



# KEY TRENDS IN SOLAR MARKETING—Q2 2019

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*April 24, 2019*



# Google's Recent Changes for Service Area Businesses



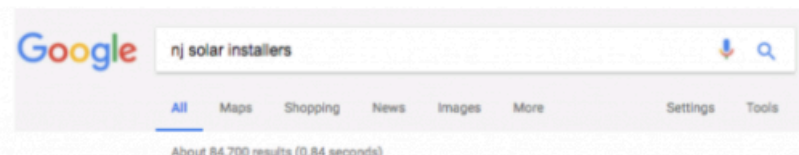
By Maurine Hainsworth | March 20, 2019

If you're a contractor in the HVAC, home performance, or solar industry, you likely understand the frustrations of trying to beat out local competition on Google. Thanks to [Google's proximity bias](#), it can be tough to rank as a contractor even in cities that are next door to the one your office is located in.

That said, there are changes on the horizon designed especially for service area businesses — ones which we hope will help businesses like yours rank better in local searches for the services you offer. (We discussed these changes in depth in [our most recent webinar](#).) Learn more about how Google is handling the proximity bias for service area oriented businesses — and what you can do to boost your company's local search rankings.

## The Local Search & Proximity Challenge: A Review

Service area oriented businesses rely heavily on local search rankings to capture leads. A typical SERP for a local search like "nj solar installers" looks something like this:





1

# **MESSAGING THE TAX CREDIT STEP DOWN**



# We help you capture the money-saving benefits of clean solar energy

Is solar right for you? Will solar work on your roof or land? How much would solar cost for you? How much could you save? We make it easy to get the answers to all your solar questions.

Simply fill out the form, and we'll get started!

**Insider tip: 2019 is the final year to receive the full 30% off your solar power system from the federal tax credit. Act now to secure your 2019 installation!**

Residential or Commercial\*

First name\* Last name\*

Email\*

Phone number\* Street address\*

Zip code\*

Get Started





SWITCHING TO SOLAR PANELS IS SIMPLE



WORLD CLASS SERVICE



POWERFUL SAVINGS



SOLAR BASICS



TAX INCENTIVES

GET A FREE QUOTE

30% TAX CREDIT IS ENDING



- Federal Solar Tax Credit Explained







5908 Triangle Drive  
Raleigh, NC 27617



Contact Us  
Get started today!

# 30 Reasons To Go Solar in 2019

(And They're All the Solar Investment Tax Credit)

f 63 t in ✉ < 63 SHARES

 Will Etheridge  March 1, 2019  Solar

2019 is the last year that you can claim the full 30% Federal Tax Credit for residential and commercial solar power systems. In 2020, the Solar Investment Tax Credit (ITC) – which has driven 59% compounded annual growth in the solar industry since it was enacted in 2005 – will begin its sunset process and fall to 26%. The tax credit will continue to decrease until 2022, at which point **it will disappear for residential solar projects and drop to 10% permanently for commercial systems.**

**In order to beat the end of year rush and to ensure you get the full 30% tax credit, we encourage you to get a free solar assessment today so you can reserve your spot in our installation queue.**

**Upfront Tax Disclaimer:** This is a post about a tax credit and we talk about taxes a lot (surprise!). However, we are not tax professionals and this post does not constitute professional tax advice or guidance. If you end up going on your solar journey with us, we'll connect you with Randy Lucas, a CPA specializing in energy related tax issues, that we keep on retainer as a service to our customers

## Quick Facts

- + 30% Federal Solar Tax Credit decreases to 26% in 2020
- + As a result of the credit decrease, avg home solar system will cost approx \$1,000 more in 2020 vs the same system in 2019
- + In 2021 tax credit drops to 22%, in 2022 tax credit drops permanently to 0% for home solar and 10% for commercial solar.
- + Solar prices are expected to rise in 2nd half of 2019 as result of solar panel stockpiling in response to the decreasing tax credit
- + Installation capacity will be tight at the end of the year, start your solar journey now if you want to ensure you get the tax credit



