



Capitalizing on Heat Pump Popularity: Is Your Website Content Ready?

Energy Circle Webinar Series
Peter Troast, Founder & CEO
April 28, 2021

Upcoming Webinars

April 28 - Capitalizing on Heat Pump Popularity: Is Your Website Content Ready?

May 5 - What Are Your Online Competitors Up To? Conducting An Assessment

May 12 - Live Video Critique Part 2: With Senior Media Producer Jake VP

May 19 - Call Tracking: A Hidden Source of Value for Customer Insights

May 26 - Marketing Heat Pumps: How To Handle Common Consumer Objections



How Savvy Is Your Company's Review Management?



By Cory Allyn | April 21, 2021

Online review management for your business can be complicated, especially when you're trying to figure out where to start. Here are the key components of a quality review strategy, separated into different stages, ranging from the very basics to advanced, black-belt-level initiatives.

REVIEW STRATEGY OVER TIME

Review Chasing



EARLY STAGE

- Minimum Review Quantities
- Negative Review Cleanup
- Diversity Across Key Sites

MIDDLE STAGE

- Consistent Solicitation Process
- Steady Flow
- Competitive Review Quantities
- Shaping Review Content—Keywords and Service Quality
- System for Review Responses
- Measuring Staff on Reviews and Volume

ADVANCED STAGE

- Open to More 1st Party Than 3rd Party
- Automated Solicitation (Quickbooks, CRM)
- Regular Evaluation of Topics and Sentiment

What We'll Discuss

- 1 A HEAT PUMP "CONTENT STRATEGY"—WHAT DO WE MEAN AND WHO IS THE TARGET?**
- 2 THE WORKHORSE PAGE OF YOUR WEBSITE—THE HEAT PUMP LANDING PAGE**
- 3 BUILD THE FOUNDATION FIRST—THE IDEAL HEAT PUMP CONTENT "CLUSTER"**
- 4 AN ONGOING HEAT PUMP CONTENT STRATEGY**

