



# How to Find Profitable Keywords for Solar

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*October 18, 2017*

# Our New Home: 622 Congress, Portland, Maine







## Energy Circle Guide to Search Engine Marketing for Solar

Published August 18, 2017  
Energy Circle, LLC  
Yarmouth, ME  
[www.energycircle.com](http://www.energycircle.com)  
(207) 847-3644

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# The Hidden Dangers of Buying Leads



By [Peter Troast](#) | June 28, 2017

For many contracting businesses, purchased leads — from lead brokers, franchises, lead-only marketing firms, Google, HomeAdvisor — are the way of the world. This is especially rampant in solar, where an entire breed of lead sourcing companies dominates the top of the funnel, and this approach is becoming prominent in HVAC and home performance as well.

Being overly reliant on purchased leads is a bit like the path to alcoholism: one or two glasses of red wine each night is good for your heart, but when it starts to be bourbon in your OJ each morning it ultimately leads to dependency, a failing liver, and death.

The lure of outsourcing your lead generation is understandable. Companies that offer these services promise “no risk,” “no money upfront,” “100% performance based.” If your business can rely on a third-party to provide a steady flow of leads at a cost that pencils (more on that math in a bit), then everything should be hunky dory, right?

Wrong. Here’s why:

## Dependency

Check your own... alcohol drives health... but when you outsource the majority of your...



# How to Find Profitable Keywords for Solar

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Energy Circle Webinar Series

*October 18, 2017*

# What We'll Discuss

- 1 History: The Evolution of the Solar SERP**
- 2 Digging in to Lead Economics**
- 3 Performance Data on Purchased Leads**
- 4 Keyword Research in Solar**
- 5 Keys to Running Successful Campaigns**



# **HISTORY: THE EVOLUTION OF THE SOLAR SERP**

**(search engine result page)**



About 84,700 results (0.84 seconds)

**Solar Installers in NJ - Lock-In Low Solar Pricing - sunrun.com**

[solarpanels.sunrun.com/NJ\\_Solar](http://solarpanels.sunrun.com/NJ_Solar)

The Cost To Go Solar Is At An All Time Low. Get Your Free Solar Quote Today.

**Solar System Installation - Get A Free Quote - vivintsolar.com**

[www.vivintsolar.com/installation](http://www.vivintsolar.com/installation)

We make residential solar easy with panel design, installation and monitoring.  
 Home Solar Panels · Solar Purchase · Go Green · Solar Financing · 100,000+ Customers · Solar PPA  
 Services: consultation, design, permitting, installation, activation, production monitoring, 20-year warra...  
 New Jersey Solar Options · Service Areas · About Vivint Solar® · How Does Solar Work?



Rating Hours

**PowerLutions Solar**

5.0 ★★★★★ (19) · Solar Energy Equipment Supplier  
 Lakewood, NJ · (732) 987-3939

WEBSITE DIRECTIONS

**Jersey Solar LLC**

No reviews · Solar Energy Equipment Supplier  
 Lambertville, NJ · (609) 737-6566

WEBSITE DIRECTIONS

**GeoPeak Energy**

4.9 ★★★★★ (42) · Solar Energy Equipment Supplier  
 Somerset, NJ · (732) 377-3700

WEBSITE DIRECTIONS

More places

**Selecting a Contractor | NJ OCE Web Site - NJ Clean Energy**

[www.njcleanenergy.com](http://www.njcleanenergy.com) » ... » Programs » SREC Registration Program » Solar

Below are questions you should consider in order to make the most informed decision. Who sells and installs solar electric systems? For a list of installation ...

**New Jersey Solar Installers - Clean Energy Authority**

[www.cleanenergyauthority.com/new-jersey-solar-installers/](http://www.cleanenergyauthority.com/new-jersey-solar-installers/)

New Jersey Solar Installer Directory. Find local solar installers in New Jersey to answer questions and provide quotes on residential and commercial Solar PV ...

**2016 Top New Jersey Solar Contractors - Solar Power World**

<https://www.solarpowerworldonline.com/2016-top-new-jersey-solar-contractors/>

Rank, Company, Overall Rank, City, State, Employees, Primary Market, Primary Service, Total Megawatts

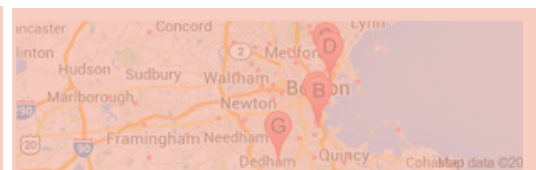
# Pre-August 2015

Google  
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**#1 Boston Furnace Repair - WintersHomeServices.com**  
Ad [www.wintershomeservices.com/Boston](http://www.wintershomeservices.com/Boston) (617) 855-7036  
\$99 Off Service - Call Winters Now! Your Local Home Comfort Specialists  
Up-Front Pricing · Always On-Time Service · Fast & Reliable Experts  
Wednesday - Techs Ready Boiler Repair/Service  
\$99 Furnace Tune-Up Emergency Service Now

**24/7 Home Heating Repair**  
Ad [www.newenglandheatingandcooling.com/](http://www.newenglandheatingandcooling.com/) (857) 247-9716  
Local Company 10% Off Service Calls All Systems Gas & Oil Free Estimate  
Gallery - Contact Us - Reviews - Articles

**Heating Repair Services - Lanzaplumbing.com**  
Ad [www.lanzaplumbing.com/](http://www.lanzaplumbing.com/)  
20% Off All This Month On Heating Service & Repairs. Call Us Today!



Map for furnace repair boston, ma

Ads ①

## 24-Hour Heating Repair

[www.calldipietro.com/](http://www.calldipietro.com/) (978) 384-0132  
Get Your Heating System fixed today  
DiPietro Heating-on call 24/7/365.

## Furnace Service & Repair

[www.sila.com/](http://www.sila.com/)  
Home Heating Repair & Installations  
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12 Manison Street, Stoneham, MA

## Furnace repair

[www.airesev.com/reading](http://www.airesev.com/reading)  
Fixed The First Time Or It's Free!  
Call Us In Reading, MA.

## No Heat No Problem

[www.hoelectric.com/Get-Your-Heat](http://www.hoelectric.com/Get-Your-Heat)  
We Are Here For You 24hrs A Day!  
Boiler Service, Repair, Replacement

## Furnace Repairs

[www.mrpipesplumbing.com/](http://www.mrpipesplumbing.com/)  
Call for Immediate Emergency Leak  
Repair in the Boston Area!

## Same Day Heating Repair

[www.buxtonmehvacservices.com/](http://www.buxtonmehvacservices.com/) (888) 403-2172  
Immediate Response In Buxton, ME!  
Call Now For Same Day Repairs.

## Furnace Repair Boston MA

[www.chelseahvacservices.com/](http://www.chelseahvacservices.com/) (617) 370-5493  
Affordable Furnace Repair.  
Serving Boston And East Boston, MA  
96 Cottage St, Chelsea, MA

## Home Heating Systems

[www.bostonuniqueindoorcomfort.com/](http://www.bostonuniqueindoorcomfort.com/)  
Energy-efficient home heating  
systems. Request a quote online!

See your ad here »

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**Gas furnace repair Boston, MA - Yelp**  
[www.yelp.com/search?find...Furnace+Repair...Boston%2C+MA](http://www.yelp.com/search?find...Furnace+Repair...Boston%2C+MA) - Yelp  
Reviews on Gas furnace repair in Boston, MA Gomes Plumbing Heating and Cooling, ProSolutions Bath & Boiler, New Age Plumbing & Heating, Mr. Pipes ...

**Heating Cooling Boston MA | Heating, Furnace Repair**  
[www.homeadvisor.com](http://www.homeadvisor.com) Pro Ratings & Reviews Massachusetts Boston  
★★★★★ Rating: 4.7 - Review by HomeAdvisor Community  
Heating and Furnace Contractors Directory for Boston, Massachusetts. Find Customer-Rated, Prescreened Home Improvement Professionals for Boston, MA.

|  |   |
|--|---|
| <b>Heating Repair Boston</b><br><a href="http://www.heatingrepairboston.com">www.heatingrepairboston.com</a><br>Google+ page   | A Boston, MA<br>(781) 353-8852                            |
| <b>Boston Standard Plumbing &amp; Heating...</b><br><a href="http://bostonstandardplumbing.com">bostonstandardplumbing.com</a><br>4.2 ★★★★★ 13 Google reviews · Google+ page | B 77 Park Street<br>Dorchester, MA<br>(617) 288-2911      |
| <b>Kellz Heating and HVAC Repair</b><br><a href="http://www.kellzheating.com">www.kellzheating.com</a><br>4 Google reviews · Google+ page                                    | C Boston, MA<br>(617) 712-5060                            |
| <b>HVAC Boston</b><br><a href="http://www.hvac-boston.org">www.hvac-boston.org</a><br>4 Google reviews   | D 182 Cottage Street #202<br>Boston, MA<br>(617) 209-4573 |
| <b>Gomes Plumbing and Heating</b><br><a href="http://www.gomesplumbing.com">www.gomesplumbing.com</a><br>4.9 ★★★★★ 7 Google reviews · Google+ page                           | E 63 Hecla Street<br>Boston, MA<br>(617) 818-7601         |
| <b>Metropolitan Air Conditioning/Heating...</b><br><a href="http://www.metropolitanhvacservice.com">www.metropolitanhvacservice.com</a><br>Google+ page                      | F Everett, MA<br>(617) 394-1001                           |
| <b>Gassco Inc</b><br><a href="http://www.gasscoinc.net">www.gasscoinc.net</a><br>2 Google reviews · Google+ page   | G 23 River Street<br>Dedham, MA<br>(781) 407-9800         |

