



NAVIGATING THE TURBULENCE: THE LATEST CHANGES IN GOOGLE MY BUSINESS

Peter Troast, Founder & CEO, Energy Circle

Energy Circle Webinar Series

October 23, 2019

What We'll Discuss

- 1 REMINDER: GROWING IMPORTANCE OF GMB**
- 2 TURBULENT WATERS: WHAT'S NEW & CHANGING**

MESSAGING

REQUEST A QUOTE

FLUID PRIMARY CATEGORIES

SERVICES

PRODUCTS

PHOTOS

Past Topics We Won't Cover Today

- **GMB Questions & Answers**
- **GMB Posts**
- **Category Selection & Seasonality**
- **Google Reviews & Quantities**



GOOGLE MY BUSINESS

(Rise of the No Click Lead)

Increasingly Prominent

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 ..."

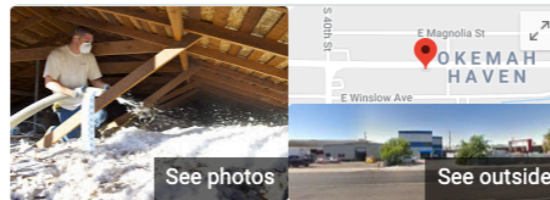
Ideal Energy | Better Business Bureau® Profile
<https://www.bbb.org/us/az/phoenix/profile/home.../ideal-energy-1126-1000016297>
 BBB accredited since 3/29/2011. Home Performance Contractor in Phoenix, AZ. See BBB rating, reviews, complaints, request a quote & more.

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](#)

- C "He was extremely knowledgeable and honest about what his **company** could offer."
- R "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

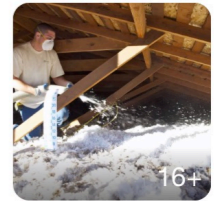
"Ideal Energy is a full-service home energy efficiency

Ideal Energy

4.8 ★★★★★ (71)

Air conditioning contractor in Phoenix, Arizona · [Open](#)

[+ Follow](#)



[OVERVIEW](#) [UPDATES](#) [SERVICES](#) [REVIEWS](#) [AB](#)

[CALL](#) [MESSAGE](#) [DIRECTIONS](#) [WEBSITE](#)

[REQUEST A QUOTE](#)

[4127 E University Dr, Phoenix, AZ 85034](#)

[Open · Closes 5:30PM](#)

[More about Ideal Energy](#)

