



# **THE LANDSCAPE OF LOCAL SEARCH: THE LATEST NEWS ON THE EVER-EVOLVING TERRITORIES OF GOOGLE AND APPLE**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*September 16, 2020*

# Upcoming Webinars

~~Wednesday, 8/12, 5PM eastern~~

~~**The Role of Facebook in Your Marketing Mix**~~

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

~~**Don't Let Your Coop Funds Go to Waste—Get the Most Bang for Your Buck Before Year's End**~~

Wednesday, 9/16, 5PM eastern

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

Wednesday, 9/23, 5PM eastern

**Special Panel Discussion: Insulation and Ventilation Demand This Fall—Priorities at Odds in the COVID-19 Era?**

Wednesday, 9/30, 5PM eastern

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



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# A Closer Look at Ventilation: Part 3 - Can Our Office HVAC System Meet COVID-19 Guidelines?



By Cory Allyn | September 3, 2020

Ventilation isn't the magic bullet that's going to solve the COVID-19 pandemic and instantly make any indoor space healthy and safe for its occupants. But it's increasingly being talked about as an important factor in reducing the risk of transmission for schools and office spaces that are looking to reopen this fall, alongside more familiar safety protocols like masks, social distancing, and personal hygiene practices.

In last week's installment of our ongoing series on ventilation, we took a look at the growing awareness of COVID-19 airborne transmission, as well as media coverage of ventilation and air purification in schools and commercial spaces. We also provided an overview of our own HVAC system, which includes an HRV ventilation unit, as an example of an existing system that goes above and beyond what's currently installed in the average office space.

This week we're diving into the specifics: Even if we have an advanced commercial HVAC system, how do we know if we're meeting coronavirus guidelines about ventilation, filtration, and air purification? Using the Energy Circle office as a case study, we try to answer some important questions about the health and safety risks of returning to work.

## 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

# What We'll Discuss

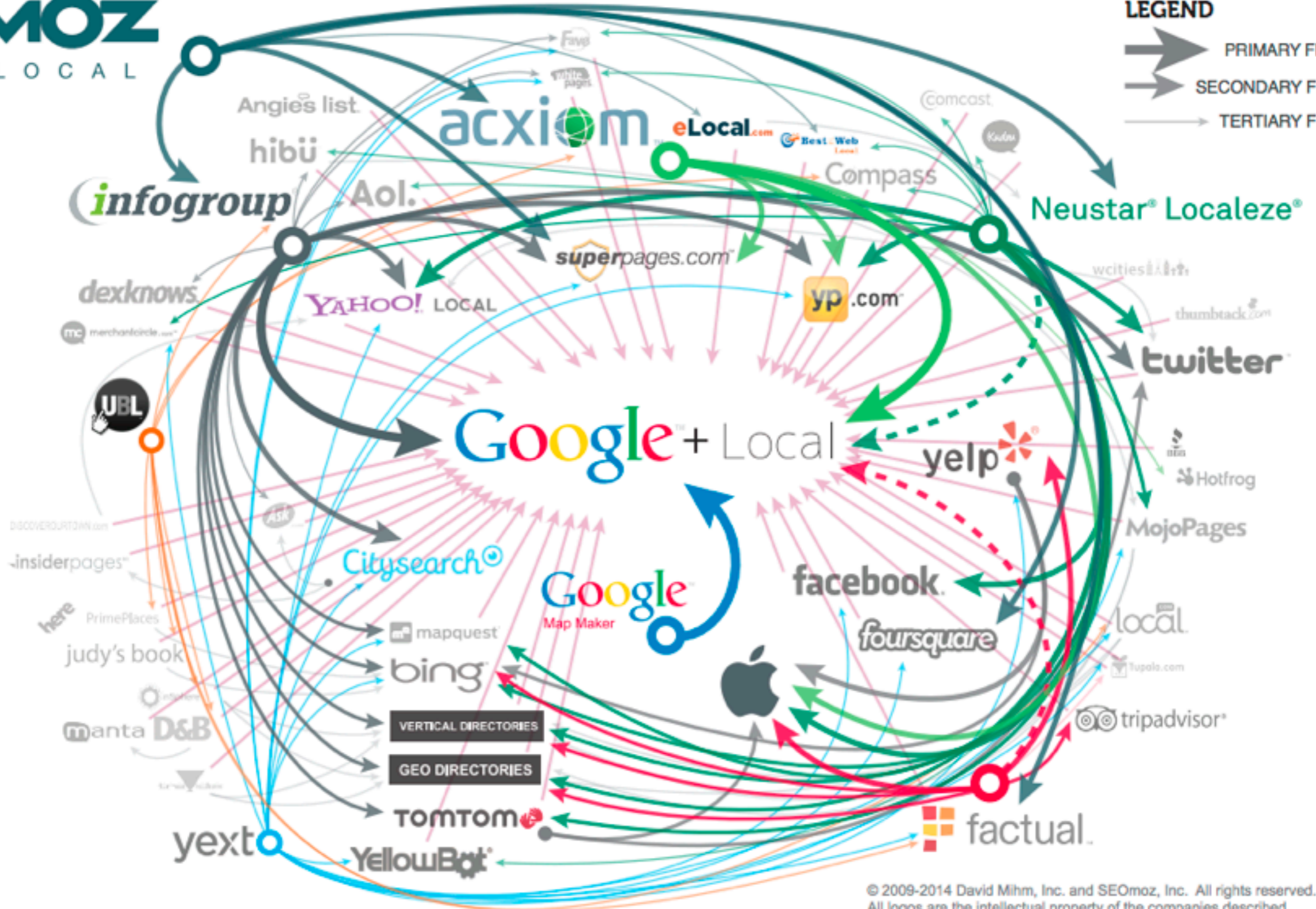
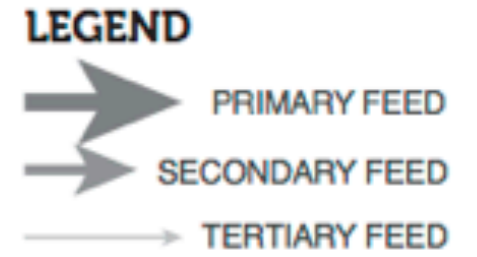
- 1 Game Over. The Dominance of Google My Business**
  - The stunning rise of GMB as lead source*
  - But wait...what's Apple up to?*
- 2 What it Means and How You Should Respond**
  - Own and perfect your listing*
  - Review volume/velocity*
  - Review content and attributes*
  - Engagement*





