



# **Taking Full Advantage of Google My Business**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*December 6, 2017*



# Give Your Customers Something to Relate to with Case Studies



By [Ben Wyman](#) | November 30, 2017

If you're like most business owners you're always looking for simple and effective ways to spruce up your marketing strategy to make your business more competitive. If you aren't one of those people, then this blog isn't for you. For everyone else, hang with me to learn more about one of the simplest, and often overlooked components you can add to your marketing toolbox.

## Why Case Studies Matter

For HVAC, home performance, or solar contractors, case studies can be excellent components to add to your website. Case studies have often been overlooked in our industry which is a shame because your business offers services that are perfectly conducive to before-and-after case studies.

Plus everyone has smartphones now, so contractors always have cameras on hand to take photos throughout the process — from the start to project completion. Slap a few photos on your site, whip up some descriptive text and boom, you've got yourself a case study. What could be easier? Okay, so maybe you should put more thought into it than that but what I just described is the basic procedure for creating case studies.

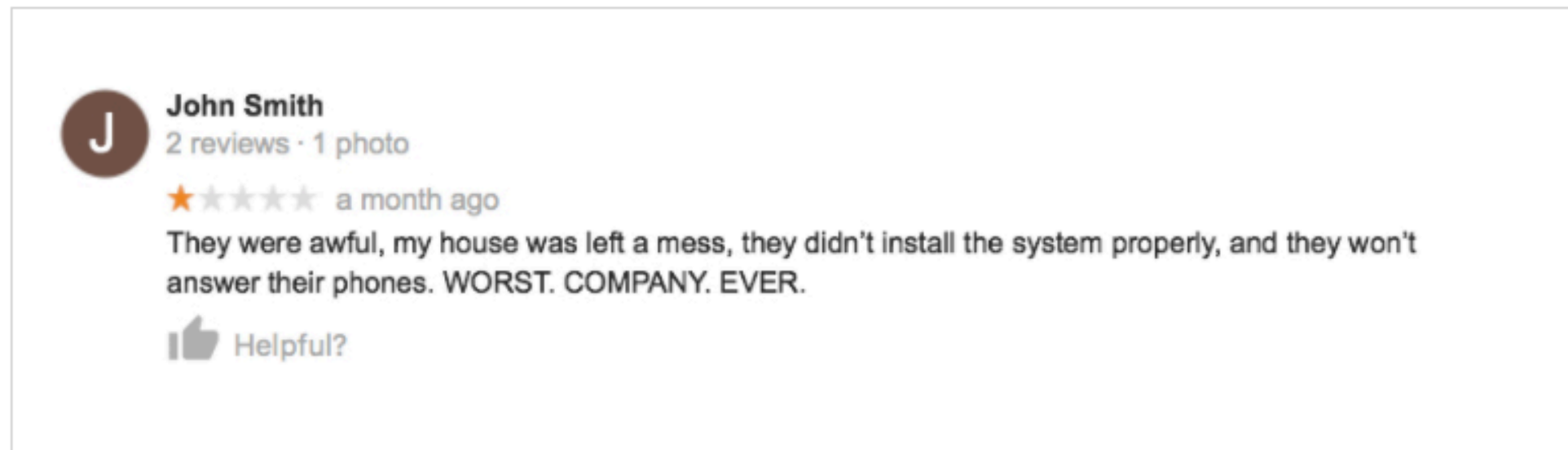


# Review Management Best Practices for Local Businesses



By [Amy Irish](#) | November 16, 2017

So it happened. The review that no one wants. You work tirelessly to train your employees to treat each customer's project with care, accuracy and respect, so how is it possible for you to get a review like this?



Whether or not training is an issue here, the review needs to be addressed. If you are a local solar installer, HVAC contractor, or home performance company with few reviews, this negative review will likely make potential customers find a different option. Unfortunately, unless it's Facebook and you want to turn off all reviews, you can't delete it. So what can you do?



# How To Answer the Yelp Compliance Verification Form



By [Dan Paradee](#) | November 15, 2017

Yelp is cracking down on review solicitations. To continue their strong reputation, Yelp needs people to believe that their reviews are organic, and not paid for or faked by the individual companies. So in the past couple of weeks, Yelp has started to issue this warning: "Yelp detects that a reputation management company may be asking for reviews on your behalf."

The screenshot shows the Yelp Business Owners dashboard. At the top, there is a red navigation bar with the Yelp logo and the text "for Business Owners". Below this, there are several menu items: "Your Business", "Account Settings", "Support", "Inbox", and a phone number "(888) 959-9357".

A prominent pink warning box in the center of the dashboard contains the following text: "Yelp detects that a reputation management company may be asking for reviews on your behalf. Soliciting reviews violates our policies. If you no longer violate these policies, you may avoid a penalty by submitting a [Compliance Verification Form](#)."

Below the warning box, there is a sidebar on the left with a "+ Add a Location" button and an "Activity" section. On the right side of the dashboard, a "Business visibility" popup is displayed. This popup has a green header bar with the text "Business visibility" and a close button (X). Below the header, the text reads "Offer a Yelp Deal" and "Offer a discount to attract new customers. There's no upfront cost, and you get paid with each sale." At the bottom of the popup, there are two buttons: "Get Started" (in red) and "Skip" (in white).



# What We'll Discuss

- 1 **How We Got to Today—Places, Google+, Google My Biz**
- 2 **The Second Most Important Page on the Web?**
- 3 **Google My Business Fundamentals**
- 4 **Taking Advantage of New Features**
  - Posts*
  - Q&A*
  - Attributes*
  - Chat Messaging*



# **HOW WE GOT HERE**

**(Places —> Google+ —> Google My Business)**

# Places vs Google+ Local vs Google+ Business



formerly Google Places  
Critical Link in Pin Search  
Results  
Importance for Organic  
Ranking  
Most Critical Online Reviews  
May exist even if you haven't  
set it up



Social--Posts, Circles  
New and Cutting Edge  
Will Eventually Merge with  
Google+ Local Page  
Easy to Set Up  
Low - No Engagement is  
OK  
Serious search juice



Google My Business

## Show you're open for business.

Your listing appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your listing—so you can stand out, and bring customers in.

START NOW

Call to get started: [1-844-491-9665](tel:1-844-491-9665) \*





**No New GMB  
Feature Since  
2013 for SMBs  
2017**



 @GetFiveStars

 **Get Five Stars**

facebook

# Existential Threats Loom 2017

Facebook has SMB Mindshare

Developing Countries Skipped the Web

Amazon Winning U.S. Shopping Wars

 @GetFiveStars

 **Get Five Stars**





# Google Will Defend Local At All Costs 2017

 @GetFiveStars

 **Get Five Stars**





# GMB, Quite the Ride 2017

 @GetFiveStars

 **Get Five Stars**





# **THE SECOND MOST IMPORTANT PAGE ON THE WEB?**

**(Maybe)**

# What Story Does This Page Tell?

About 160,000 results (0.49 seconds)

## Homeowner Services | Sobieski | Delaware, Maryland, PA & NJ

<https://www.sobieskiinc.com/homeowner>

Sobieski provides homeowners in the Delaware Valley region with comprehensive solutions for heating, air conditioning, plumbing, water heating & duct cleaning.

### Heating & Air Conditioning

Sobieski offers professional heating and air conditioning ...

### Contact Us

Contact Sobieski, the leader in commercial fire, alarm and ...

### Geothermal

Sobieski offers geothermal installations for homes in ...

[More results from sobieskiinc.com »](#)

### Water Heaters

Just like any piece of machinery, water heaters work best when ...

### Sobieski

Sobieski offers comprehensive commercial and residential ...