Map results for furnace repair boston, ma

Google  
Local  
7 Pack

Google  
Paid

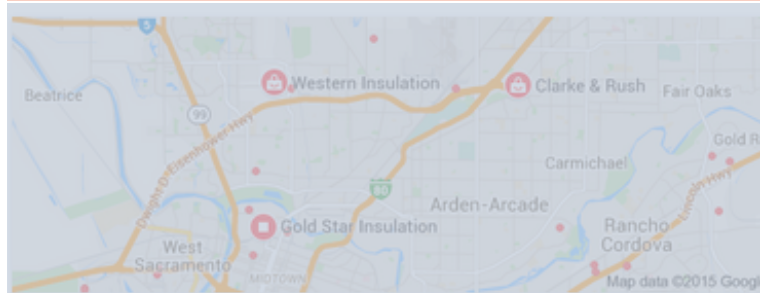
# Post-August 2015

Google  
Paid

**Insulation/Air Sealing - semhq.net**  
alcal.semhq.net/ ▾  
Improve Your Home Energy Efficiency 10% Off All Products & Services  
Contact Us Now      Our Services  
Get Instant Quote      About Us

**Sacramento CA Insulation - Professional Quality Contractors**  
www.goldstarinsulation.com/ ▾ (916) 229-6712  
Free Estimates. Call Us Today!  
About Our Company - Contact Us

**Insulation Contractors - cespro.net**  
www.cespro.net/ ▾ (916) 764-3780  
Make Sure Your Home Is Properly Air Sealed First. Give Us A Call Today!  
High Energy Bill Solution · CES Home Energy Audits · Home Air Sealing Services



**Gold Star Insulation**  
No reviews · Insulation Contractor  
N 10th St  
Website      Directions

**Clarke & Rush**  
4.4 ★★★★★ 10 reviews · HVAC Contractor  
Open 24 hours  
Website

**Western Insulation**  
4 reviews · Insulation Contractor  
N Market Blvd  
Directions

☰ More insulation contractors

**Home & Commercial Insulation Sacramento, California ...**  
www.goldstarinsulation.com/ ▾  
Insulation Contractors in Sacramento, CA. Do you need an insulation company in the Sacramento, California area? Call Gold Star Insulation. Our team serves ...

**Best Attic insulation in Sacramento, CA - Yelp**  
www.yelp.com/search?find...Insulation...Sacramento%2C+CA ▾ Yelp ▾  
Reviews on Attic Insulation in Sacramento, CA Carlos Insulation, Ruiz Insulation,

Google  
Local  
3 Pack

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**Attic Insulation Contractors**  
jrputman.com/jr-putnam-attic-insulation ▾  
Offering The Very Best In Home Insulation Products. Call Us Today!

**Insulation Contractors**  
www.southeastmainedrenergysaver.com/ ▾  
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**CA Insulation Contractor**  
www.stellarinsulationca.com/ ▾  
18+ Years Of Industry Experience.  
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**Expert Insulation Service**  
www.biosenv.com/Insulation ▾  
Efficiency Maine Qualified Partner.  
We Have The Best Solution. Call Us!

**Spray Foam Insulation**  
andersoninsulationme.com/spray-foam ▾  
Save on heating & electric bills  
Request a free Quote in Maine & NH

**A/c Installers Sacramento**  
www.bellbroshvac.com/ ▾  
Local Air Conditioner Installation  
Payments as Low as \$89 Per Month.

**J M Insulation**  
www.jminsulation.co/ ▾  
(530) 713-6785  
Removal & Installation  
Free quotes, affordable prices!

**Insulation Company**  
www.adamsinsulation.net/ ▾  
Reliable Insulation Contractors.  
Call Us In The Greater Bay Area.  
See your ad here »

Google  
Paid

# Post-February 22, 2016

Google  
Paid @ 4

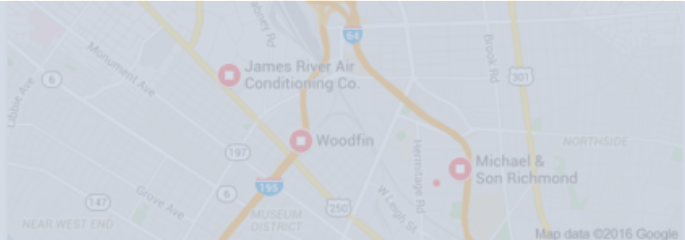
#1 Richmond Heat Repair - mawilliams-services.com  
www.mawilliams-services.com/Richmond  
\$30 Off Repair/Service. Call Today! Your Local, Reliable HVAC Experts.  
24/7 Emergency Service · Cost Effective Solutions · Satisfaction Guaranteed  
\$69.95 Heater Tune-Up - Geothermal Experts - \$50 Off New Heater

Richmond Furnace Repairs - OneHourRichmond.com  
www.onehourrichmond.com/Richmond  
Save On Your Next Energy Bill With Expert Furnace Repair Repairs.  
Heat Pump Installation - Total Comfort Guarantee - Indoor Air & Ductwork

Emergency HVAC Repairs - wgspeeks.com  
www.wgspeeks.com/ (804) 601-4577  
Service Technicians On Call 24/7. Proudly Serving Richmond Since 1943  
Cold Weather Maintenance · Energy Efficient Systems · 70 Years of Business

HVAC Services Richmond VA  
mechanicsvillehvaccontractors.com/  
Trust Our Friendly HVAC Experts Serving Greater Richmond. Call!  
High quality work · Written estimates · Punctual service · Building Science Inc  
Building Science Inc - Contact Us - A/C Installation - HVAC Service

Google  
Local  
3 Pack



James River Air Conditioning Co.  
4.8 ★★★★★ (119) · Air Conditioning Contractor  
1905 Westmoreland St · (804) 358-9333  
Open until 11:30 PM

Michael & Son Richmond  
4.2 ★★★★★ (91) · HVAC Contractor  
1407 Cummings Dr · (804) 360-7373  
Open 24 hours

Woodfin  
4.8 ★★★★★ (370) · HVAC Contractor  
1823 N Hamilton St · (804) 730-5000  
Open until 5:00 PM

More places

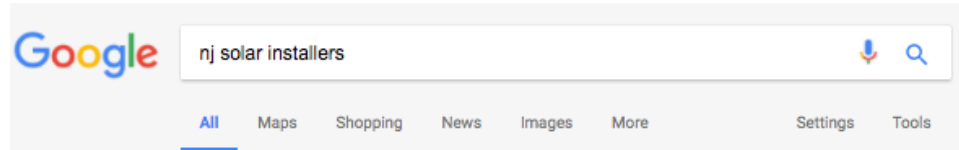
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James River Air: Home  
www.jamesriverair.com/  
... Conditioning Company Home Page | 1905 Westmoreland St. Richmond, VA ... we set out to provide furnace repair and HVAC maintenance like the Henrico ...  
Residential - Contact - Residential Coupons - 57 Tune-Up Special

AC & Heating Specialists | Michael & Son Services  
www.michaelandson.com/hvac-richmond/  
Emergency 24 HR Heating & AC Service. More often ... All of our Richmond VA Heating/Air Conditioning Trucks Are Fully Equipped with Everything You'll Need.

Nada

# Today's Typical Solar SERP



Google  
Paid 2-4

About 84,700 results (0.84 seconds)

**Solar Installers in NJ - Lock-In Low Solar Pricing - sunrun.com**

[solarpanels.sunrun.com/NJ\\_Solar](https://solarpanels.sunrun.com/NJ_Solar)

The Cost To Go Solar Is At An All Time Low. Get Your Free Solar Quote Today.

**Solar System Installation - Get A Free Quote - vivintsolar.com**

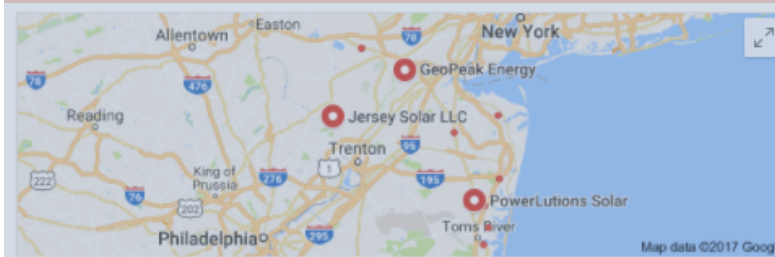
[www.vivintsolar.com/installation](https://www.vivintsolar.com/installation)

We make residential solar easy with panel design, installation and monitoring.

Home Solar Panels · Solar Purchase · Go Green · Solar Financing · 100,000+ Customers · Solar PPA

Services: consultation, design, permitting, installation, activation, production monitoring, 20-year warra...

New Jersey Solar Options · Service Areas · About Vivint Solar® · How Does Solar Work?



Rating ▾ Hours ▾

**PowerLutions Solar**

5.0 ★★★★★ (19) · Solar Energy Equipment Supplier

Lakewood, NJ · (732) 987-3939



WEBSITE



DIRECTIONS

**Jersey Solar LLC**

No reviews · Solar Energy Equipment Supplier

Lambertville, NJ · (609) 737-6566



WEBSITE



DIRECTIONS

**GeoPeak Energy**

4.9 ★★★★★ (42) · Solar Energy Equipment Supplier

Somerset, NJ · (732) 377-3700



WEBSITE



DIRECTIONS

[More places](#)

**Selecting a Contractor | NJ OCE Web Site - NJ Clean Energy**

[www.njcleanenergy.com](https://www.njcleanenergy.com) > ... > Programs > SREC Registration Program > Solar

Below are questions you should consider in order to make the most informed decision. Who sells and installs solar electric systems? For a list of installation ...