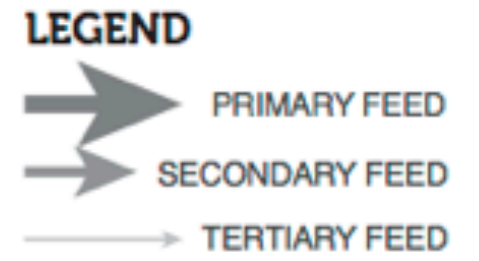
# **GAME OVER: THE DOMINANCE OF GOOGLE MY BUSINESS**

(Skyrocketing lead volume and  
the rise of the "zero click" contact)






**MOZ**  
LOCAL



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

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

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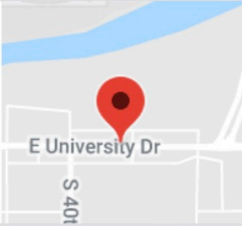
16+

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Top results

 <https://www.idealenergyaz.com>

**Ideal Energy**

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



**Local Business Directories**  
**Industry-Relevant Directories**  
***STILL MATTER***



# Where GMB Traffic Starts

## Company Search

Energy Efficiency, AC Repair, & Home Energy Audits | Ideal Energy ...  
<https://www.idealenergyaz.com/>  
 Providing APS and SRP \$99 home energy audits, air conditioning repair and replacement, insulation, and home performance upgrades in Phoenix, AZ.  
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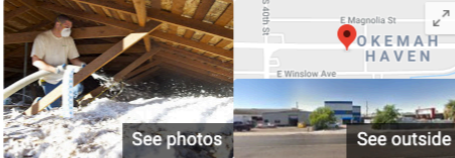
[Meet the Team | Ideal Energy | Phoenix, AZ](#)  
<https://www.idealenergyaz.com/about-us/meet-team>  
 Ideal Energy specializes in energy auditing, heating and air conditioning, ... League of Arizona, the Arizona Registrar of Contractors, Energize Phoenix, and the ...

[Ideal Energy - 30 Photos & 59 Reviews - Heating & Air Conditioning ...](#)  
<https://www.yelp.com/biz/ideal-energy-phoenix>  
 ★★★★★ Rating: 5 - 59 reviews  
 59 reviews of Ideal Energy "Here's the short version: My experience with Ideal ... It seems like more than a few guys know we live in AZ and pretty much have no ..."

[Ideal Energy | Better Business Bureau® Profile](#)  
<https://www.bbb.org/us/az/phoenix/profile/home.../ideal-energy-1126-1000016297>  
 BBB accredited since 3/29/2011. Home Performance Contractor in Phoenix, AZ. See BBB rating, reviews, complaints, request a quote & more.

[Ideal Energy - Home | Facebook](#)  
<https://www.facebook.com/Places/Phoenix,Arizona/HomeImprovement>  
 ★★★★★ Rating: 5 - 14 votes  
 Ideal Energy - 4127 E University Dr, Phoenix, Arizona 85034 - Rated 5 based on 14 Reviews "I am so glad I decided to circumvent my home warranty company..."

[Ideal Energy | Tempe AZ | Read Reviews + Get a Free Quote ...](#)  
<https://www.buildzoom.com/.../BestHVAC/MechanicalContractorsinTempe>  
 Ideal Energy LLC, 822 W Orion St, Tempe, AZ holds a Specialty Residential license and 2 other licenses according to the Arizona license board.



**Ideal Energy**  
[Website](#) [Directions](#) [Save](#)  
 4.9 ★★★★★ 64 Google reviews  
 Air conditioning contractor in Phoenix, Arizona  
**Address:** 4127 E University Dr, Phoenix, AZ 85034  
**Hours:** Open · Closes 5:30PM -  
**Phone:** (480) 839-0082  
[Suggest an edit](#)

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

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

Reviews from the web

Facebook	Trane
5/5	4.9/5
14 votes	5 votes

[Send to your phone](#) [Send](#)


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

- "He was extremely knowledgeable and honest about what his company could offer."
- "You will receive excellent work and great service from Ideal Energy!"
- "Or be easiest to push onto a customer."

[View all Google reviews](#)

