



HEALTHY HOMES AS COVID WINDS DOWN: DID ANYTHING CHANGE?

Peter Troast, Founder & CEO, Energy Circle

Energy Circle Webinar Series

June 23, 2020



The Components Every Heat Pump Landing Page Should Have



By Emily Silverman | June 9, 2021

Heat pump popularity is growing fast! Is your website ready to capitalize on the demand? Set yourself up for success by following Energy Circle’s step-by-step guide to creating a long-form heat pump landing page that captures leads.

A long-form heat pump landing page is the workhorse of your website. When structured correctly, it will attract organic traffic, provide users with helpful, relevant information, and most importantly, capture leads. In the infographic below we detail the essential components of a high-performing heat pump landing page.

8 Components Every Heat Pump Landing Page Should Have

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A long-form heat pump landing page is the workhorse of your website. When structured correctly, it will attract organic traffic, provide users with helpful, relevant information, and most importantly, capture leads. Here are the components of a successful heat pump landing page:

Relevance
This section is often referred to as the hero. It should feature a high-quality image and a clear, compelling headline that lets users know they’re in the right place and makes them want to keep reading.

Call to Action (CTA)
Every landing page should have a prominently displayed call to action. Provide a specific, compelling reason why users should contact you, and make it easy for them to do so.



What Is HOPE for HOMES and Why Is It Important?



By Lily Collins | June 23, 2021

On a recent Webinar Wednesday, Energy Circle hosted Kara Saul Rinaldi, VP of Government Affairs at the [Building Performance Association \(BPA\)](#) to discuss the HOPE for HOMES Act, and to learn how the legislation, if passed, could support progress in our industry for years into the future.

We don't often discuss legislation or what's going on in Washington. However, when government or political initiatives could impact the Better Building Industry and the companies we serve, we're glad to dedicate some time to exploring those possibilities, and learning more about what we can do to support the causes that will benefit our community.

We learned a lot from the conversation between Energy Circle Founder and CEO Peter Troast and Kara Saul Rinaldi during the [An Update on the Hope for Homes Legislation webinar](#), and are excited to dive into greater detail today, as well as share some even more recent news about the proposed legislation.

What Is the HOPE for HOMES Legislation?

HOPE for HOMES is a bipartisan bill introduced in 2020 and reintroduced in 2021 to both the House and the Senate. The Building Performance Association is advocating for its inclusion in any federal infrastructure package because it ["offers multiple approaches to help upgrade homes and multifamily buildings while offering support for contractor training and incentives for energy efficiency upgrades."](#) The legislation has support from leading representatives on both sides of the aisle, and was included in President Biden's budget request, [FY22](#).

How Does HOPE for HOMES Affect Contractors?

The HOPE for HOMES initiative is designed to help contractors by funding technical career and business training. Because the \$500 million initiative would improve access to education through online training, contractors would be able to learn just as much from the heart of a metropolitan area as they could in a more

Upcoming Webinars

~~June 2 - Marketing Electrification: How to Target the Anti-Fossil Fuel Audience~~

~~June 9 - Update from Washington on Hope for Homes Legislation with Kara Saul-Rinaldi~~

~~June 16 - Overcoming the Hiring Challenge: The Role Marketing Can Play~~

June 23 - Healthy Homes Post-COVID: Did Anything Change?

June 30 - Using Case Studies to Tell Your Story: Showing the Value of Your Work

July 14 - Preparing Your Marketing Strategy for the Fall

Stay tuned for August and September webinar topics coming soon!



What We'll Discuss

- 1 **Healthier Homes Trends Through COVID—
Quick Review**
- 2 **Today's Data—What's the Latest**
- 3 **Is There a Healthy Homes Bounce to Take
Advantage Of?**





THE HEALTHY HOMES TREND BEFORE COVID

(this wave ever gonna break?)