**New Jersey Solar Installers - Clean Energy Authority**

[www.cleanenergyauthority.com/new-jersey-solar-installers/](https://www.cleanenergyauthority.com/new-jersey-solar-installers/)

New Jersey Solar Installer Directory. Find local solar installers in New Jersey to answer questions and provide quotes on residential and commercial Solar PV ...

**2016 Top New Jersey Solar Contractors - Solar Power World**

<https://www.solarpowerworldonline.com/2016-top-new-jersey-solar-contractors/>

Rank, Company, Overall Rank, City, State, Employees, Primary Market, Primary Service, Total Megawatts

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Local  
3 Pack

Organic



new york solar installer



All Maps News Shopping Images More Settings Tools

About 28,100,000 results (1.08 seconds)

### New York Solar Installers - Lock-In Low Solar Pricing - sunrun.com

[Ad](#) solarpanels.sunrun.com/New\_York\_Solar

The Cost To Go Solar Is At An All Time Low. Get Your Free Solar Quote Today.

### Guaranteed Savings - Nexamp Community Solar - nexamp.com

[Ad](#) www.nexamp.com/communitysolar

Go Solar and Save On Your Electric Bill Without Installing Panels On Your Roof  
No long-term commitment · No sign-up costs · No panels on your roof

### Top (5) Solar Companies in NY - Oct 2017 Company List Updated

[Ad](#) www.solaramerica.com/New-York/Solar-Install

Find The Best Solar Providers In New York. See Ratings & Compare.

### Find a Participating Residential or Small Commercial Solar Contractor ...

<https://www.nyserda.ny.gov/All-Programs/.../NY...a-contractor/Residential-Installers>

NY-Sun, ny sun, solar, residential, small commercial, not-for-profit. ... for a Participating Contractor that can install a solar electric system up to 200 kW.

### Solar Electric (PV) Installer - NYSEDA - NY.Gov

<https://www.nyserda.ny.gov/All-Programs/Programs/...a-Contractor/Solar-Installers>

Enhance the suite of services you offer, become a solar electric (PV) system installer.

### New York Solar Installers - Clean Energy Authority

[www.cleaneenergyauthority.com/new-york-solar-installers/](http://www.cleaneenergyauthority.com/new-york-solar-installers/)

New York Solar Installers. New York, located in the Northeast, doesn't have the most abundant supply of sunshine in the country, but it does have strong solar incentives and a shorter pay-back period on the investment than most states. State government is a strong proponent of renewable energy from solar to hydro-power ...



Rating Hours

#### New York Solar Installers/Contractors

No reviews · Solar Energy Equipment Supplier  
Brooklyn, NY · (844) 678-8552



#### YSG Solar

5.0 ★★★★★ (1) · Solar Energy Equipment Supplier  
New York, NY · (516) 855-7283



#### SunPower by EmPower Solar

4.9 ★★★★★ (106) · Solar Energy Equipment Supplier  
Island Park, NY · (516) 837-3459  
Open until 8:00 PM



### New York Solar Installation | NY Solar Panels | Sunrun

<https://www.sunrun.com/solar-by-state/ny/new-york-installation-companies>

Amergy Solar Energy. New York. Amergy Solar believes a solar panel system is a simple and affordable addition for all solar candidates. LGCY Power. California. LGCY Power is focused on providing an extraordinary solar experience for customers in the United States. Trinity Solar. New York, New York.

### Solar-New-York.org | Find NY Solar Energy Installers

[www.solar-new-york.org/](http://www.solar-new-york.org/)

Find the most qualified New York solar installers here. Free quotes on solar panel systems for New York residents that can cut your power bill costs to \$0 forever!

### YSG Solar | Long Island New York Solar Panel Installer

[ygsolar.com/](http://ygsolar.com/)

Anthony D Huntington, NY. YSG Solar is the best company when it comes to price of the system, quality of materials, and workmanship. I checked about 7 ...

### 2016 Top New York Solar Contractors - Solar Power World

<https://www.solarpowerworldonline.com/2016-top-new-york-solar-contractors/>

Rank, Company, Overall Rank, City, State, Employees, Primary Market, Primary Service, Total Megawatts Installed, Total Megawatts 2016 ...

### Residential & Commercial Solar Panels - New York Solar Panels

[monolithsolar.com/](http://monolithsolar.com/)

New York Solar from the albany region, commercial and residential, free cost estimate. ... We are engineers, designers, and installers of solar panel systems for ...

### OnForce Solar - Solar Energy Solutions - New York

[www.onforcesolar.com/](http://www.onforcesolar.com/)

OnForce Solar is a leader in solar installation and financing. Offering \$0 Down solar panel installation for home, business and communities.

### Solar Installation & Design - Connecticut, New York & Massachusetts

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

Ross Solar Group: local, family-owned solar experts serving the Northeast. Get a FREE solar consultation for your home or business--call (203) 512-4500 now!

### Solar Installation - Thrive Solar

[Ad](#) www.solarcontractorsnjny.com/ (862) 213-0422

Lower Your Home Energy Costs! Call Today in NJ Area.  
Prompt project completion · High quality work · Quick response, always · Great customer service  
Solar Electric · Contact Us · Solar Financing · Thrive Solar

### Solar Installation - 1 Hour Free Consultation

[Ad](#) www.cnysolar.net/

Your Local Solar Installer. Give Us A Call Today Or Book Online!  
In Business Since 2009 · Great Customer Service · 100% Financing  
Book Online · Solar PV · Electrical Services · Information Request · About CNY Solar, INC

### Solar Ground Mounts by Evoke - Free consultation

[Ad](#) www.evokesolar.com/ground-mounts

Specializing in ground mount installation. Contact us to save with solar.  
Rural Solar · Less Hassle · Designed Perfection · Flexibility To Go Solar  
Highlights: Maximum Sun Exposure, Produce More Power With Less Panels...

# Google Project Sunroof

# Google Local 3 Pack

# Organic

The image is a screenshot of a Google search results page for the query "solar panels in PORTLAND ME". At the top, the Google logo is on the left, and the search bar contains the text "solar panels in PORTLAND ME" with a microphone and search icon on the right. Below the search bar are navigation tabs for "All", "Shopping", "News", "Images", "Maps", "More", "Settings", and "Tools". The search results indicate "About 957,000 results (0.96 seconds)".

The first result is a "Solar savings estimator" from Project Sunroof. It features a map of Portland, ME, with a color-coded overlay showing solar potential. Below the map is a slider ranging from "Shady" to "Sunny". The estimator shows an "Estimated savings" of "-\$7,000" for an "Average home in Portland" based on a 20-year solar lease with no upfront cost. The source is cited as "Project Sunroof".

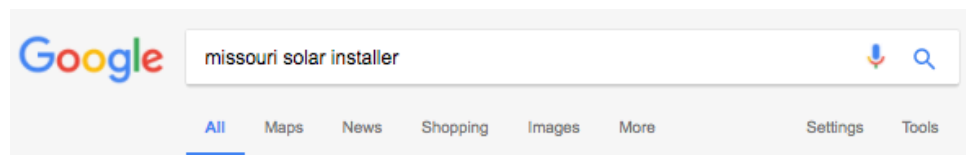
To the right of the estimator is a sponsored advertisement for a "100W Solar Panel 12V Poly Off Grid Battery Charger for Trucks" priced at "\$99.95" and available at "Walmart" with "Free shipping". A "More on Google" link is provided below the ad.

The second result is a "Local 3 Pack" of solar energy suppliers in Portland, ME. The map shows three locations: "ReVision Energy", "Goggin Energy", and "Arch Solar". Below the map, the following information is provided for each:

| Business Name   | Rating         | Hours              | Sort by |
|-----------------|----------------|--------------------|---------|
| ReVision Energy | 4.9 ★★★★★ (13) | Open until 5:00 PM |         |
| Goggin Energy   | 5.0 ★★★★★ (2)  | Open until 6:00 PM |         |
| Arch Solar      | No reviews     |                    |         |

Each business listing includes the address, phone number, and links for "WEBSITE" and "DIRECTIONS".

# Google Answer Box



About 579,000 results (0.92 seconds)

**Missouri**, like many states in the Southwest, Old United States, has abundant sunshine which makes it a great location to **install solar** power. **Missouri solar installers** are among the busiest in the country and the state ranks fourth in the country for **solar** output according to the **Solar** Energy Industries Association.

[Missouri Solar Installers - Clean Energy Authority](http://www.cleanenergyauthority.com/missouri-solar-installers/)  
[www.cleanenergyauthority.com/missouri-solar-installers/](http://www.cleanenergyauthority.com/missouri-solar-installers/)

About this result Feedback

# Organic

**Missouri Solar Installers - Clean Energy Authority**

[www.cleanenergyauthority.com/missouri-solar-installers/](http://www.cleanenergyauthority.com/missouri-solar-installers/)

Missouri, like many states in the Southwest, Old United States, has abundant sunshine which makes it a great location to install solar power. Missouri solar installers are among the busiest in the country and the state ranks fourth in the country for solar output according to the Solar Energy Industries Association.

**Solar company reviews shows the best local solar installers in Missouri**

<https://www.solarreviews.com> > Solar Companies > Missouri

★★★★★ Rating: 4.8 - 130 reviews

Top 10 solar companies in Missouri 2017. Every solar panel company will tell you they're the best but which one is telling the truth. We help you find the best solar installer by sharing over 20,000, consumer reviews of solar power system installations.