From Ideal Energy  
 "Ideal Energy is a full-service home energy efficiency

## Service or Maps Search



Rating ▾ Hours ▾

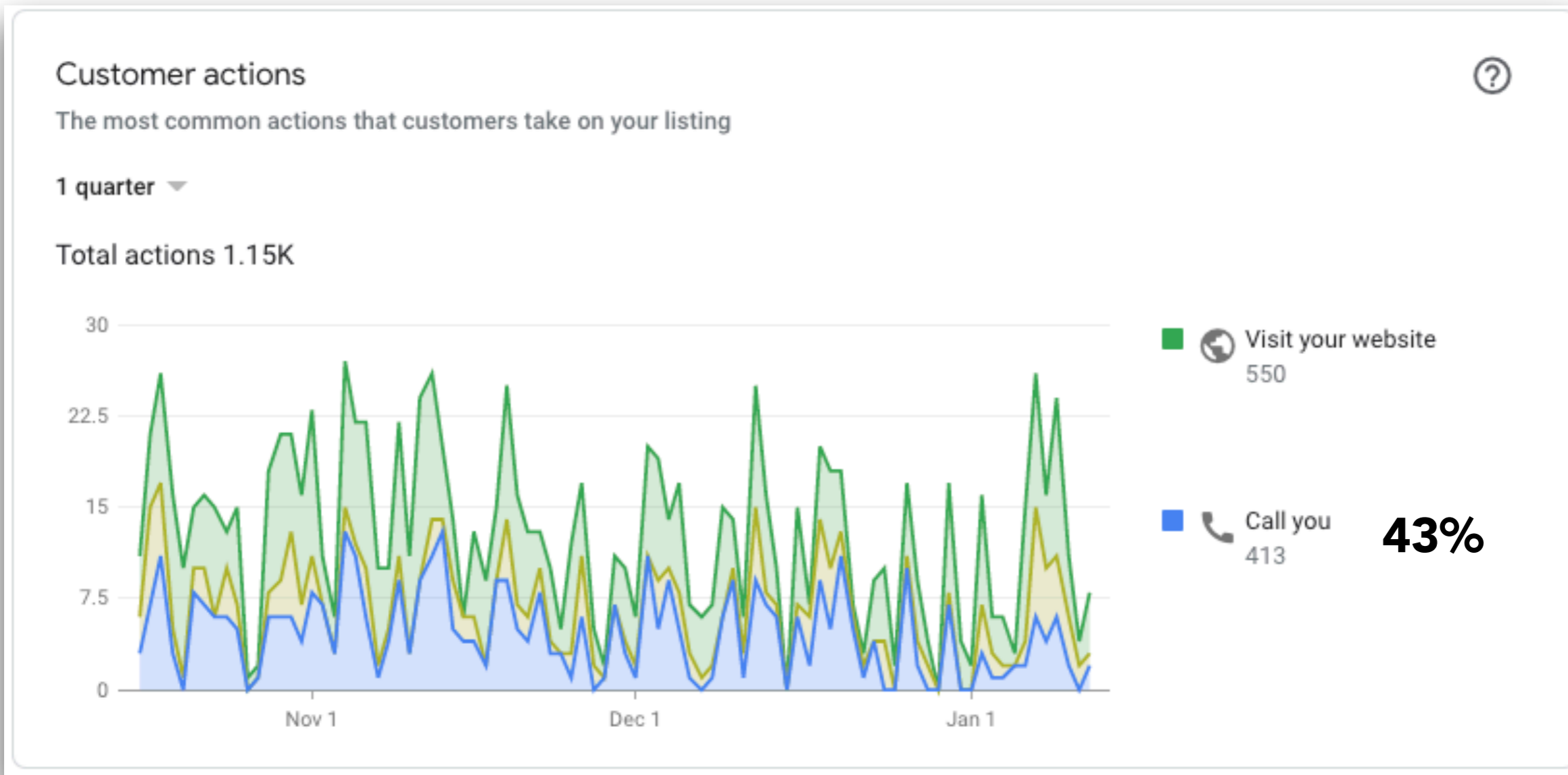
**ReVision Energy**  
 4.9 ★★★★★ (13) · Solar Energy Equipment Supplier  
 Portland, ME · (207) 221-6342  
 "Revision Energys installation was done without a glitch.They gave a..."  
[WEBSITE](#) [DIRECTIONS](#)

**Goggin Energy**  
 5.0 ★★★★★ (2) · Solar Energy Equipment Supplier  
 Portland, ME · (207) 772-7557  
 "from obtaining the quote to the post-installation help was handled ..."  
[WEBSITE](#) [DIRECTIONS](#)

**Assured Solar Energy**  
 4.5 ★★★★★ (8) · Solar Energy Equipment Supplier  
 North Yarmouth, ME · (207) 221-2916  
 "Great job with solar panel installation Sept. 2013. The whole crew was..."  
[WEBSITE](#)

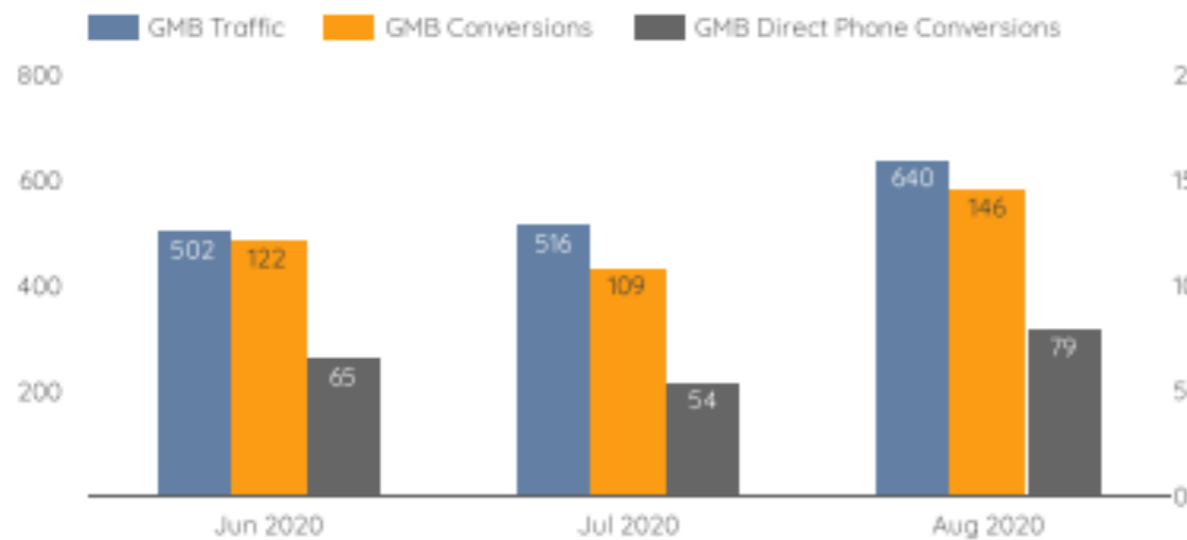
[More places](#)