### Residential Service Agreements

A Residential Service Agreement gives you peace of mind ...

## Sobieski Services, Inc. Reviews - Wilmington, DE 19804

<https://www.customerlobby.com/reviews/11249/sobieski-services-inc>

★★★★★ Rating: 4 - 146 reviews

Consistently Terrific Service. We have used Sobieski Services for Heating, Cooling, & Plumbing work and have been consistently pleased with the professionalism of their technicians and their service. Read More. 5 Stars. Josephine S. Philadelphia, PA. 11/03/2016. 5 ...

## Sobieski Services, Inc. | Wilmington, DE 19804 - HomeAdvisor

<https://www.homeadvisor.com> > ... > Delaware > Wilmington > Plumbers

★★★★★ Rating: 4.2 - 143 reviews

Welcome to Sobieski Services, Inc. Whether you need emergency services or a whole new plumbing, heating or air conditioning system, we will provide you with a quick response, competitive prices, fully qualified and experienced integrity first technicians! Headquartered in Wilmington, Delaware, we have been serving ...

## Sobieski Services - 345 Photos & 27 Reviews - Plumbing - 14 Hadco ...

<https://www.yelp.com> > Home Services > Plumbing

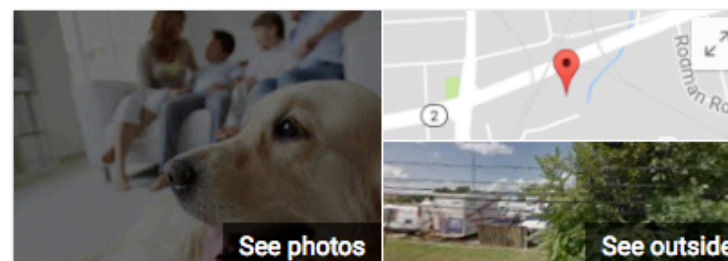
★★★★★ Rating: 3.5 - 27 reviews

27 reviews of Sobieski Services "The entire process with Sobieski was super easy. Called to get an estimate and ... Photo of Sobieski Services - Wilmington, DE, United States. Tally Brothers ..... Donovan came out to service the heating system .. since our heater is so old we talked about updating it .. His customer service ...

## Sobieski - Wilmington, Delaware | Facebook

<https://www.facebook.com> > Places > Wilmington, Delaware > Contractor

Sobieski, Wilmington. 2.5K likes. Welcome to Sobieski Services Inc. Whether you need emergency services or a whole new plumbing, heating or air...



## Sobieski ★

Website

Directions

4.6 ★★★★★ 320 Google reviews

HVAC contractor in Elsmere, Delaware

Address: 14 Hadco Rd, Wilmington, DE 19804

Hours: Open today · Open 24 hours

Phone: (866) 909-1813

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

## Questions & answers

See all questions (2)

[Ask a question](#)

## Reviews from the web

Customer Lobby

4/5

146 reviews

HomeAdvisor.com

4.2/5

143 reviews

ReviewBuzz

5/5

802 reviews

[Send to your phone](#)

[Send](#)

## Reviews

[Write a review](#)

[Add a photo](#)



"The service I received when the technician arrived at my house was great."



"Once I made my choice he moved quickly to get the work."



"The problem has been corrected and family and I have piece of mind..."

Now 14,000,000 results (0.21 seconds)

The New Yorker Hotel, NYC - 15% Off Exclusive Online Deal

www.newyorkerhotel.com New York City Exclusive Deal Available only when you book direct online with our Midtown Manhattan packages 481 8th Avenue, 8th floor, New York

Wyndham® New Yorker Hotel - Official Site - Wyndhamhotels.com

www.wyndhamhotels.com/Wyndham 800.315.3796 Book. Travel. Ahead and Save up to 20%. Book Now! Full Service Hotel - New Construction American, Double Dining, Guest Space, Meeting Rooms Plan Ahead and Save 20% - Deals & Discounts

The New Yorker, A Wyndham Hotel | Midtown Manhattan Hotel

https://www.newyorkerhotel.com/ Experience The New Yorker Hotel, a boutique hotel in New York. Make your stay at our Midtown Manhattan Hotel a fun and New York experience. Rooms - About - Gallery

The New Yorker A Wyndham Hotel (New York City) - UPDATED 2017 ...

https://www.tripadvisor.com/... New York City - New York City Hotels 4.5/5 Rating - 13,925 reviews - Price range: \$140 - \$424 (Based on Average Rates for a Standard Room) Want the lowest hotel prices? 481 8TH Avenue, New York City, NY 10001-1809 (Formerly Wyndham New Yorker Hotel) ... Taking our son to NY for a coop he was staying at the hotel. Hotel Class: 4 star - The New Yorker A Wynd... Location: United States -> New York -> New York Number of rooms: 1050 Address: 481 8TH Avenue, New York City, NY ...

The New Yorker A Wyndham Hotel | New York Hotels, NY 10001

https://www.wyndhamhotels.com/wyndham/new...new...new-yorker-hotel/overview The New Yorker A Wyndham Hotel. New Search. Check In. Check Out. Room/rooms, Guest/Guests. More Options. From / Night. Book Now. Cancel. Done.

Wyndham New Yorker Hotel - Wikipedia

https://en.wikipedia.org/wiki/Wyndham\_New\_Yorker\_Hotel The New Yorker A Wyndham Hotel is a historic hotel located at 481 Eighth Avenue in New York City, United States. The 43-story Art Deco hotel, opened 1930, ...

Wyndham New Yorker Hotel, New York City, NY - Booking.com

www.booking.com -> ... -> New York City Hotels - Hell's Kitchen 4.5/5 Rating - 6,479 votes - Price range: Prices for upcoming dates start at \$93 Wyndham New Yorker Hotel 4-star hotel This property has agreed to be part of our Preferred Property Program, which groups together properties that stand out ...

Book Wyndham New Yorker, New York from \$95/night - Hotels.com

https://www.hotels.com -> ... -> New York Hotels - New York Hotels 4.5/5 Rating - 5,821 votes - Price range: from \$95 Looking for New York, NY Hotels? Book the New Yorker Hotel in New York, NY with Hotels.com and Save 30-50% OFF today! After booking 10 nights you Win 1 ...

Wyndham New Yorker (New York, USA) | Expedia

https://www.expedia.com -> ... -> New York - New York Hotels 4.5/5 Rating - 5,122 reviews Results 1 - 10 of 8122 - Book the Wyndham New Yorker in New York & read reviews. Best Price ... Switch main photo to photo of 29/42 Hotel Bar. Switch main ...

The New Yorker - 191 Photos & 353 Reviews - Hotels - 481 8th Ave ...

https://www.yelp.com -> Event Planning & Services - Hotels 4.5/5 Rating - 353 reviews - Price range: \$\$ 353 reviews of The New Yorker "Location is phenomenal if you're arriving into NYC by train at Penn Station. Less than half a block walk. Room was the standard ...

Wyndham New Yorker Hotel, New York Hotels from \$126 - KAYAK

https://www.kayak.com -> Hotels - United States - New York - New York 4.5/5 Rating - 13,925 votes - Price range: \$126+ Find the best deal for the Wyndham New Yorker Hotel in New York (New York) on KAYAK. View 13925 reviews, 50 photos and compare deals for this hotel.

