



The Latest Google & Facebook Changes and How They Affect You

Peter Troast, Founder & CEO

Energy Circle Webinar Series

October 24, 2018



The Importance of Regularly Re-Evaluating and Evolving your Digital Marketing Strategy



By [Shawn Cohen](#) | October 23, 2018

(And Why Energy Circle Decided to Change One of Our Most Successful Marketing Vehicles)

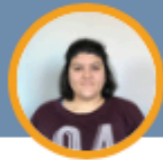
We know what you're thinking: "Hold on! Is it Friday?" If you're like us, and you determine what day of the week it is by looking for the regular end-of-the-week Energy Circle newsletter, your schedule might be rocked today. But fear not! You haven't been asleep for three days — we are indeed switching up our schedule (among other pieces of our own digital marketing strategy.) That is because it is critically important to regularly evaluate, analyze and evolve your marketing strategies and plans to ensure your content and messaging is timely, relevant and serving your business objectives.

But how do you know if your marketing strategy needs a refresher? What does "success" look like, and how can we tell if the content and messaging we're putting out to our customers is timely, relevant and working to serve our bottom line? Even if your strategy seems to be "working", is there still room for improvement in a constantly evolving digital landscape?

Evaluation comes before evolution.



Persona Development: Meet Helen Homeowner



By [Priscilla Acosta](#) | September 21, 2018

If you were asked the question “who’s your ideal customer?”, would you be able to provide specific characteristics? I’m not talking about just a target age range or ideal zip code they should live in, but what is their name and where do they work?

It might sound silly to be this granular with who you want to target your HVAC, home performance or solar services, but creating a “persona” makes your ideal customer tangible. This allows everyone on your team, from the technicians to the office staff, to focus on the same goal of making this customer happy. Instead of guessing what your potential customers might want, a persona helps you to answer these questions yourself.

The Benefits of Creating a Marketing Persona

There are many different ways you can go about creating a marketing persona for your target customer. These fictional characters can be compiled from previous customer data, interviewing or surveying current or past customers, or from more goal oriented intuition based on what type of customer you want to target. But the benefits are the same no matter which way you go about it. In a poignant quote from [interaction-design.org](#) (a reputable authority on user experience and design):

“The more people engage with the persona and see them as ‘real’, the more likely they will



How a Bad Online Review Can Be a Good Thing for Your Business



By [Maurine Hainsworth](#) | October 12, 2018

“I would give zero stars if I could.” “Horrible customer service.” “Avoid this company at all costs.” “Very disappointed.” Any of these phrases sound familiar? Even for companies with exceptional quality management procedures, it is inevitable that one of your crew members will have an off day or the customer will just happen to be in a foul mood.

Few things are more disheartening than heading to your Facebook or Google My Business profile and being greeted by a fuming one-star review. But take a deep breath, because all is not lost. With the right review management approach, that negative review can become a valuable opportunity for your company.

As part of our review management services, we help a lot of our clients turn their negative online reviews into positives for their company. Here are just a few of the ways we’ve seen negative reviews become a good thing for business.

Stay in the 4.2 to 4.5 range

Did you know that it can actually be detrimental to your business to have a perfect 5.0 star rating on Google, Facebook or Yelp? According to a recent [study](#) conducted at Northwestern, customers are the most likely to purchase a product when it is ranked between 4.2 and 4.5 stars online. This is because of what we like to call “distrust of five star perfection.” Customers



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October 24, 2018

What We'll Discuss

- 1 Facebook in the Privacy Era**
 - Impact of Privacy Crackdown & Loss of 3rd Party Data*
 - The Role of FB in Your Marketing Mix*
- 2 Google as Home Page—Brand Search & Google My Business**
 - Growing Importance*
 - Growing Opportunities*
- 3 Google's Paid Opportunities: Ads & Local Services Ads**
 - How Have Local Services Ads Changed Search in HVAC*
 - New Features in Google Ads*



1

FACEBOOK TODAY

(Cambridge Analytica, Privacy and the Future)

Cambridge Analytica = Sky is Falling



Loss of 3rd Party Data
Our Experience: Minimal Impact

Loss of 3rd Party Data

Interests

Ventilation
Sick Bldg Syndrome
Mold Growth
Radon Mitigation
SEER
ASHRAE Handbook
R-Value
SIPs
HRV
Allergen
Thermal Comfort