# The “Zero Click” Contact



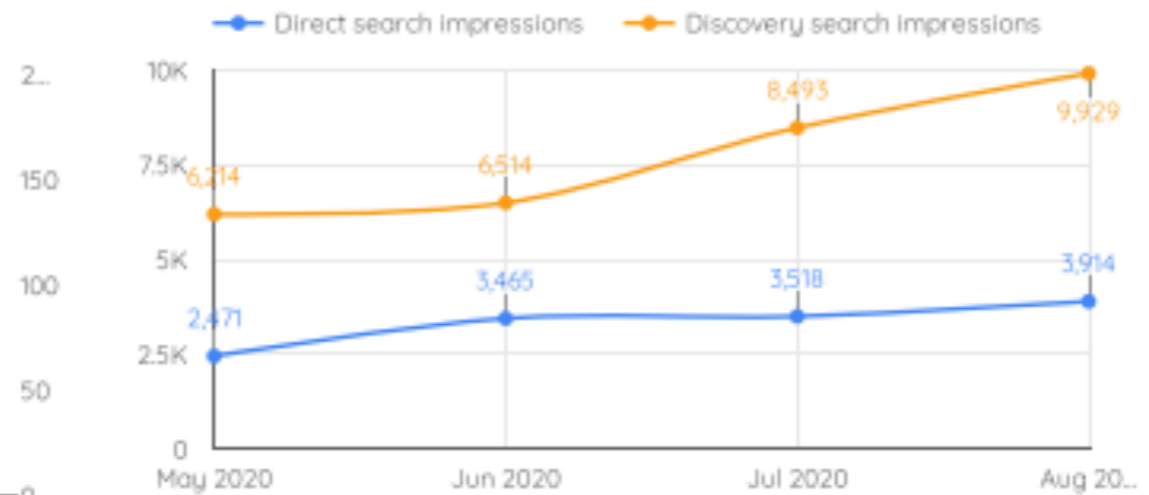
# Stunning Traffic Growth from GMB

GMB Listings Website Traffic & Phone Calls



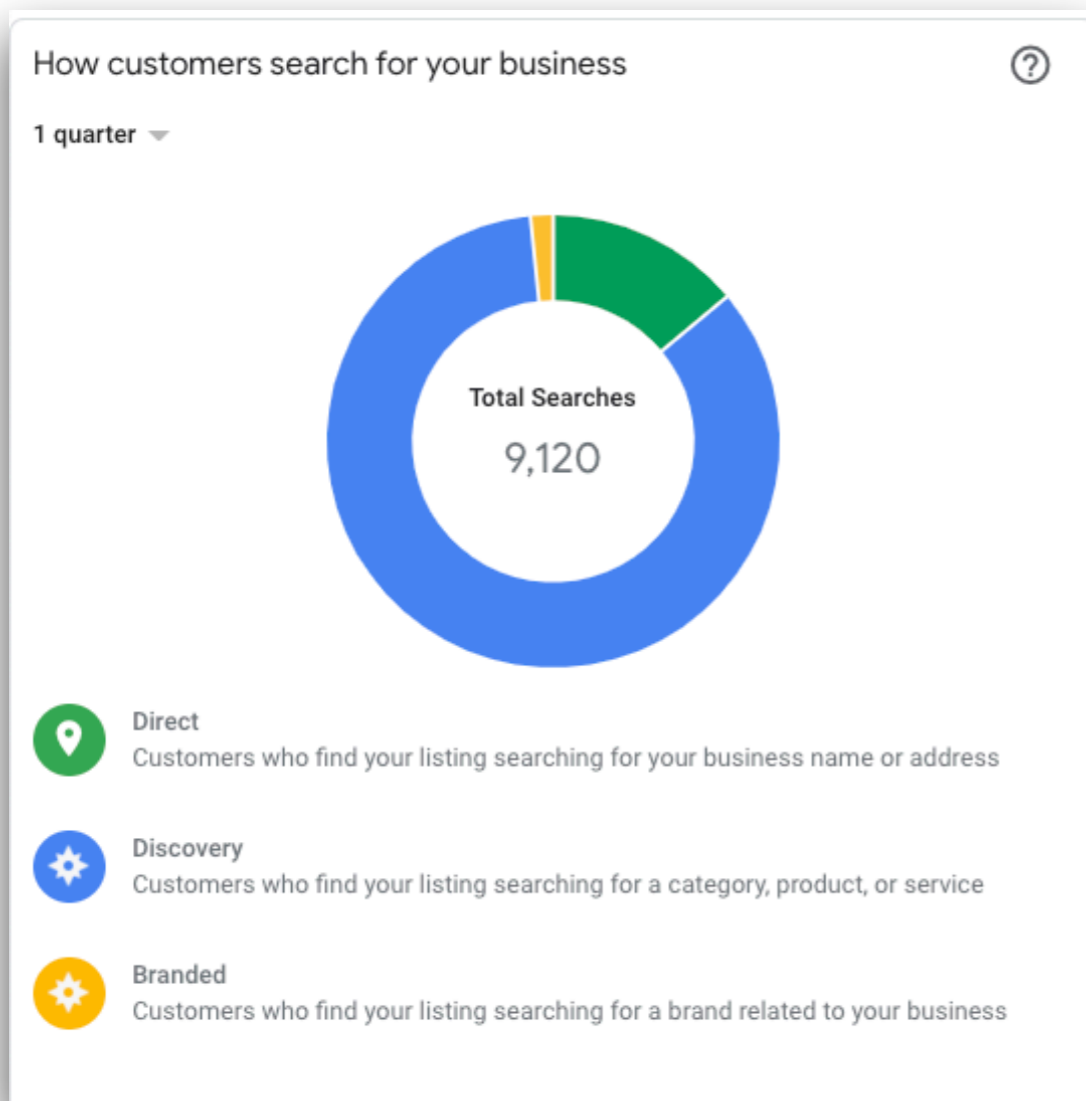
How are customers finding

r? (GMB)