## GO SOLAR IN 2019: LAST CHANCE FOR 30% SOLAR TAX CREDIT

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2

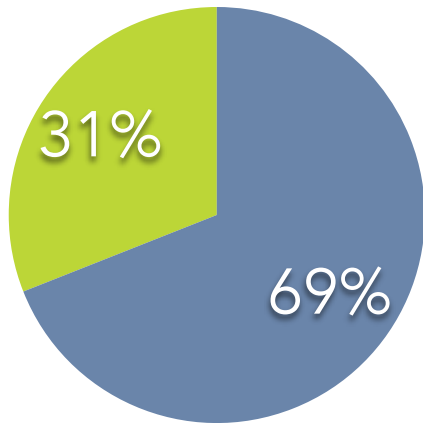
# **LIVE CHAT**

(What to Expect)

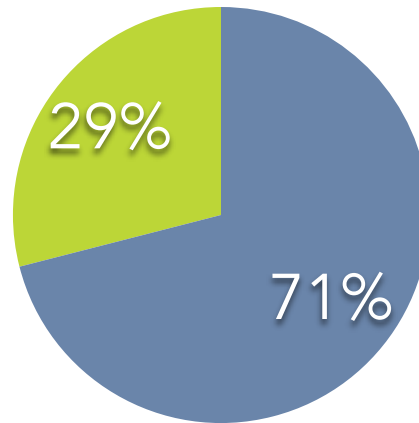


# Growing Demand for Instant Gratification

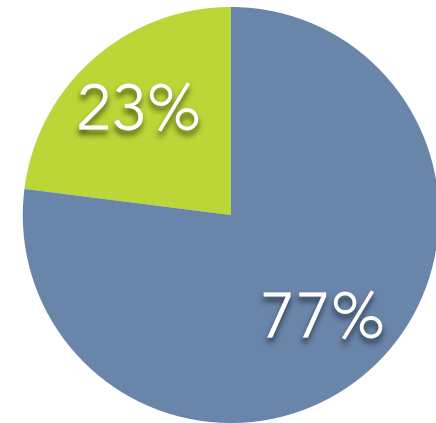
## Web Forms vs Phone/Chat



**2016**



**2017**



**2018**

~135 Energy Circle Websites 2018

# One Solar Contractor Example

**20**

Chat Sessions/Month  
7-18% of Overall Leads



**45%**

Leads

**55%**

Questions



3

# **GROWING IMPORTANCE OF GOOGLE MY BUSINESS**

# Google as Your 2nd Homepage

Rapidly growing first touch from Business Profile vs Company Website

**Boston Solar | Solar Panel Installation for Homes & Businesses in MA**  
www.bostonsolar.us/ ▼  
Boston Solar is the #1 solar panel installer for homes and businesses in Massachusetts. - Boston Solar.

#### About Boston Solar

Learn how Boston Solar provides a premium customer experience ...

More results from bostonsolar.us »

#### Residential Solar

Boston Solar can install solar panels for your Massachusetts ...

#### Boston Solar - Home | Facebook

https://www.facebook.com/Places/Woburn, Massachusetts ▼

★★★★★ Rating: 4.8 - 419 votes

Boston Solar, Woburn, Massachusetts. 902 likes. Boston Solar is the #1 residential solar company based in Massachusetts, with over 3300 installations in...

#### Boston Solar - 16 Photos & 18 Reviews - Solar Installation - 55 6th Rd ...

https://www.yelp.com/ Home Services/ Solar Installation ▼

★★★★★ Rating: 4 - 18 reviews

18 reviews of Boston Solar "After being told by two companies that our roof provides insufficient southern exposure for a solar installation by checking Google Maps, I had given up on rooftop solar. However, Boston Solar's approach was different..."

#### Boston Solar Reviews | Boston Solar Cost | Boston solar panels ...

https://www.solarreviews.com/installers/boston-solar-reviews/ ▼

Boston Solar reviews and complaints, reviews of the brands of solar panels they sell, their locations and the cost of installations reported to us for 2017. Get the best deal.

#### Boston Solar of Woburn, MA | Reviews from GuildQuality Customer ...

https://www.guildquality.com/BostonSolar ▼

★★★★★ Rating: 4.9 - 239 votes

Boston Solar is the #1 residential solar company based in Massachusetts, with over 3000 installations in only 5 years. We are proud to power Massachusetts, a.

#### BBB Business Profile | Boston Solar - Better Business Bureau

https://www.bbb.org/boston/business.../solar.../boston-solar-in-woburn-ma-143446 ▼

★★★★★ Rating: 5 - 3 reviews

SOLAR ENERGY EQUIPMENT & SYSTEMS SUPPLIES & PARTS in Woburn, MA. See business rating, customer reviews, contact information and more.

