service I have ever received in over 30 years of home ownership, in three different locations. It is a pleasure to highly recommend Total Home Performance for any work that they are contracted to complete.
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google	5	We bought a house we knew had crawlspace issues and needed a new HVAC system. During the home inspection process, Derek came out and gave us two estimates for how to deal with the crawlspace, and made it clear he could probably save us more money than the (very reasonable) estimates showed, depending on the rebates that were available when the work got done. After we closed (at a very nice price, thanks to those crawlspace issues), Derek came and did an energy audit for BGE. Once that happened, he and his crew replaced our aging HVAC, insulated our attic, and encapsulated our crawlspace, all for just a little more than the retail cost of the HVAC system, thanks to the rebates the audit made available.
google	5	They did a great job. My house had had a crawlspace, and that created a mold and fungus farm, they came and remediated, and encapsulated the entire space. It now stays a steady 57° all year round, so I only have to heat the floor from 57° up, and don't have to Pay anything for air conditioning as the floor is cooler than The air. That even came back and put some tape down on tour in spots after some plumber had punctured the enclosure at no charge. I super appreciated the high level of customer service. I would completely recommend them.







**THANK YOU!  
QUESTIONS?**

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