

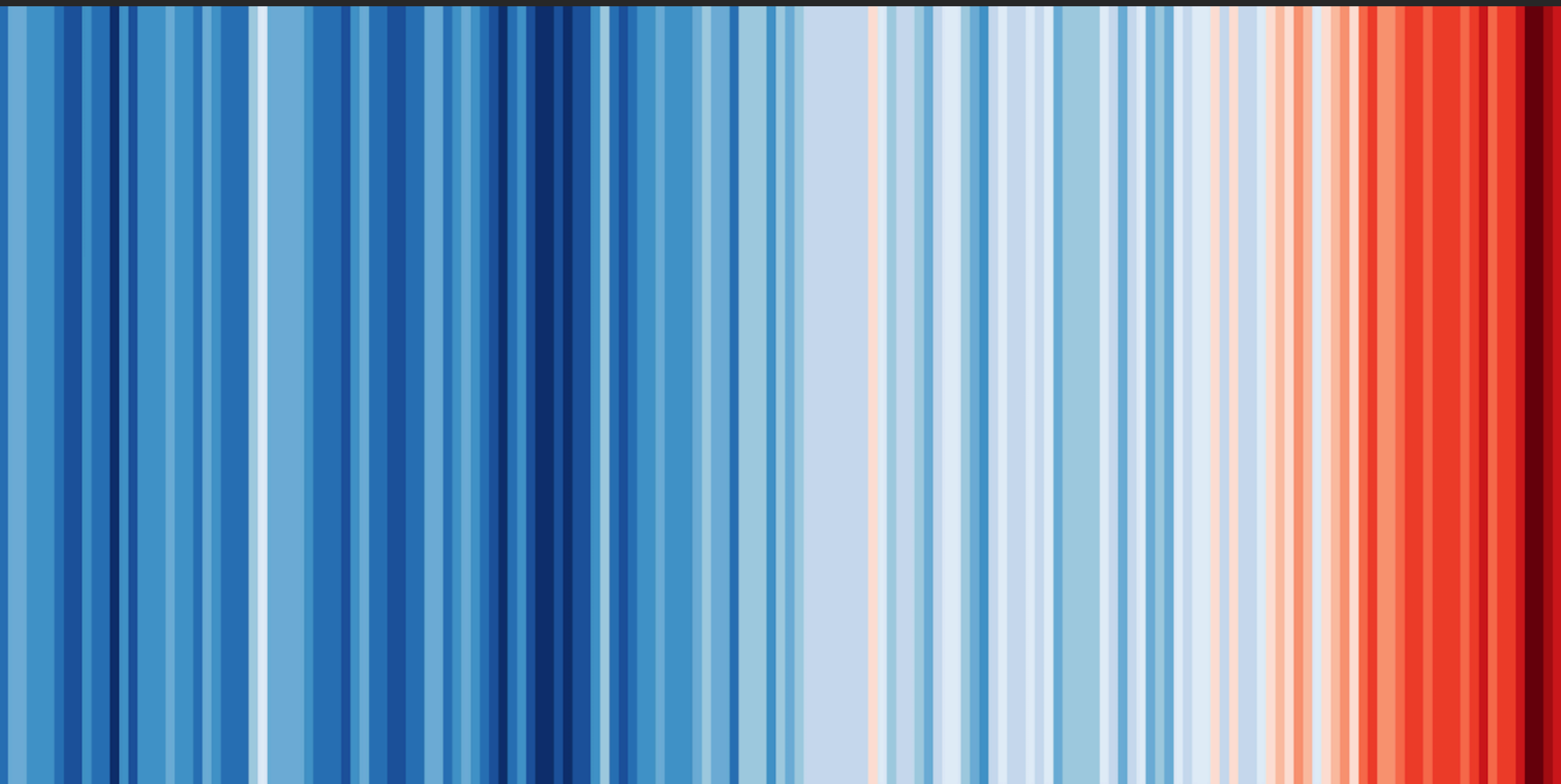


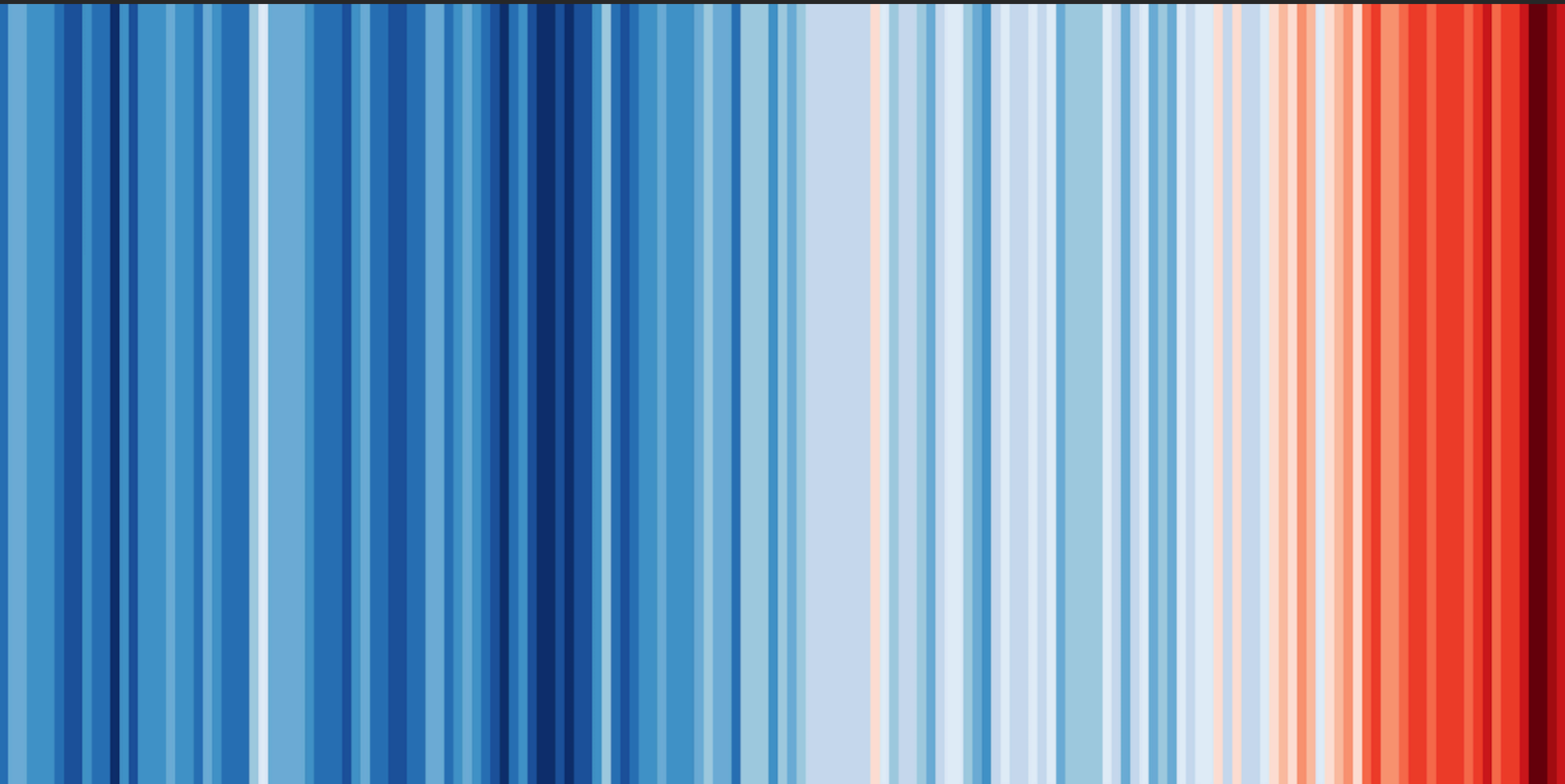
THE MOST IMPORTANT CHANGES IN GOOGLE MY BUSINESS—PREPARING FOR 2020

Peter Troast, Founder & CEO

Energy Circle Webinar Series

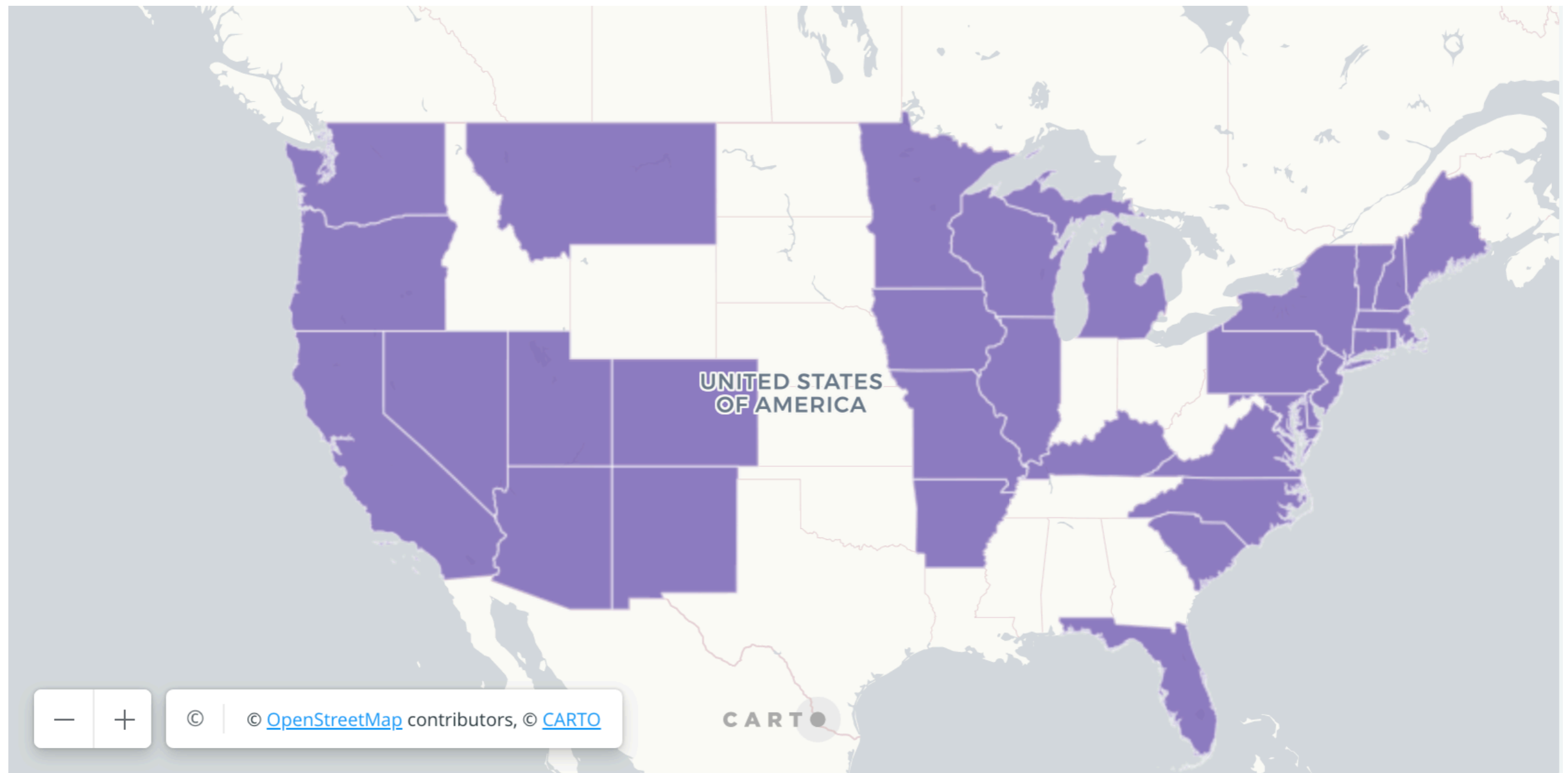
January 15, 2020





Annual average global temperatures from 1850-2018
#showyourstripes

Climate Action Goals—What's the Impact on Us?



City of Seattle: Carbon Neutrality by 2050

And the Answer IS ...

Total Installation Cost	\$3,217,559,698
Admin/Overhead	20%
Admin/Overhead Cost	\$643,511,940
Total Cost	\$3,861,071,637
Average Cost per Home	\$19,183
Average Cost per Home/Year	\$1,918

CLEARresult®

How Much Work Is This?