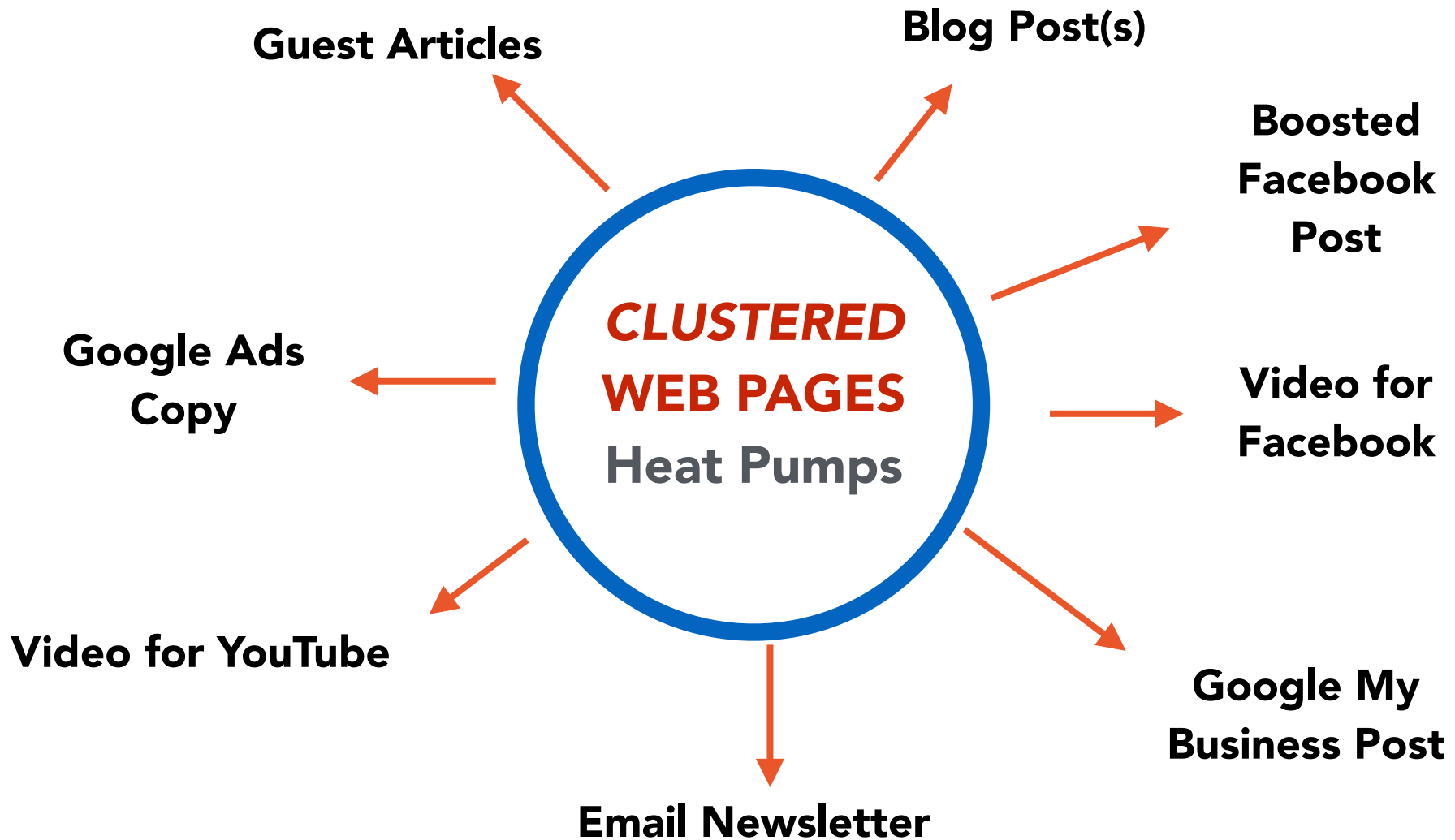


An Integrated Content Strategy

- **Gets Maximum Impact for a Concentrated Heat Pump Strategy**
- **Aims at Clearly Defined Target Audiences**
- **Lowers Cost of Content Production**
- **Focuses People & Search Engines on the Most Critical Heat Pump Related Pages**
- **Proven to Grow Traffic and Engagement Over Time**



Maximizing the Value of Content





WHO'S THE TARGET?

(and what do they need?)

Homeowner Personas

Techie Tom

Overall Goal: To save energy and make his house more efficient because it's the smart thing to do, and (secondarily) because it's the right thing to do.

Level of knowledge: Very high. Knows what products are out there, and has an opinion. Up to date on consumer reviews and reports.

What he wants: More information - details, practical experience, proof that they are the experts, and the product will do what I need it to do.

Age: 35

Profession: Software developer

Location: Downtown



Homeowner Personas

Rhonda and Roger Rebate

Overall Goal: To take advantage of rebate programs.

Level of knowledge: Relatively low.

What they want: To take advantage of the deal.

Age: 50's

Profession: Realtor, School Teacher

Location: Suburbs



Homeowner Personas

Heather the Greenie

Overall Goal: Wants to feel a part of the green movement.

Level of knowledge: Low. Was researching solar and a friend told her about heat pumps.

What She Wants: An easy way to do the right thing and a contractor relationship she can brag about.

Age: 29

Profession: Former professional in banking industry, now a stay at home mom.

Location: Suburbs



Homeowner Personas

Last-Home William

Overall Goal: A healthy, efficient home where he and his wife can spend their retirement years living well, at low operational cost.

Level of knowledge: High, but willing to take new input. He has done his homework. It's not his first time working with contractors or building a new home.

What he wants: A home for family reunions, now including grandkids. Freedom from high monthly bills.