Top results

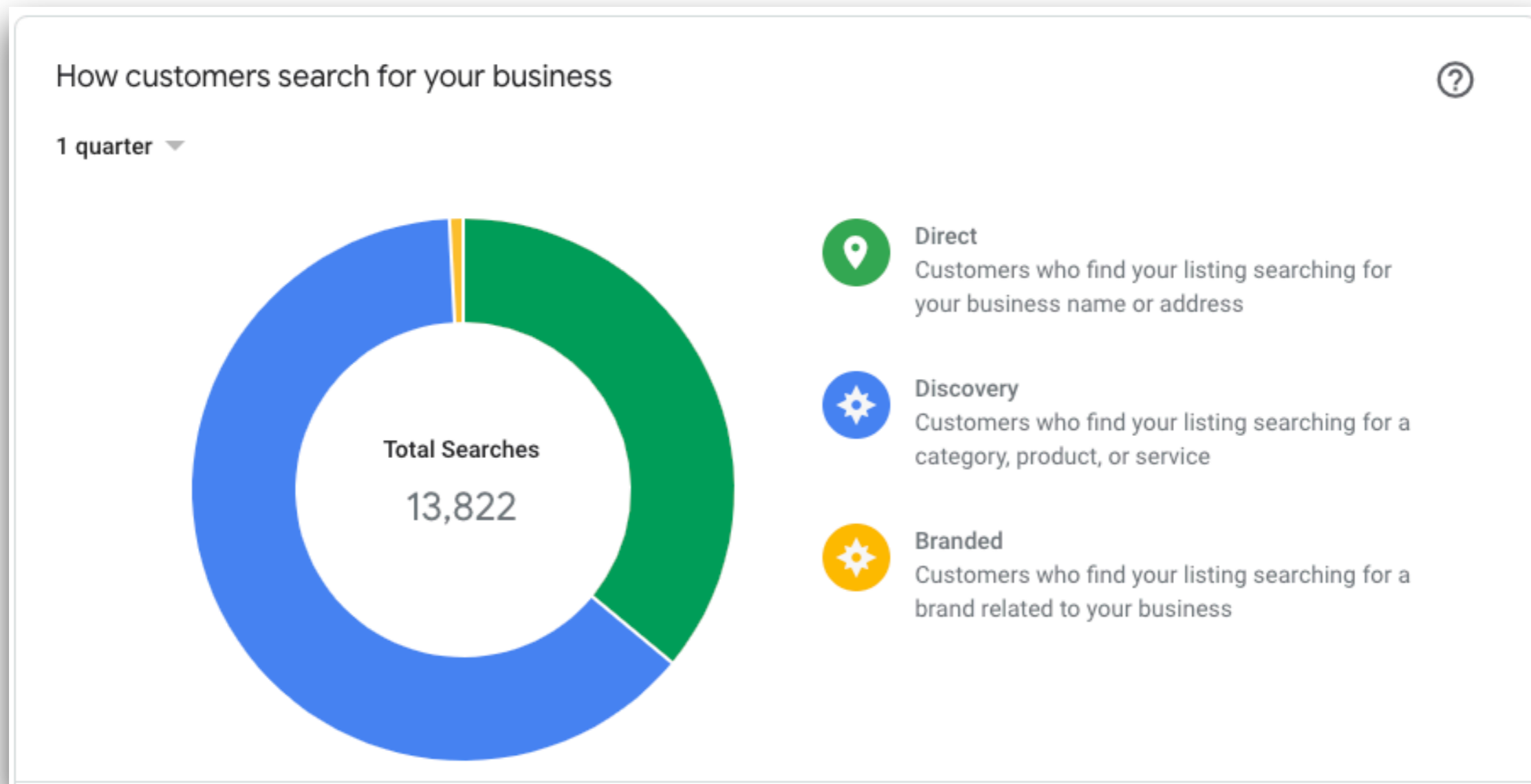
<https://www.idealenergyaz.com>

Ideal Energy

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



Real Volume



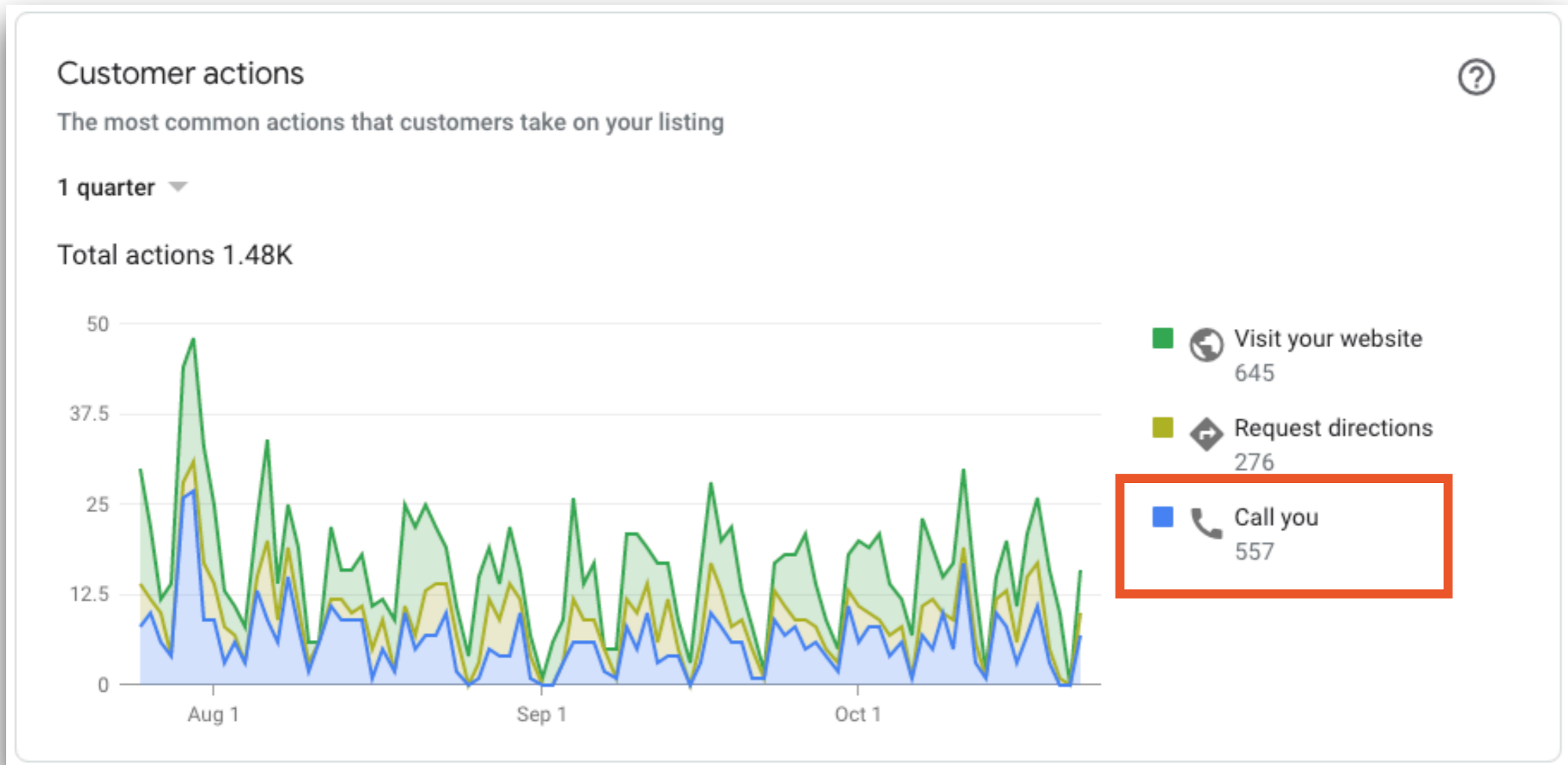
One Contractor Example

49%

of All Web-Originated Phone Calls
from Google Knowledge Panel

*Big Company, Well Known Brand, HVAC & Plumbing, Uses Tracking #