- 346 finished homes per week
- 70 per day
- About 2,000 active projects at any given time
- 8,000 gas furnace converted per year
- 10,000 attics insulated per year

CLEARresult®

BECC 2019
© CLEARresult. All rights reserved. 20

Bruce Manclark

Sr Business Intelligence Consultant
CLEARresult
BECC Conference 2019

Energy Circle On The Road

02/04 - 02/06: **Better Buildings by Design: Efficiency Vermont** | Burlington, VT

02/11 - 02/12: **Building Performance Association Northeast Regional** | Saratoga Springs, NY

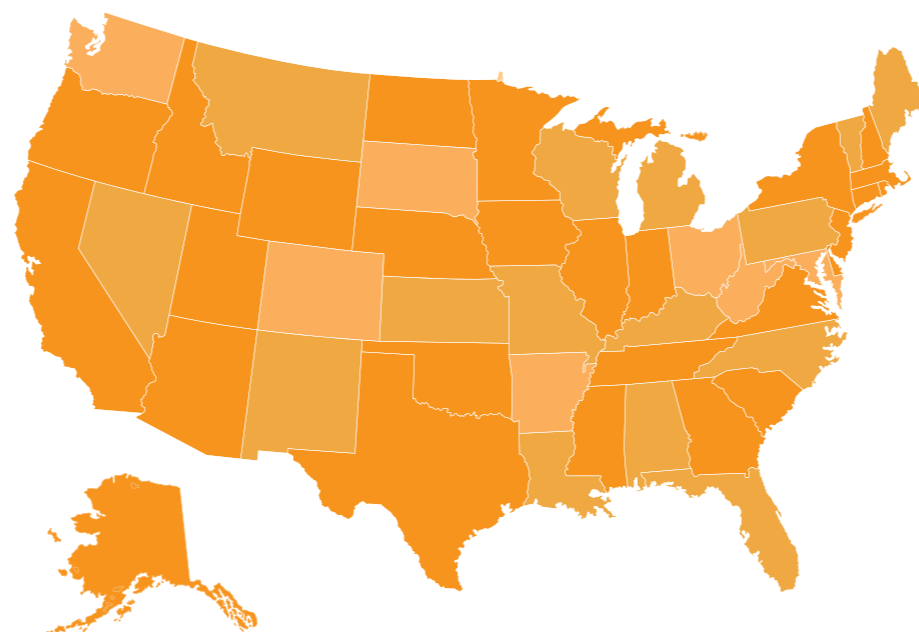
02/24 - 02/26: **RESNET** | Scottsdale, AZ

03/09 - 03/11: **Better Building Better Business WI** | Wisconsin Dells, WI

03/17 -03/18: **Building Science Conference & Expo** | Knoxville, TN

03/18 - 03/21: **JLC Live** | Providence, RI

04/27 - 04/30: **2020 Building Performance Association National Conference** | New Orleans, LA



Upcoming Webinars

January 22, 5pm EST

Evolution of Third Party Reviews: More Than Just Stars

January 29, 5pm EST

Going Deeper on Proximity: PlacesScout Research

February 19, 5pm EST

How to Confront Common Customer Objections in Home Performance

What We'll Discuss

The Most Important Google My Business Changes:

- 1 Continue Rise in Lead Volume & "Zero Click" Contacts
- 2 Changes to Categories, Services & Products
- 3 Hope for Overcoming the Proximity Problem
- 4 Reviews More Important and Changing Priorities
- 5 The Specter of SPAM
- 6 Direct Interaction within GMB



1

RISE IN LEAD VOLUME & "ZERO CLICK" CONTACTS

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.
[Contact](#) · [About Us](#) · [Financing](#) · [Rebates & Incentives](#)
You've visited this page 3 times. Last visit: 11/18/18

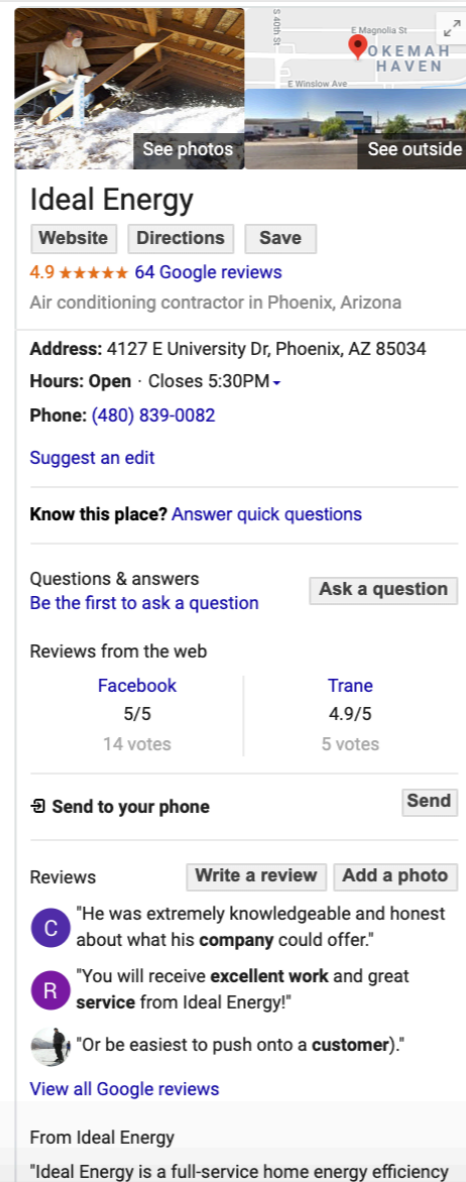
[Meet the Team | Ideal Energy | Phoenix, AZ](#)
<https://www.idealenergyaz.com/about-us/meet-team>
Ideal Energy specializes in energy auditing, heating and air conditioning, ... League of Arizona, the Arizona Registrar of Contractors, Energize Phoenix, and the ...