● healthy home
Search term

+ Compare

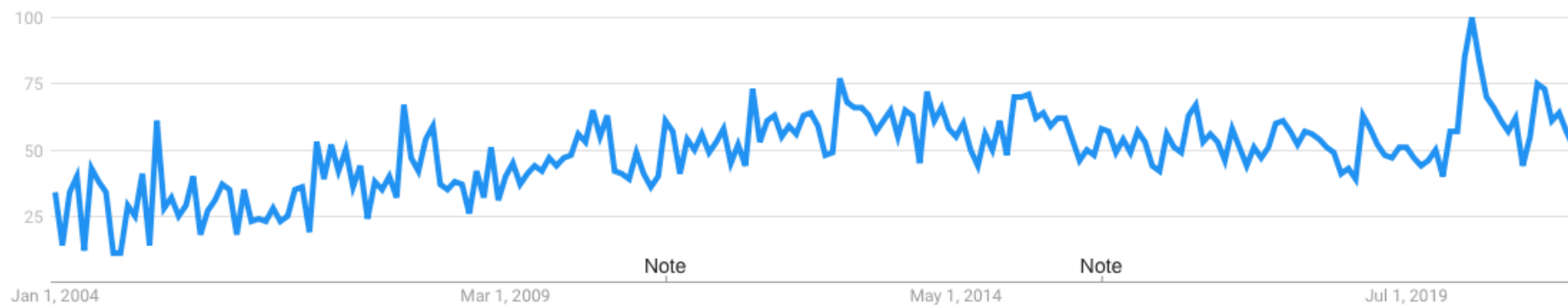
United States ▼

2004 - present ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



Google Trends, 2004 to present

Taken June 23, 2021



BEAUTY > HEALTH & FITNESS

Is the Air in Your Home Affecting Your Health? How to Reduce Indoor Pollution

MAY 17, 2016 7:10 PM

Opinion

Your Gas Stove Is Bad for You and the Planet

To help solve the climate crisis, we need to electrify everything.

By Justin Gillis and Bruce Nilles

Mr. Gillis is a former New York Times environmental reporter and a co-author of the book "The Green New Deal". Mr. Nilles is a managing director at Rocky Mountain Institute.

May 1, 2019



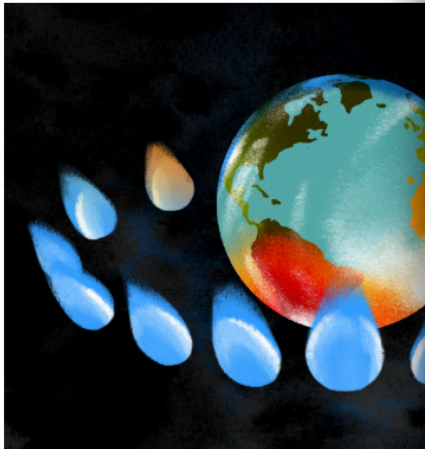
FULL FRONTAL

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Podcast



Angie Wang

OAKLAND, Calif. — We have some good news: Your gas stove has to go.



Full Frontal With Samantha Bee

HERE'S WHY YOUR GAS STOVE IS KILLING YOU

5 MIN

The gas industry is paying Instagram influencers to promote gas stoves. Yes, you read that right! So



\$499

The Chasm





WHAT IMPACT HAS COVID HAD?

(February 2020-April 2021)

● air purifier
Search term

+ Compare

United States ▼

1/1/20 - 6/23/21 ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



Google Trends, 1/1/20 to present

Taken June 23, 2021

● air purifier
Search term

+ Compare

United States ▼

1/1/20 - 6/23/21 ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



Google Trends, 1/1/20 to present

Taken June 23, 2021

Air Purification Explosion & Trends

RISING	
air purifier covid	Breakout
air purifier for viruses	Breakout
hepa air purifier covid	Breakout
best air purifier for viruses	Breakout
blue air purifier 211	Breakout
iqair healthpro plus air purifier	Breakout
wearable air purifier	Breakout
air sanitizer machine	Breakout
hospital grade air purifier	Breakout
dyson pure cool link, air purifier & fan, tp02	Breakout
aerus air purifier	Breakout
ionizing air purifier	Breakout
nuvomed air purifier	Breakout
jade air purifier	Breakout
best air purifier 2020	3350%
air purifier coronavirus	1650%
nuwave air purifier	650%
partu air purifier	650%
medify air purifier	600%
iwave air purifier	550%
iqair air purifier	500%
what does an air purifier do	400%
air genie air purifier	400%
halo air purifier	400%
air genie	300%