#### The Boston Solar Company Reviews | Glassdoor

https://www.glassdoor.com/.../The-Boston-Solar-Company-Reviews-E977510.htm ▼

★★★★★ Rating: 4.3 - 8 reviews

8 The Boston Solar Company reviews. A free inside look at company reviews and salaries posted anonymously by employees.

#### 2018 Best Solar Companies in Boston, Massachusetts | EnergySage

https://www.energysage.com/ Massachusetts/ Boston ▼

Here is the definitive list of Boston's top solar companies as rated by the Boston, MA community. Want to see who's on top?

#### Solar Power Northeast in Boston, MA - February 5-6, 2018 | Solar + ...

events.solar/northeast/ ▼

Thank you for a great Solar Power Northeast 2018! Over 80 exhibitors and 1,500 attendees flooded Boston this February. This year's event featured 5 tracks of education - including the addition of O&M and more Energy Storage events - and multiple networking events. Receive Future Event Updates. Thank you to our ...

**Boston Solar** ★  
4.9 ★★★★★ 192 Google reviews  
Solar energy company in Woburn, Massachusetts

Address: 55 6th Rd Suite #1, Woburn, MA 01801  
Hours: Open - Closes 5:30PM ▼  
Phone: (617) 858-1645  
Suggest an edit

Know this place? Answer quick questions

Questions & answers  
Be the first to ask a question

Reviews from the web

Facebook	GuildQuality
4.8/5	4.9/5
49 votes	239 votes

Send to your phone

Reviews

- "The electricians did an excellent job of wiring the panels in our basement."
- "Their pricing was very competitive and their service was great."
- "Small hiccup during installation but they handled it quickly and professionally."

View all Google reviews

People also search for

- Massach... Clean Energy C...
- RGS Energy Solar Equipment Supplier
- SunPower by BlueSel Home Sol... Solar Energy Contractor

Google Business Profile (formerly Knowledge Panel)

# One Contractor Example

**49%**

of All Web-Originated Phone Calls  
from Google Business Profile Panel

\*Big Company, Well Known Brand, Uses Tracking #



# Google My Business Categories—Solar

**Solar Energy Equipment Supplier**

**Solar Energy Company**

**Solar Energy Contractor**

**Solar Hot Water System Supplier**

**Solar Photovoltaic Power Plant**

# New Quantity Goals—Google Reviews

**Solar**

**75+**

HVAC

40+

Home Performance

25+

Insulation

15+

Builder

10+

Remodeler

25+

Energy Circle Guidance January 2019

# Google Posts

**Exposure for Blog Posts,  
Specials, Awards, News, Offers**

**Some Evidence of Ranking  
Boost for Overall Website**

**Expire in 7 Days**

From Boston Solar

"Boston Solar is the #1 residential solar company based in Massachusetts, with more than 3,800 installations in 8 years. We provide superior products, exceptional customer service, and the highest quality workmanship. Now we also offer a Production...[More](#)



Boston Solar  
on Google



A zero net energy home or building is made possible by energy efficient design and...

5 days ago

[Learn more](#)



View all

Tell customers what's new with Posts. [Learn more](#)



4

# **COMPETING WITH SOLAR REVIEWS**

# Solar Reviews Ranks Prominently

Typically ranks  
2nd or 3rd  
after website

## [Namasté Solar | Home & Commercial Solar Power Systems | Colorado](https://www.namastesolar.com/)

<https://www.namastesolar.com/> ▼

Namasté Solar provides solar power systems and expert installation for homes and commercial properties. Save money and make a difference when you go ...

### About Us

About Us. Transforming Energy. Transforming Business. Our ...

### Home Solar

Namasté Solar provides expert home solar installations for the ...

### Meet Our Team

Meet the designers, installers, and maintenance team members ...

### Cost & Incentives

There are many solar incentives and rebates available for ...

### Careers & Culture

Our culture is designed to create a cohesive community in which ...

### Project Portfolio

Project Portfolio. All; Carport; Ground-Mounted; Rooftop ...

[More results from namastesolar.com](#) »

## [Namaste solar reviews, complaints, address & solar panels cost](https://www.solarreviews.com/installers/namaste-solar-reviews/)

<https://www.solarreviews.com/installers/namaste-solar-reviews/> ▼

★★★★★ Rating: 4.8 - 416 reviews

Namaste Solar reviews and complaints, reviews of the brands of solar panels they sell, their locations and the cost of installations reported to us for 2019. Get the ...