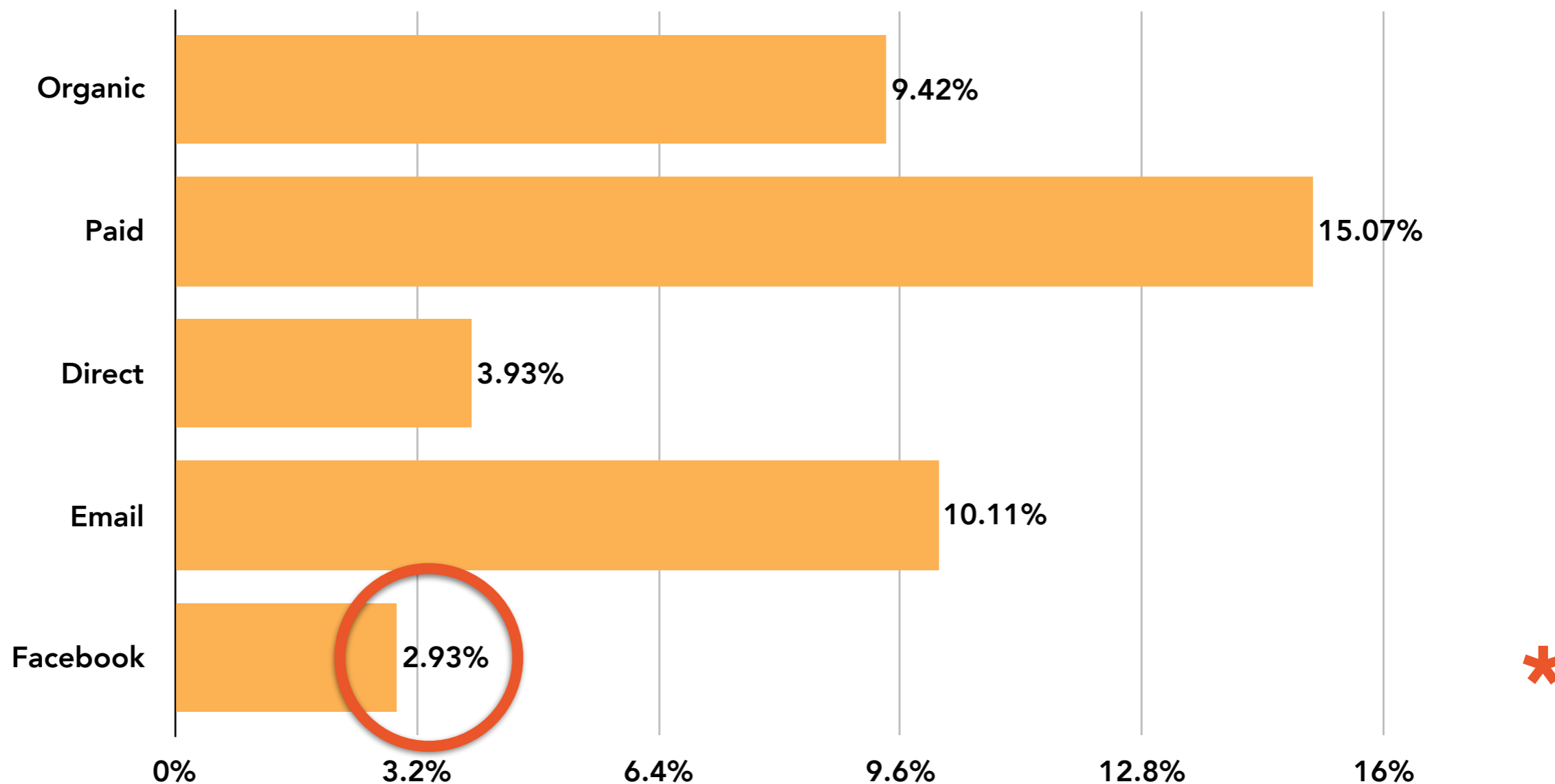
Behavioral

~~Length of Residence~~
~~Recent Homebuyer~~
~~New Mover~~
~~Charities~~—Enviro
Home Renovation
Green Cleaners
AOL email
Gmail email
~~Primarily Cash~~
Like Home
Improvement