March-July 2020

RISING	
black friday air purifier	Breakout
proton pure air purifier	Breakout
breathe pure air purifier	Breakout
best air purifier for wildfire smoke	Breakout
conway air purifier	Breakout
aurabeat air purifier	Breakout
coway ap-1512hh mighty air purifier with 1	Breakout
colzer air purifier	Breakout
pureflow smart air purifier	Breakout
breathe pure plus air purifier	Breakout
proton pure air purifier reviews	Breakout
healthway air purifier	Breakout
medi air purifier	2700%
ps5 air purifier	2650%
filtrete air purifier reviews	2650%
pure enrichment purezone 3-in-1 air purifier	2600%
nature fresh air purifier	550%
renpho air purifier	400%
dyson hot and cool air purifier	350%
nature fresh air purifier bags	300%
thunderstorm air purifier	300%
air police air purifier	250%
oxypure air purifier	200%
wirecutter air purifier	190%
air doctor air purifier	170%

July-Dec 2020

RISING	
dyson pure cool link, air purifier & fan, tp02	Breakout
whole house hepa air purifier	Breakout
whole house air purifier installation	3200%
best air purifier 2021	2100%
levoit air purifier red light	1000%
fellows air purifier	350%
best air purifier for pets	350%
air purifier humidifier combo	200%
what does an air purifier do	200%
best budget air purifier	190%
molekule air purifier reviews	190%
charcoal air purifier bags	180%
iwave-r air purifier	180%
air purifier with washable filter	180%
desktop air purifier	170%
dyson pure cool link air purifier	170%
best air purifier for allergies	160%
aerus air purifier	150%
air purifier for mold	140%
air purifier and humidifier	140%
ionic pro air purifier	140%
rainbow air purifier	140%
koios air purifier	140%
febreze air purifier	120%
i wave air purifier	120%

Jan-May 2021



● indoor air quality
Search term

+ Compare

United States ▾

1/1/19 - 6/23/21 ▾

All categories ▾

Web Search ▾

Interest over time ⓘ



Related queries ⓘ

Rising ▾

- | | | |
|---|--|----------|
| 1 | indoor air quality testing companies near me | Breakout |
| 2 | indoor air quality testing companies | +400% |
| 3 | indoor air quality testing near me | +350% |
| 4 | best indoor air quality monitor | +150% |
| 5 | indoor air quality monitor | +110% |