Images for the new yorker hotel



More images for the new yorker hotel Report images

Searches related to the new yorker hotel

- wyndham new yorker hotel reviews wyndham midtown 45 new york, ny
wyndham new yorker hotel bed bugs the new yorker hotel dorms
new yorker hotel history new yorker hotel haunted
new yorker hotel miami wyndham new yorker yelp



Wyndham New Yorker Hotel

4.5/5 Rating 43 reviews 10 photos Directions

Address: 481 8th Ave, New York, NY 10001 Phone: (212) 871-0101

Check availability

Check in: Sun, Jan 22 Check out: Mon, Jan 23

- Booking.com \$101
KAYAK.com \$101
Hotels.com \$101
Lastminute.com \$94

Hotel details

Built in 1930, this stylish, Art Deco hotel is 1 mile from both the Empire State Building and the Hudson River ...

- Free WiFi
Paid parking
Accessible
Laundry service
Business center

Review summary

Rooms - 2.3/5 Rating 4.5/5 Rating Location - 4.5/5 Rating Service & facilities - 4.2/5 Rating

Guests liked the clean rooms, though some said they were small & dated & maintenance could be improved - Rooms had views
Near the city center, shopping, sightseeing, restaurants & bars nearby - Near public transit, the train station & the airport - Easily accessible by car
Guests appreciated the friendly staff - Guests spoke highly of housekeeping - Guests enjoyed the fitness center

Send to your phone

People also search for

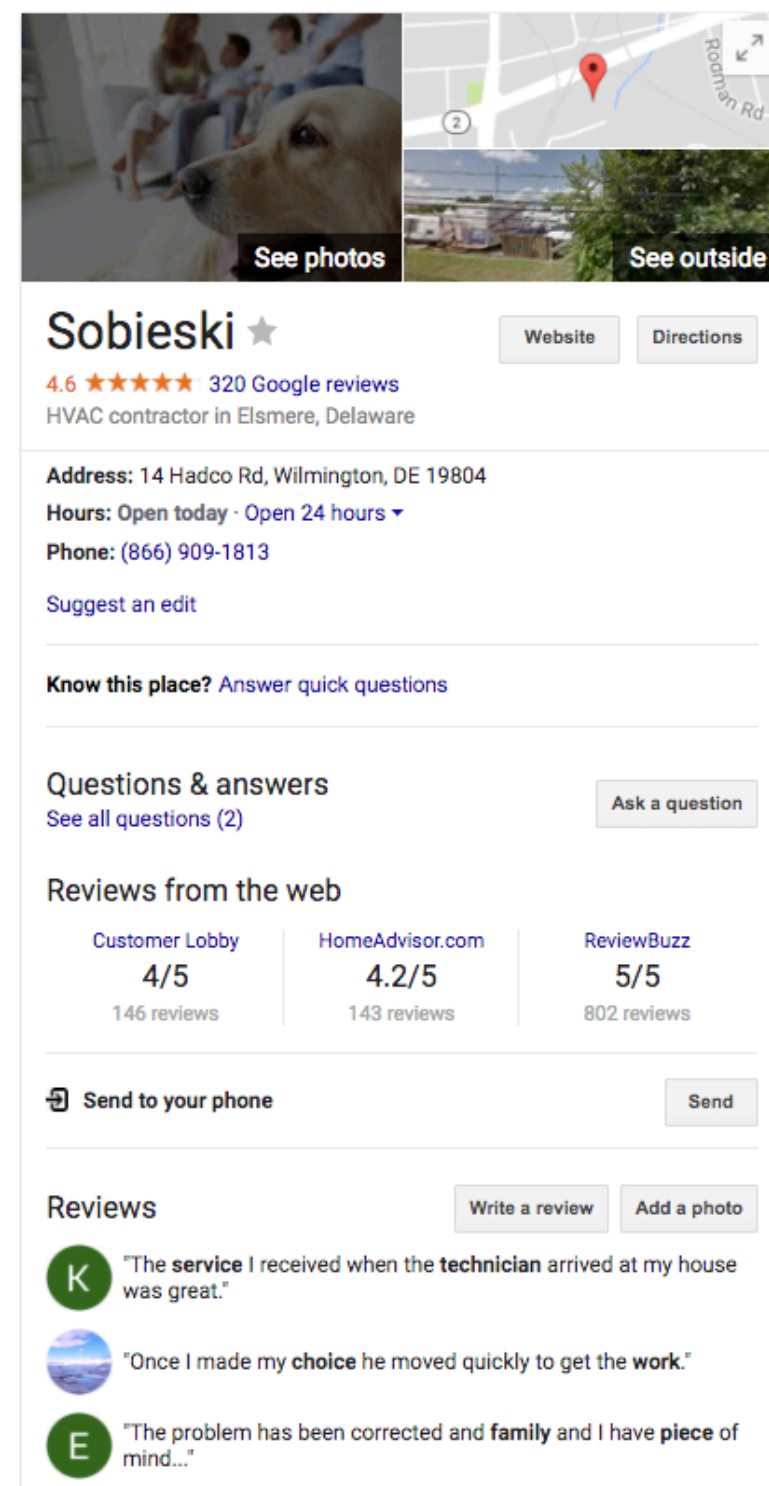


Help improve accuracy Provide feedback Suggest an edit



# What Story Does This Page Tell?

## Google Knowledge Panel (all\* info from GMB)



The screenshot shows a Google Business Profile for 'Sobieski', an HVAC contractor in Elsmere, Delaware. The profile includes a 4.6-star rating from 320 Google reviews, a website link, and directions. The address is 14 Hadco Rd, Wilmington, DE 19804. The hours are listed as 'Open today · Open 24 hours'. The phone number is (866) 909-1813. There is a 'Suggest an edit' link. Below this, there is a section for 'Know this place? Answer quick questions'. The 'Questions & answers' section shows 'See all questions (2)' and an 'Ask a question' button. The 'Reviews from the web' section displays three reviews: Customer Lobby (4/5, 146 reviews), HomeAdvisor.com (4.2/5, 143 reviews), and ReviewBuzz (5/5, 802 reviews). There is a 'Send to your phone' button with a 'Send' button next to it. The 'Reviews' section shows three individual reviews with user avatars and text: 'The service I received when the technician arrived at my house was great.', 'Once I made my choice he moved quickly to get the work.', and 'The problem has been corrected and family and I have piece of mind...'. There are 'Write a review' and 'Add a photo' buttons.





# **GOOGLE MY BUSINESS FUNDAMENTALS**

**(Get the Data Right!)**

1. Photos



2. Reviews



3. Primary Category



4. Accurate Data



5. Hours



6. Reviews from Web



7. Review Snippets



The image shows a Google Business Profile for 'Building Doctors' with several annotations. At the top, there are two photo thumbnails: one showing a green service van and another showing the storefront. Below the photos is the business name 'Building Doctors' with a star rating, a 'Website' button, and a 'Directions' button. The profile includes a 5.0 star rating from 10 Google reviews and the primary category 'Building restoration service in Los Angeles, California'. Key information such as the address (5042 Wilshire Blvd #268, Los Angeles, CA 90036), hours (Open today · 7AM-10PM), and phone number ((323) 646-2534) is displayed. There is also a section for 'Questions & answers' and 'Reviews from the web', which shows a 5/5 rating from HomeAdvisor.com. At the bottom, there are buttons for 'Write a review' and 'Add a photo', and a list of review snippets.

**Building Doctors** ★ Website Directions  
5.0 ★★★★★ 10 Google reviews  
Building restoration service in Los Angeles, California

Address: 5042 Wilshire Blvd #268, Los Angeles, CA 90036  
Hours: Open today · 7AM-10PM  
Phone: (323) 646-2534  
Edit your business information

Questions & answers  
Be the first to ask a question Ask a question

Reviews from the web  
5/5 HomeAdvisor.com · 1 review

Send to your phone Send

Reviews Write a review Add a photo

- "We are very happy with the **service** Dan and Building Doctors provided."
- "Dan and his **staff** handled most of the **paperwork**."
- "My **home** performed marvelously even though it was in the ninety's."