Demographic

Expectant Parents
Recently Moved
Very Liberal
Donate to Liberal
Conservative
~~Year Home Built~~
~~Square Footage~~
~~Home Value~~
Friends of Recently Moved
~~Liquid Assets~~
~~Net Worth~~

Role of Facebook: 1. Awareness; 2. Conversion



Data from 65 Energy Circle Clients, 12 months of 2017



Facebook for Audience Building & Refining

Audience Building & Refining

facebook

Custom Audiences
Lookalike Audiences

Custom Audience From Your Lists



Upload List
(email or phone)



Matches in
Facebook



Lookalikes

Real World Match Experience

	Case 1	Case 2
Orig Email List	6232	3800
Facebook Match	3100	2700
Match %	50%	71%
Lookalikes	140,000	350,000

Video Ads as Audience Builders

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Audience Building Power of Video

Orig Email List	1904
Lookalikes (Geo & Age)	75,000
Video Views (> 3 seconds)	10,271
Time Period	2 Weeks
Investment	\$200



2

GOOGLE AS HOME PAGE

(Brand Search and Google My Business)

% of Searches for Brand (Company Name)

17.2%

2.8% to 43.5%

65 Energy Circle Clients 2017

Your Google Home Page

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www.bostonsolar.us/
Boston Solar is the #1 solar panel installer for homes and businesses in Massachusetts. - Boston Solar.

About Boston Solar

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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 - 49 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 s.

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

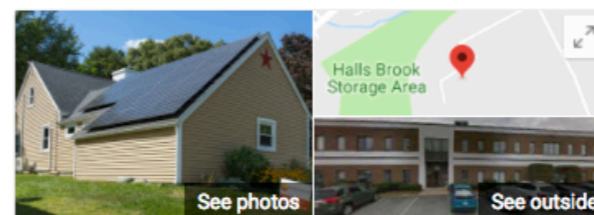
<https://www.glassdoor.com/.../The-Boston-Solar-Company-Reviews-E977510.htm>
★★★★★ Rating: 4.3 - 8 reviews
8 The Boston Solar Company reviews. A free inside look at company reviews and salaries posted anonymously by employees.

2018 Best Solar Companies in Boston, Massachusetts | EnergySage

<https://www.energysage.com> > Massachusetts > Boston
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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 ★

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

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

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Facebook
4.8/5
49 votes

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Reviews

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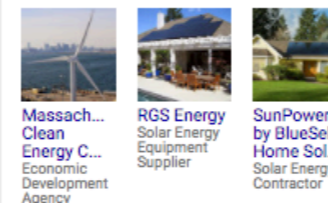
[Add a photo](#)

- "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](#)

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A.J. Perri - Heating & Air Conditioning - New Jersey - Plumber - HVAC

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

A.J. Perri has been serving New Jersey residents for over 40 years with expert service in heating, air conditioning, plumbing, air quality systems and more.

[Plumbing](#) · [Contact Us](#) · [AJ Perri Cares](#) · [Plumbing Repairs](#)

Plumbing Services & Repairs | New Jersey | AJ Perri

<https://www.ajperri.com/plumbing>

If you are looking to repair, update or maintain your plumbing, AJ Perri is your New Jersey expert! Schedule your service today.

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Maintenance. Regular maintenance is the best way to help keep your home's heating, cooling, and plumbing systems running smoothly. Better still, it can save you money! Schedule Maintenance ...

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<https://www.ajperri.com/service-area/freehold-nj>

A.J. Perri proudly serves the residents of Freehold, NJ for all of their Heating & Air Conditioning, Plumbing, and all of their HVAC service and repair needs.

Bamboozled: Plumbing giant A.J. Perri hit with record fine for ... - NJ.com

www.nj.com/.../bamboozled_plumbing_giant_aj_perri_hit_with_record_fine_for_dec...

Jan 15, 2018 - Plumbing giant A.J. Perri has been hit with a \$100,000 fine - the largest ever levied by New Jersey's plumbing board - and has agreed to reform its deceitful business practices under a consent order reached with the state Attorney General's Office. The deal, finalized last week, follows a Bamboozled ...

Bamboozled: State plumbing board takes up complaints against AJ Perri

www.nj.com/business/.../bamboozled_state_plumbing_board_to_take_up_fraud_c.ht...