Google Trends, Jan 2019 to present

Taken June 23, 2021

● indoor air quality
Search term



+ Compare

United States ▾

Past 5 years ▾

All categories ▾

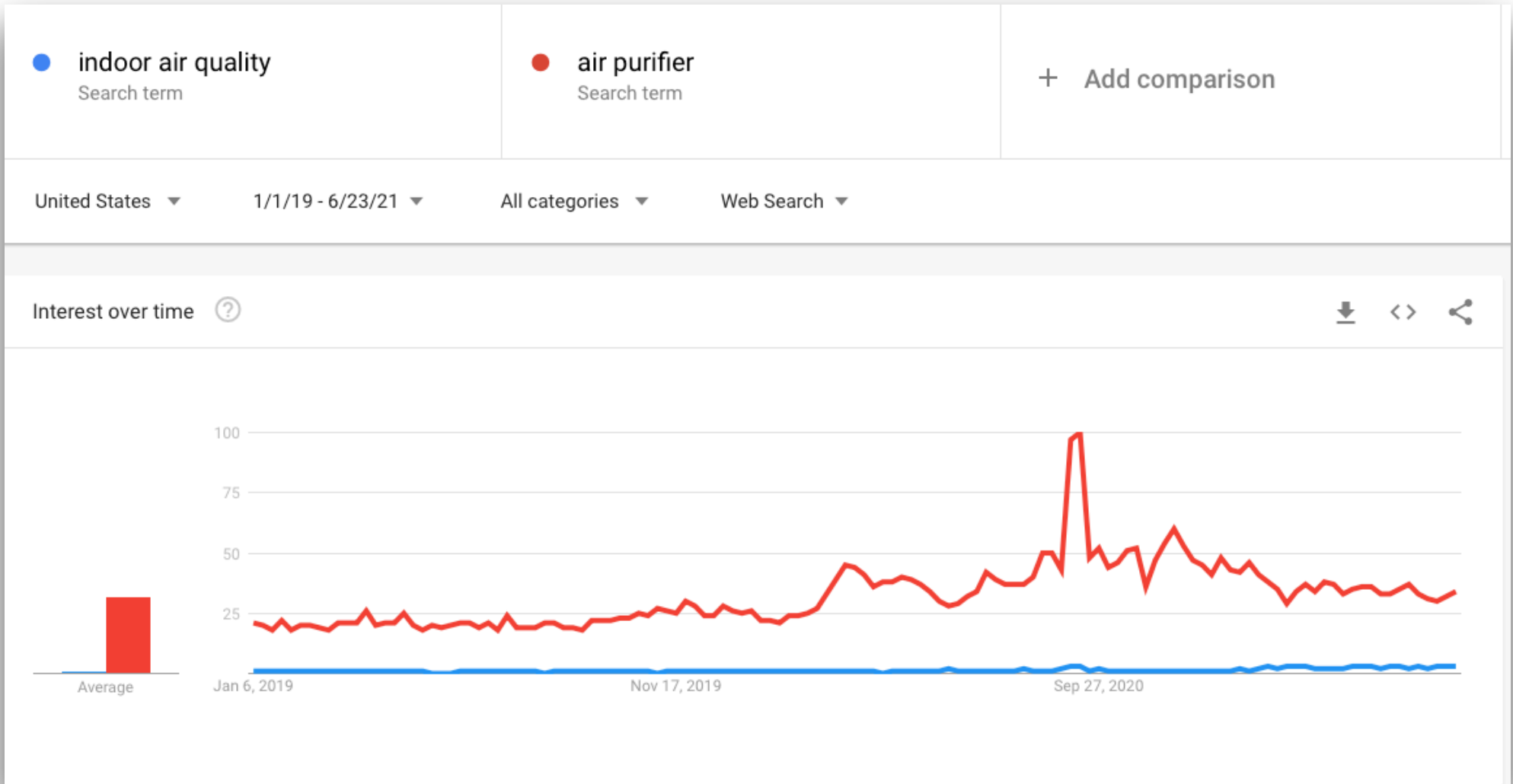
Web Search ▾

Interest over time



Google Trends, Past 5 Years

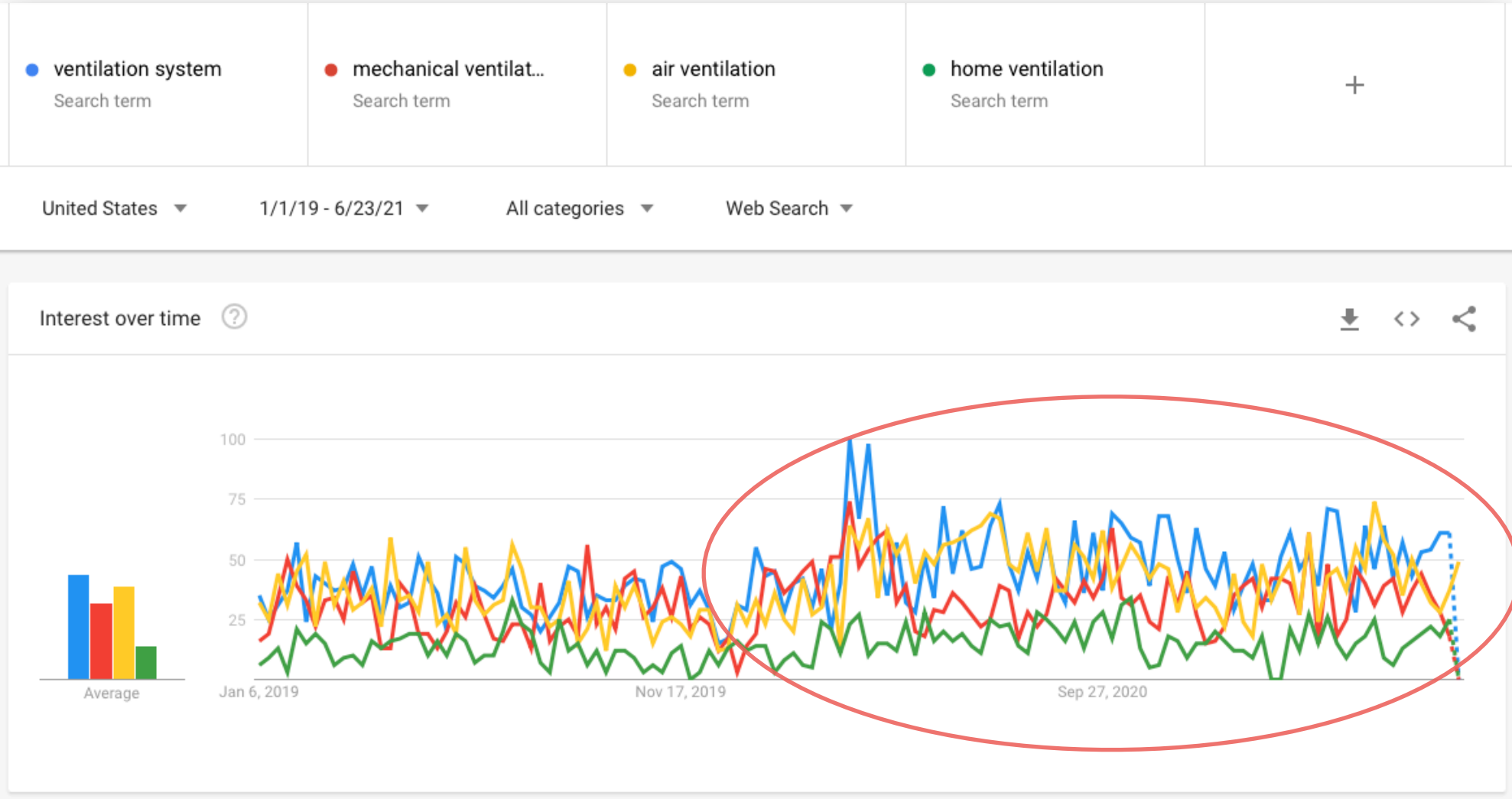
Taken June 23, 2021



Google Trends, Jan 2019 to present

Taken June 23, 2021

The COVID Bump for Ventilation



Google Trends, 1/1/19 to present

Taken June 23, 2021

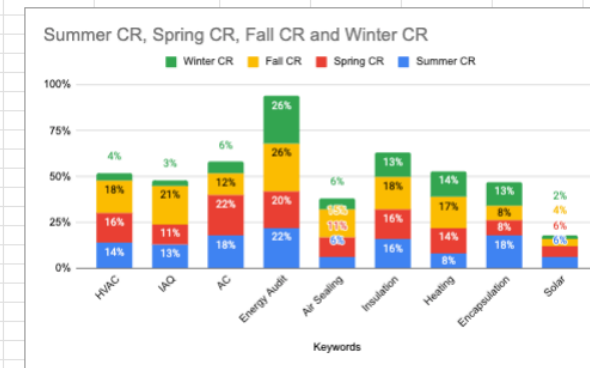