Rise of Contacts Direct from GMB





POLL



CATEGORIES FLUX

Google is Changing Categories

**Keyword
volume
based?**

Primary category

Air conditioning contractor

~~HVAC contractor~~

Additional categories

Air duct cleaning service

HVAC contractor

Insulation contractor

Furnace repair service

Plumber

Generator shop

Heating contractor

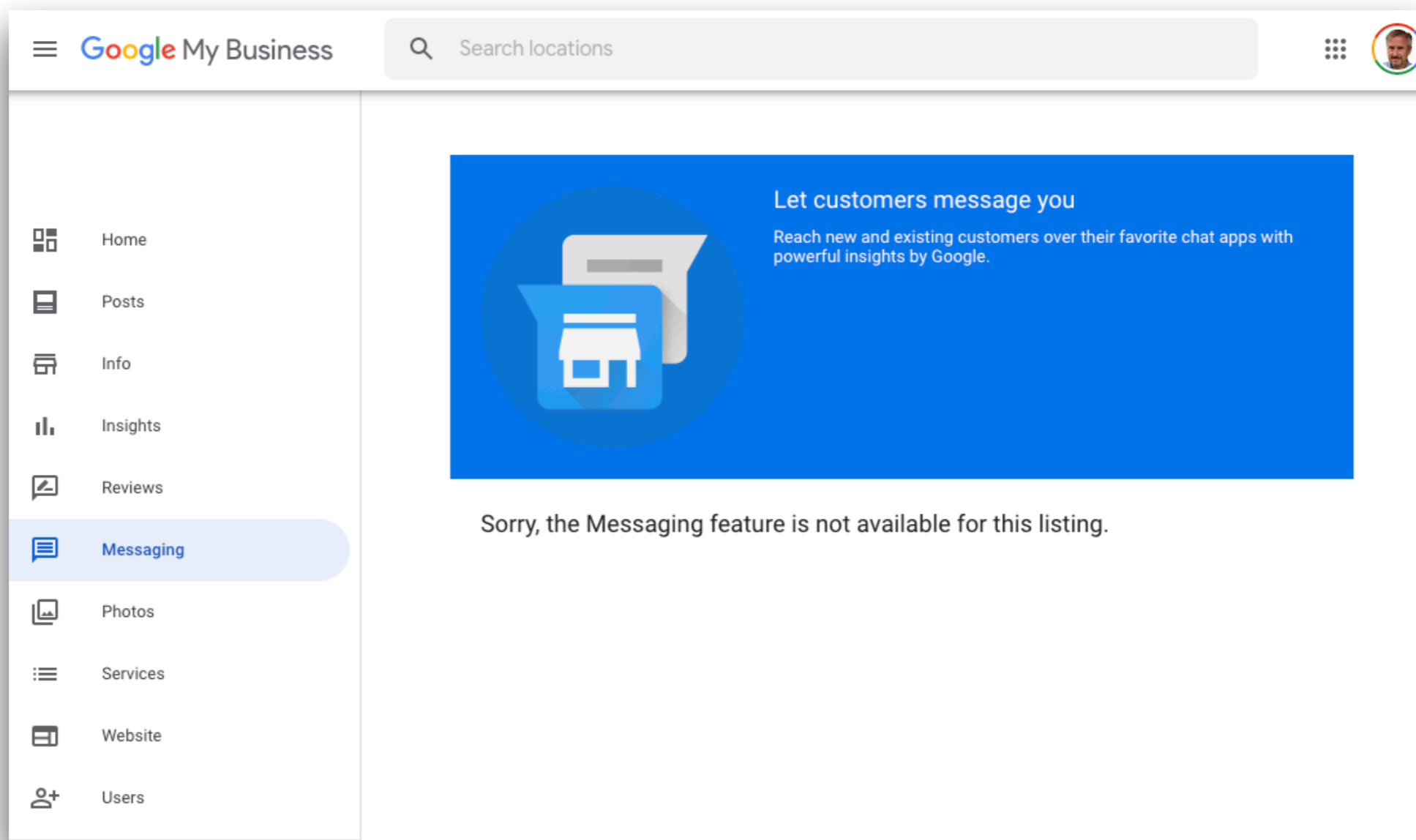
~~Air conditioning contractor~~





MESSAGING & REQUEST A QUOTE

Messaging Not Available to All



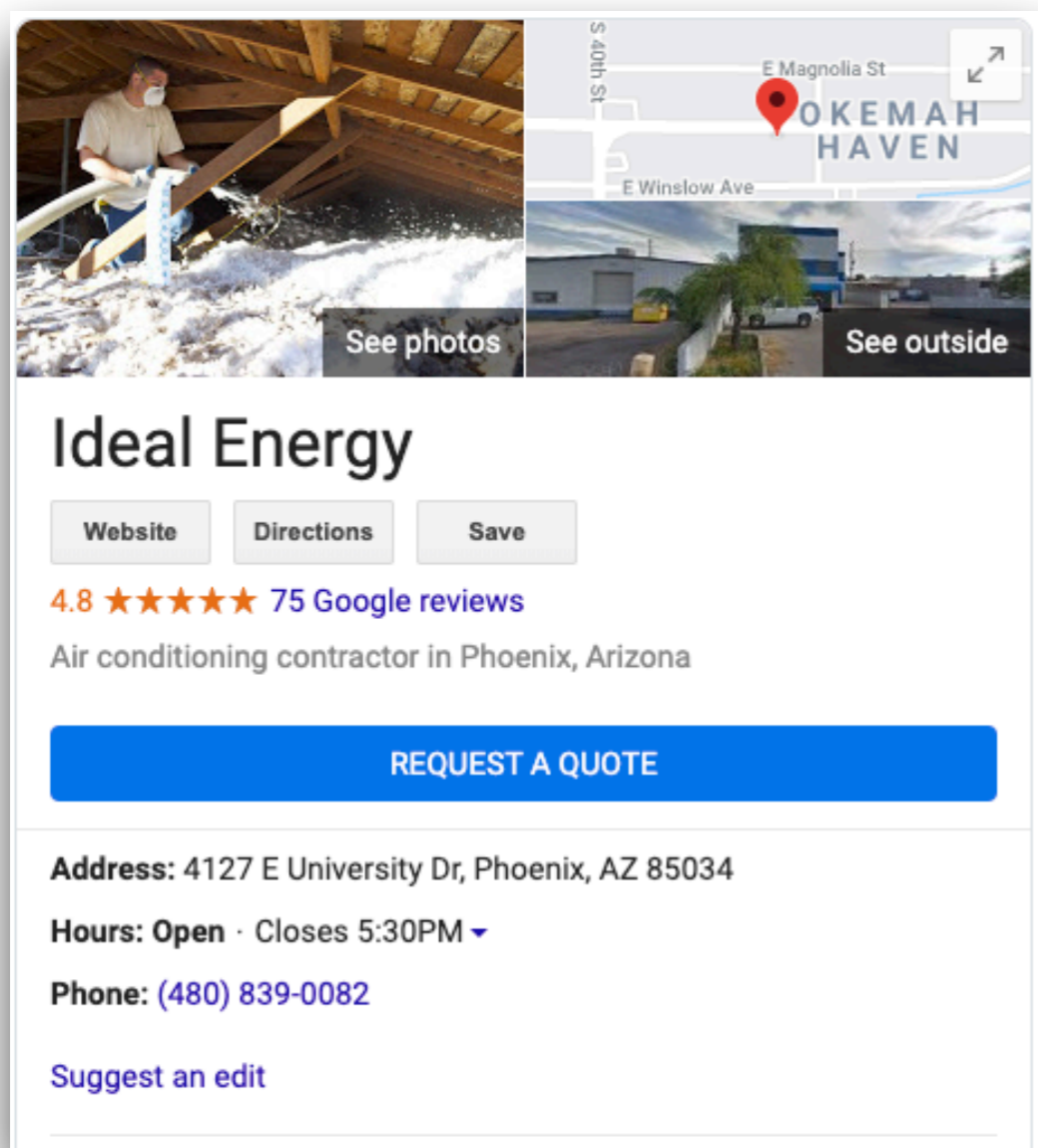
The screenshot shows the Google My Business dashboard. At the top, there is a search bar labeled "Search locations" and a profile picture. On the left, a navigation menu includes: Home, Posts, Info, Insights, Reviews, **Messaging** (highlighted), Photos, Services, Website, and Users. The main content area features a blue banner with the text "Let customers message you" and "Reach new and existing customers over their favorite chat apps with powerful insights by Google." Below the banner, a message states: "Sorry, the Messaging feature is not available for this listing."