[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](#)

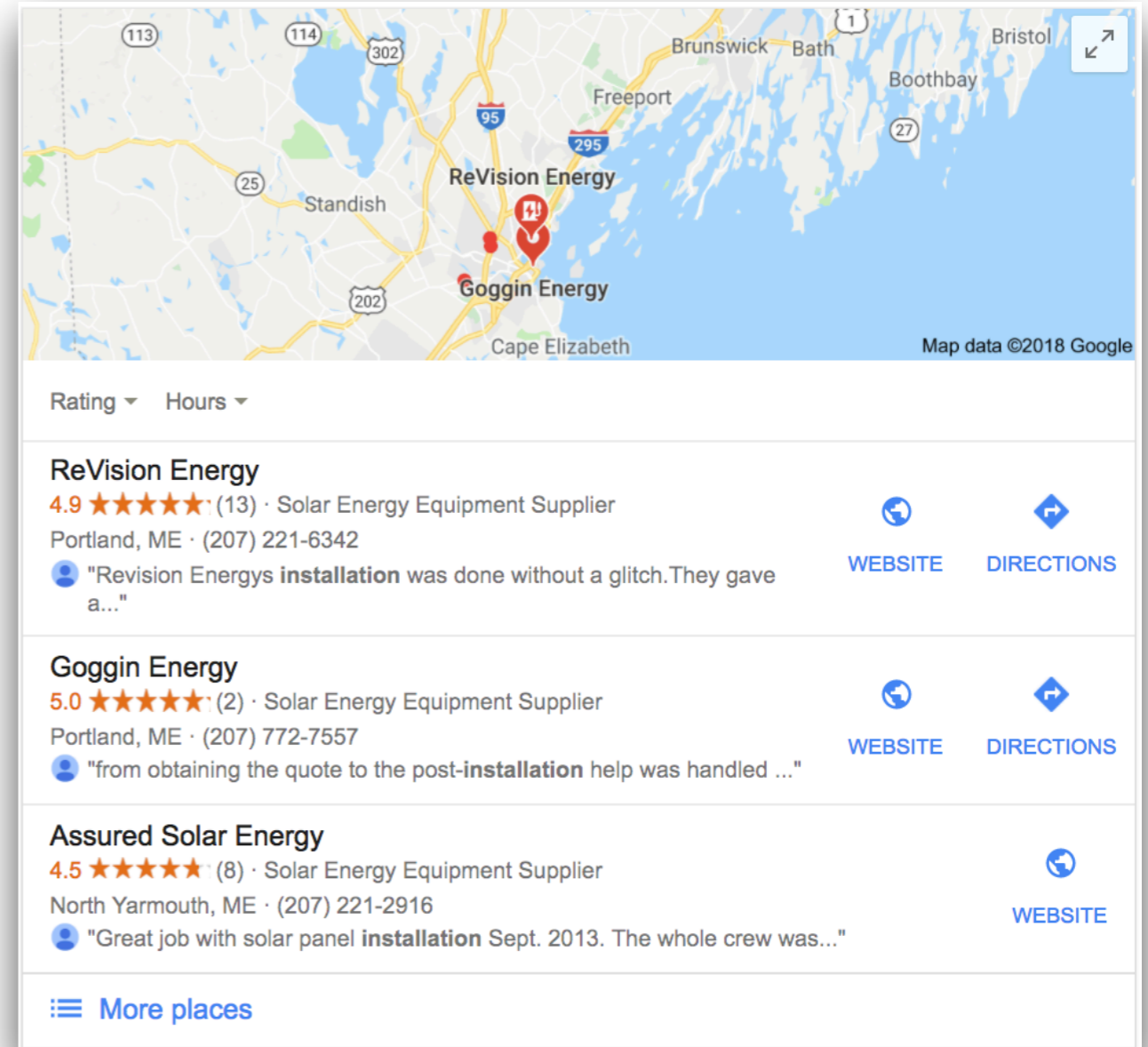
Reviews [Write a review](#) [Add a photo](#)

- "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



Map data ©2018 Google

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](#)