**Solar Power, Heating & Lighting Contractor | Jefferson City ...**

<https://mosolarapps.com/>

Thanks to a historic clean energy ballot initiative, Missouri Solar Applications can install a solar electric system on your home or business economically and generate free electric energy. You've visited this page 2 times. Last visit: 9/19/17

**MOSEIA**

[moseia.com/](http://moseia.com/)

MISSOURI Solar Energy Industries Association MOSEIA's mission is to strengthen and expand the solar industry and establish a sustainable energy future for all ...

**Missouri Solar Power for your house - rebates, tax credits, savings**

<https://solarpowerrocks.com/missouri/>

Compare the Return of Different Solar Investments in Missouri. The financial return of solar installations in Missouri. The chart above shows the 25-year returns ...

Missouri Solar Policy ... · Rebates · Tax Credits

**Missouri Wind and Solar - Wind Turbines and Solar Panels**

<https://mwands.com/>

Welcome to the Missouri Wind and Solar website. Shop our store, browse our tech articles, or watch our latest YouTube video. Thanks for stopping by!

**Sun Solar: Solar Energy Solutions In Missouri**

[ussunsolar.com/](http://ussunsolar.com/)

Sun Solar is a local, family-owned business. The bottom line is this...we do our best to make it easy and affordable for you to go solar.

# Google Paid



# Summary—Winning Search for Solar

- **Paid Search Dominates Real Estate on Page**
- **Directories and Aggregators Hard to Beat in Organic**
  - Solar Reviews
  - Energy Sage
  - Clean Energy Authority
  - Home Advisor
  - Angie's List
  - Etc, Etc
- **Local Pack is Primarily Influenced by Proximity of Searcher**
  - Service Area Businesses are treated the same as coffee shops
-



# **LEAD ECONOMICS**

# Working Backwards From Your Goals

**Revenue Goal:** \$4,750,000

**Average Ticket:** \$22,500

**# of Jobs:** 211

**Close Rate:** 24%

**YOU NEED 880 LEADS**

# Working Backwards From Your Goals

|                        |             |
|------------------------|-------------|
| <b>Revenue Goal:</b>   | \$4,750,000 |
| <b>Average Ticket:</b> | \$22,500    |
| <b># of Jobs:</b>      | 211         |
| <b>Close Rate:</b>     | 24%         |

**YOU NEED 880 LEADS**

|                               |           |
|-------------------------------|-----------|
| <b>Marketing Budget @ 7%:</b> | \$332,500 |
| <b>Cost Per Acquisition:</b>  | \$1,576   |
| <b>Cost Per Lead:</b>         | \$378     |

# Real World Data

| Channel                              | # of Leads | Lead Cost | Total Cost | Lead to Sit | Sit to Close | Sold Jobs | CAC     |
|--------------------------------------|------------|-----------|------------|-------------|--------------|-----------|---------|
| <b>Non-exclusive Purchased Leads</b> | 250        | \$29      | \$7,250    | 20%         | 10%          | 5         | \$1,450 |
| <b>Exclusive Purchased Leads</b>     | 20         | \$125     | \$2,500    | 35%         | 15%          | 1         | \$2,500 |
| <b>Pay per Click</b>                 | 95         | \$156     | \$14,820   | 60%         | 27%          | 15        | \$963   |
| <b>Organic</b>                       | 33         |           | \$2,000    | 50%         | 25%          | 4         | \$485   |

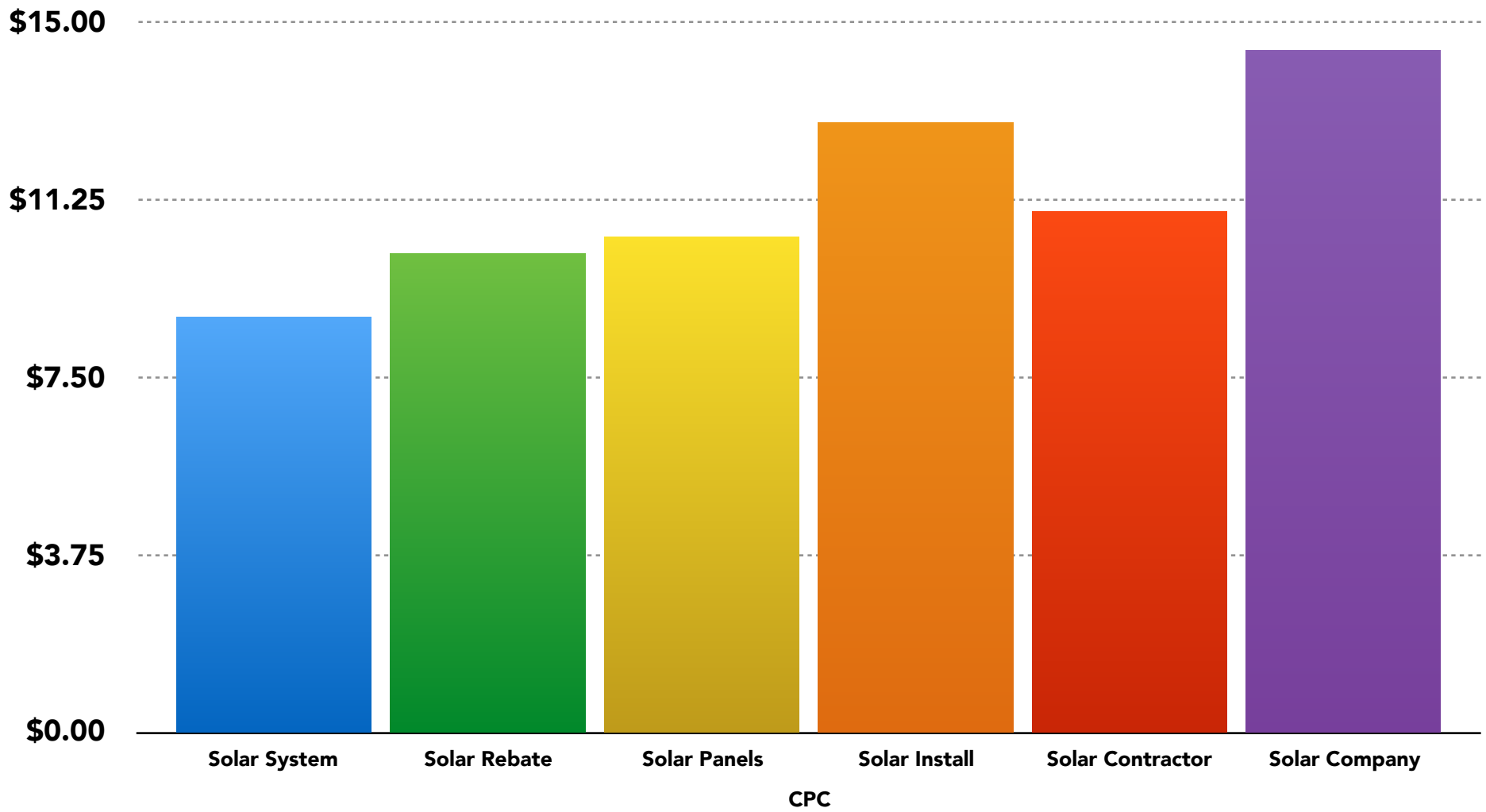


# **PAID SEARCH ECONOMICS**

# Real World Data

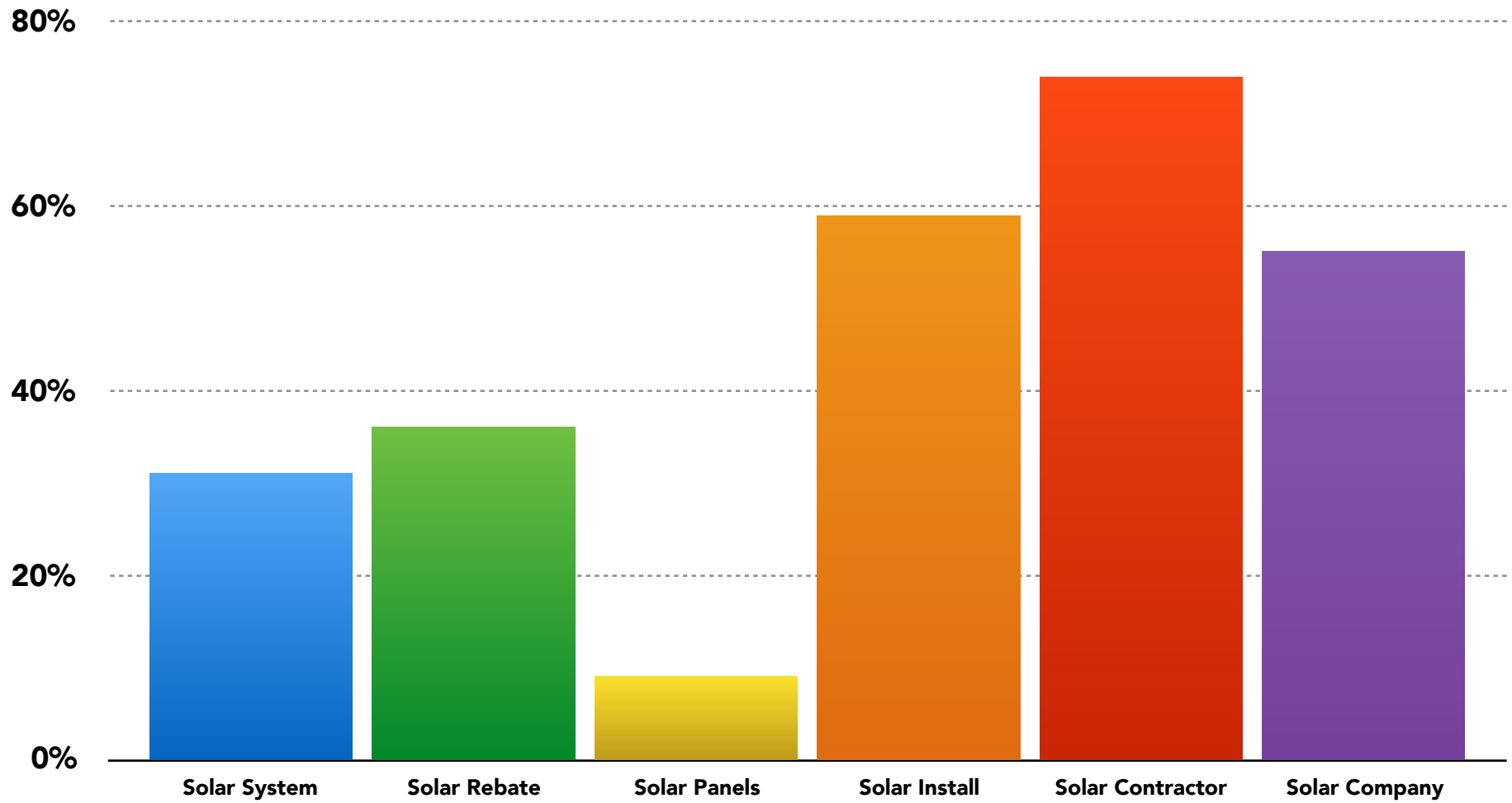
| Channel                              | # of Leads | Lead Cost | Total Cost | Lead to Sit | Sit to Close | Sold Jobs | CAC     |
|--------------------------------------|------------|-----------|------------|-------------|--------------|-----------|---------|
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# Cost Per Click (CPC)