Age: 62

Profession: Retired Doctor

Location: Suburbs



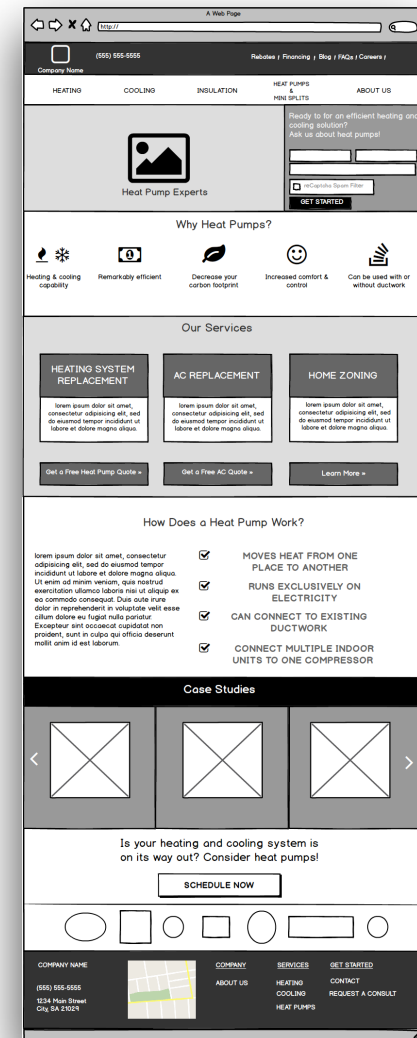


THE HEAT PUMP LANDING PAGE

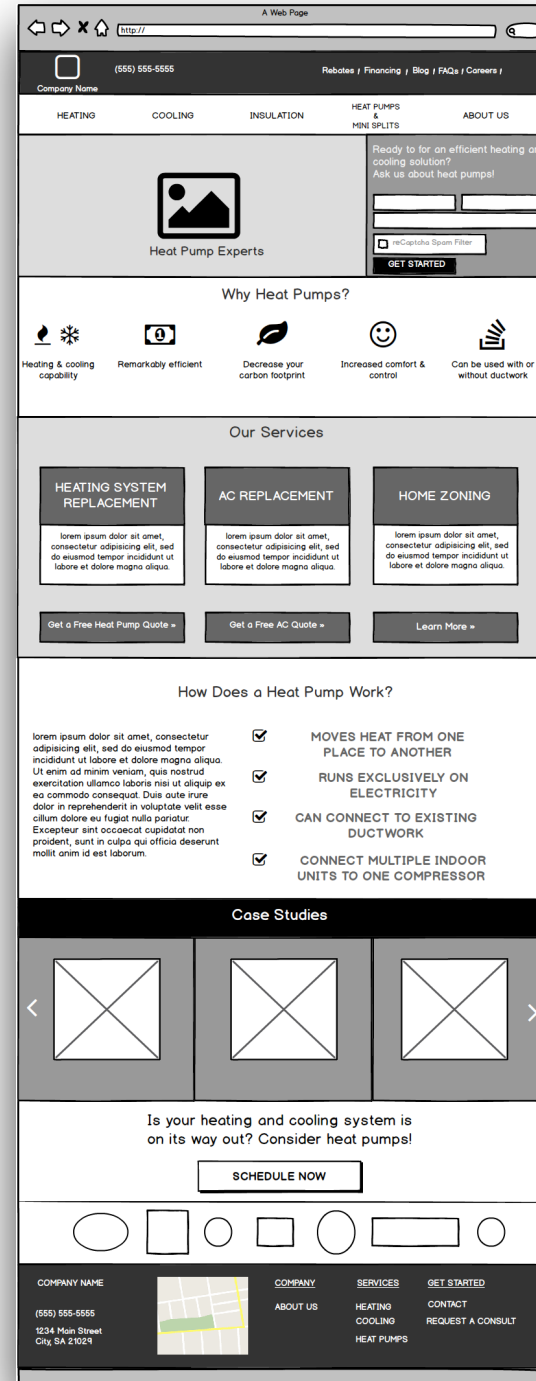
(the WORKHORSE of your website)

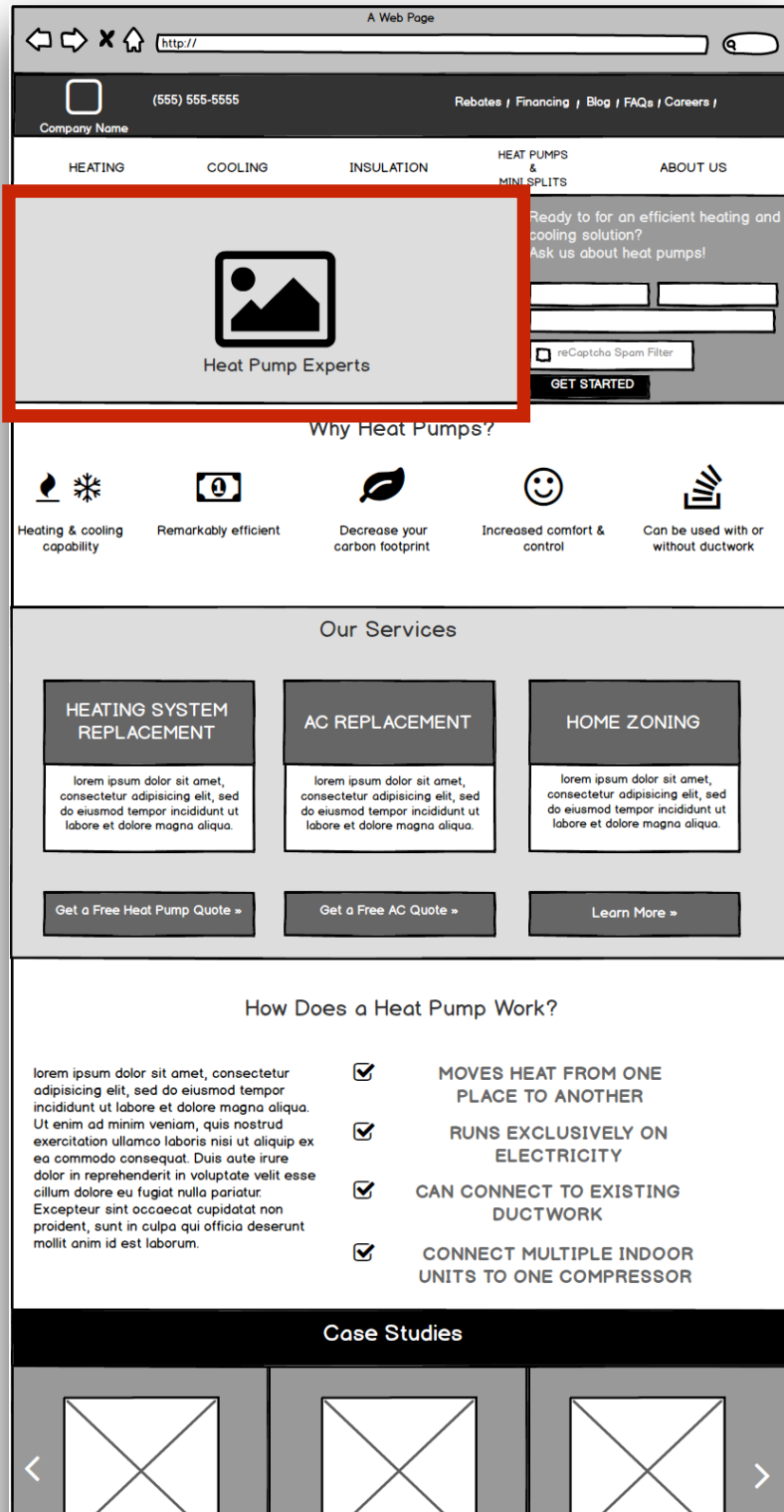
Core Purpose of Master Landing Pages

1. Provide helpful, relevant content
2. Tailored to the target audience
3. Attract organic traffic
4. Destination for paid traffic
5. Encourage users to take the desired action—lead capture