**Traffic: +27%**  
**Conversions: +20%**  
**Impressions: + 59%**

# Growing Service Term Search



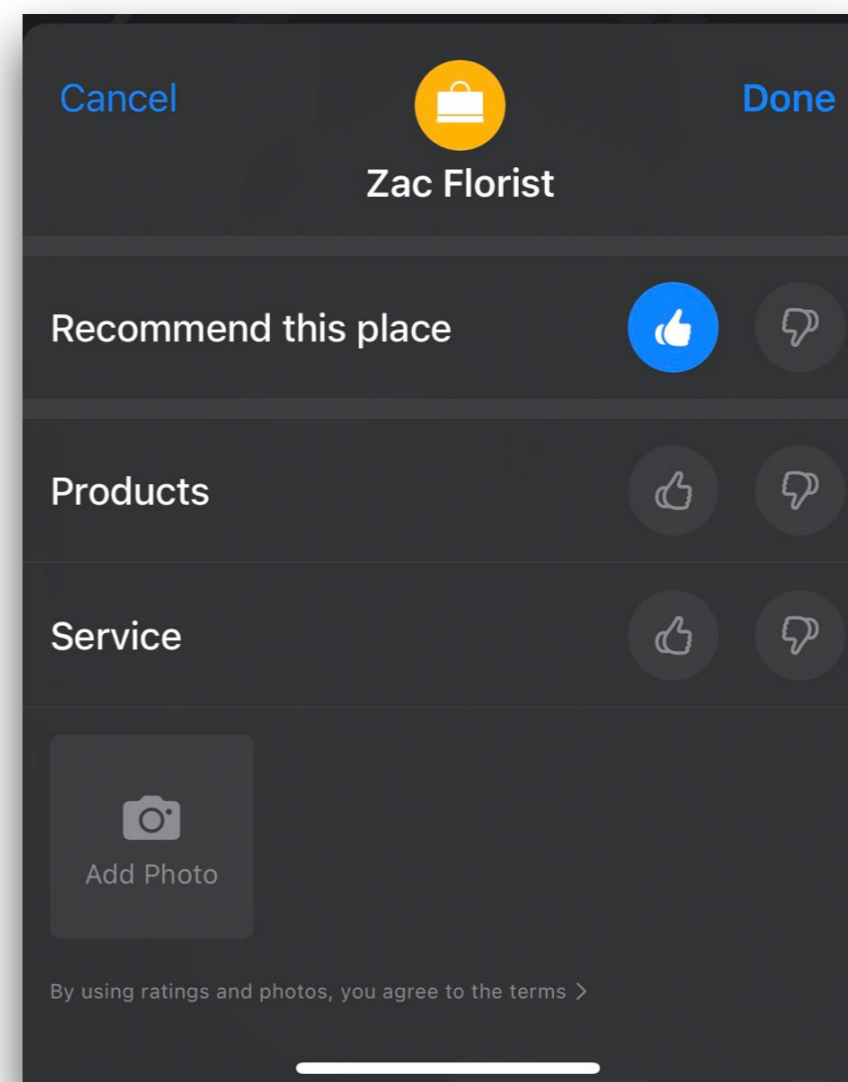
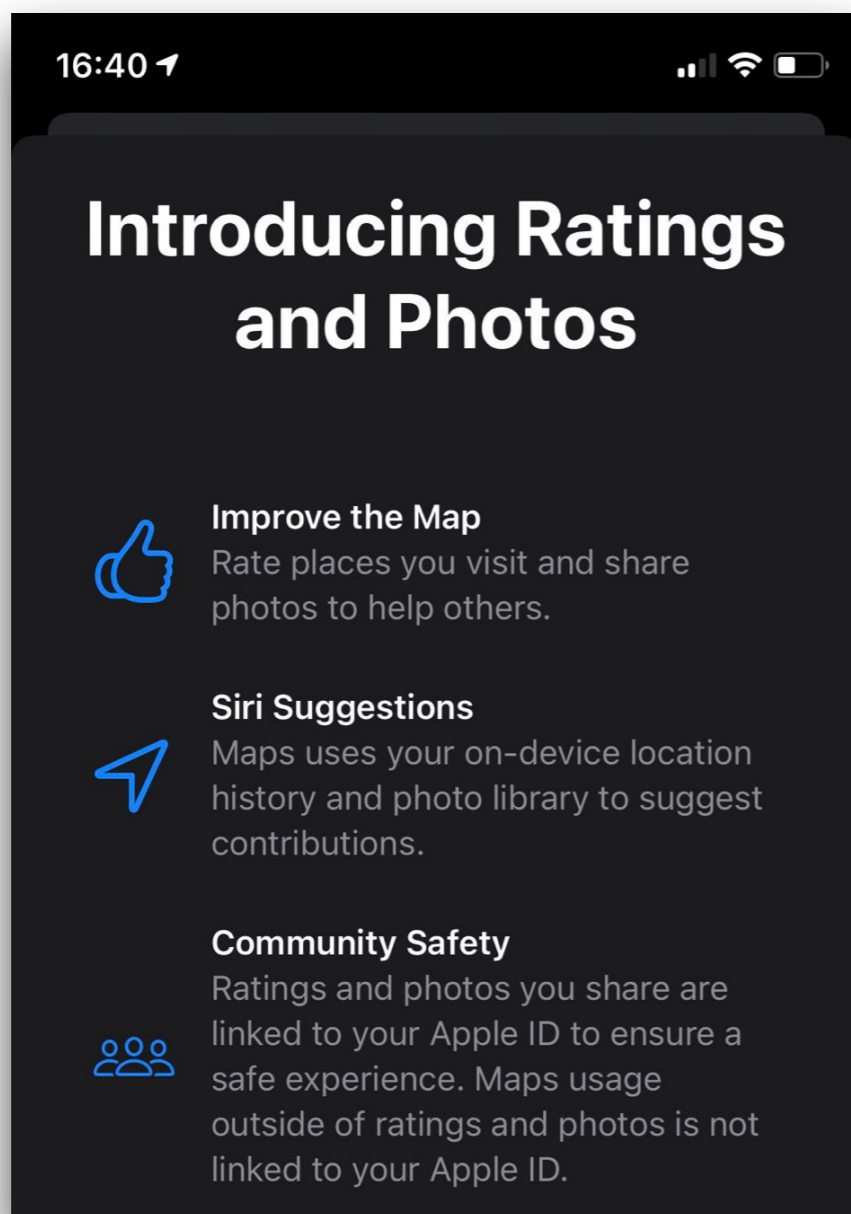
### Queries used to find your business • [Send feedback](#)

1 quarter ▾

	Query	Users
1	<b>Branded</b>	307
2	<b>Branded</b>	130
3	insulation companies	83
4	<b>Branded</b>	77
5	insulation	49
6	energy audit	30
7	insulation companies in phoenix	30
8	insulation removal	30
9	ac companies phoenix	29
10	insulation companies near me	24