Feb 23, 2017 - After two Bamboozled column about customer experiences with A.J. Perri, the state's plumbing board wants to know more.

Bamboozled: A.J. Perri customers to give testimony about allegations ...

www.nj.com/business/.../bamboozled_aj_perri_customers_to_give_testimony_ab.html

May 25, 2017 - More on customer complaints about A.J. Perri, one of the state's largest plumbing, heating and air conditioning companies.

AJ Perri - 21 Photos & 119 Reviews - Plumbing - 1162 Pine Brook Rd ...

<https://www.yelp.com> > Home Services > Plumbing

★ ★ ★ ★ ★ Rating: 1.5 - 119 reviews

119 reviews of AJ Perri "Had an appointment today for a clogged drain. I had used them a few years ago for the same issue and they were great last time so of course I called them again. When I called for the appointment they gave me a 2 hour...

Plumbing Company AJ Perri Gets \$100K State Fine: Report | Wall, NJ ...

<https://patch.com/new-jersey/.../plumbing-company-aj-perri-gets-100k-state-fine-repo...>

Jan 15, 2018 - Plumbing Company AJ Perri Gets Record State Fine - Wall, NJ - The Monmouth County-based company was fined under a consent order agreement with the state Attorney General's office last week.

24/7 Plumber and AC Repair all over New Jersey | A.J. Perri

<https://www.ars.com> > Locations

Serving New Jersey residents since 1971, A.J. Perri provides expert service in heating, air conditioning, plumbing, and air quality systems.

AJ Perri ★
4.2 ★★★★★ 645 Google reviews
HVAC contractor in Tinton Falls, New Jersey

Address: 1162 Pinebrook Rd, Tinton Falls, NJ 07724
Hours: Open · Closes 8PM
Phone: (800) 287-2164

Reviews
Write a review Add a photo

- "Prices are a bit higher, but the service is more than worth it"
- "The 'flat rate' policy is just a ploy to rip people off.."
- "I've been a customer for years thanks to the quality of personnel and products."

People also search for View 15+ more

- Brown's Heating and Cool... Heating Contractor
- C & C Air Condition... and Heati... HVAC Contractor
- Arctic Air Condition... Inc Air Conditioning Contractor
- NJR Home Services Air Conditioning Repair Service
- Joe Hurley Inc Heating HVAC Contractor

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2 Parts of the SERP

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BBB Business Profile | Boston Solar - Better Business Bureau

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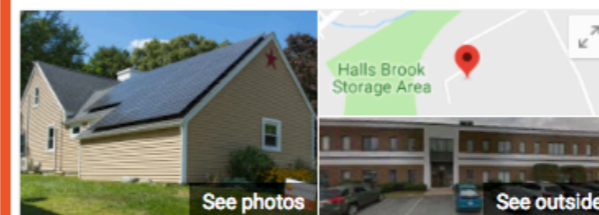
<https://www.energysage.com> > Massachusetts > Boston

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4.8/5

49 votes

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4.9/5

239 votes

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"Their pricing was very competitive and their service was great."

"Small hiccup during installation but they handled it quickly and professionally."

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Clean
Energy C...
Economic
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Agency



RGS Energy
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Equipment
Supplier



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by BlueSol
Home Sol...
Solar Energy
Contractor

Google Knowledge Panel

Now 14,000,000 results (0.21 seconds)

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www.newyorkerhotel.com New York City Exclusive Deal Available only when you book direct online with our Midtown Manhattan packages 481 8th Avenue, 8th floor, New York

Wyndham® New Yorker Hotel - Official Site - Wyndhamhotels.com

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The New Yorker, A Wyndham Hotel | Midtown Manhattan Hotel

https://www.newyorkerhotel.com/ Experience The New Yorker Hotel, a boutique hotel in New York. Make your stay at our Midtown Manhattan Hotel a fun and New York getaway. Rooms - About - Gallery

The New Yorker A Wyndham Hotel (New York City) - UPDATED 2017 ...

https://www.tripadvisor.com/.../New-York-City-New-York-City-Hotels... 4.5/5 Rating - 13,925 reviews - Price range: \$140 - \$424 (Based on Average Rates for a Standard Room) Want the lowest hotel prices? Book 481 8th Avenue, New York City, NY 10001-1809 (Formerly Wyndham New Yorker Hotel) ... Taking our son to NY for a coop he was staying at the hotel. Hotel Class: 4 star - The New Yorker A Wyndham... Location: United States -> New York -> New York... Number of rooms: 1050 Address: 481 8TH Avenue, New York City, NY...