View all Google reviews

# Photos Best Practices

Good Mix

Best One First

Freshness!

Use Your Logo

People Shots



# Most Important Reviews on the Web?

Can't Hide from Stars

1 Review = Stars

10 Reviews = Ranking Factor

Review Snippets in KP

Beware Velocity

## Building Doctors

5042 Wilshire Blvd #268, Los Angeles, CA

[Write a review](#)

5.0 ★★★★★ 10 reviews

Sort by: Most helpful ▾



**Shin Shimosawa**

2 reviews

★★★★★ 11 months ago

This is the second time we have used Building Doctors. I just moved into a new place and the heating and air conditioning system was not working correctly. We had them perform one of their energy audits and we found out so much more that ... [More](#)

Helpful?



**Chris Campbell**

1 review

★★★★★ a year ago

I originally called the Building Doctors to insulate my home because of the temperate swings in my home. After one of their energy auditors came by and checked out everything I learned how important it was to air seal the home first. I had a few insulation companies come by and none of them even mentioned air sealing.

Helpful?



**Jason Feinberg**

2 reviews

★★★★★ 2 years ago

We hired Building Doctors to do a sizable energy efficiency upgrade project. This included work in the attic, crawlspace, and major garage work to insulate, control temperature, control sound, etc. ... [More](#)

Helpful?



**Fabiola Hensley**

1 review

★★★★★ 4 years ago

I want to tell everyone how happy I'm about the Building Doctors. We just participated in the Energy Upgrade California Program through LA County and received \$8500 towards my homes energy upgrades. Our best friend since day one. [More](#)



# Avoiding the Review Filter

1. Steady, regular review pace (velocity)
2. No duplicate reviews (for Google especially)
  - not on your site
  - not on other review sites
3. Don't incentivize reviews (or pay for them, ever)

# Categories—Primary Signal to Google

Primary Category is Visible

Change Primary Seasonally

Limited to 10

Add All That Apply

Keep an Eye on New  
Categories

The screenshot shows the 'Category' selection screen in Google My Business. At the top, it says 'Category' and 'Categories describe what your business is, not what it does or sells.' Below this, the 'Primary category' is set to 'Heating Contractor'. Under 'Additional categories', there are seven items listed, each with an 'X' icon to its right: 'HVAC Contractor', 'Air Conditioning Repair Service', 'Insulation Contractor', 'Air Duct Cleaning Service', 'Air Conditioning Contractor', 'Furnace Repair Service', and 'Plumber'. At the bottom of the list is a blue link that says 'ADD ANOTHER CATEGORY'. At the very bottom of the form are two buttons: 'CANCEL' and 'APPLY'. Below the form, there is a note: 'Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)'.

# GMB Category List

## **New Categories as of 2/17**

General Contractor  
Solar Energy Company  
Solar Energy Contractor  
Solar Hot Water System Supplier  
Air Conditioning System Supplier  
Air Conditioning Store  
Furnace Store  
Heating Equipment Supplier  
Log Home Builder  
Roofing Contractor  
Window Supplier

## **New Categories as of 12/17**

Door Supplier  
Dry Wall Contractor  
Dry Wall Supply Store  
Furnace Parts Supplier  
Heating Oil Supplier  
Mechanical Contractor  
Radiator Repair Service  
Stucco Contractor  
Sunroom Contractor  
Wood Floor Installation Service

# Data Accuracy—Your Online Fingerprint

**N**ame

+

**A**ddress

+

**P**hone Number



**Address:** 5042 Wilshire Blvd #268, Los Angeles, CA  
90036

**Hours:** Open today · 7AM–10PM ▼

**Phone:** (323) 646-2534

# Hours of Operation

**Beware “Closed Now”**

**If 24 Hour Service, Set for  
Open 24 Hours**

**Consider Longer Than Just  
Open Office**

**Use Special Hours When  
Necessary**



**Address:** Woodinville, WA

**Hours:** Closed now ▼

**Phone:** (206) 948-0087

[Edit your business information](#)

	Sunday	Closed	
	Monday	8:00 am–7:00 pm	
	Tuesday	8:00 am–7:00 pm	
	Wednesday	8:00 am–7:00 pm	
	Thursday	8:00 am–7:00 pm	
	Friday	8:00 am–7:00 pm	
	Saturday	8:00 am–4:00 pm	

	11/10/17	8:00 am–7:00 pm	
	11/11/17	8:00 am–4:00 pm	
	11/23/17	Closed	
	11/24/17	Closed	



# Reviews from the Web

**Monitor What is Appearing**

**Prioritize Those Review Sites**

**Keep an Eye on Changing  
Mix**

**Facebook is Most Universal  
Across Business Types**

## Reviews from the web

Diamond  
Certified

8.9/10

150 reviews

Facebook

5/5

7 votes

Houzz

5/5

1 review

# Knowledge Graph Priorities by Sector

## **HVAC**

Facebook  
Home Advisor  
Yellow Pages

## **Home Performance**

Facebook  
Home Advisor

## **Insulation**

Home Advisor  
Facebook  
Yellow Pages

## **Solar**

Facebook  
EnergySage  
Solar Reviews  
Home Advisor


# Review Snippets


No Control Over What  
Appears


Dilute Negatives with More  
Positive Reviews

## Reviews

[Write a review](#) [Add a photo](#)

 "I would highly recommend this **company** for both **installation** and **service**."


 "He gave me many **options** with different equipment and **price ranges**."

 "Very exceptional **work** by competent **staff**."

[View all Google reviews](#)



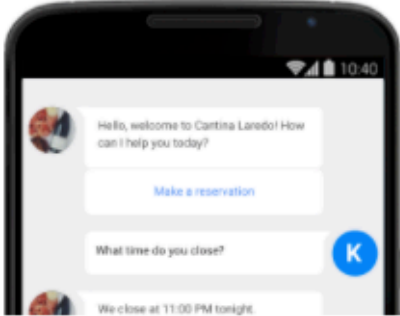
- Home
  - Posts **NEW**
  - Info
  - Insights
  - Reviews
  - Messaging
  - Photos
  - Website
  - Users
- 
- Create an ad
  - Add new location
- 
- All locations
  - Settings
  - Support



### Messaging

**Let customers message you**  
Get leads, appointment requests and queries about your products via messaging from customers who view your business on Google Search.


[TURN ON MESSAGING](#)




### Insights

Insights for your business, last month


10.3K 7% ↓ Searches	8.3K 11% ↓ Views	5.48K 27% ↑ Actions	<a href="#">VIEW INSIGHTS</a>
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### Reviews

Reviews for your business


4.8 ★★★★★ Google rating	192 Reviews on Google	52 Unresponded reviews	<a href="#">MANAGE REVIEWS</a>
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### Google Analytics

http://www.princetonair.com (www.princetonair.com view) for the last 30 days

3.59K 5% ↑ New visits	3.08K 11% ↑ Unique visitors	5.55K 2% ↓ Pageviews	<a href="#">VIEW ANALYTICS</a>
-----------------------------	-----------------------------------	----------------------------	--------------------------------



### YouTube

Your YouTube Channel for last 30 days

0 0% New Subscribers	327 18% ↑ Views	800 45% ↑ Minutes watched	<a href="#">GO TO CHANNEL</a>
----------------------------	-----------------------	---------------------------------	-------------------------------