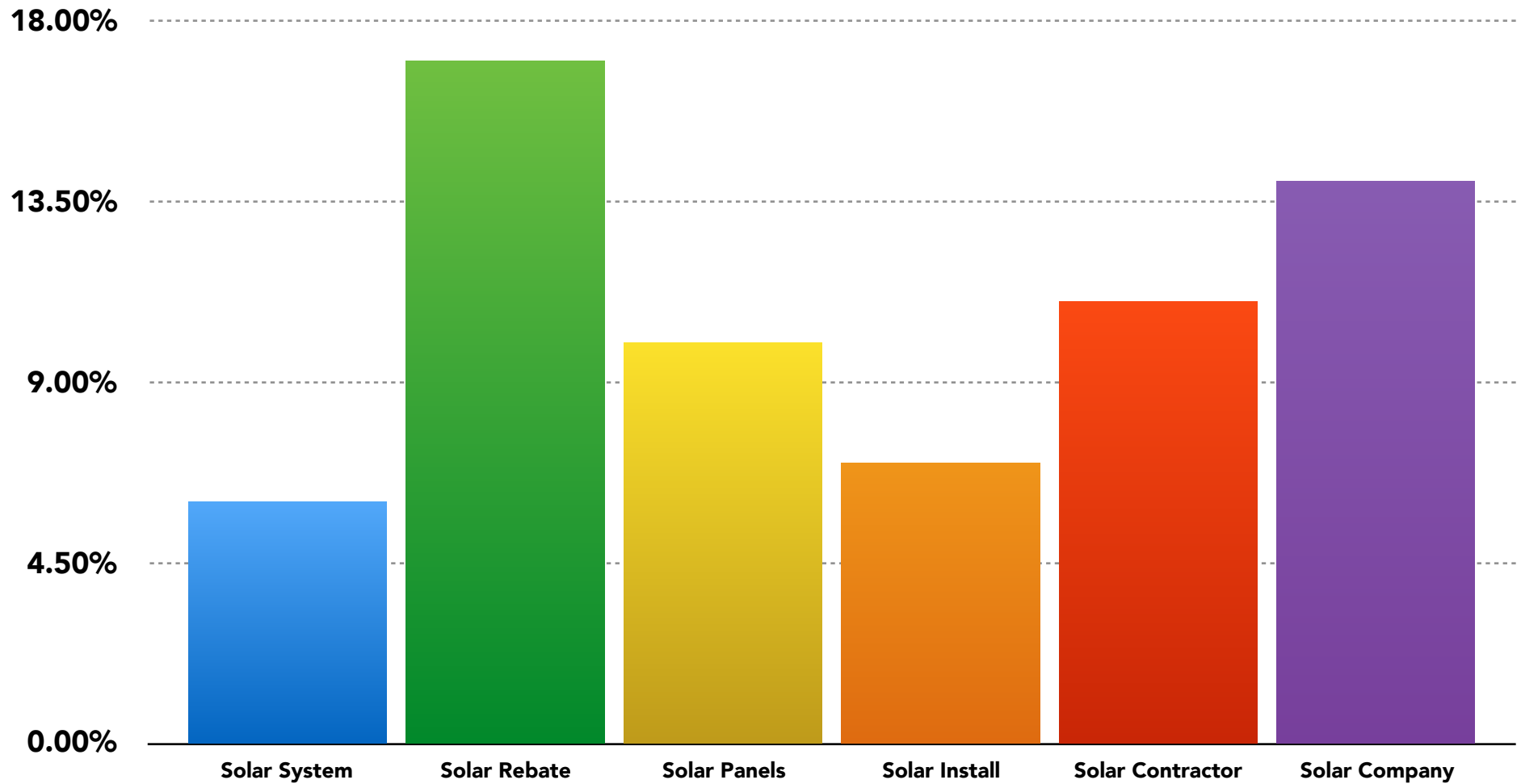




# Click Through Rate (CTR)



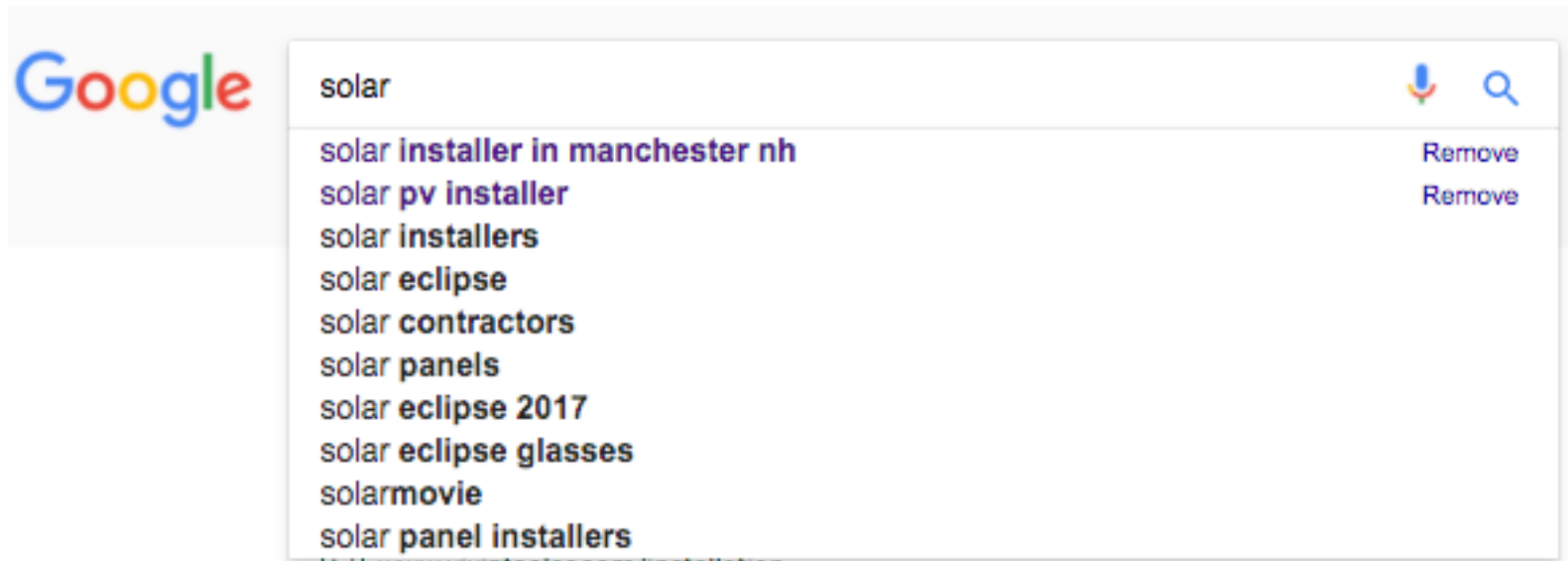
# Conversion Rates (Traffic to Lead)