Turning on Messaging = Request a Quote*

*still being tested

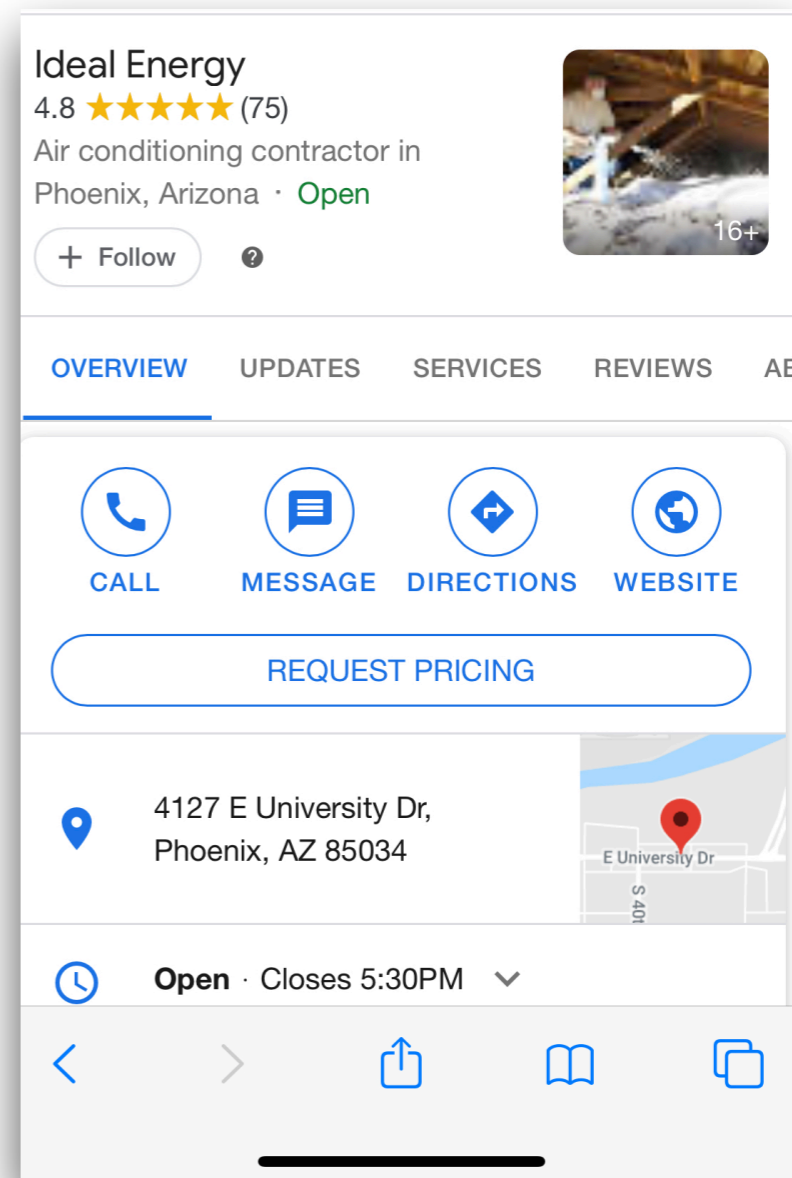
Request a Quote...or Pricing

Desktop



The desktop view of the Ideal Energy business listing features a large header image on the left showing a worker in a hard hat and safety vest performing insulation work in a ceiling. To the right of this image is a map snippet showing the location at the intersection of S 40th St and E Winslow Ave, with a red pin and the text 'OKEMAH HAVEN'. Below the header image are two buttons: 'See photos' and 'See outside'. The main content area includes the business name 'Ideal Energy', three buttons for 'Website', 'Directions', and 'Save', a 4.8-star rating with 75 Google reviews, and the text 'Air conditioning contractor in Phoenix, Arizona'. A prominent blue button labeled 'REQUEST A QUOTE' is centered below this text. At the bottom, the address '4127 E University Dr, Phoenix, AZ 85034', hours 'Open · Closes 5:30PM', and phone number '(480) 839-0082' are listed, along with a 'Suggest an edit' link.


Mobile



The mobile view of the Ideal Energy business listing is more compact. It features a header with the business name 'Ideal Energy', a 4.8-star rating (75 reviews), and the text 'Air conditioning contractor in Phoenix, Arizona · Open'. A '+ Follow' button is visible. Below the header is a navigation bar with tabs for 'OVERVIEW', 'UPDATES', 'SERVICES', 'REVIEWS', and 'ABOUT'. A row of four circular icons provides quick access to 'CALL', 'MESSAGE', 'DIRECTIONS', and 'WEBSITE'. A large blue button labeled 'REQUEST PRICING' is prominently displayed. Below this, the address '4127 E University Dr, Phoenix, AZ 85034' is shown next to a small map snippet. The hours 'Open · Closes 5:30PM' are also visible. The bottom of the screen shows a mobile navigation bar with back, forward, share, bookmark, and tabs icons.