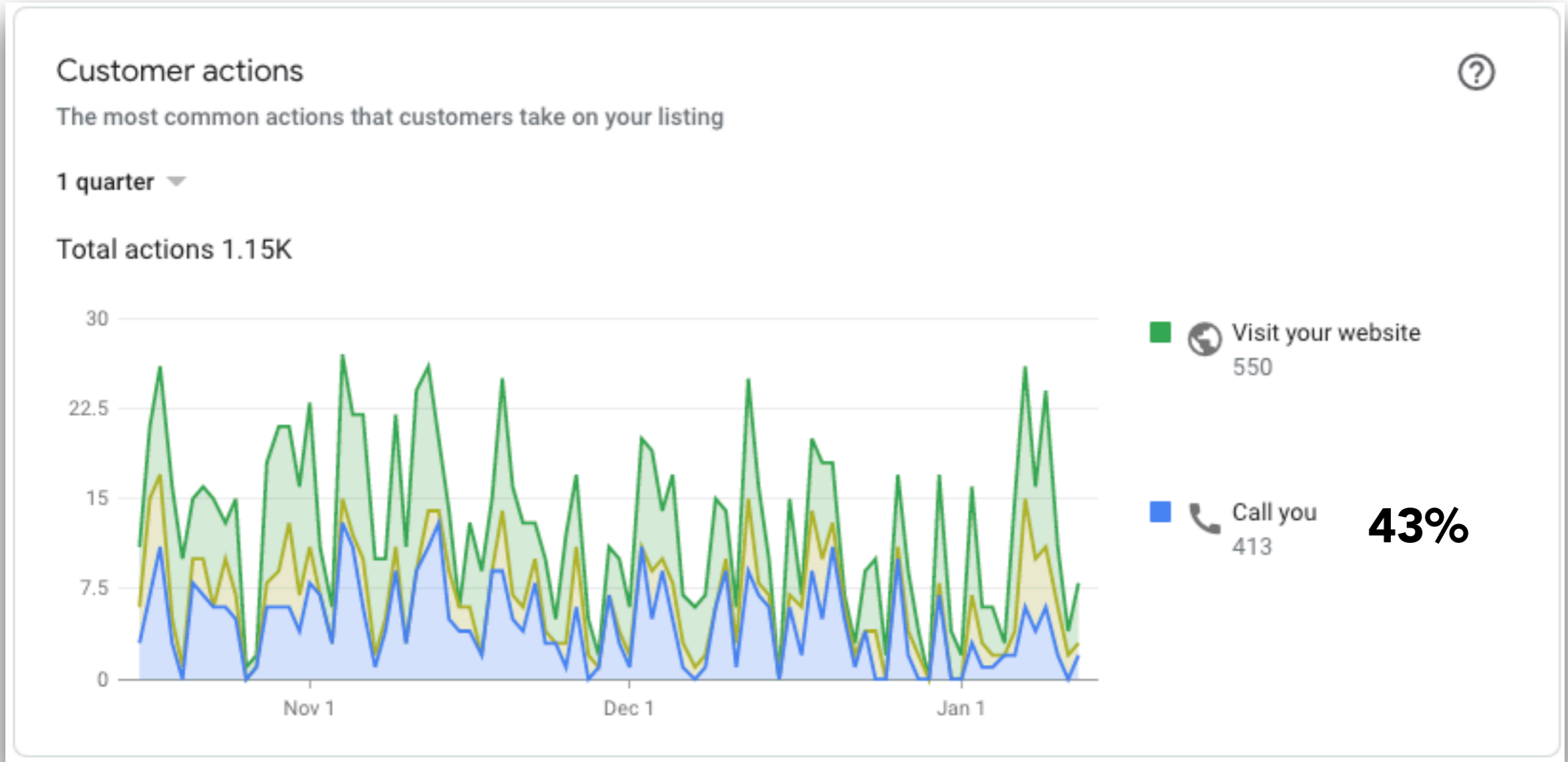
Growing Lead Volume from GMB

Select Energy Circle Client

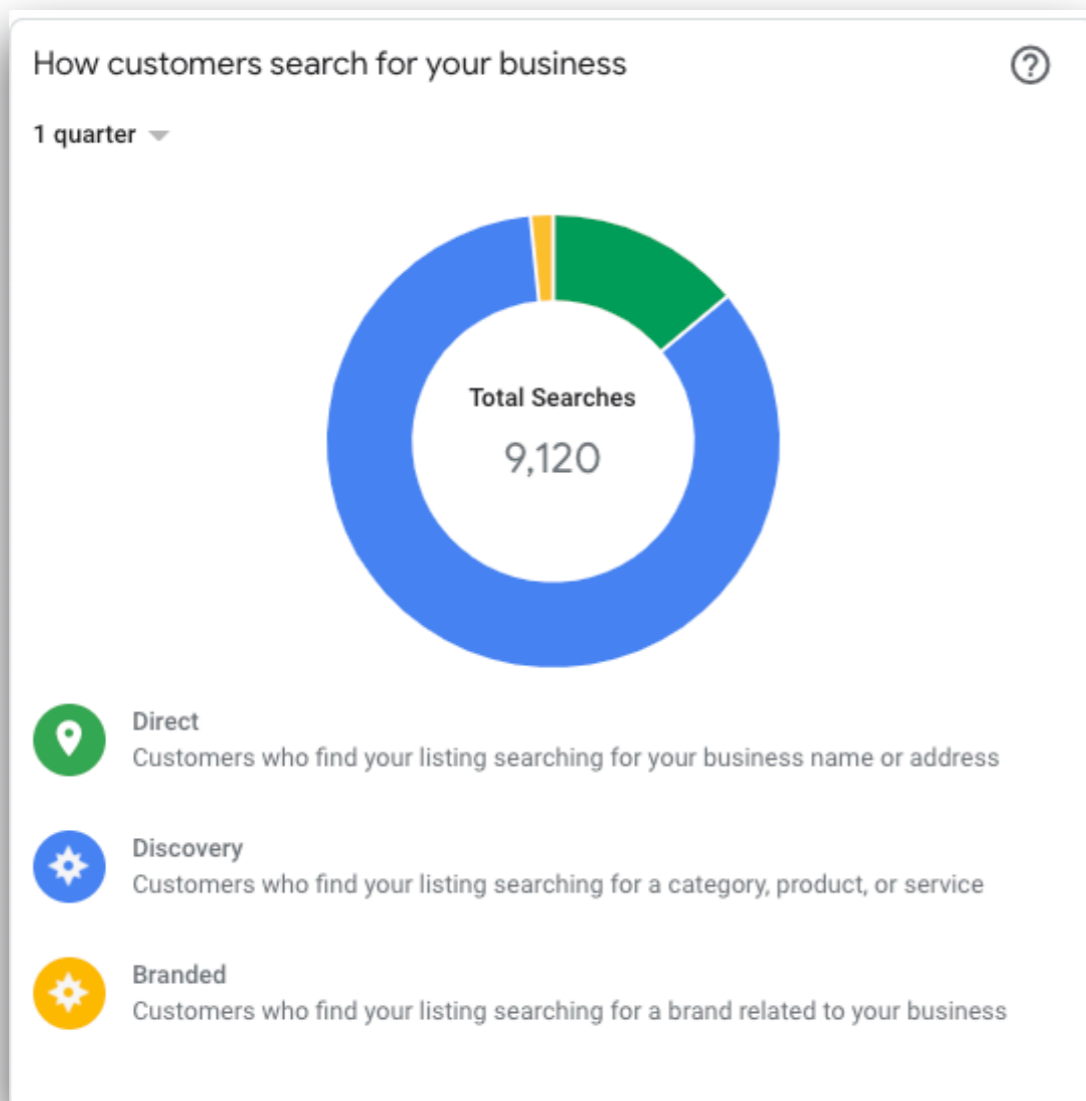
	2017	2018	2019
Phone Clicks	474	1940	2927

**Phone Clicks more prominent for emergency services*

The “Zero Click” Contact



Growing Service Term Search



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

1 quarter ▾

Query	Users
1 Branded	307
2 Branded	130
3 insulation companies	83
4 Branded	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 < >