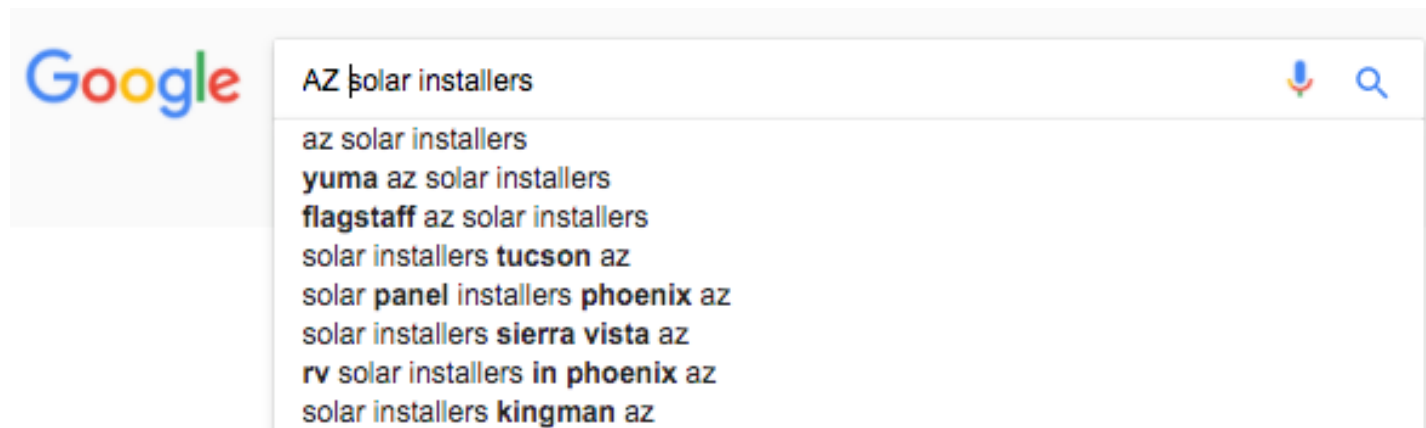


# **KEYWORD RESEARCH**

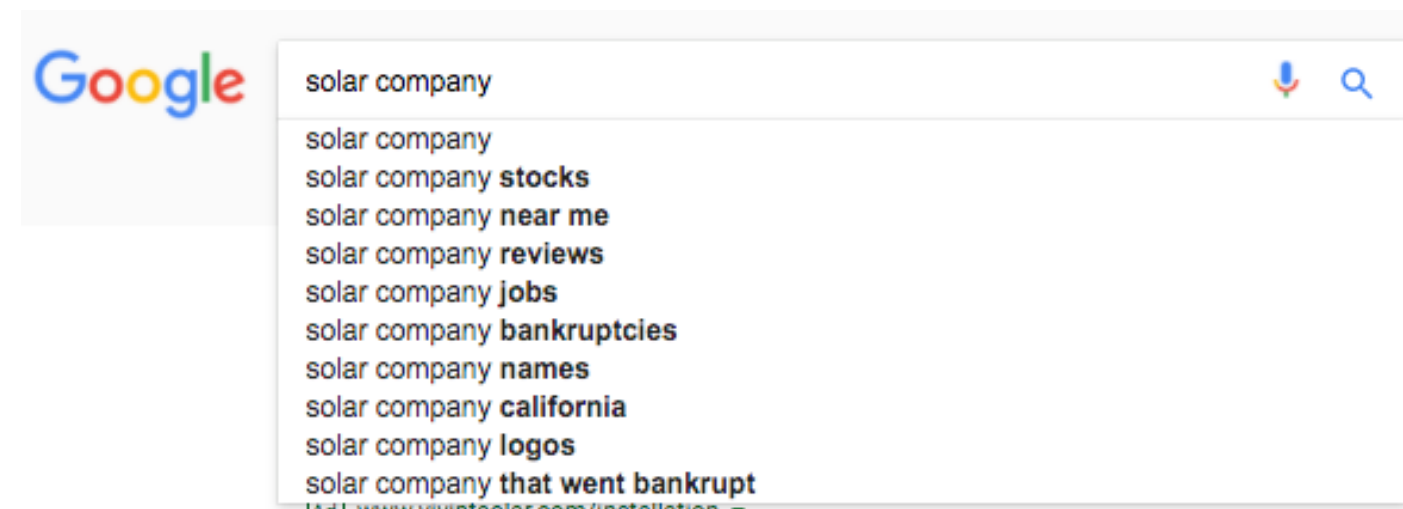
# Using Google Suggest



# Using Google Suggest



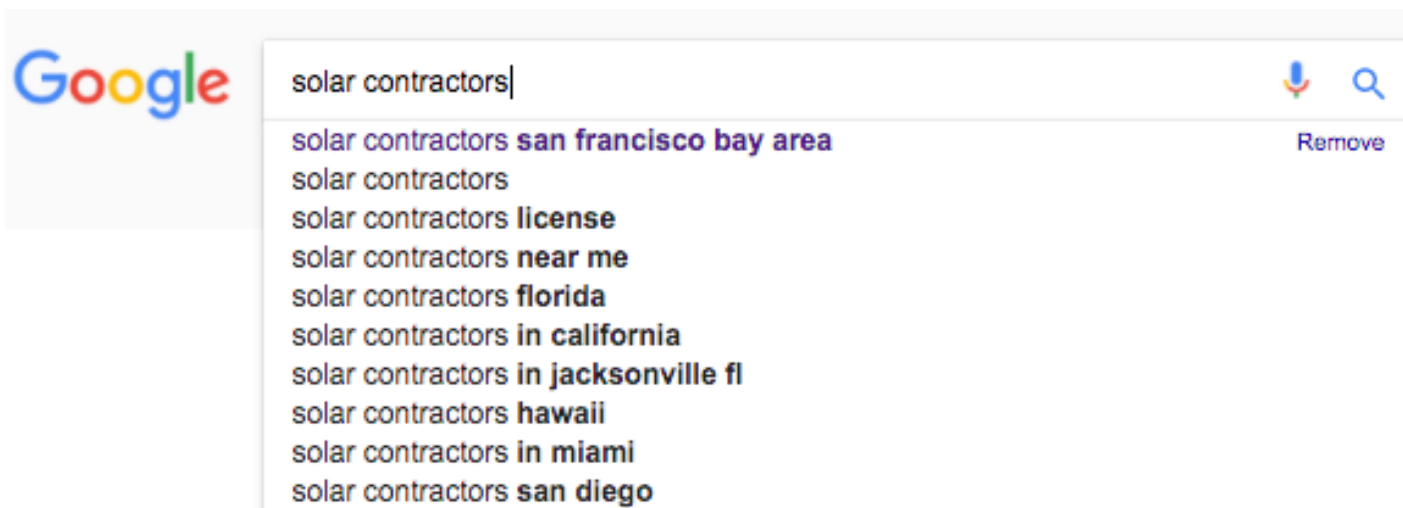
# Using Google Suggest



A screenshot of the Google search interface. The search bar contains the text "solar company". To the right of the search bar are icons for voice search and search. Below the search bar, a dropdown menu displays several suggestions:

- solar company
- solar company **stocks**
- solar company **near me**
- solar company **reviews**
- solar company **jobs**
- solar company **bankruptcies**
- solar company **names**
- solar company **california**
- solar company **logos**
- solar company **that went bankrupt**

At the bottom of the suggestions list, there is a small snippet of a search result: "I&I www.vivintsolar.com/installation".



A screenshot of the Google search interface. The search bar contains the text "solar contractors". To the right of the search bar are icons for voice search and search. Below the search bar, a dropdown menu displays several suggestions:

- solar contractors **san francisco bay area** Remove
- solar contractors
- solar contractors **license**
- solar contractors **near me**
- solar contractors **florida**
- solar contractors **in california**
- solar contractors **in jacksonville fl**
- solar contractors **hawaii**
- solar contractors **in miami**
- solar contractors **san diego**

# Google Keyword Planner "Solar Installation"

| Ad group      | Keyword                       | Avg. Monthly Searches | Competition | Suggested bid |
|---------------|-------------------------------|-----------------------|-------------|---------------|
| Seed Keywords | solar installation            | 110                   | 0.75        | \$14.44       |
| Keyword Ideas | solar panels                  | 3600                  | 1           | \$6.63        |
| Keyword Ideas | solar energy                  | 1000                  | 0.64        | \$9.75        |
| Keyword Ideas | solar                         | 1900                  | 0.44        | \$7.77        |
| Keyword Ideas | solar power                   | 720                   | 1           | \$8.76        |
| Keyword Ideas | solar panel installation      | 170                   | 1           | \$15.30       |
| Keyword Ideas | solar panel cost              | 880                   | 1           | \$11.68       |
| Keyword Ideas | solar panels for sale         | 390                   | 1           | \$4.62        |
| Keyword Ideas | solar panel price             | 170                   | 1           | \$6.63        |
| Keyword Ideas | solar power system            | 110                   | 0.99        | \$5.59        |
| Keyword Ideas | buy solar panels              | 90                    | 1           | \$9.47        |
| Keyword Ideas | solar cell                    | 260                   | 0.99        | \$1.17        |
| Keyword Ideas | solar panels for home         | 170                   | 1           | \$14.26       |
| Keyword Ideas | solar panel companies         | 90                    | 0.73        | \$16.23       |
| Keyword Ideas | solar companies               | 170                   | 0.76        | \$15.97       |
| Keyword Ideas | solar energy companies        | 90                    | 0.61        | \$13.55       |
| Keyword Ideas | solar panels for your home    | 110                   | 0.98        | \$17.44       |
| Keyword Ideas | solar shingles                | 590                   | 1           | \$3.84        |
| Keyword Ideas | solar energy information      | 10                    | 0.95        |               |
| Keyword Ideas | solar module                  | 20                    | 0.95        | \$1.35        |
| Keyword Ideas | best solar panels             | 110                   | 1           | \$9.82        |
| Keyword Ideas | solar system for home         | 90                    | 1           | \$8.86        |
| Keyword Ideas | solar power panels            | 30                    | 1           | \$2.57        |
| Keyword Ideas | cheap solar panels            | 70                    | 1           | \$3.46        |
| Keyword Ideas | solar providers near me       | 110                   | 0.67        | \$10.41       |
| Keyword Ideas | solar panel system            | 70                    | 1           | \$2.64        |
| Keyword Ideas | solar system                  | 5400                  | 0.24        | \$7.42        |
| Keyword Ideas | renewable energy companies    | 50                    | 0.36        | \$4.23        |
| Keyword Ideas | solar panel installation cost | 70                    | 0.96        | \$19.81       |
| Keyword Ideas | best solar companies          | 50                    | 0.92        | \$14.14       |
| Keyword Ideas | solar power companies         | 30                    | 0.84        | \$16.43       |
| Keyword Ideas | solar products                | 20                    | 1           | \$0.52        |
| Keyword Ideas | solar panel manufacturers     | 40                    | 0.6         | \$5.86        |
| Keyword Ideas | solar heater                  | 170                   | 1           | \$1.38        |
| Keyword Ideas | solar roof                    | 390                   | 0.89        | \$4.73        |