# **TAKING ADVANTAGE OF NEW FEATURES**



# GOOGLE POSTS

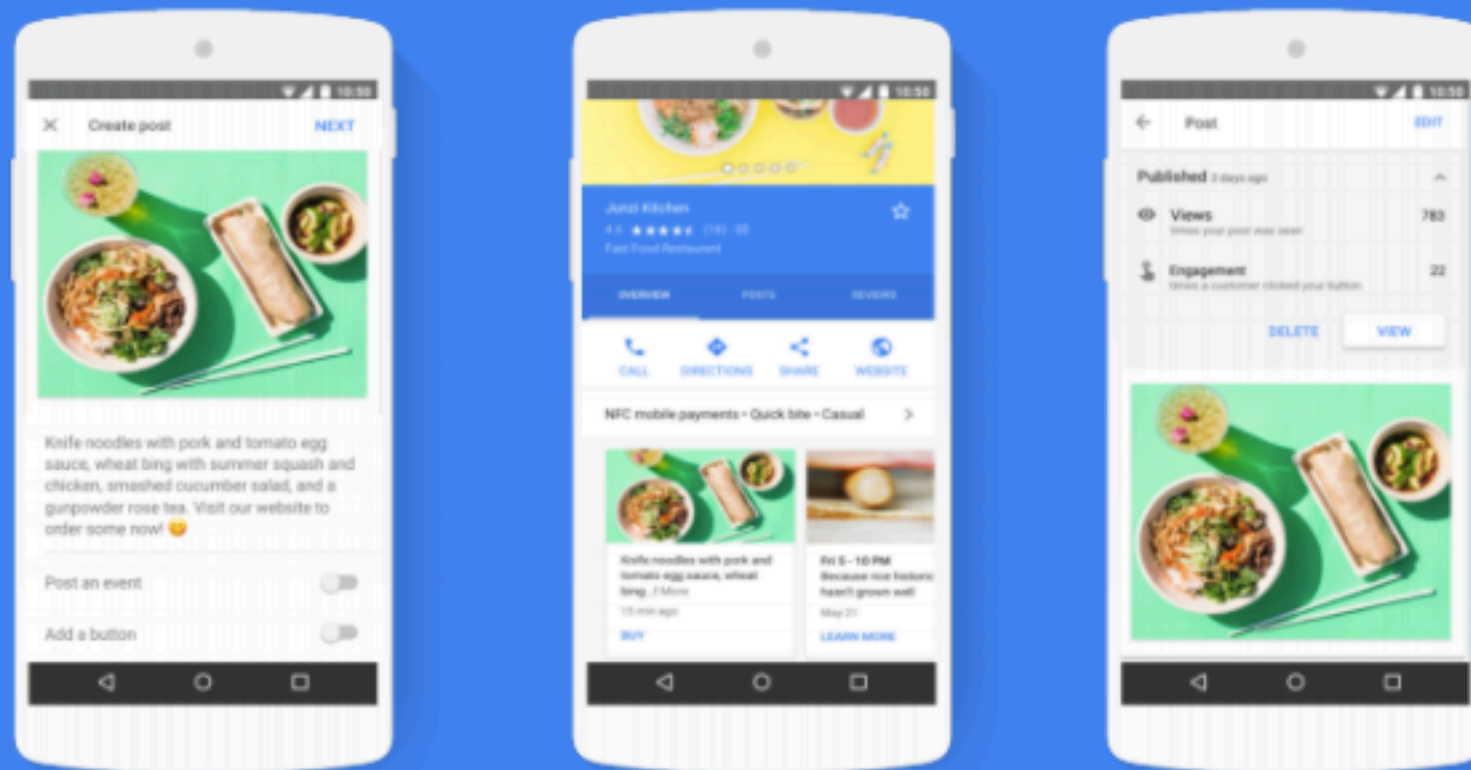


# How to Use Posts

## Engagement Features

# Posts

Share your latest news, events, offers, and more directly on Google Search. Hotels are not eligible for posts and only owners/managers can post.



More info available here: <https://goo.g/DMcYdk>

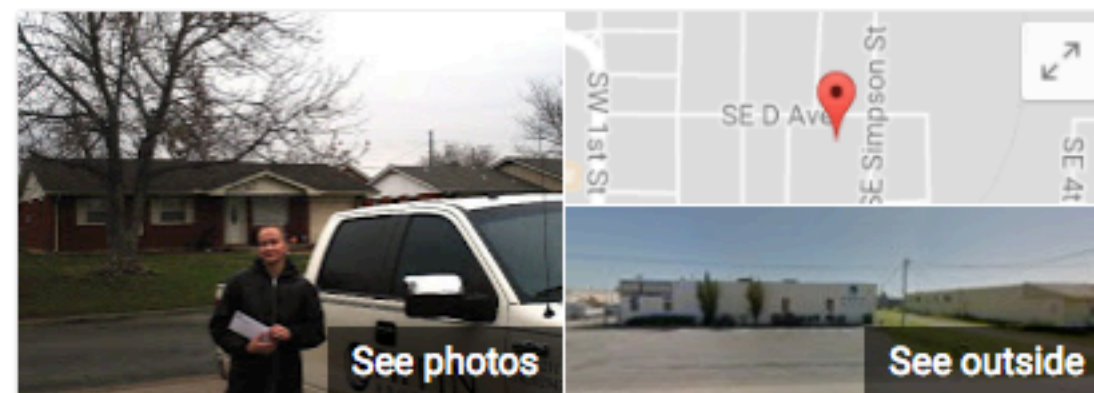
@GoogleMyBiz

# Google Posts

Exposure for Blog Posts,  
Specials, Awards, News,  
Offers

Some Evidence of Ranking  
Boost for Overall Website

Expire in 7 Days



## Pippin Brothers Home Services ★

4.5 ★★★★★ 84 Google reviews

[Website](#)

[Directions](#)

Heating contractor in the Comanche County, Oklahoma

**Address:** 207 SE D Ave, Lawton, OK 73501

**Hours:** Open today · Open 24 hours ▾

**Phone:** (580) 699-5621

[Suggest an edit](#)



Pippin Brothers Home Services

on Google

Heat pumps are gaining popularity here in the Lawton, Oklahoma, and Wichita Fal...

5 days ago

[Learn more](#)



Tell customers what's new with Posts. [Learn more](#)

💡 **Need some ideas?** Look at some sample posts.



Make your post stand out with a photo

Write your post



100 - 300 words

Make this post an event



Add a button



Enter a website

Learn more

example.com

Reserve

Sign up

Buy

Get offer



Pippin Brothers Home Services

All Images News Maps Videos More

About 151,000 results (0.48 seconds)

**Home Services | Pippin Brothers | Lawton, OK**  
<https://www.pippinbrothers.com/>  
 From heating and cooling systems to plumbing, insulation and air quality, w  
 Pippin is one of the most respected contractor names in the Lawton area.  
 About · Air Conditioning · Contact · Plumbing & Water

**Service Area | Pippin Brothers**  
<https://www.pippinbrothers.com/service-area>  
 We Are Proud to Serve Lawton, Oklahoma, Wichita Falls, TX, and Surroundin  
 is always growing! If you need service and do not see your community in th  
 us today. We may have already expanded into your city. Open full screen to  
 Home ...

**pippin brothers home services | Plumbing in 207 SE D**  
<https://reviews.birdeye.com/pippin-brothers-home-services-14894054>  
 92 reviews of pippin brothers home services from Lawton, OK Pippin Brothe  
 Brothers got my problem fixed, tech was great once again, as I've used ther  
 good job and I was pleased with his work.

**Pippin Brothers Home Services - Google+**  
<https://plus.google.com/+Pippinbrothers>  
 With decades of experience under our belt, it's safe to say we have seen & c  
 we discuss 3 of the most common issues for homes in our area. 3 Common  
 Homes. 3 Common Issues in Oklahoma Homes. pippinbrothers.com. no plus ones. no comments. no  
 shares ...