2

CHANGES TO CATEGORIES & SERVICES

Categories—Primary Signal to Google

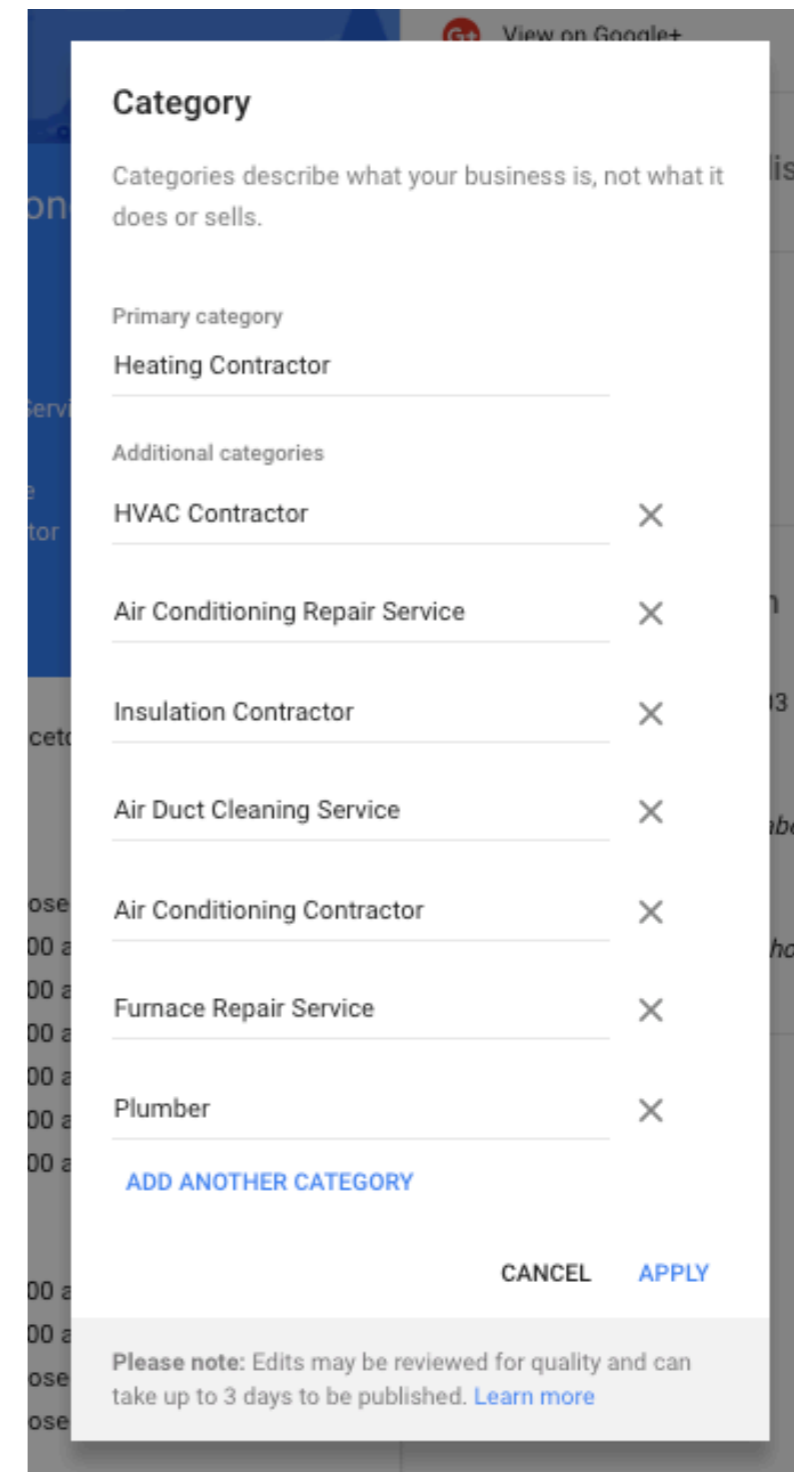
Primary Category is Visible

Change Primary Seasonally

Limited to 10

Add All That Apply


Keep an Eye on New Categories



The screenshot shows the 'Category' selection interface in a Google Business Profile. 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 is a list of seven categories, each with a delete 'X' icon: '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 'ADD ANOTHER CATEGORY'. At the very bottom of the modal are 'CANCEL' and 'APPLY' buttons. A note at the bottom states: 'Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)'.

New Services Subcategories

Air conditioning contractor

Primary category 

[Unselect all](#)


Get discovered by customers in your area by adding the services you offer


- + AC maintenance
- + Clean ducts & vents
- + Ductless heating and AC services
- + Heating maintenance
- + HVAC maintenance
- + Install AC
- + Install ducts & vents
- + Install heating system
- + Install thermostat
- + Repair AC
- + Repair ducts & vents
- + Repair heating system
- + Repair HVAC
- + Repair thermostat


Don't see a service you offer? Create your own.


[+ Add custom service](#)


New Services Subcategories

Air conditioning contractor 
Primary category



Energy Audit
\$99.00 
Complete building and duct leakage testing, blower door, insulation evaluation, energy efficiency testing through SRP and APS, determines cause of hot and cold rooms, combustion appliance zone testing

AC Repair
\$35.00 
Diagnostic services for determining cause of AC or Heating equipment failure



AC Equipment Replacement
\$6,000.00 
Cost depends on equipment type, size, energy efficiency, SEER rating, and other factors

AC Checkup
\$85.00 
Overall check of air conditioning equipment for proper functioning



[+ Add another service](#)

HVAC contractor  

[+ Add another service](#)

General contractor  

[+ Add another service](#)

Insulation contractor  

[+ Add another service](#)

Subcategories in Insulation. C'mon Google.

Add services ×

Additional category

Insulation contractor ✎

Add services you offer and get discovered by customers Unselect all

+ Assemble furniture + Clean gutters

+ Install drywall + Install fan

+ Install flooring + Install tile work

+ Install water fixtures + Mount TV

+ Paint indoors + Paint outdoors

+ Remodeling + Repair drywall

+ Repair fan + Repair flooring

+ Repair water fixtures + Replace tile work

Don't see a service you offer? Create your own.

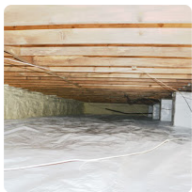
+ [Add custom service](#)

[Apply](#)

Products: Use 'em if you got 'em


Crawl Space Services

We are the Eastern Maryland crawl space experts. With 2000+ encapsulations under our belts, we have seen it all. Plus, as a participating contractor with Home Performance with ENERGY STAR®, Total Home...