The New Yorker A Wyndham Hotel | New York Hotels, NY 10001

https://www.wyndhamhotels.com/wyndham/new...new...new-yorker-hotel/overview... The New Yorker A Wyndham Hotel. New Search. Check In. Check Out. Room/rooms, Guest/Guests. More Options. From / Night. Book Now. Cancel. Done.

Wyndham New Yorker Hotel - Wikipedia

https://en.wikipedia.org/wiki/Wyndham_New_Yorker_Hotel... The New Yorker A Wyndham Hotel is a historic hotel located at 481 Eighth Avenue in New York City, United States. The 43-story Art Deco hotel, opened 1930, ...

Wyndham New Yorker Hotel, New York City, NY - Booking.com

www.booking.com -> ... -> New York City Hotels - Hell's Kitchen... 4.5/5 Rating - 6,479 votes - Price range: Prices for upcoming dates start at \$93 Wyndham New Yorker Hotel 4-star hotel This property has agreed to be part of our Preferred Property Program, which groups together properties that stand out ...

Book Wyndham New Yorker, New York from \$95/night - Hotels.com

https://www.hotels.com -> ... -> New York Hotels - New York Hotels... 4.5/5 Rating - 5,821 votes - Price range: from \$95 Looking for New York, NY Hotels? Book the New Yorker Hotel in New York, NY with Hotels.com and Save 30-50% OFF today! After booking 10 nights you Win 1 ...

Wyndham New Yorker (New York, USA) | Expedia

https://www.expedia.com -> ... -> New York - New York Hotels... 4.5/5 Rating - 5,122 reviews Results 1 - 10 of 8122 - Book the Wyndham New Yorker in New York & read reviews. Best Price ... Switch main photo to photo of 29/42 Hotel Bar. Switch main ...

The New Yorker - 191 Photos & 353 Reviews - Hotels - 481 8th Ave ...

https://www.yelp.com -> Event Planning & Services - Hotels... 4.5/5 Rating - 353 reviews - Price range: \$\$ 353 reviews of The New Yorker "Location is phenomenal if you're arriving into NYC by train at Penn Station. Less than half a block walk. Room was the standard ...

Wyndham New Yorker Hotel, New York Hotels from \$126 - KAYAK

https://www.kayak.com -> Hotels - United States - New York - New York... 4.5/5 Rating - 13,925 votes - Price range: \$126+ Find the best deal for the Wyndham New Yorker Hotel in New York (New York) on KAYAK. View 13925 reviews, 50 photos and compare deals for this hotel.

Images for the new yorker hotel



More images for the new yorker hotel Report images

Searches related to the new yorker hotel

- wyndham new yorker hotel reviews wyndham midtown 45 new york, ny
- wyndham new yorker hotel bed bugs the new yorker hotel dorms
- new yorker hotel history new yorker hotel haunted
- new yorker hotel miami wyndham new yorker yelp



Wyndham New Yorker Hotel

4.5/5 Rating 481 8th Ave, New York, NY 10001 Phone: (212) 871-0101

Address: 481 8th Ave, New York, NY 10001 Phone: (212) 871-0101

Check availability

Check in: Sun, Jan 22 Check out: Mon, Jan 23

- Booking.com \$101
- KAYAK.com \$101
- Hotels.com \$101
- Lastminute.com \$94

Hotel details

Built in 1930, this stylish, Art Deco hotel is 1 mile from both the Empire State Building and the Hudson River ... More

- Paid parking Accessible
- Laundry service Business center

Review summary

Rooms - 2.3/5 Rating - 5,821 votes Guests liked the clean rooms, though some said they were small & dated & maintenance could be improved - Rooms had views

Location - 4.5/5 Rating - 13,925 votes Near the city center, shopping, sightseeing, restaurants & bars nearby - Near public transit, the train station & the airport - Easily accessible by car




Service & facilities - 4.2/5 Rating - 5,122 reviews Guests appreciated the friendly staff - Guests spoke highly of housekeeping - Guests enjoyed the fitness center