1-10 of 517 < >

# Along Comes Apple (iOS 14 Beta)



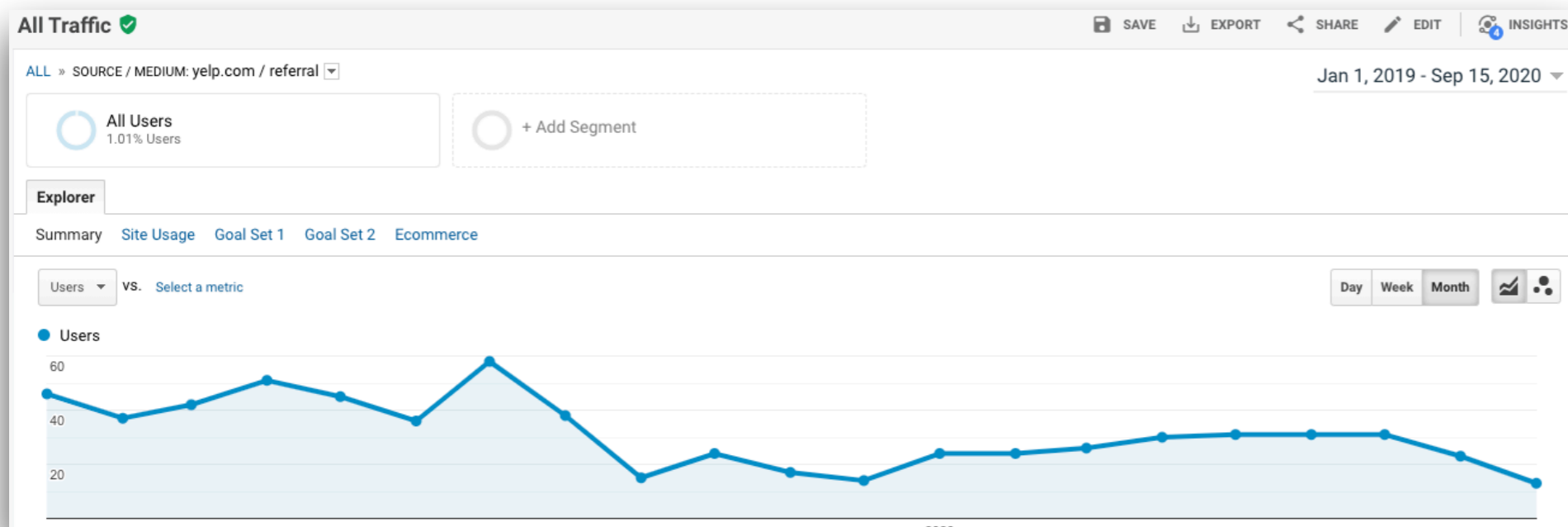
[mapsconnect.apple.com](https://mapsconnect.apple.com)



# The Slow Death of Yelp?



**Yelp Q2, 2020  
Financial Report**



**Select Energy  
Circle Client  
-47% YOY**



# **HOW YOU SHOULD RESPOND**

# Consensus on GMB Ranking Factors

- 1 Accurate Listing Information**
- 2 Proximity to Searcher**
- 3 Google Review Volume/Velocity**
- 4 Review Content & Sentiment**
- 5 Engagement\***

# The Basics: Complete, Accurate Data

Accurate Address

Correct Categories

Service Area

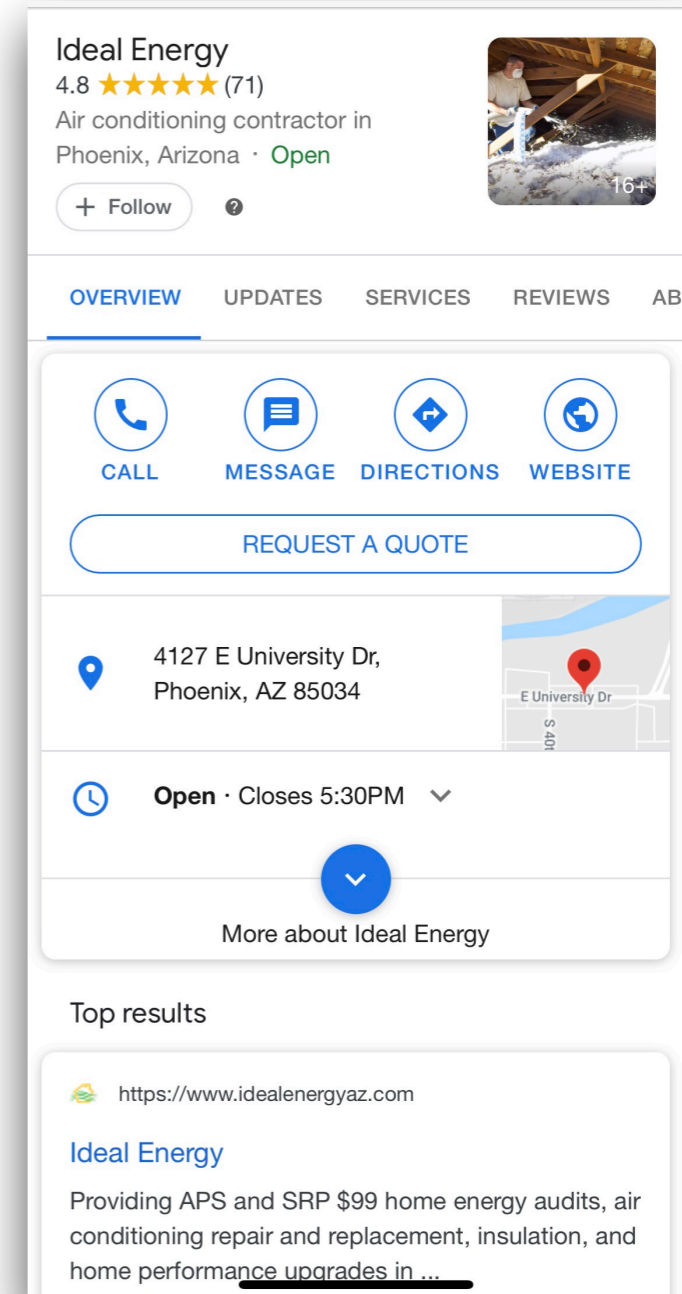
Services & Subcategories

Products

Hours

COVID Policies

Photos



# Review Priorities

1.



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

---

2. **On Your Website**

Great content that can be  
localized.

---

3.