# Google Keyword Planner "Solar Contractor"

| Ad group      | Keyword                       | Avg. Monthly Searches | Competition | Suggested bid |
|---------------|-------------------------------|-----------------------|-------------|---------------|
| Keyword Ideas | solar system                  | 5400                  | 0.24        | \$7.42        |
| Keyword Ideas | solar panels                  | 3600                  | 1           | \$6.63        |
| Keyword Ideas | solar                         | 1900                  | 0.44        | \$7.77        |
| Keyword Ideas | solar energy                  | 1000                  | 0.64        | \$9.75        |
| Keyword Ideas | renewable energy              | 880                   | 0.32        | \$5.67        |
| Keyword Ideas | solar panel cost              | 880                   | 1           | \$11.68       |
| Keyword Ideas | solar power                   | 720                   | 1           | \$8.76        |
| Keyword Ideas | solar panels for sale         | 390                   | 1           | \$4.62        |
| Keyword Ideas | solar panel installation      | 170                   | 1           | \$15.30       |
| Keyword Ideas | solar panel price             | 170                   | 1           | \$6.63        |
| Keyword Ideas | solar panels for home         | 170                   | 1           | \$14.26       |
| Keyword Ideas | solar companies               | 170                   | 0.76        | \$15.97       |
| Keyword Ideas | photovoltaic cells            | 140                   | 0.2         | \$6.60        |
| Keyword Ideas | solar power system            | 110                   | 0.99        | \$5.59        |
| Keyword Ideas | solar panels for your home    | 110                   | 0.98        | \$17.44       |
| Keyword Ideas | solar installation            | 110                   | 0.75        | \$14.44       |
| Keyword Ideas | best solar panels             | 110                   | 1           | \$9.82        |
| Keyword Ideas | solar energy companies        | 90                    | 0.61        | \$13.55       |
| Keyword Ideas | solar system for home         | 90                    | 1           | \$8.86        |
| Keyword Ideas | solar panel companies         | 90                    | 0.73        | \$16.23       |
| Keyword Ideas | buy solar panels              | 90                    | 1           | \$9.47        |
| Keyword Ideas | solar electricity             | 70                    | 1           | \$4.58        |
| Keyword Ideas | cheap solar panels            | 70                    | 1           | \$3.46        |
| Keyword Ideas | solar panel system            | 70                    | 1           | \$2.64        |
| Keyword Ideas | solar panel installation cost | 70                    | 0.96        | \$19.81       |
| Keyword Ideas | solar power for home          | 70                    | 1           | \$14.89       |
| Keyword Ideas | solar panels for house        | 70                    | 0.97        | \$11.02       |
| Keyword Ideas | best solar companies          | 50                    | 0.92        | \$14.14       |
| Keyword Ideas | photovoltaic systems          | 50                    | 0.72        | \$3.55        |
| Keyword Ideas | solar panel manufacturers     | 40                    | 0.6         | \$5.86        |
| Keyword Ideas | solar pv                      | 40                    | 0.42        | \$7.19        |
| Keyword Ideas | solar energy system           | 30                    | 0.98        | \$9.35        |
| Keyword Ideas | solar power companies         | 30                    | 0.84        | \$16.43       |
| Keyword Ideas | residential solar panels      | 30                    | 1           | \$11.62       |
| Keyword Ideas | top solar companies           | 30                    | 0.84        | \$10.67       |



# Moz Keyword Tool

## Keyword Overview: solar installer

[+](#) Add to... ▼

**101-200**

Monthly Volume <sup>i</sup> [Learn more](#)



**48**

Difficulty <sup>i</sup> [Learn more](#)



**56%**

Organic CTR <sup>i</sup> [Learn more](#)



**46**

Priority <sup>i</sup> [Learn more](#)



## Keyword Suggestions ➤

| Keyword                         | Monthly Volume <sup>i</sup> |
|---------------------------------|-----------------------------|
| solar installer jobs            | 11-50                       |
| solar installer salary          | 51-100                      |
| solar installer job description | 0-10                        |
| solar installers near me        | 0-10                        |
| local solar companies           | 201-500                     |

[See all suggestions](#) ➤

## SERP Analysis ➤


























| Rank | Title & URL  | PA <sup>i</sup> | DA <sup>i</sup> |
|------|--|-----------------|-----------------|
| 1    | Solar Installers - Find Solar Energy Inst...<br><a href="http://www.cleanenergyauthority.com/">http://www.cleanenergyauthority.com/...</a>     | 43              | 45              |
| 2    | Solar Installer Jobs, Employment   Inde...<br><a href="https://www.indeed.com/q-Solar-Instal...">https://www.indeed.com/q-Solar-Instal...</a>  | 1               | 92              |
| 3    | Solar Installer Jobs, Employment in Cali...<br><a href="https://www.indeed.com/q-Solar-Instal...">https://www.indeed.com/q-Solar-Instal...</a> | 45              | 92              |

[See full analysis](#) ➤

# All Keyword Suggestions

 Export CSV

 Add to... ▼

| Keyword   | Relevancy <sup>i</sup> ↓↑   | Monthly Volume <sup>i</sup> ↓↑ | Search  |
|---|---|--------------------------------|---|
| <input type="checkbox"/> solar panels             |    | 70.8k-118k                     |    |
| <input type="checkbox"/> solar panels for sale    |    | 6.5k-9.3k                      |    |
| <input type="checkbox"/> solar companies          |    | 851-1.7k                       |    |
| <input type="checkbox"/> solar panel companies    |    | 501-850                        |    |
| <input type="checkbox"/> solar jobs               |    | 501-850                        |    |
| <input type="checkbox"/> local solar companies    |    | 201-500                        |    |
| <input type="checkbox"/> installers               |    | 201-500                        |    |
| <input type="checkbox"/> solar panel installation |    | 201-500                        |    |
| <input type="checkbox"/> solar installation       |  | 201-500                        |  |
| <input type="checkbox"/> solar energy companies   |  | 201-500                        |  |
| <input type="checkbox"/> pv panels                |  | 201-500                        |  |
| <input type="checkbox"/> solar pathfinder         |  | 201-500                        |  |
| <input type="checkbox"/> solar installer          |  | 101-200                        |   |



# **KEYS TO SUCCESSFUL CAMPAIGNS**

# Negative Keywords are Critical in Solar

- **Do Not Show Ads for:**

Planets

Eclipse

Degrees

Elon

Farms

Plug

Charger

Jobs & Salary

Class

Cheap

DIY

Do it yourself

Employer

Fake

Pool



# Ad Creative: “solar installation contractor”

## Bay Area Solar Installation - 10 Yrs. Making Solar Simple

[Ad www.westcoastsolar.com/solar/installation](http://www.westcoastsolar.com/solar/installation) ▼ (877) 752-1815

Northern CA's Premier **Solar Contractor**. Learn How Easy It Is To Go **Solar** Today!

Services: Solar Installation, Solar System Design, Solar Financing, Residential & Commercial

📍 2155 Elkins Way, Brentwood, CA - Open today · 8:00 AM – 5:00 PM ▼

A High-Return Investment

Schedule A Consultation

30% Federal Tax Credit

Commercial Solar Experts

## Need Solar Contractor? - Use PG&E's Resources First - pge.com

[Ad www.pge.com/Solar-Advice](http://www.pge.com/Solar-Advice) ▼

Use PG&E's free resources to make smarter **solar contractor** choices. Learn more!

Read Before You Install · How to Go Solar · Free Solar Tools & Tips

Prepare for Solar · Solar Incentives · Solar Math · The Process · Find a Contractor

## SolarCity® Official Site - America's #1 Solar Provider - solarcity.com

[Ad www.solarcity.com/SolarCity](http://www.solarcity.com/SolarCity) ▼

Learn More About **Solar Energy** Solutions & Lowering Your Bills. Get a Free Quote!