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7:23   

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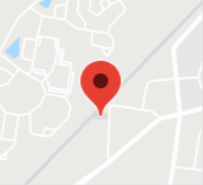
4.8 ★★★★★ (286)
 Heating contractor in West Windsor Township, New Jersey · **Closed**



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
QUESTIONS & ANSWERS

 Ask the community

➔ [See questions \(1\)](#)

REVIEWS FROM THE WEB

4.8/5 [Facebook](#) · 104 votes

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[Princeton Air Conditioning - 15 Photos & 26 Reviews - Heating & Air Conditioning ...](#)
[Yelp > Home Services > Plumbing](#)

26 reviews of Princeton Air Conditioning "I had Princeton Air Co., Technician Kyle M came to do a Lennox Heating Unit's preventive ...


Rating
 4.0 ★★★★★ (26)


 Princeton Air Conditioning Inc. on Google



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Dealing with clogged drains? While sometimes the issue can be resolved yourself, other
 5 days ago
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Princeton Air Conditioning, Inc., Princeton Junction, New Jersey. 332 likes · 6 talking about this · 11 were here. Princeton Air is a ...
 Rating
 4.8 ★★★★★ (104)

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Heating and Air Conditioning. ... 39 Everett Dr, Princeton Jct, NJ 08550-5393. ... Air conditioners, Heat pumps. Gas furnaces. Humidifiers. Whole

One Contractor Example

49%

of All Web-Originated Phone Calls
from Google Knowledge Panel

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

90 Days of Brand Search Data

Sector	GKP Views	Clicks to Web	% Not Clicking
Insulation	243	31	87%
HVAC	1424	148	89%
Solar	1744	346	84%
Home Performance	433	44	88%

averages, ~3 contractors/sector

What Story Does This Page Tell?

Google Knowledge Panel (all* info from GMB) →

The screenshot shows a Google Knowledge Panel for 'Sobieski', an HVAC contractor. The panel includes a header with photos and a map, followed by the business name, star rating (4.6), and number of reviews (320). It lists the address (14 Hadco Rd, Wilmington, DE 19804), hours (Open today, Open 24 hours), and phone number ((866) 909-1813). Below this, there are sections for 'Know this place?', 'Questions & answers', and 'Reviews from the web'. The 'Reviews from the web' section shows three reviews from Customer Lobby (4/5, 146 reviews), HomeAdvisor.com (4.2/5, 143 reviews), and ReviewBuzz (5/5, 802 reviews). At the bottom, there are buttons for 'Send to your phone', 'Write a review', and 'Add a photo', followed by three review snippets.

Sobieski ★
4.6 ★★★★★ 320 Google reviews
HVAC contractor in Elsmere, Delaware

Address: 14 Hadco Rd, Wilmington, DE 19804
Hours: Open today · Open 24 hours ▾
Phone: (866) 909-1813
[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers
[See all questions \(2\)](#) [Ask a question](#)

Reviews from the web

Source	Rating	Number of Reviews
Customer Lobby	4/5	146 reviews
HomeAdvisor.com	4.2/5	143 reviews
ReviewBuzz	5/5	802 reviews

[Send to your phone](#) [Send](#)

Reviews [Write a review](#) [Add a photo](#)

- K** "The **service** I received when the **technician** arrived at my house was great."
- L** "Once I made my **choice** he moved quickly to get the **work**."
- E** "The problem has been corrected and **family** and I have **piece** of mind..."