## [Namasté Solar - Home | Facebook](https://www.facebook.com)

<https://www.facebook.com> › Places › Boulder, Colorado ▼

★★★★★ Rating: 4.9 - 35 votes

Namasté Solar - 6707 Winchester Circle, Suite 700, Boulder, Colorado 80301 - Rated 4.9 based on 35 Reviews "Going solar with Namaste was one of the best..."

## [Working at Namaste Solar: Employee Reviews | Indeed.com](https://www.indeed.com/cmp/Namaste-Solar/reviews)

<https://www.indeed.com/cmp/Namaste-Solar/reviews> ▼

★★★★★ Rating: 3.9 - 15 reviews

Reviews from current and former Namaste Solar employees about Namaste Solar culture, salaries, benefits, work-life balance, management, job security, and ...



# Strategy 1: Get Sitelinks

## Insource Renewables | Renewable Energy Solutions for Maine

<https://www.insourcerenewables.com/> ▼

A STRONG COMMITMENT TO CONSUMER EDUCATION. Insource Renewables is committed to providing solutions that best fit our clients' needs. We listen to ...

### Contact Us

Please contact us via phone or email.  
If you would like to visit ...

### Career Opportunities

Insource Renewables is a full-service  
renewable energy ...

### Who We Are

Insource Renewables provides high-  
quality and cost-effective ...

### Heat Pumps

Like a refrigerator or air conditioner,  
heat pumps use ...

### Heat Pump Installation

The key to ensuring a mini-split heat  
pump installation that ...

### Pearl Certification

Thanks to our partnership with Pearl  
Certification, we're able to ...

[More results from insourcerenewables.com »](#)

# Strategy 2: Active Facebook

## Insource Renewables | Renewable Energy Solutions for Maine

<https://www.insourcerenewables.com/> ▼

A STRONG COMMITMENT TO CONSUMER EDUCATION. Insource Renewables is committed to providing solutions that best fit our clients' needs. We listen to ...

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Insource Renewables is a full-service renewable energy ...

### Who We Are

Insource Renewables provides high-quality and cost-effective ...

[More results from insourcerenewables.com »](#)

### Heat Pumps

Like a refrigerator or air conditioner, heat pumps use ...

### Heat Pump Installation

The key to ensuring a mini-split heat pump installation that ...

### Pearl Certification

Thanks to our partnership with Pearl Certification, we're able to ...

## Insource Renewables - Home | Facebook

<https://www.facebook.com> › [Places](#) › [Pittsfield, Maine](#) › [Solar Energy Service](#) ▼

★★★★★ Rating: 5 - 2 votes

**Insource Renewables** - 113 N Lancey St, Pittsfield, Maine 04967 - Rated 5 based on 2 Reviews

"Excellent company led by Vaughan Woodruff, who is arguably..."

# Strategy 3: Active YouTube Channel

## Insource Renewables | Renewable Energy Solutions for Maine

<https://www.insourcerenewables.com/> ▾

A STRONG COMMITMENT TO CONSUMER EDUCATION. Insource Renewables is committed to providing solutions that best fit our clients' needs. We listen to ...

### Contact Us

Please contact us via phone or email.  
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### Heat Pumps

Like a refrigerator or air conditioner, heat pumps use ...

### Heat Pump Installation

The key to ensuring a mini-split heat pump installation that ...

### Pearl Certification

Thanks to our partnership with Pearl Certification, we're able to ...

## Insource Renewables - Home | Facebook

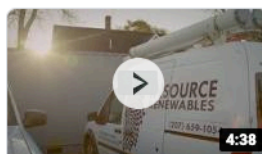
<https://www.facebook.com> > Places > Pittsfield, Maine > Solar Energy Service ▾

★★★★★ Rating: 5 - 2 votes

Insource Renewables - 113 N Lancey St, Pittsfield, Maine 04967 - Rated 5 based on 2 Reviews

\*Excellent company led by Vaughan Woodruff, who is arguably...

### Videos



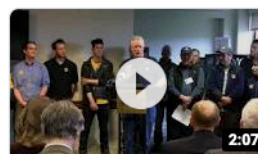
**Worker ownership works for everyone! The Insource Renewables story**

Co-op Development Institute  
Vimeo - Jan 5, 2018



**Insource Renewables**

Insource Renewables  
YouTube - Feb 16, 2015



**Insource Renewables - Rob Taisey, Assured Solar Energy - Maine Solar Press Conference**

Facebook - Aug 22, 2018

# Strategy 4: Yelp

## Sky Power Solar | High performance solar solutions since 2001

<https://www.skypowersolar.com/> ▼

The Federal Government is prepared to give you free money when you install panels with Sky Power Solar. Thanks to this one-time 30% tax credit, going solar ...