**Pippin Brothers Lawton OK, 73501 – Manta.com**  
<https://www.manta.com> > ... > Plumbing Heating and Air Conditioning  
 Get information, directions, products, services, phone numbers, and review  
 Lawton, OK. Discover more Plumbing, Heating, and Air-Conditioning compa  
 Manta.com.

**Pippin Brothers Home Services - Whitepages**  
<https://www.whitepages.com/business/pippin-brothers-home-service>  
 Whitepages is the largest and most trusted online directory with contact inf  
 for over 90% of US adults.

**Pippin Brothers - 12 Reviews - Plumbing - 207 SE D Av**  
<https://www.yelp.com> > Home Services > Plumbing >  
 ★★★★★ Rating: 3.5 - 12 reviews  
 Can not complain at all about the service technician at all. Both of the tech  
 from Pippin Bros have been wonderful to deal with. No problems or worries  
 at all. Both encounters resolved the issues quickly and the technicians also  
 system to ...

**Pippin Brothers Plumbing Services - Lawton, OK - YouT**  
[https://www.youtube.com/watch?v=V\\_ego718xDK](https://www.youtube.com/watch?v=V_ego718xDK)

Pippin Brothers Home Services  
5 days ago




Heat pumps are gaining popularity here in the Lawton, Oklahoma, and Wichita Falls, Texas, areas, and for good reason. A heat pump system can both heat and cool your home efficiently, giving you and your family dependable comfort year-round. Because every home has unique heating and cooling needs, it's important to take the time to select the right heat pump for your home. Weighing your options and consulting an expert as you make the switch to a heat pump system will ensure your home stays cozy and energy efficient all year long.

[Learn more](#)

Latest Posts

Pippin Brothers Home Services  
Nov 7, 2017



Summer slips away and the cool air of fall moves in. Flip flops and shorts are

See outside

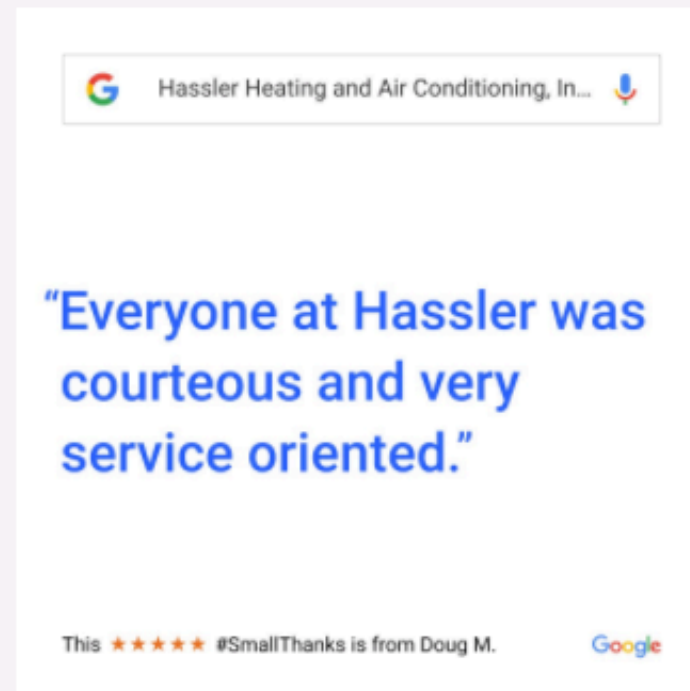
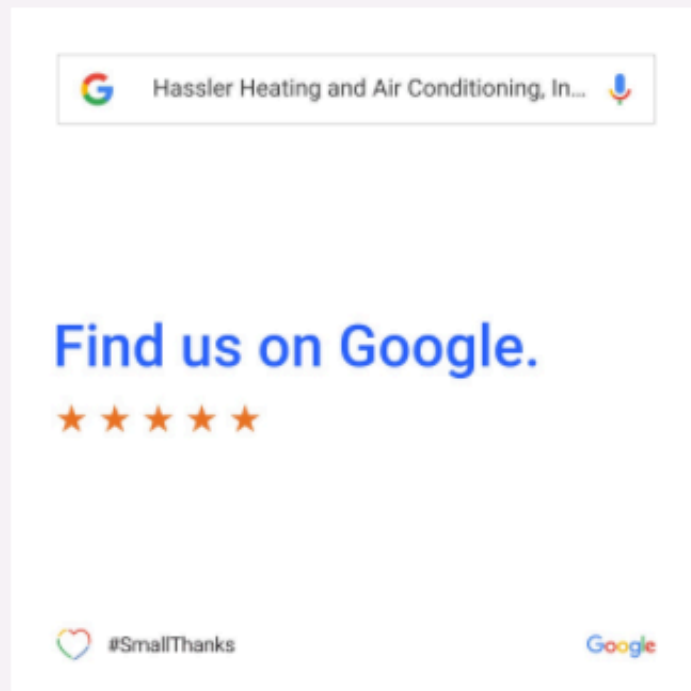
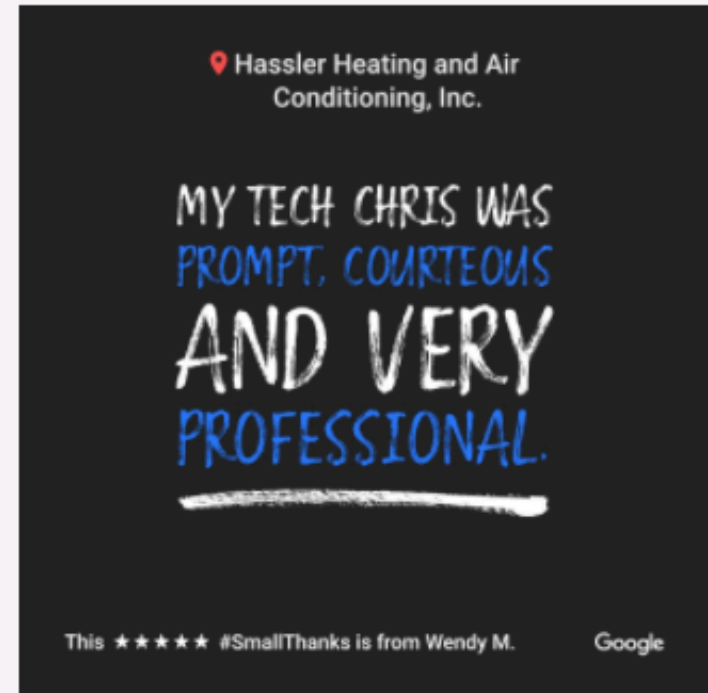
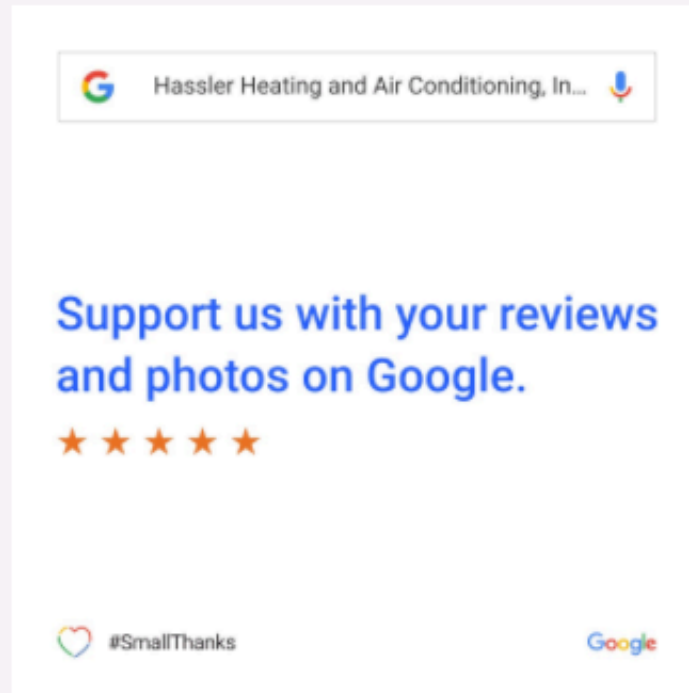
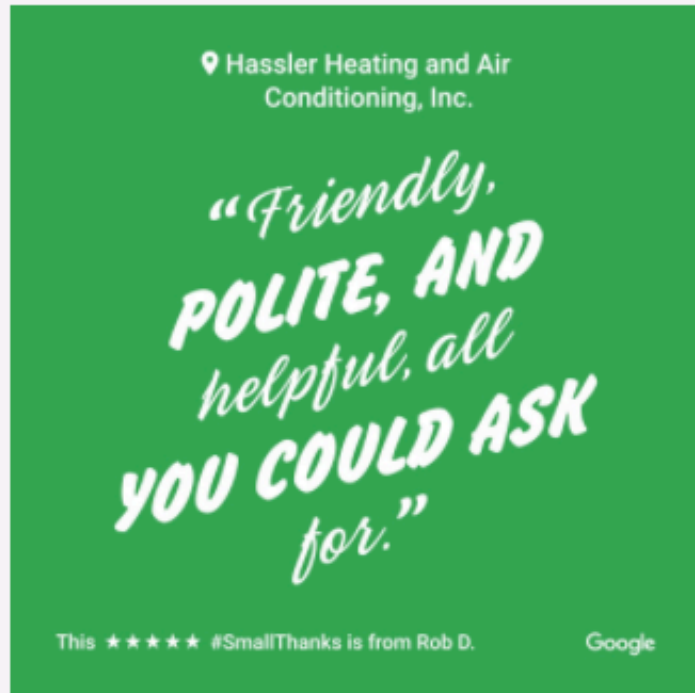
Directions