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

---

4. **Local and Industry Directories.**




# Our Guidance—Google Review Quantities

	June 2019	September 2020
<b>Solar</b>	<b>50+</b>	<b>200</b>
<b>HVAC</b>	<b>40+</b>	<b>150</b>
<b>Home Performance</b>	<b>25+</b>	<b>50-75</b>
<b>Insulation</b>	<b>15+</b>	<b>50</b>
<b>Builder</b>	<b>10+</b>	<b>50</b>
<b>Remodeler</b>	<b>25+</b>	<b>100</b>

# Attribute Prompts After Star Selection

## 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

# Topical Review Attributes

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

4.7 ★★★★★ 170 reviews ? Sort by: Most relevant ▾

All pay 6 maintenance 5 sell 5 attic 4 tech 4 solar 3 rebate 3

labor 3 inspection 3 expertise 3

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

# Engagement: Review Responses



**Chris Coucill**

★★★★★ 3 weeks ago



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

(owner)

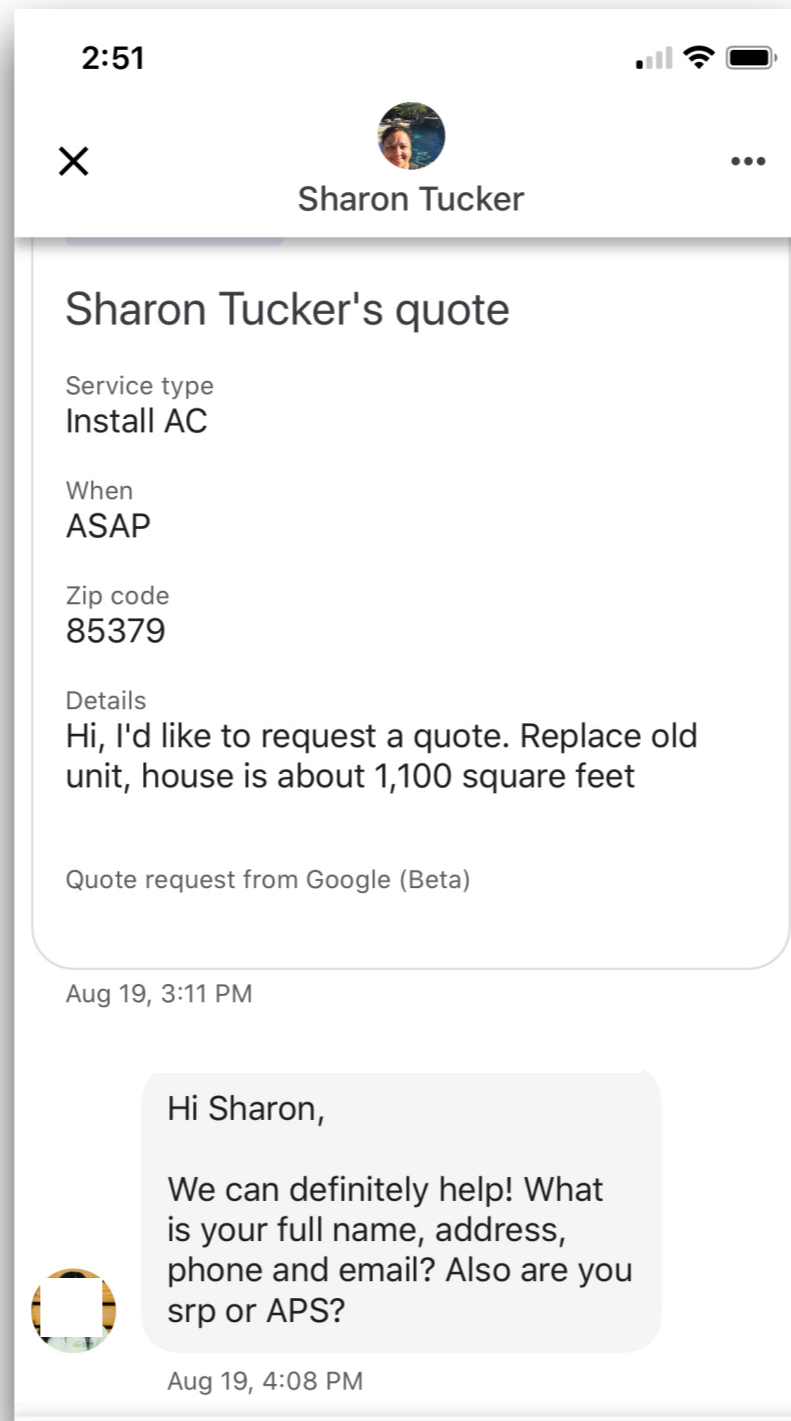
Aug 11, 2018

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

Edit


Delete

# Engagement: Messaging & Quotes










# Engagement: Questions & Answers

[Ask a question](#)

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What are the benefits of crawl space encapsulation? 