## SkyPower Global - Generating a Brighter Future

<https://skypower.com/> ▼

SkyPower is the largest and one of the most successful developers and owners of utility-scale solar energy projects in the world. With roots dating back more ...

[About](#) · [Careers at SkyPower](#) · [Contact](#) · [News](#)

## Sky Power Solar - 53 Photos & 28 Reviews - Solar ... - San Ramon

<https://www.yelp.com/biz/sky-power-solar-san-ramon> ▼

★★★★★ Rating: 4 - 28 reviews

28 reviews of Sky Power Solar "Recently Sky Power Solar installed 15 panels on my roof. The installation design and subsequent installation was done is a ...

## Sky Power solar reviews, complaints, address & solar panels cost

<https://www.solarreviews.com/installers/sky-power-systems-reviews/> ▼

★★★★★ Rating: 4.7 - 40 reviews

Sky Power Solar reviews and complaints, reviews of the brands of solar panels they sell, their locations and the cost of installations reported to us for 2019.

# Strategy 5: Multiple Locations & GMB's

CAM Solar | Residential & Commercial Solar | Colorado & Texas

<https://www.gocamsolar.com/>

CAM Solar is a full-service residential and commercial solar installation company servicing Denver & Colorado Springs, Colorado and San Antonio & Austin, ...

## San Antonio

The local climate is ideal for installing solar panels on your ...

## About Us

Learn more about the team that make CAM Solar a reality ...

## Denver

CAM Solar is a full-service solar panel installation company ...

[More results from gocamsolar.com »](#)

## Austin

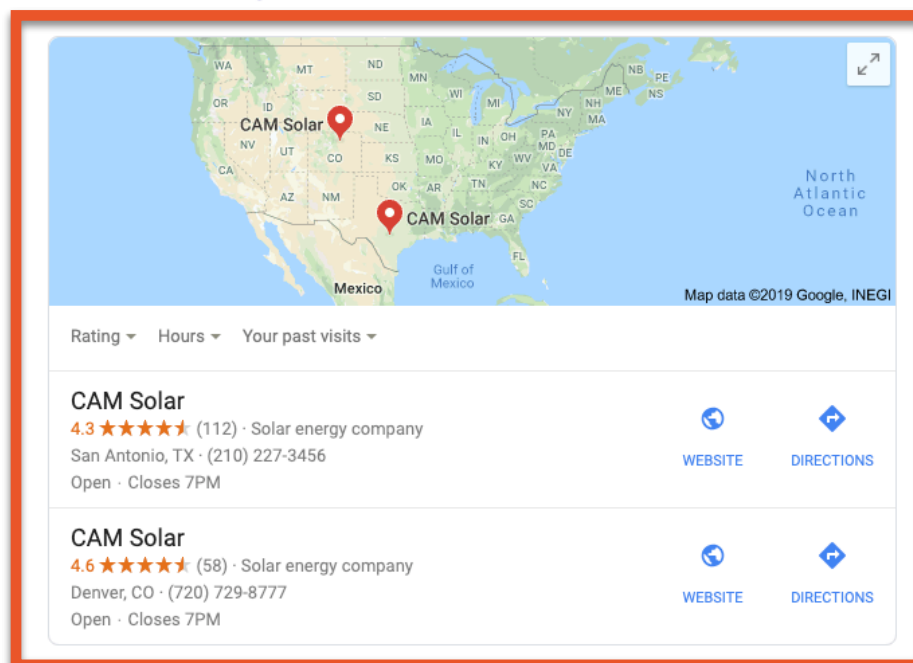
Austin's climate is ideal for installing solar panels on your ...

## Contact Us

DON'T MISS OUT ON HISTORIC SAVINGS! Act now to take ...





## Blog

Get help applying the cost of your residential solar installation for ...