Categories—Primary Signal to Google

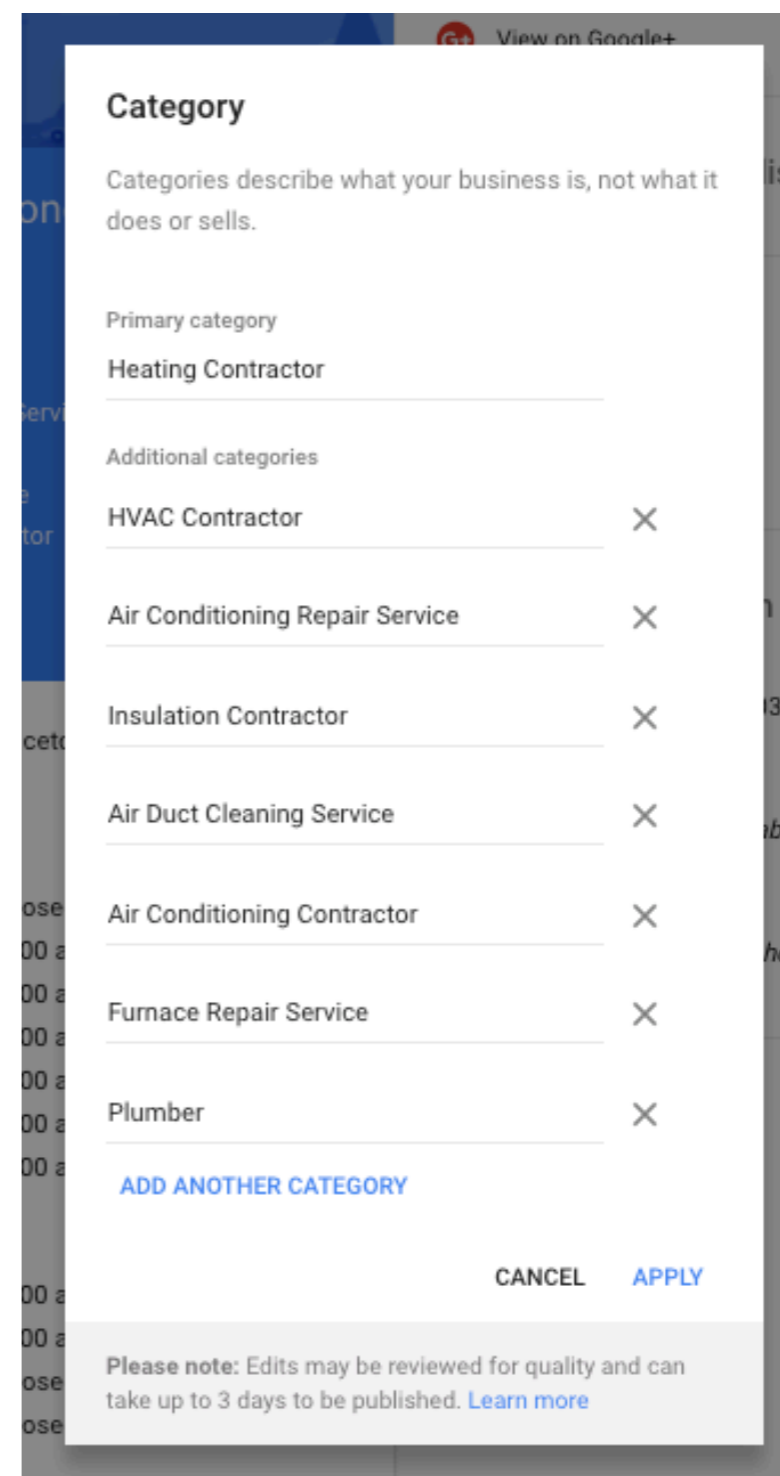
Primary Category is Visible

Change Primary Seasonally

Limited to 10

Add All That Apply

Keep an Eye on New Categories



The screenshot shows the 'Category' selection interface in a Google Business Profile. At the top, it says 'Category' and 'Categories describe what your business is, not what it does or sells.' Below this, the 'Primary category' is set to 'Heating Contractor'. Under 'Additional categories', there are seven items listed, each with an 'X' icon to its right: 'HVAC Contractor', 'Air Conditioning Repair Service', 'Insulation Contractor', 'Air Duct Cleaning Service', 'Air Conditioning Contractor', 'Furnace Repair Service', and 'Plumber'. At the bottom of the list is a blue link that says 'ADD ANOTHER CATEGORY'. At the very bottom of the modal are two buttons: 'CANCEL' and 'APPLY'. A note at the bottom of the modal states: 'Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)'.