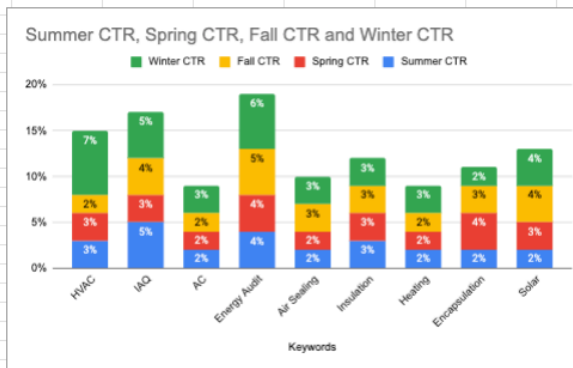
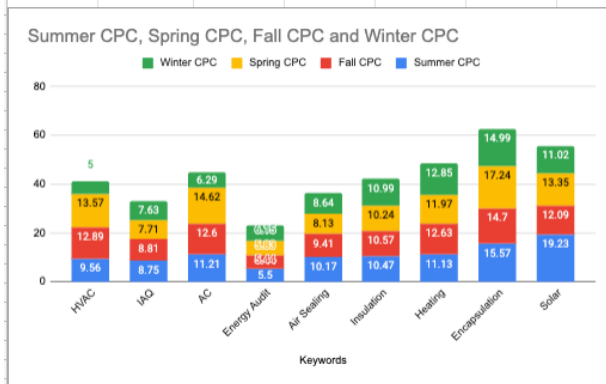


Energy Circle Google Ads Dataset

Keywords	Summer CPC	Fall CPC	Spring CPC	Winter CPC	Average
HVAC	9.56	12.89	13.57	5	10.26
IAQ	8.75	8.81	7.71	7.63	8.23
AC	11.21	12.6	14.62	6.29	11.18
Energy Audit	5.5	5.44	5.83	6.15	5.73
Air Sealing	10.17	9.41	8.13	8.64	9.09
Insulation	10.47	10.57	10.24	10.99	10.57
Heating	11.13	12.63	11.97	12.85	12.15
Encapsulation	15.57	14.7	17.24	14.99	15.63
Solar	19.23	12.09	13.35	11.02	13.92