Map data ©2019 Google, INEGI

Rating ▾ Hours ▾ Your past visits ▾

<b>CAM Solar</b> 4.3 ★★★★★ (112) · Solar energy company San Antonio, TX · (210) 227-3456 Open · Closes 7PM	 WEBSITE	 DIRECTIONS
<b>CAM Solar</b> 4.6 ★★★★★ (58) · Solar energy company Denver, CO · (720) 729-8777 Open · Closes 7PM	 WEBSITE	 DIRECTIONS



# Installation Costs in Solar Reviews



## Vivint Solar Reviews

★★★★☆ 3 (458)

**Latest Review - [View All Reviews](#)**  
★★★★★ by Anonymous User, posted 3 months ago

Thiago stopped by my house early 2018 offering solar, the bills were pretty high with Eversource so I decided to move forward. It's been a great experience so far. Thiago took..... [Read More](#)


**Head Office**  
1800 Ashton Blvd, Lehi UT, 84043

**Contact Details**  
[\(click to reveal\)](#) ..3927

**Average Installation Cost**  
\$29,040 (\$4.47 per watt)

**Cheapest Installation Cost**  
\$7,176 (\$1.98 per watt)

[Show more info](#) [Compare Quotes](#)



## Tesla / SolarCity Reviews

★★★☆☆ 1.7 (292)

**Latest Review - [View All Reviews](#)**  
★★★★★ by Dajyareo, posted 3 weeks ago

Decided to go with Tesla instead of other quotes that were slightly cheaper since I already had a Model 3 and wanted the seamless integration. Also, I wanted a PowerWall so I..... [Read More](#)

**Head Office**  
1755 Iowa Street, Riverside CA, 92507

**Contact Details**  
[\(click to reveal\)](#) ..2489

**Average Installation Cost**  
\$31,255 (\$5.09 per watt)

[Show more info](#) [Compare Quotes](#)



5

# **OPTIMIZING FOR PROJECT SUNROOF LEADS**

About 1,530,000 results (0.45 seconds)

### Solar savings estimator

Estimate how much you can save on your electric bill with rooftop solar.

Enter home address

Map data ©2019 Google Terms of Use

Shady  Sunny

#### Average home in Maine

*Based on your query*

#### Estimated savings

**\$3,000**

*Over 20 years after solar purchase*

Source: Project Sunroof

[Feedback](#)

[What You Need to Know to Go Solar in Maine in 2019 - ReVision Energy](#)

<https://www.revisionenergy.com/locations/go-solar-in-maine/>

Our climate may be cold, but cold is actually good for solar panels. In the brisk but sunny fall and spring, solar panels in Maine will produce a disproportionately ...

# Keywords that Trigger Project Sunroof

Search term: "Solar \_\_\_\_\_ [Location]"

## YES

panels  
PV  
savings  
power  
energy  
for home

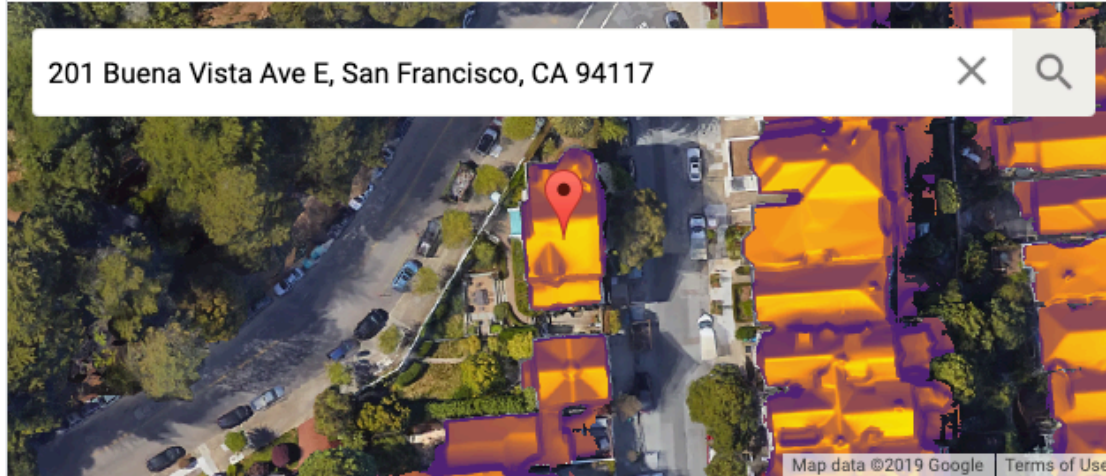
## NO

contractor  
installer  
costs  
company  
firms  
businesses  
provider

# Solar savings estimator

Estimate how much you can save on your electric bill with rooftop solar.