## Solar Panel Contractor - Request Your Free Quote

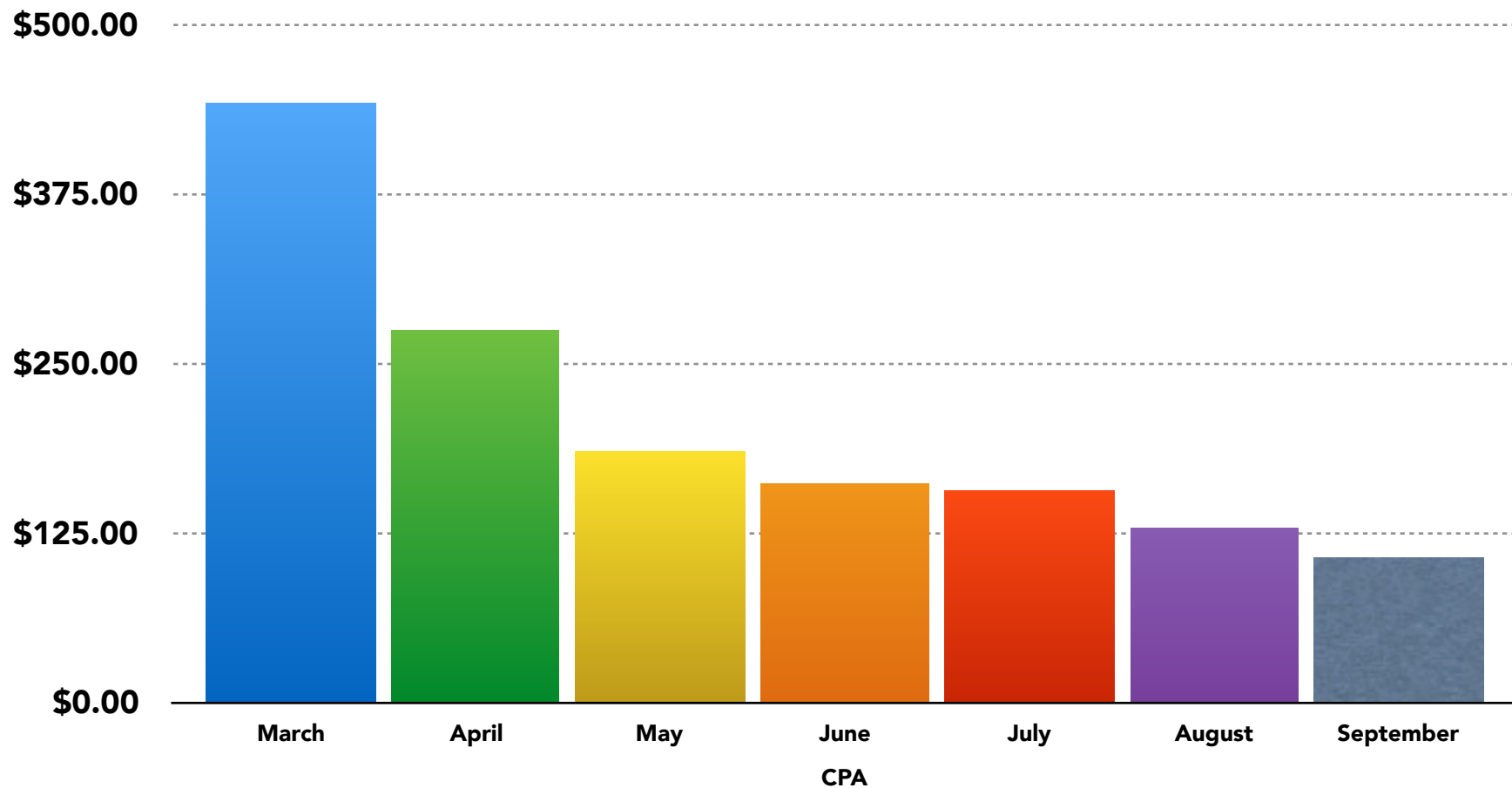
[Ad www.westhavensolarca.com/SolarPanel/Contractor](http://www.westhavensolarca.com/SolarPanel/Contractor) ▼

**Solar Power** For Home Or Business. Call About This Month's Special.

\$0 Down SunPower Lease · Free Solar Quotes · A+ BBB Accredited · Grid-Tied Systems

# Continuous Optimization

## First Month of Adwords



# Questions?

## Founder/CEO of Energy Circle

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

Linked In: Peter Troast

Twitter: @EnergyCircle

G+: Energy Circle

Facebook: Energy Circle



## Volunteer/Pro Bono

Efficiency First

Home Performance Coalition

1000 Home Challenge

Mallett Deep Energy Retrofit





# Home Services Ad Options

File Edit View Insert Format Data Tools Add-ons Help Last edit was 3 hours ago

ptroast@energycircle.com

Comments Share

Print Undo Redo Bold Italic Text Color Background Color Font Size Paragraph Styles



Duct and Vents

|    | A                         | B                                   | C                              | D                                 | E                                      | F  | G  | H                          | I                      |
|----|---------------------------|-------------------------------------|--------------------------------|-----------------------------------|--|--|--|----------------------------|------------------------|
| 1  | <b>Duct and Vents</b>     | <b>Furnace or Forced Air System</b> | <b>Heat Pump</b>               | <b>HVAC Maintenance or TuneUp</b> | <b>AC System</b>                       | <b>Air Quality System</b>                  | <b>Dehumidifier or Humidifier</b>        | <b>Thermostat</b>          | <b>Other HVAC Work</b> |
| 2  | <i>Install or Replace</i> | <i>Install or Replace</i>           | <i>Install or Replace</i>      | <i>Less than 1 year</i>           | <i>Install Or Replace - Central AC</i> | <i>Install or Replace</i>                  | <i>Install or Replace - Dehumidifier</i> | <i>Install or Replace</i>  |                        |
| 3  | <i>Repair or Clean</i>    | Natural Gas Fired                   | Gas (Central Heat)             | 1-5 Years                         |  | Electrical Attraction                      | Desiccant                                | Furnace                    |                        |
| 4  | Heating or Cooling Vents  | Propane Gas Fired                   | Electric (Central Heat         | 5-10 Years                        | <i>Install or Replace - Window AC</i>  | Electrostatic Precipitating - "electronic" | Mechanical                               | Boiler Radiator            |                        |
| 5  | Dryer Vents               | Oil Fired                           | Hydronic Baseboard Heat        | 10-15 Years                       | In Window Opening                      | Whole House Electrostatic Precipitating    | Other                                    | Heat Pump                  |                        |
| 6  | Both                      | Electric Fired                      | Radiant Heat (Floors)          | Older Than 15 Years               | Mounted To Wall                        | HEPA Air Cleaner                           | Not Sure                                 | Radiant Floor Heat         |                        |
| 7  | Not Sure                  | Not Sure                            | Wood Stove                     | Not Sure                          | Want Recommendation                    | Clean Air Cabinet                          |  | Other                      |                        |
| 8  |                           | Other                               | Pellet Stove                   | <i>Repair Or Clean</i>            | Not Sure                               | Other                                      | <i>Install or Replace - humidifier</i>   | Not Sure                   |                        |
| 9  |                           |                                     | Electric Wall Heater           |                                   | Other                                  | Not-Sure                                   | Ultrasonic warm/cool mist                |                            |                        |
| 10 |                           | <i>Repair</i>                       | Not Sure                       | (Last Tune Up)                    |  |  | Ultrasonic cool mist                     | <i>Repair Or Reprogram</i> |                        |
| 11 |                           | Preventative Maintenance            | Other                          | 6 Months Ago, Or Less             | <i>Repair or Maintain - Central AC</i> | <i>Repair or Relocate</i>                  | Evaporitive cool mist                    | Furnace                    |                        |
| 12 |                           | No Heat In One Room                 |                                | 6-12 Months Ago                   | Maintenance                            | (When Was Filter Cleaned                   | Air washer                               | Boiler Radiator            |                        |
| 13 |                           | No Heat In Any Rooms                | <i>Repair or Maintain</i>      | More Than 12 Months Ago           | Unit Not Running                       | Just cleaned Filters                       | Steam Vaporizer                          | Heat Pump                  |                        |
| 14 |                           | Not Warm Enough                     | Nothing Happens When Turned On | Not Sure                          | No Air Conditioning In One Room        | 3 Months Ago Or Left                       | Other                                    | Radiant Floor Heat         |                        |
| 15 |                           | Pilot Light Off                     | Not Warm Enough                |                                   | No Air Conditioning In any Rooms       | 4-6 Months Ago                             | Not Sure                                 | Other                      |                        |
| 16 | -                         | Odd Noises                          | Runs Constantly                |                                   | Not Cool Enough In One Room            | 7-12 Months Ago                            |  | Not Sure                   |                        |
| 17 |                           | Gas Smell                           | Cold Air Instead of Warm       |                                   | Not Cool Enough In Any Rooms           | More Than 12 Months Ago                    | <i>Repair or Relocate - Dehumidifier</i> |                            |                        |
| 18 |                           | Leakage                             | Maintenance                    |                                   | Leaking                                | Other                                      | System Stopped Working                   |                            |                        |
| 19 |                           | Other                               | Other                          |                                   | Other                                  | Not Sure                                   | Overflows Or Leaks                       |                            |                        |
| 20 |                           |                                     |                                |                                   |  |  | Freezes Up                               |                            |                        |
| 21 |                           |                                     |                                |                                   | <i>Repair or Relocate - Window AC</i>  |  | Smells Bad                               |                            |                        |
| 22 |                           |                                     |                                |                                   |  |  | Air Too Dry                              |                            |                        |
| 23 |                           |                                     |                                |                                   |  |  | Air Too Moist                            |                            |                        |
| 24 |                           |                                     |                                |                                   |  |  | Mold or Mildew                           |                            |                        |
| 25 |                           |                                     |                                |                                   |  |  | Maintenance                              |                            |                        |
| 26 |                           |                                     |                                |                                   |  |  | Other                                    |                            |                        |
| 27 |                           |                                     |                                |                                   |  |  |  |                            |                        |
| 28 |                           |                                     |                                |                                   |  |  | <i>Repair or Relocate - Humidifier</i>   |                            |                        |
| 29 |                           |                                     |                                |                                   |  |  | Air Too Dry                              |                            |                        |
| 30 |                           |                                     |                                |                                   |  |  | Air Too Moist                            |                            |                        |
| 31 | Key:                      |                                     |                                |                                   |  |  | Mold or Mildew                           |                            |                        |
| 32 | <b>Bold</b>               | Type of HVAC Job                    |                                |                                   |  |  | Not Getting Water                        |                            |                        |
| 33 | <i>Italics</i>            | Service Needed                      |                                |                                   |  |  | Using Too Much Water                     |                            |                        |
| 34 | Regular Text              | Type of Equipment/Service           |                                |                                   |  |  | Clogged/Solidified Wick or Sponge        |                            |                        |
| 35 |                           |                                     |                                |                                   |  |  | Grill Caked with Mineral Deposits        |                            |                        |
| 36 |                           |                                     |                                |                                   |  |  | Maintenance                              |                            |                        |
| 37 |                           |                                     |                                |                                   |  |  | Other                                    |                            |                        |