 1  Answer

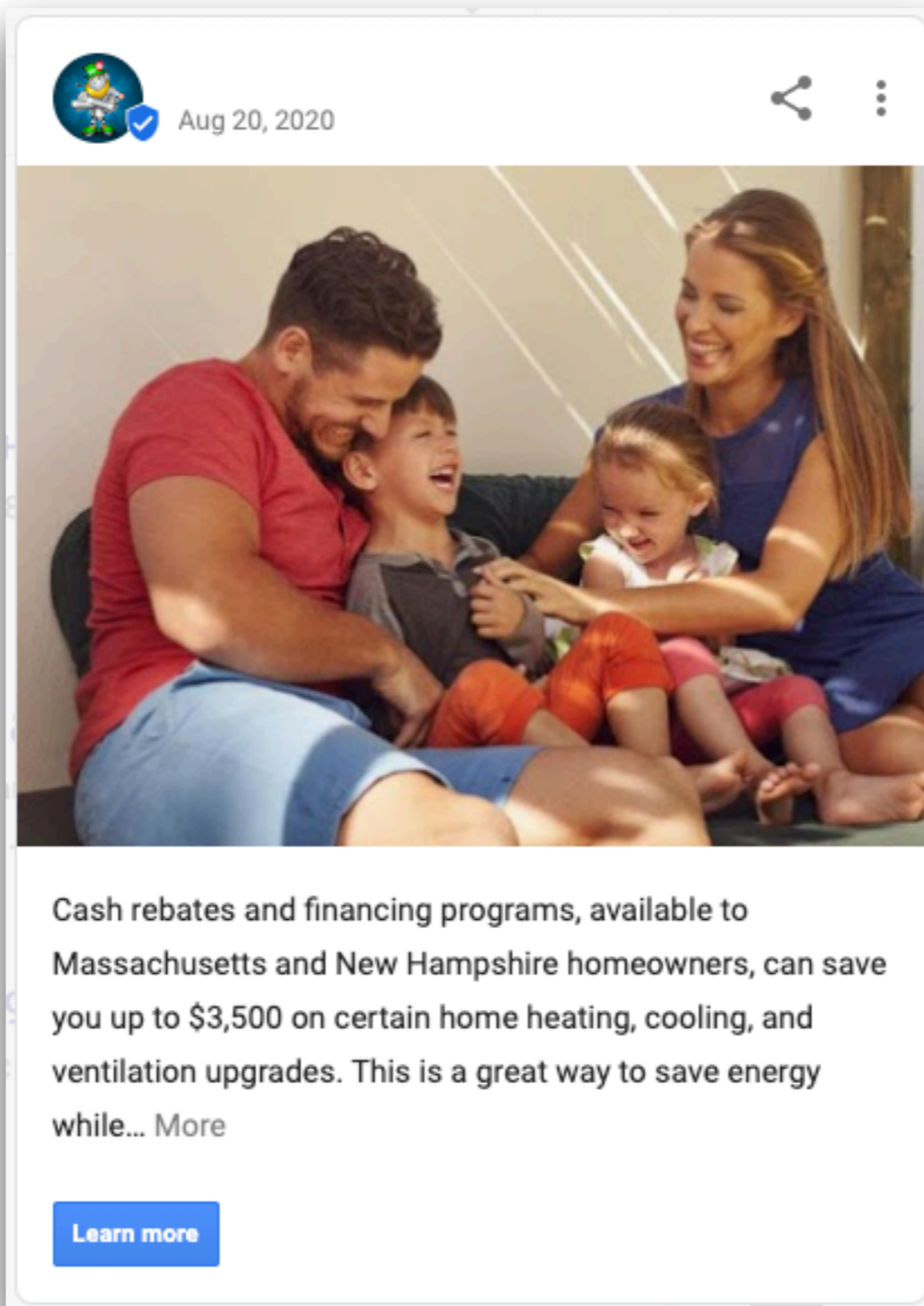
 **(Owner)** 

8 months ago

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

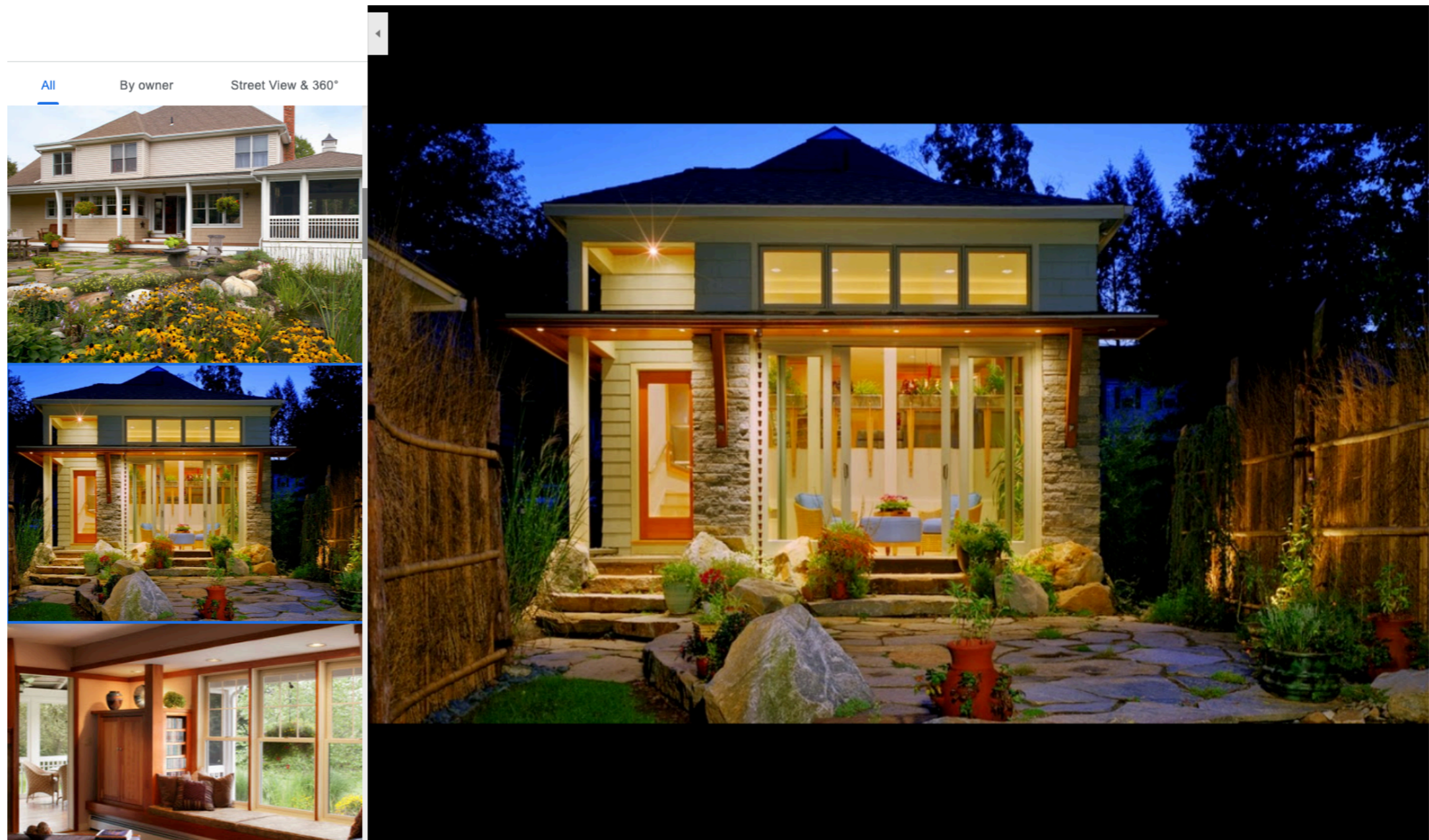
 Like

# Engagement: GMB Posts



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

# Engagement: Consistent Stream of Photos





# Weekly GMB Practice for Engagement

*If GMB is producing 40-50% of your leads....*

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

**Peter Troast**

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