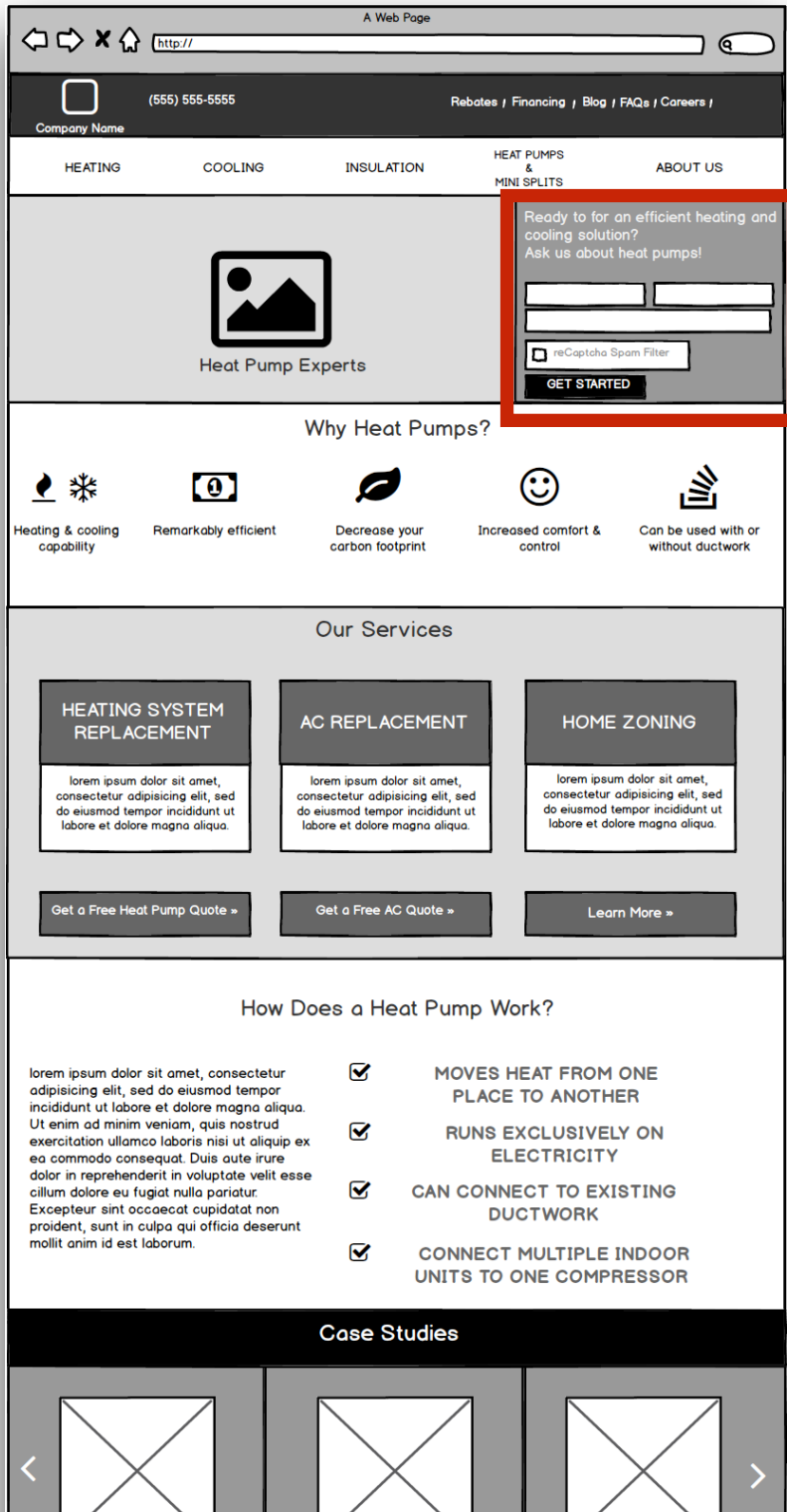
The Workhorse of Your Website: Long Form Heat Pump Landing Page