Request a Quote/Pricing

✕ Request pricing

 **Sending as Peter Troast**
ptroast@gmail.com

Service type
AC installation ▼

When
As soon as possible ▼

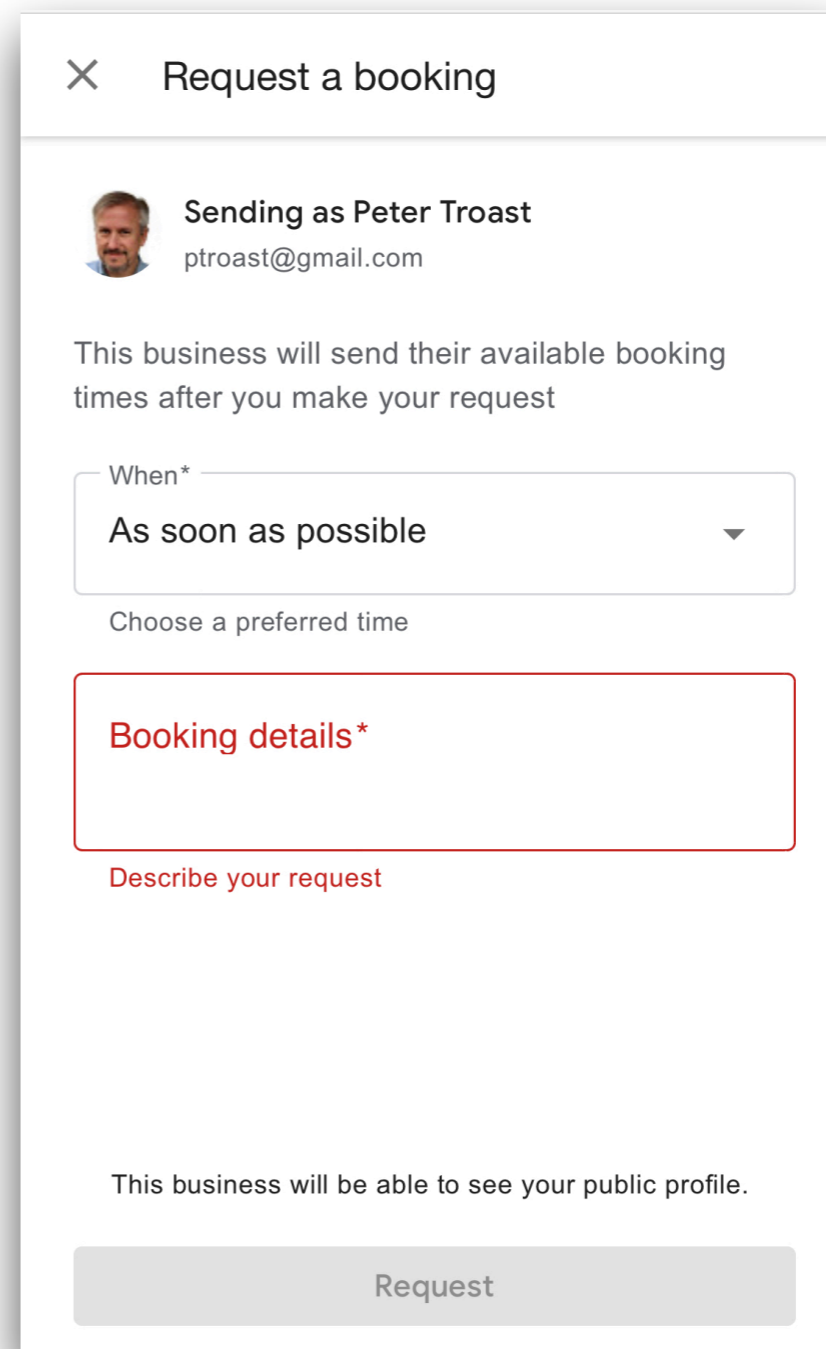
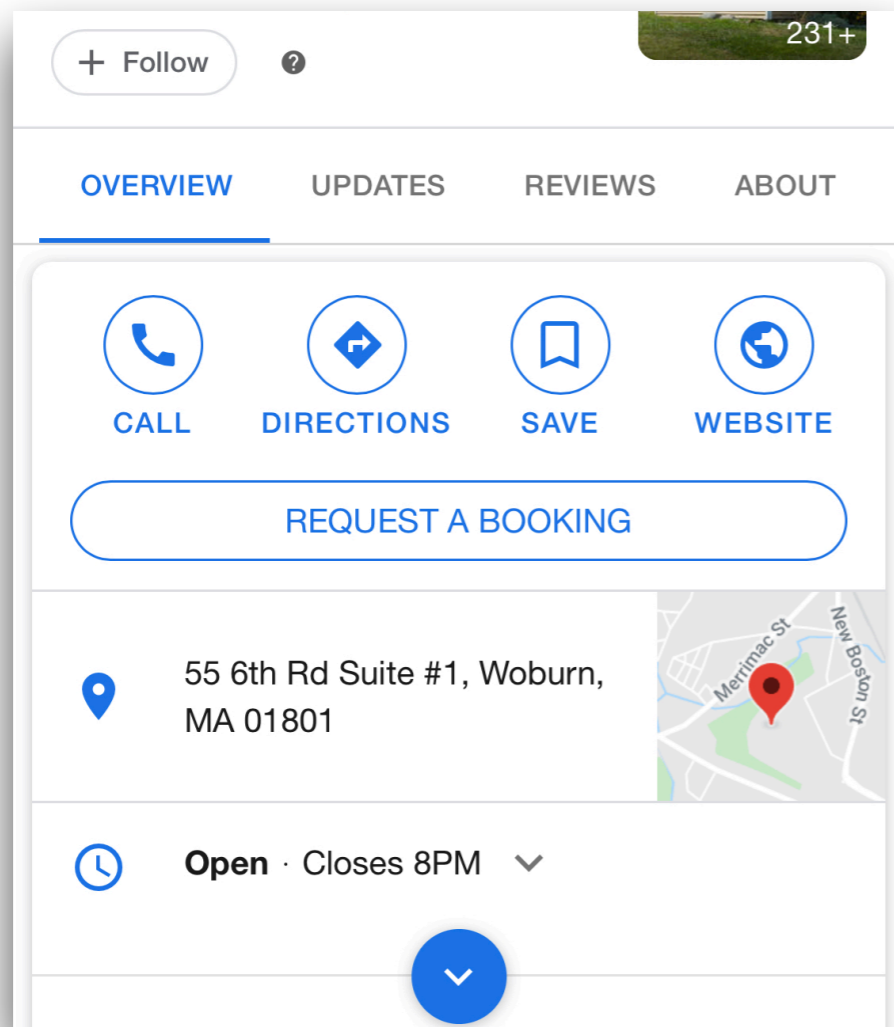
Zip code
85054

Details
Ignore. PT again

This business will be able to see your public profile.