Keywords	Summer CTR	Spring CTR	Fall CTR	Winter CTR
HVAC	3%	3%	2%	7%
IAQ	5%	3%	4%	5%
AC	2%	2%	2%	3%
Energy Audit	4%	4%	5%	6%
Air Sealing	2%	2%	3%	3%
Insulation	3%	3%	3%	3%
Heating	2%	2%	2%	3%
Encapsulation	2%	4%	3%	2%
Solar	2%	3%	4%	4%

Keywords	Summer CR	Spring CR	Fall CR	Winter CR
HVAC	14%	16%	18%	4%
IAQ	13%	11%	21%	3%
AC	18%	22%	12%	6%
Energy Audit	22%	20%	26%	26%
Air Sealing	6%	11%	15%	6%
Insulation	16%	16%	18%	13%
Heating	8%	14%	17%	14%
Encapsulation	18%	8%	8%	13%
Solar	6%	6%	4%	2%



~\$250,000 per month for 8 years
 125,000 keywords
 Major regions of US



Growing Competition

Average Cost Per Click (Google)

2020 \$4.19

2021 \$7.56

**Energy Circle
Healthy Homes/IAQ/Purification
Dataset**



Summary Observations

- **Purification Mania is Subsiding**

But it is STILL the first thing on most consumer's minds

- **Indoor Air Quality Testing is on the Rise**

Perhaps this is the legacy of the COVID era

A diagnostic starting point remains the key entry point

- **Ventilation Got a Boost**

General awareness continues to grow

Consumer understanding remains very modest

Whole house ventilation has become a much easier sell

- **Competition is Growing**

Higher marketing costs

New entrants





TAKING ADVANTAGE OF THE POST-COVID BOUNCE

2 Part Business Model

1 DIAGNOSTIC PROCESS

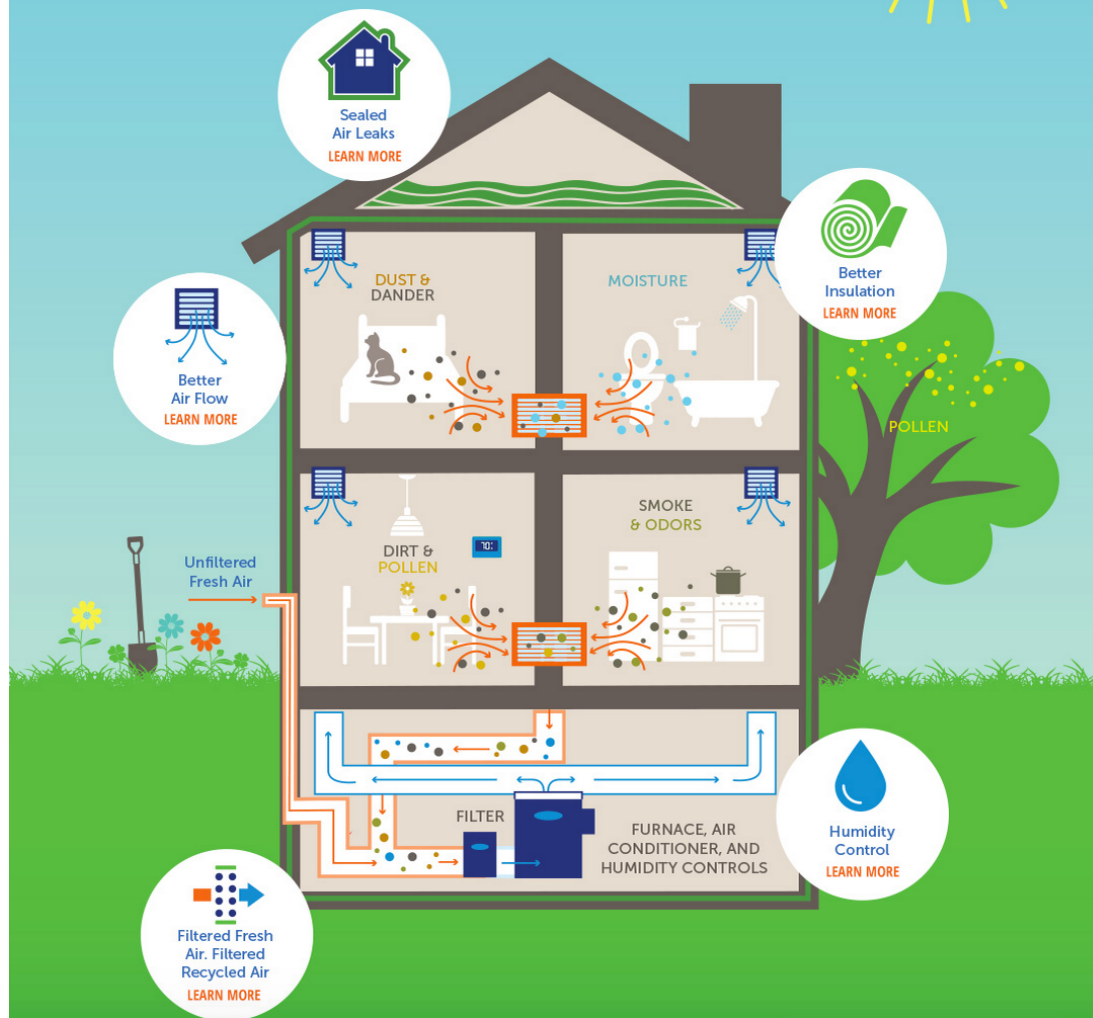
- Onsite Visual Assessment
- Pressure Test
- CAZ
- IAQ Logging
- **Ventilation Assessment?**