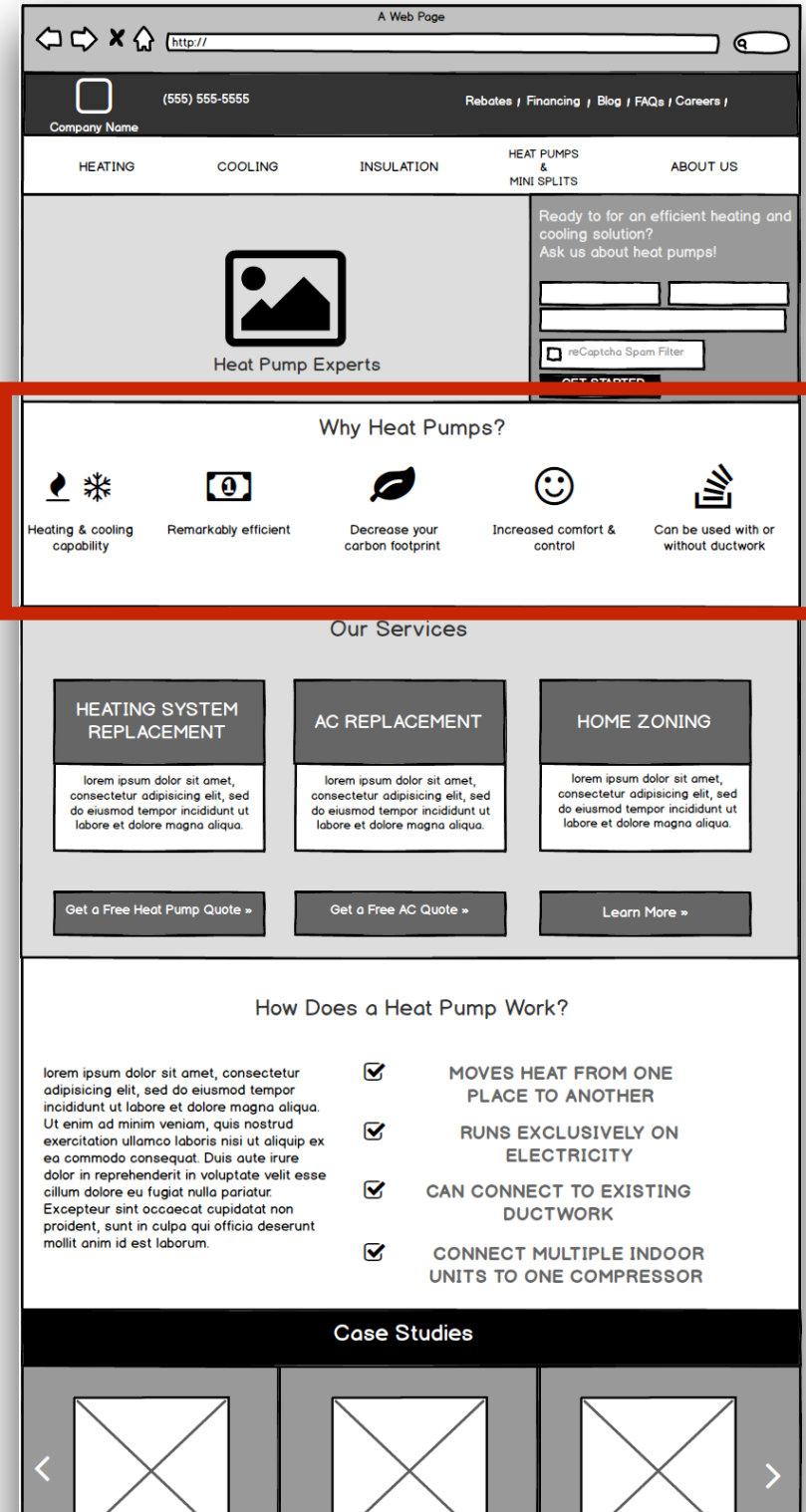
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Relevance:
Clear headline—I'm
on the right page