201 Buena Vista Ave E, San Francisco, CA 94117



Map data ©2019 Google Terms of Use

Shady  Sunny

**Estimated savings** **\$14,000**  
*Over 20 years after solar purchase*

**Up-front cost** **\$10,000**  
*After incentives*

**Average estimated monthly savings**  
Assuming a 2019 monthly electricity bill of \$90 and utility prices rising at a rate of 2.2% per year.

<b>\$112</b>	-	<b>\$12</b>	=	<b>\$100</b>
Monthly bill without solar		Monthly bill with solar		Savings per month

Solar savings are calculated using roof size and shape, shaded roof areas, local weather, local electricity prices, solar costs, and estimated incentives over time.

Source: Project Sunroof

[→ Search for solar providers near you](#)

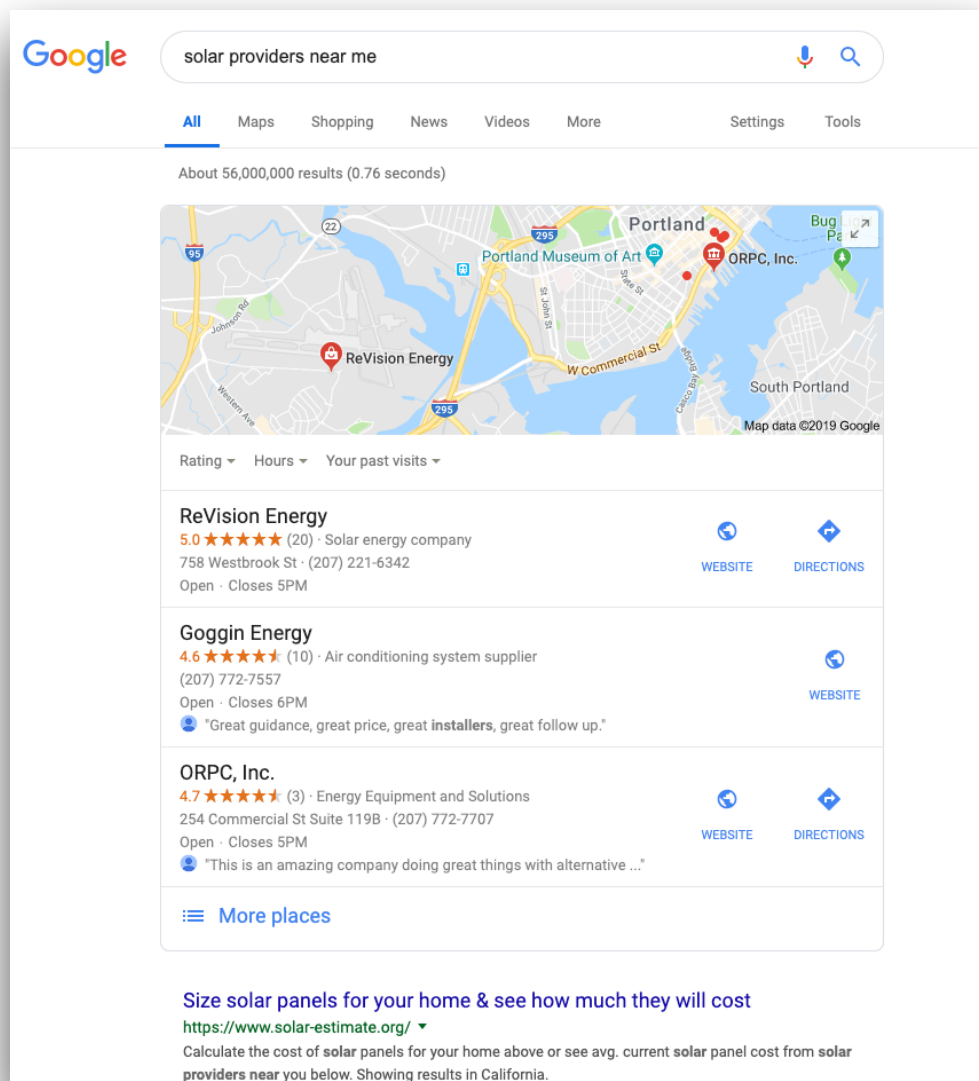
[Feedback](#)





# Key Tactics for Sunroof Traffic

1. Optimize for "solar provider"
2. Optimize for Local Pack rankings





**THANK YOU!**  
**QUESTIONS?**

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