2 MEASURES WITH BUSINESS VALUE

- Whole House Ventilation
- Envelope Control (air leakage)
- Crawlspace Encapsulation
- Duct Cleaning and Sealing
- Moisture Control
- Equipment Replacement



How It Works



The Ultimate Indoor Air Quality System

Breathe Easy Home's Indoor Air Quality System removes allergy and asthma triggers, and other irritants and pollutants, from your home's indoor environment. We make structural improvements that are more effective than store-bought air purifiers, filter upgrades, HEPA vacuums, or bedding wraps. You'll feel better with healthier air.

Long From Storytelling: Advanced Landing Pages

E3 INNOVATE ABOUT SERVICES INTEGRATED PROJECTS RESOURCES [Start Your Project](#)

Whole Home Solutions

At E3 INNOVATE, we believe a house should be a safe, clean and comfortable home for you. That's why we help families create high performance homes and centers for living and clean protect their most treasured investment for generations.

[Learn More](#)

Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3. (615) 667-8453 [Get Options](#)

Whole Home Solutions means taking an Integrated Approach to Home Improvement

Whether you are making updates to an existing home, starting a new construction project or remodeling an existing house, E3 provides the expertise to help you create healthy, comfortable and efficient spaces that enhance the way you live.

Save money on utility, maintenance, energy and equipment bills, and get the most from a home designed with an integrated approach. E3 offers more comprehensive and integrated services than you can find elsewhere, and our integrated services work together to create a more efficient, more comfortable and more enjoyable home.


There's no one else in the industry who can help you create a home that is healthy, comfortable and more enjoyable than yours. E3 is the only company that can help you create a home that is healthy, comfortable and more enjoyable than yours. E3 is the only company that can help you create a home that is healthy, comfortable and more enjoyable than yours.

E3 INNOVATE is a whole-home performance company that focuses on integrated, long-term solutions that serve you and your family.

Is Your House Making Your Family Sick?

Without a whole-home approach, issues can arise that may lead to health concerns, like mold growth, poor ventilation, radon gas infiltration, and poor indoor air quality. Issues like these can affect the health of your entire family. Symptoms may vary from person to person, so it's important to know about the many symptoms associated with poor home health.

<h4>Physical Symptoms</h4> <ul style="list-style-type: none"> Skin irritation Fatigue, weakness & lethargy Frequent sickness 	<h4>Cognitive Symptoms</h4> <ul style="list-style-type: none"> Frequent headaches Foggy thinking or short term memory loss Difficulty sleeping and waking up
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<h4>Emotional Symptoms</h4> <ul style="list-style-type: none"> Mood changes Feeling agitated or depressed Worry or anxiety 	<h4>Respiratory Symptoms</h4> <ul style="list-style-type: none"> Coughing or shortness of breath Sinus congestion Increased asthma symptoms
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Pets
Pets can be even more sensitive than humans are to household chemicals and allergens

Does This Sound Like You?

I think my house is making me sick.
I get headaches and feel dizzy but it all goes away when I leave the house. [Learn More >](#)


My hardwood floors are warping.
I have a lot of moisture in my crawlspace from the recent rain and it's messing up my floors! [Learn More >](#)

The house smells damp and musty
but I can't figure out where it's coming from or what's causing it. [Learn More >](#)

Which Symptoms are you Seeing in Your Home?