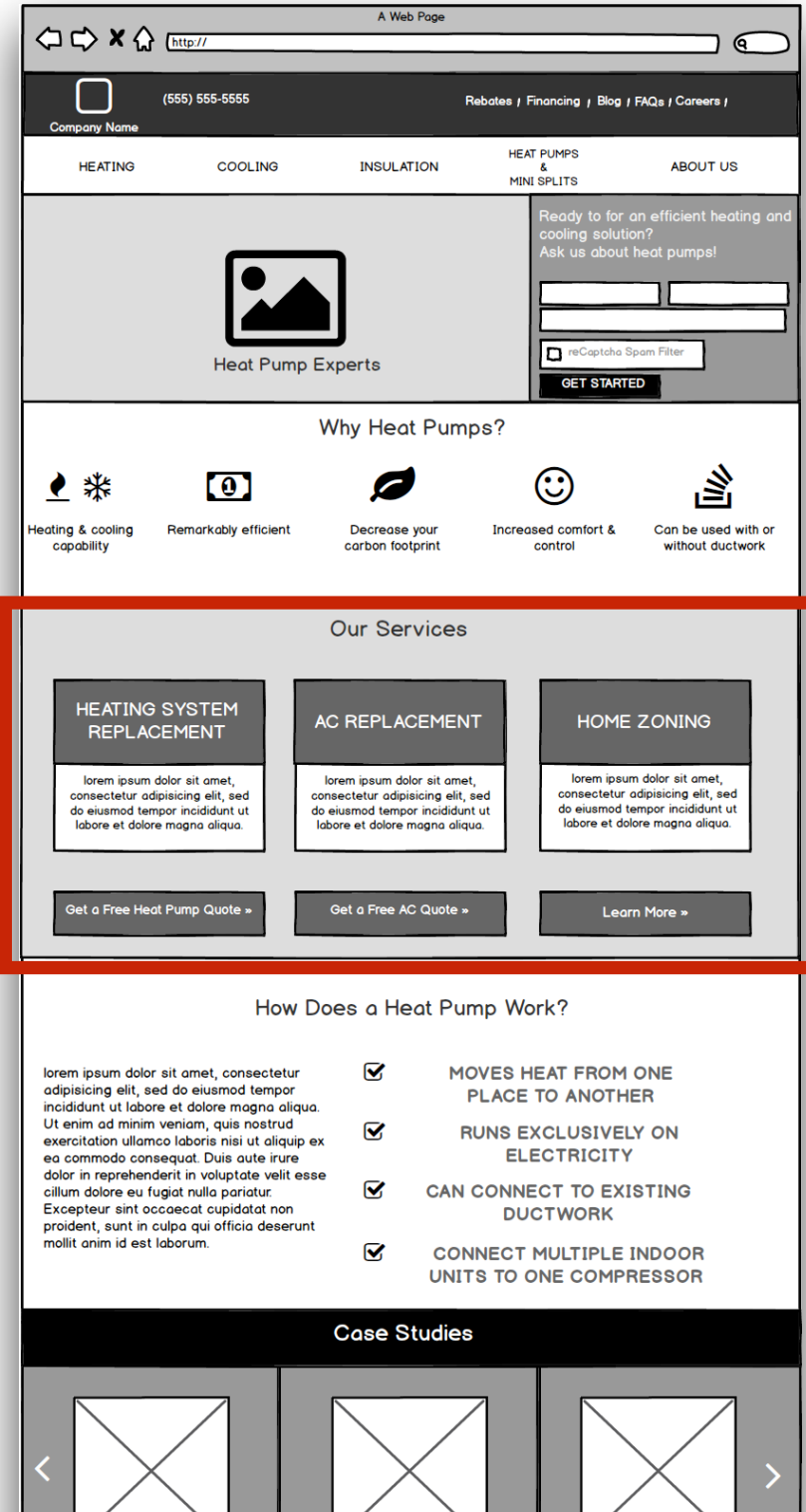
2

Call to Action:
Compelling invitation
to contact



3

Benefits: The case for heat pumps



4

Context:

Connecting to the homeowner's need



Heat Pump Experts

reCaptcha Spam Filter

Why Heat Pumps?



Heating & cooling capability



Remarkably efficient



Decrease your carbon footprint



Increased comfort & control



Can be used with or without ductwork

Our Services

HEATING SYSTEM REPLACEMENT

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AC REPLACEMENT

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HOME ZONING

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[Get a Free AC Quote »](#)

[Learn More »](#)

How Does a Heat Pump Work?

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MOVES HEAT FROM ONE PLACE TO ANOTHER



RUNS EXCLUSIVELY ON ELECTRICITY

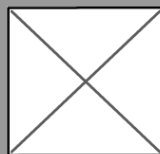
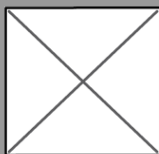
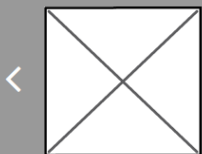


CAN CONNECT TO EXISTING DUCTWORK



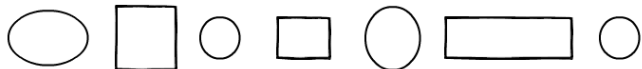
CONNECT MULTIPLE INDOOR UNITS TO ONE COMPRESSOR

Case Studies



Is your heating and cooling system is on its way out? Consider heat pumps!

[SCHEDULE NOW](#)



Education: Addressing the known questions

Our Services

HEATING SYSTEM REPLACEMENT

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AC REPLACEMENT

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HOME ZONING

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Get a Free Heat Pump Quote »

Get a Free AC Quote »

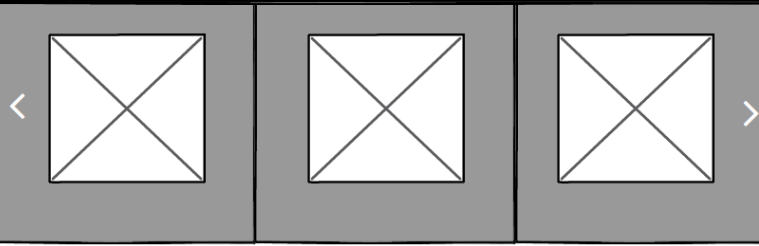
Learn More »

How Does a Heat Pump Work?

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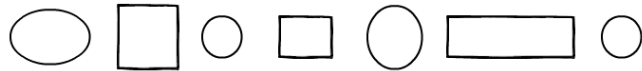
- ✓ MOVES HEAT FROM ONE PLACE TO ANOTHER
- ✓ RUNS EXCLUSIVELY ON ELECTRICITY
- ✓ CAN CONNECT TO EXISTING DUCTWORK
- ✓ CONNECT MULTIPLE INDOOR UNITS TO ONE COMPRESSOR

Case Studies



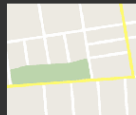
Is your heating and cooling system is on its way out? Consider heat pumps!

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5

Proof:

Real examples—
we've done this
before.