Ask a question

Send

Add a photo

Home service!





Published 5 days ago



EDIT



Posted 5 days ago

Thanks, Curtis, for you 5-Star review! Read more from our happy residential customers below!

[LEARN MORE](#)



**Views**

Times your post was seen

71



**Engagement**

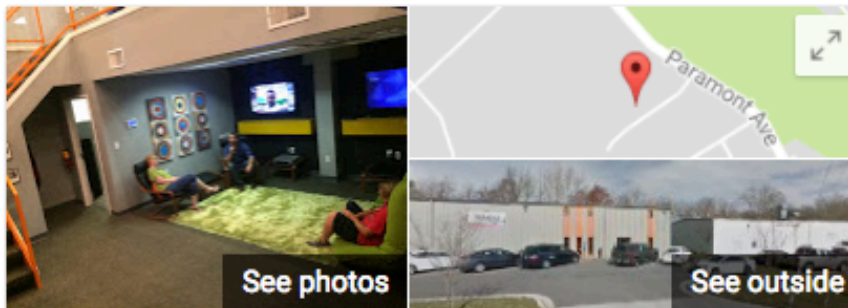
Times a customer clicked your button

0

DELETE

VIEW

[LEARN MORE](#)



## Russell's Heating and Cooling ★

4.7 ★★★★★ 182 Google reviews

Heating contractor in Chesapeake, Virginia

Website

Directions

**Address:** 916 Business Park Dr, Chesapeake, VA 23320

**Hours:** Open today · 8AM–8PM ▾

**Phone:** (757) 424-1000

[Suggest an edit](#)



Russell's Heating and Cooling

on Google



Thanks for the 5-Star review, Sherry! Click below to see more testimonials from our ha...

2 hours ago

[Learn more](#)



Whatever your heating or cooling needs, it's important to find the best HVAC contrac...

6 days ago

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### Questions & answers

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### Reviews from the web

99% [To Your Success](#) · 111 reviews

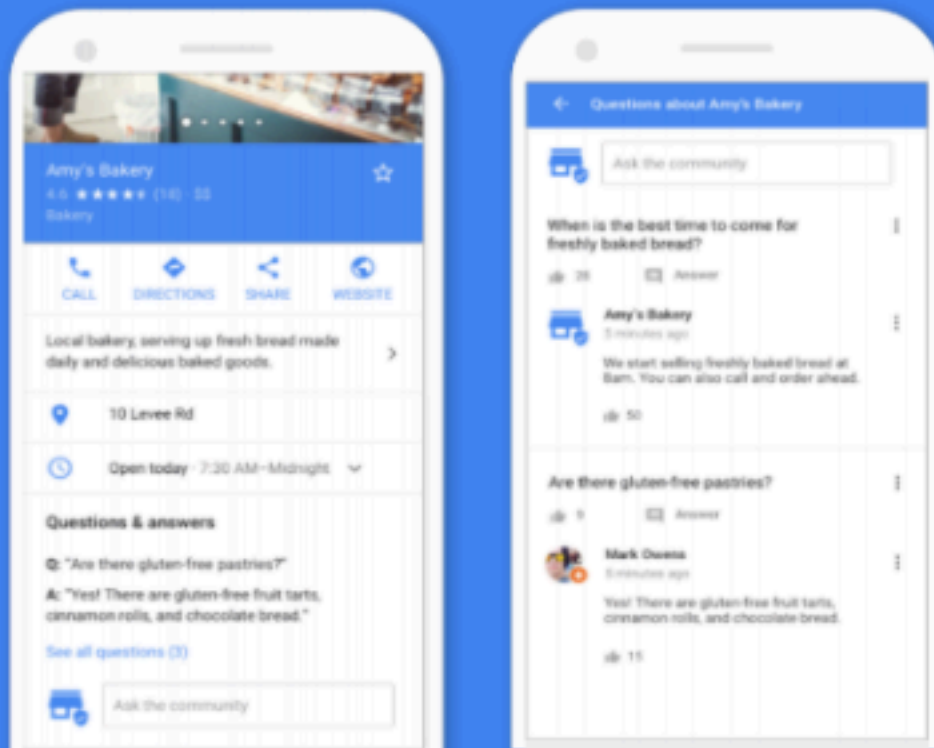




# **QUESTIONS & ANSWERS**

## Engagement Features

# Questions & Answers



Provide answers to the frequently asked questions your customers have, before they even arrive. You can add, upvote and report questions and answers that violate our policies.

Note: Currently, questions and answers can only be contributed through the listing on Maps or mobile Search.



More info available here: <https://goo.gl/Pjd5H1>

@GoogleMyBiz

## Hassler Heating and Air Conditioning, Inc.

1537 S 56th St, El Cerrito, CA



Ask a question

Do you work within the Home Upgrade Program?



Helpful?



Answer



**Hassler Heating and Air Conditioning, Inc. (Owner)**

Edited · in the last week

Hi Peter, Yes. We work closely with the Home Upgrade Program. We were named Home Upgrade Contractor of the Year and will take care of all the paperwork to offer homeowners up to \$5,500 in rebates when making energy-saving home improvements. Thanks for the question!



Helpful?

# Sobieski

14 Hadco Rd, Wilmington, DE

[← All questions](#)



**Shilda Anderson**

What is your service fee to come to my home?



Helpful?

Post



**Jordan Hellstern**

a month ago



Mac's right Shilda, but it also depends on what kind of service you need. our furnace no break down Guarantee is \$59 right now.