The first clue that a home has a performance issue is when symptoms appear. This happens when the house is constructed and maintained with a piecemeal approach.

- Excess Dust & Dirt**
 - House looks dingy, even after it's been cleaned
 - Increased allergy symptoms, especially after cleaning
 - Frequent dusting, especially after turning on the heat or AC
- Condensation & Mold Growth**
 - Condensation on the inside of windows in the winter
 - Visible mold growth in bathrooms, on window sills, on air registers, etc.
 - Mold stains on bathroom ceilings and above leaky windows & doors
- Unpleasant Odors**
 - House smells damp or clammy, even when the air conditioning is running
 - Hardwood floors cup and crack
- Humidity Issues**
 - Air feels damp or clammy, even when the air conditioning is running
 - Hardwood floors cup and crack
- Temperature Discomfort**
 - House is always too hot or too cold
 - House feels drafty, especially during the winter



Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3. (615) 667-8453 [Get Options](#)

Common Issues We Solve

Cold or Warped Floors E3's experts will find and repair the cause of the problem and prevent it from happening again.	Drafts Our team will find and seal any gaps or cracks in your home to prevent heat loss.	Allergies and Irritations We can reduce humidity and mold growth in your home to help you breathe easier.	Outside Noise We offer solutions in various forms of soundproofing to help you enjoy your home more.
HIGH UTILITY BILLS Reduce costs on air conditioning and other utilities and save your money.	Pests Preventing the gaps and cracks in your home can help you avoid pest infestations.	Indoor Temperatures We make the whole house approach to help you create a more comfortable home throughout your home.	Mold, Rot, and Humidity Our moisture sensors and advanced air flow technology can help you avoid the damage that mold, rot and humidity can cause.

[Ready to start your project?](#)
[Talk to an expert.](#)

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Content That Connects Health & Home

- Air Purifiers & COVID-19
- The Air in Your House--Where's it Come From?
- Is Your House Making You Sick?
- The Benefits of a Fresh Air Ventilation System
- Your House, Your Kids and Asthma
- Low Levels of Carbon Monoxide--Are You Safe?
- Pests in Your Walls--Not Just an Annoyance
- Choosing Healthy Materials for Your Home



Use Case Studies

- Measures We Implemented
- Voice of the Client

The screenshot shows a webpage for Byggmeister. At the top left is the logo with the text 'BYGGMEISTER' and 'BETTER WORLD' below it. To the right are links for 'Blog | Contact |' and a search bar. Below these are navigation links: 'ABOUT', 'OUR WORK', 'OUR SERVICES', and 'OUR WORLD'. The main content area has a title 'Of Mice and Men' in a large blue font. To the left of the title is a vertical list of categories: 'HOME PERFORMANCE', 'KITCHEN & BATHROOMS', 'LIVING SPACES', and 'WHOLE HOUSE'. Below the title is a large photograph of a room with a blue wall and a ceiling with exposed wooden beams. To the left of the photo is a text block starting with 'A Cambridge Retrofit Does More Than Save Energy'. Below the text is a row of four small thumbnail images. At the bottom left of the article is the word 'Benefits' and 'COMFORT & HEALTH' below it.

BYGGMEISTER
BETTER WORLD

Blog | Contact |

ABOUT OUR WORK OUR SERVICES OUR WORLD

Of Mice and Men

HOME PERFORMANCE
KITCHEN & BATHROOMS
LIVING SPACES
WHOLE HOUSE

A Cambridge Retrofit Does More Than Save Energy

When the owners of this 1873 home came to us they were at their wits end: they couldn't stay warm in the winter no matter how high they turned up their heat; they had a major mouse problem; and the wife was suffering from health issues that she felt were exacerbated by indoor pollutants. The homeowners loved their house, with its charming period architectural details, and they loved its location in a vibrant neighborhood of Cambridge. But its poor energy performance and air quality were detrimental to their quality of life.

Benefits
COMFORT & HEALTH



Embrace 3rd Party Principles

- **Keep it Clean**
- **Keep it Dry**
- **Keep it Pest-free**
- **Keep it Contaminant-free**
- **Keep it Safe**
- **Keep it Ventilated**
- **Keep it Comfortable**
- **Keep it Maintained**



*Building Performance Institute
Healthy Housing Principles
Reference Guide*





QUESTIONS?