Our Services

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MOVES HEAT FROM ONE PLACE TO ANOTHER



RUNS EXCLUSIVELY ON ELECTRICITY

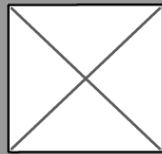
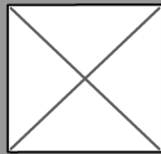
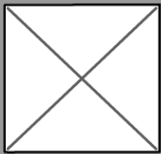


CAN CONNECT TO EXISTING DUCTWORK



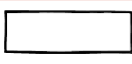
CONNECT MULTIPLE INDOOR UNITS TO ONE COMPRESSOR

Case Studies



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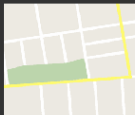
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6

Safety Net

Call to Action:

Alternative approach
to inviting contact

Our Services

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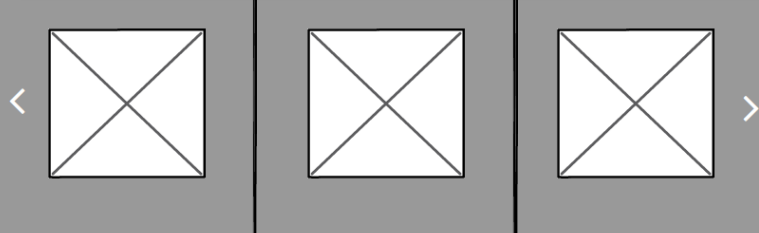


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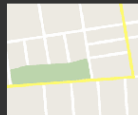
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Trust:

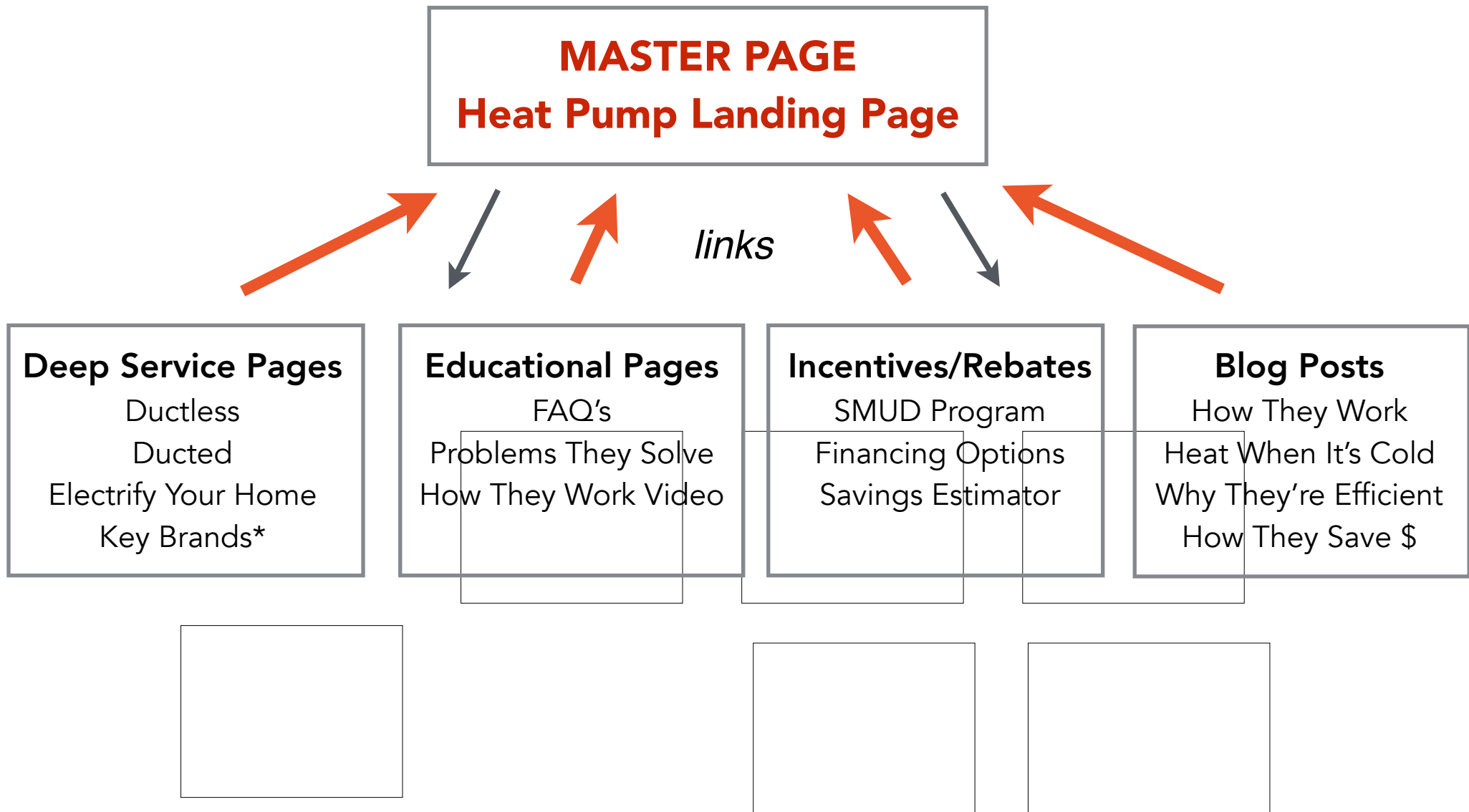
Third party symbols & affiliations



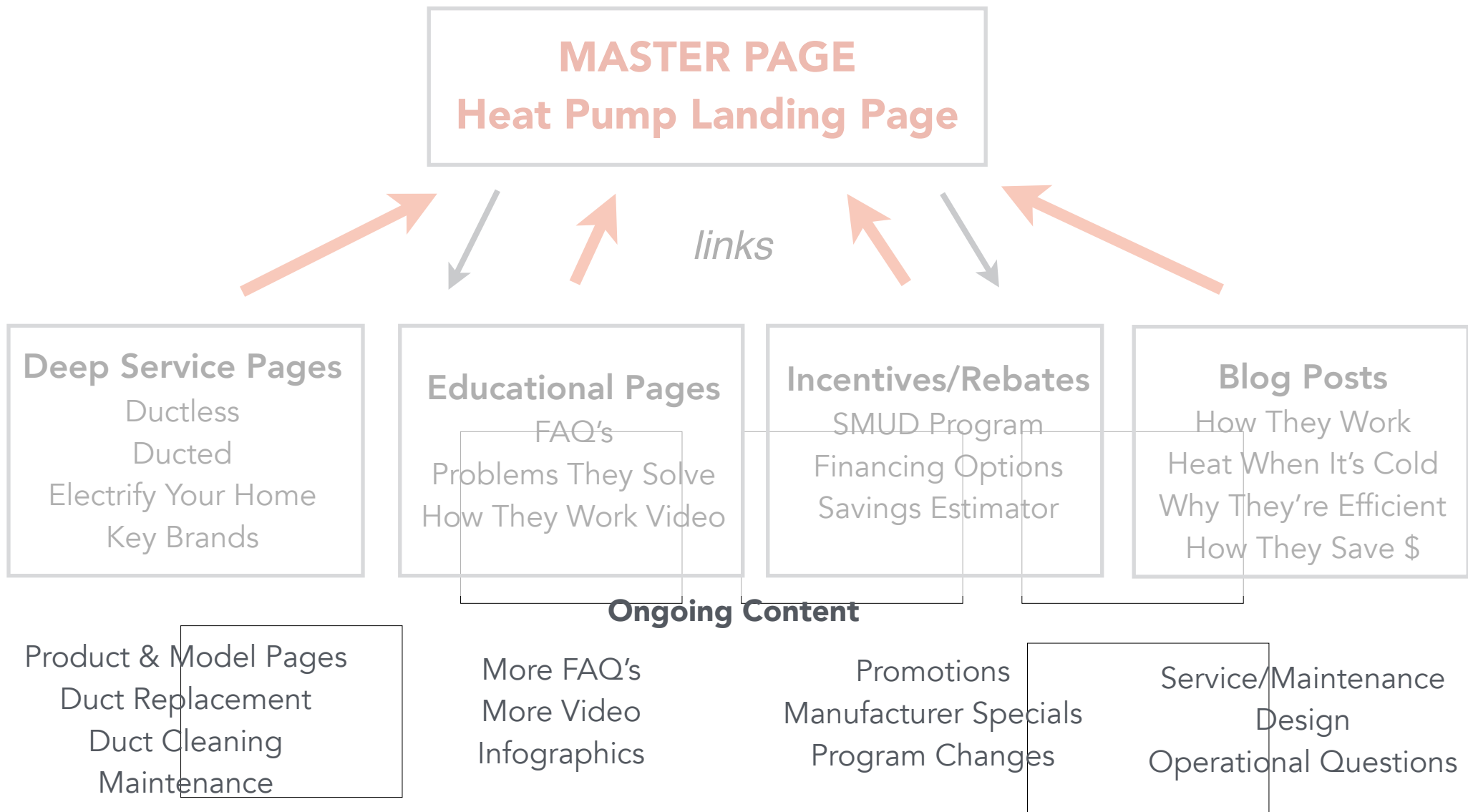
THE IDEAL HEAT PUMP CONTENT FOUNDATION

(be 98% better than your competitors)

Strong Heat Pump Content Foundation



Strong Heat Pump Content Foundation



FAQ's You Can Steal

FUNCTION/BENEFIT

- How do heat pumps/mini splits work?
- Are heat pumps the same as mini splits?
- What is the lifespan of a heat pump?
- How is a heat pump different from an air conditioner?
- Do heat pumps provide ventilation?
- Do heat pumps work in the (GEO) climate?
- Are heat pumps quiet?
- What is a heat pump?
- How energy efficient are heat pumps?
- Do heat pumps need ductwork?
- What are the benefits of heat pumps?
- What size heat pump do I need?
- For ductless mini splits, how many heads do I need?
- Can I cool my house with a heat pump?
- Are new heat pumps more efficient?
- What are the best places in a home for mini splits?
- Do mini splits have to be mounted on the wall?
- Can I really eliminate the need for gas or oil?

COST/SAVINGS/FINANCING

- Do heat pumps really save money?
- How much does it cost to run a heat pump?
- Will a heat pump affect my electric bills?
- How much do heat pumps cost?
- What incentives and rebates are available?

HEATING

- Do heat pumps provide heat at low outside temperatures?
- Do heat pumps work in cold weather?
- Can a heat pump replace your boiler or furnace?
- Why does a heat pump blow cool air while in heating mode?
- Can you prevent HP's from going in to strip heat mode?

SERVICE & MAINTENANCE

- Do heat pumps need maintenance?
- How often do heat pump filters need to be replaced?
- Should I be worried about refrigerants?



The Photo Challenge





**THANK YOU!
QUESTIONS?**

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