Crawl Space Encapsulations

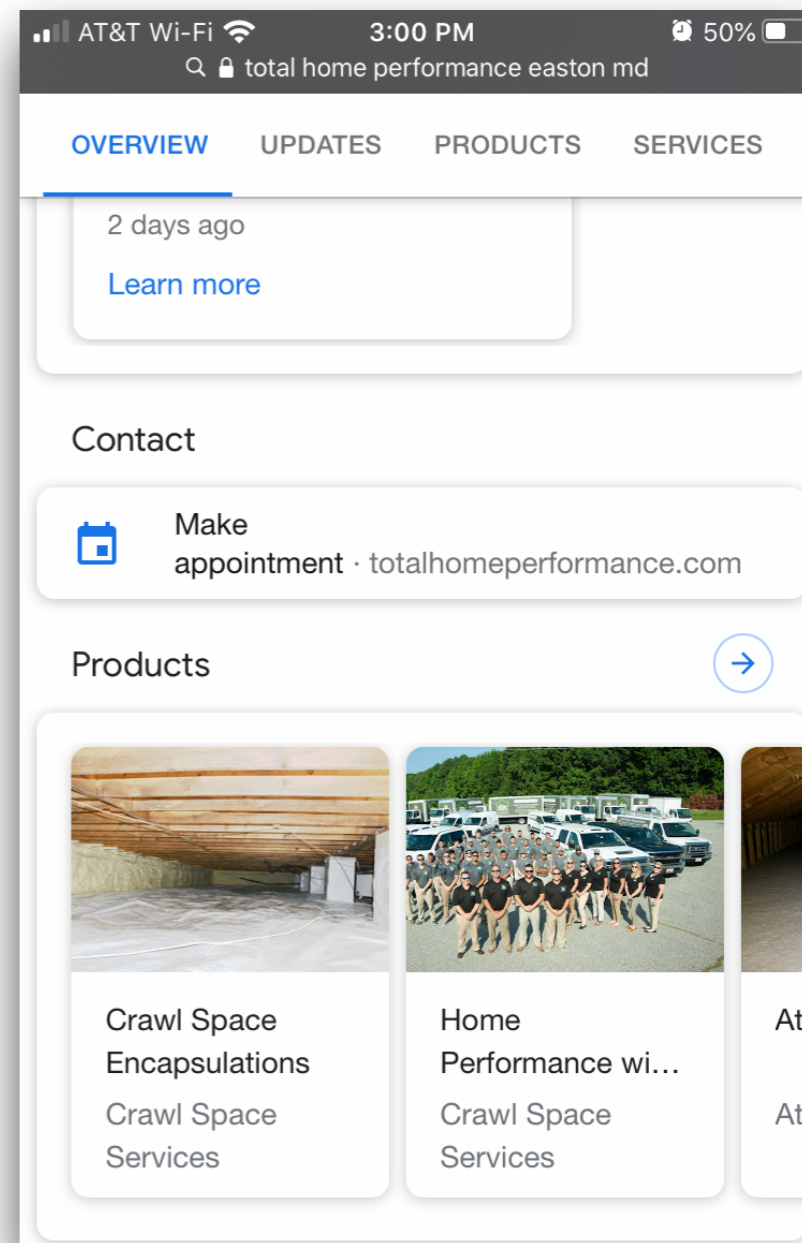
We are the Eastern Maryland crawl space experts. With 2000+ encapsulations under our belts, we have seen it all. Plus, as a participating contractor with Home Performance with ENERGY STAR®, Total Home...



Home Performance with ENERGY STAR® (HPwES)

Total Home Performance is a participating contractor with Home Performance with ENERGY STAR® (HPwES). This means our services qualify for a number of valuable rebates available through Delmarva Power ...

[Add product](#)




AT&T Wi-Fi 3:00 PM 50%

total home performance easton md


OVERVIEW UPDATES PRODUCTS SERVICES

2 days ago
[Learn more](#)


Contact

 Make appointment · totalhomeperformance.com


Products



Crawl Space Encapsulations
Crawl Space Services



Home Performance wi...
Crawl Space Services



Attic
Attic




3

HOPE FOR OVERCOMING GOOGLE'S PROXIMITY BIAS

(aka the Local Search Challenge)

#1 Ranking Factor: Proximity to Searcher



Map data ©2018 Google

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](#)

Google My Business Service Area

Radius No More

State

County

Zipcode

Service area

Let customers know where your business provides deliveries or services

[Search and select areas](#)

Manhattan, New York

You can change and add more later

Maine, USA ✕

New Hampshire, USA ✕

04032, Freeport, ME, USA ✕

Cumberland County, ME, USA ✕

[Clear service areas](#)

Cancel

[Apply](#)

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)



4

ONLINE REVIEWS

(More Important Than Ever, and Changing)

What is New Heading in to 2020:

Google is King

Quantity & Consistency Critical

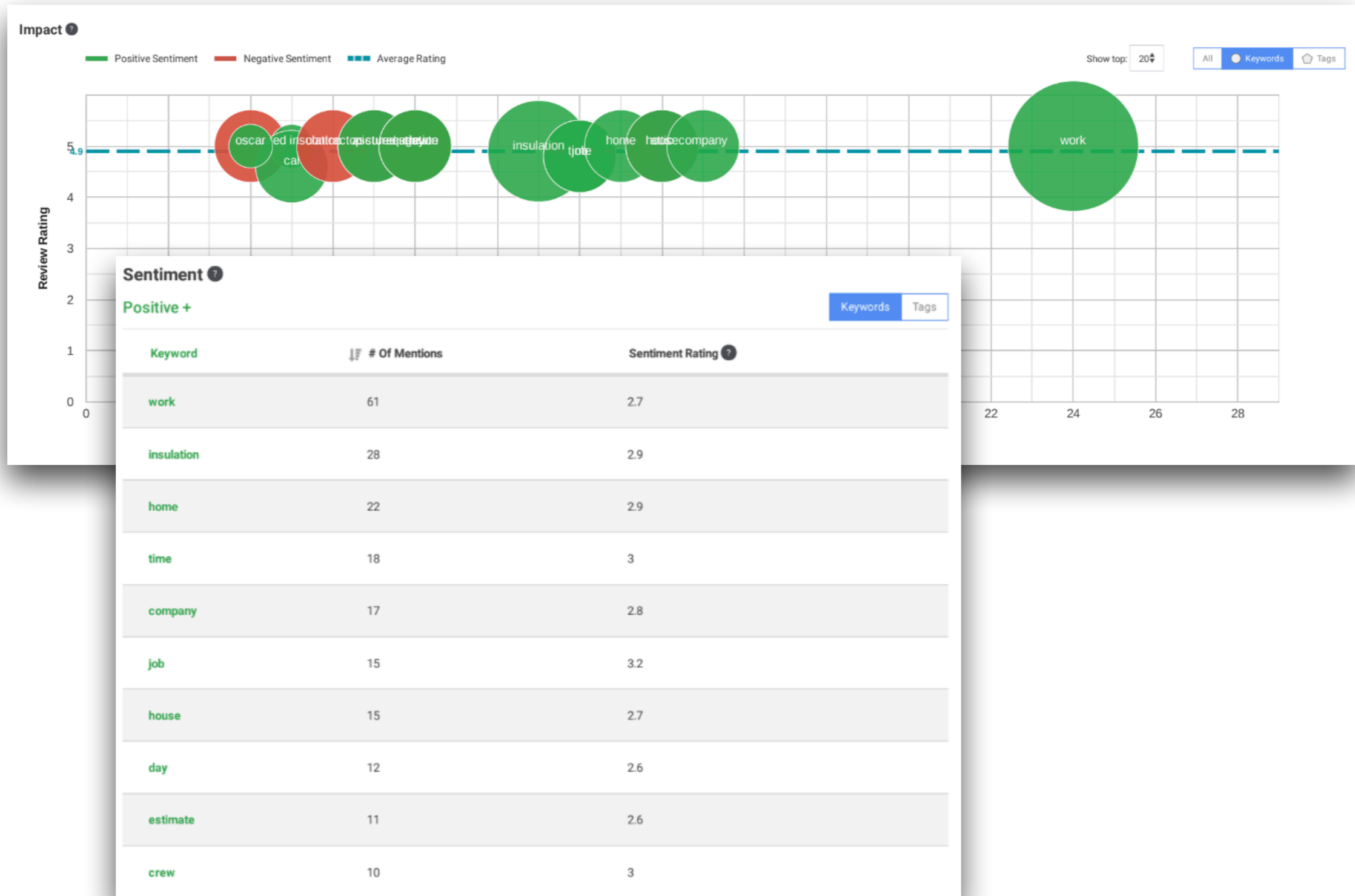
Diversity still counts (Facebook, Yelp & Beyond)

AND

Review Content

More Important Than Ever

Review Sentiment Analysis—





5

THE SPECTER OF SPAM

(Top priority for improving rankings?)

Rampant SPAM for Sprayfoam

Google spray foam insulation

Rating Hours

Business Name	Rating	Address	Contact Info	Buttons
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	DIRECTIONS
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 (7)	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

Solar Company Located on a Footbridge

Solar Panels Boston


Solar energy equipment supplier in Boston, Massachusetts

Address: Arthur Fiedler Footbridge, Boston, MA 02116
Phone: (888) 512-3533

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

Add missing information
[Add business hours](#)
[Add website](#)



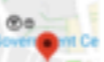

Questions & answers
[Be the first to ask a question](#) [Ask a question](#)



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

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

People also search for

-  **Wagner Solar Inc.**
Solar energy equipment supplier
-  **Line Loss Pro**
Solar energy equipment supplier
-  **SolBid, Inc.**
Solar energy equipment supplier
-  **Brightergy**
Solar energy equipment supplier

Web results

Boston solar panels | guide to solar incentives, costs and ...
<https://www.solar-estimate.org/solar-panels/boston-massachusetts>
Solar power in Boston, Massachusetts. Users on our site have told us that their average utility bill in Massachusetts is as high as \$300 per month. Luckily there is ...

Boston Solar | Solar Panel Installation for Homes ...
<https://www.bostonsolar.us>
Boston Solar is the #1 solar panel installer for homes and businesses in Massachusetts.

Residential Solar | Boston Solar | Boston & Woburn, MA
<https://www.bostonsolar.us/residential-solar>
Boston Solar can install solar panels for your Massachusetts home. Learn more about our residential solar services and exceptional customer service today.



POLL



6

DIRECT INTERACTION

WITHIN GMB

(more not less)

Google My Business is in Flux

Messaging
Request a Quote
Services
Service Areas

The screenshot shows a Google My Business profile for 'Ideal Energy', an air conditioning contractor in Phoenix, Arizona. The profile has a 4.8-star rating from 71 reviews and is currently open. The 'OVERVIEW' tab is selected, showing a 'CALL' button, a 'MESSAGE' button, 'DIRECTIONS' and 'WEBSITE' links, and a prominent 'REQUEST A QUOTE' button. Below this, the address '4127 E University Dr, Phoenix, AZ 85034' is listed with a location pin and a map snippet. The business hours are 'Open · Closes 5:30PM'. A 'Request a quote' link with a document icon is also present, along with a phone number '(480) 839-0082' and a 'Suggest an edit' option. Three orange arrows point to the 'MESSAGE' button, the 'REQUEST A QUOTE' button, and the 'Request a quote' link.

Ideal Energy
4.8 ★★★★★ (71)
Air conditioning contractor in Phoenix, Arizona
Open
+ Follow

OVERVIEW UPDATES SERVICES REVIEWS

CALL MESSAGE DIRECTIONS WEBSITE

REQUEST A QUOTE

4127 E University Dr, Phoenix, AZ 85034

Open · Closes 5:30PM

Request a quote

(480) 839-0082

Suggest an edit

Google Q&A



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 and whether they complete the work. Around \$50

Helpful?





THANK YOU! QUESTIONS?

*PlacesScout Local Ranking Report
or
Review Sentiment Report*

Peter Troast

peter@energycircle.com