1



**Mac Gardner**

**Local Guide** · 66 reviews · 232 photos



a month ago

Depends if you have a plan with them or not amd whether they complete the work. Around \$50

Helpful?





# **ATTRIBUTES**

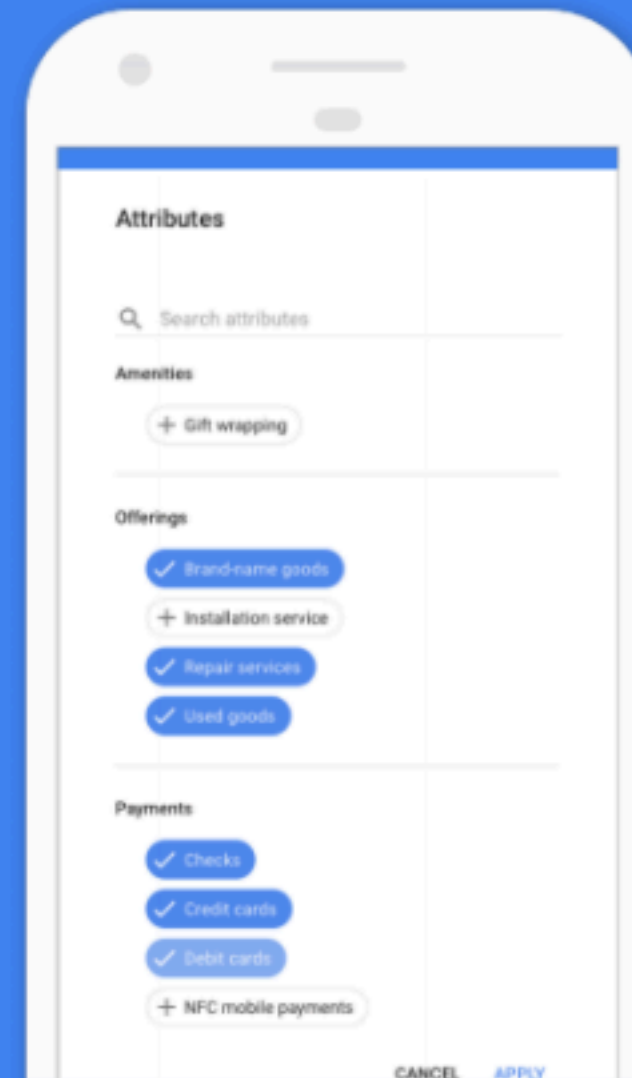
## Engagement Features

# Attributes

Want another way to give potential customer more info about your business? Add attributes.

The available attributes vary depending on your business category. For example, you might see attributes for payment types accepted, accessibility options, or whether the business is LGBTQ-friendly.

Choose the attributes that apply to your business to help it stand out.



More info available here: <https://goo.gl/LWC96u>

@GoogleMyBiz

# Attributes (Offerings)

**Not Universally Available**

**Only Two Attributes So Far  
for Our Sector**

**Appointment URL**

*Add URL*



**Offerings**

Installation service

Repair services



Add photos



# **CHAT MESSAGING**





Home



Posts

NEW



Info



Insights



Reviews



**Messaging**



Photos



Website



Users



Create an ad



Add new location



## Let customers message you

Reach new and existing customers over their favorite chat apps with powerful insights by Google.

### Verify your number

To activate chat, confirm that your phone number can receive SMS messages. Enter the phone number you want to use for chat. You'll get a code via SMS.

This number won't be shared publicly and you can opt out at any time. Note that Google may monitor the messaging conversations to help improve our products.



Enter phone number

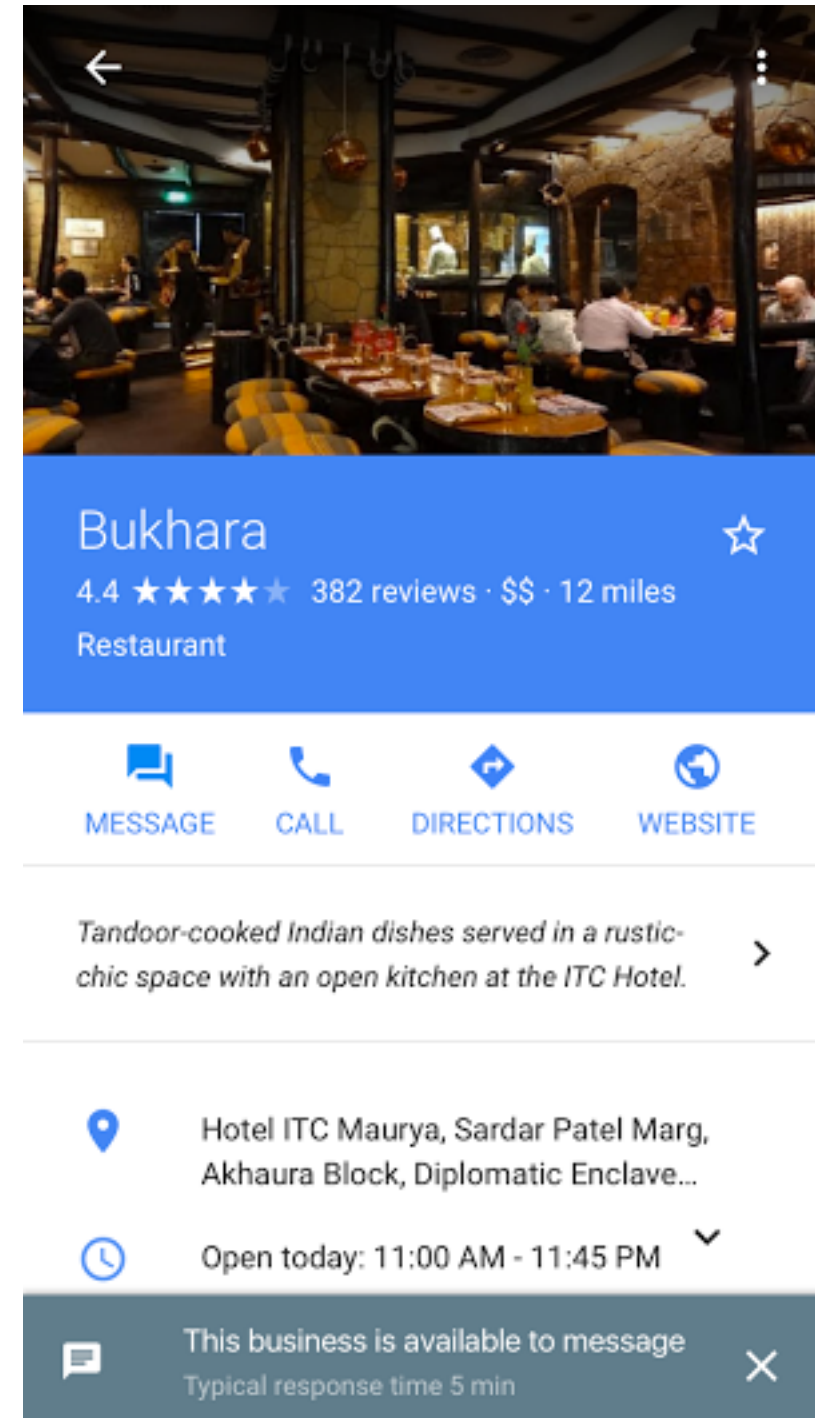
NEXT

# If You Decide to Use Chat

Goes to One Mobile Number

Response Times are  
Measured and Reported

Can Turn on and Off (but it's  
Manual)





**THANK YOU!**  
**QUESTIONS OR COMMENTS?**

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