Request

For Solar: Request a Booking



Request a Quote/Pricing

✕ Request pricing

 Sending as Peter Troast
ptroast@gmail.com

Service type
AC installation

When
As soon as possible

Zip code
85054

Details
Ignore. PT again

This business will be able to see your public profile.

Request



✕ Get more options

Send your request to other businesses Sponsored ⓘ

Penguin Air & Plumbing
4.8 ★★★★★ (2,095)
GOOGLE GUARANTEED
Phoenix

Precision Air & Heating - Plumbing
4.5 ★★★★★ (628)
GOOGLE GUARANTEED
Chandler

George Brazil Air Conditioning & Heating
4.8 ★★★★★ (1,774)
GOOGLE GUARANTEED
Usually responds in a day
Phoenix

Businesses will be able to see your public profile.

Request 2 quotes

No thanks



SERVICES & PRODUCTS

Single Platform Problem

Heating contractor in Douglasville, Georgia

[REQUEST A QUOTE](#)

Address: 6556 Adair Pl, Douglasville, GA 30134



Hours: Open 24 hours ▼

Products and Services: places.singleplatform.com

Phone: [\(770\) 942-2873](tel:(770)942-2873)

[Suggest an edit](#)

“New” Services: Categories, Subcategories

HVAC contractor  

[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](#)

Insulation Subcategories :- (

Insulation contractor  

[Unselect all](#)

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

[+ Assemble furniture](#) [+ Clean gutters](#) [+ Remodeling](#)

[+ Install drywall](#) [+ Install fan](#) [+ Install flooring](#) [+ Install tile work](#)

[+ Install water fixtures](#) [+ Mount TV](#) [+ Paint indoors](#) [+ Paint outdoors](#)

[+ 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](#)

Category Alignment

Google My Business

Heating 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

Local Services Ads

Job types
Control what types of leads you want to receive

HVAC Pro	AC maintenance	<input checked="" type="checkbox"/>	Clean ducts & vents	<input type="checkbox"/>
	Ductless heating and AC ser...	<input type="checkbox"/>	HVAC maintenance	<input checked="" type="checkbox"/>
	Heating maintenance	<input checked="" type="checkbox"/>	Install AC	<input checked="" type="checkbox"/>
	Install ducts & vents	<input checked="" type="checkbox"/>	Install heating system	<input checked="" type="checkbox"/>
	Install thermostat	<input checked="" type="checkbox"/>	Other	<input type="checkbox"/>
	Repair AC	<input checked="" type="checkbox"/>	Repair HVAC	<input checked="" type="checkbox"/>

“Old” Services: Full Customization

Services		⋮
Installation	We offer installations for: Air Conditioning, Heating Systems, Ductless Mini Splits, Water Heaters, Heat Pumps, Boilers, Generators, Geothermal, Oil to Gas Conversions, Home Zoning and Thermostats, Ne...	⋮
Maintenance	We offer AC maintenance, Heating maintenance, HVAC maintenance, Generator maintenance, and more!	⋮
Repair	We offer HVAC repair, AC repair, Heating repair, and more!	⋮
Club Membership Plans	Starting at \$19 per month, our affordable Princeton Air Club Memberships (Gold Plan and Platinum Plan) help ensure a long trouble-free life for every system we cover in your home. You'll enjoy predict...	\$19.00 ⋮
Add item		
Add section		

“New” Services: Category-based

Heating 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](#)

Products! (and Images)

[Website](#) [Directions](#) [Save](#)

4.9 ★★★★★ 45 Google reviews

Insulation contractor in |

Address:




Hours: Open · Closes 4:30PM ▾

Phone: (410) 673-4471

Appointments: 1 [.com](#)

[Suggest an edit](#)

Products [View all](#)

 <p>Crawl Space Enca... Crawl Space Servi...</p>	 <p>Home Performanc... Crawl Space Servi...</p>	 <p>Attic Insulation Attic Services</p>
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Products! (and Images)

Crawl Space Services

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



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)

e 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

Attic Services

When it comes to energy efficiency and heating and cooling your house, there are few spaces more important than your attic. Without proper air sealing and insulation, air moves freely from your attic ...



Attic Insulation

Attic insulation helps prevent heat loss in winter and heat gain in summer. It also helps prevent moisture from entering the attic, which can lead to mold and other problems.



THANK YOU!

peter@energycircle.com