Google My Business Category Expansion

PRIOR CATEGORIES

Air Conditioning Contractor
Air Conditioning Repair Service
Air Duct Cleaning Service
Bathroom Remodeler
Building Restoration Service
Custom Home Builder
Deck Builder
Electrician
Environmental Consultant
Environmental Engineer
Furnace Repair Service
Garage Builder
Handyman
Heating Contractor
Home Builder
Home Inspector
HVAC Contractor
Insulation Contractor
Kitchen Remodeler
Siding Contractor
Solar Energy Equipment Supplier
Utility Contractor
Window Installation Service
Window Tinting Service

NEW CATEGORIES

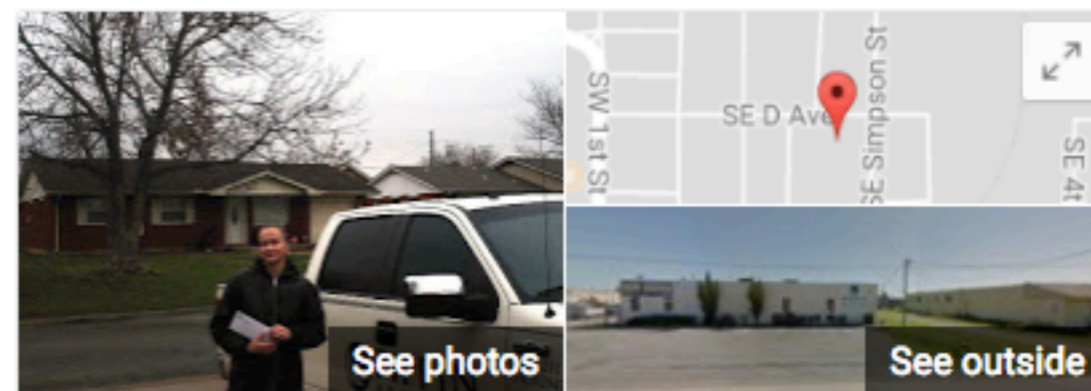
General Contractor
Solar Energy Company
Solar Energy Contractor
Solar Hot Water System Supplier
Air Conditioning System Supplier
Air Conditioning Store
Furnace Store
Heating Equipment Supplier
Log Home Builder
Roofing Contractor
Window Supplier
Window Tinting Service

Google Posts

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

Some Evidence of Ranking
Boost for Overall Website

Expire in 7 Days



Pippin Brothers Home Services ★

4.5 ★★★★★ 84 Google reviews

Website

Directions

Heating contractor in the Comanche County,
Oklahoma

Address: 207 SE D Ave, Lawton, OK 73501

Hours: Open today · Open 24 hours ▾

Phone: (580) 699-5621

[Suggest an edit](#)



Pippin Brothers Home Services

on Google

Heat pumps are gaining
popularity here in the Lawton,
Oklahoma, and Wichita Fal...

5 days ago

[Learn more](#)



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

See photos

See out

Hassler Heating and Air Conditioning, Inc.

1537 S 56th St, El Cerrito, CA



Ask a question

Do you work within the Home Upgrade Program?



Helpful?



Answer



Hassler Heating and Air Conditioning, Inc. (Owner)

Edited · in the last week



Hi Peter, Yes. We work closely with the Home Upgrade Program. We were named Home Upgrade Contractor of the Year and will take care of all the paperwork to offer homeowners up to \$5,500 in rebates when making energy-saving home improvements. Thanks for the question!



Helpful?

Sobieski

14 Hadco Rd, Wilmington, DE

[← All questions](#)



Shilda Anderson

What is your service fee to come to my home?

Helpful?



Post



Jordan Hellstern

a month ago

Mac's right Shilda, but it also depends on what kind of service you need. our furnace no break down Guarantee is \$59 right now.

1



Mac Gardner

Local Guide · 66 reviews · 232 photos

a month ago

Depends if you have a plan with them or not amd whether they complete the work. Around \$50

Helpful?





Rising Importance of Images & Video

Google Images Algorithm Update 9/24/18

Rising Prominence of Video

Insource Renewables | Renewable Energy Solutions For Maine

www.insourcerenewables.com/

Insource Renewables specializes in the design and installation of renewable energy systems for residential and commercial applications across Maine.

Contact Us

Interested in learning more about energy solutions for your home ...

Off-Grid Solar PV

Off-grid PV systems utilize batteries to store electricity ...

Heat Pumps

Insource Renewables installs high-performance heat pumps for ...

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

Matt Wagner

Matt Wagner. Home; Matt Wagner. Matt Wagner. Comments are ...

Insource Renewables is hiring!

Insource Renewables is pleased to announce that we are ...

Solar PV

Solar photovoltaic (PV) technologies convert the sun's ...

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..."

Insource Renewables Reviews | Insource Renewables Cost | Insource ...

<https://www.solarreviews.com/installers/insource-renewables-reviews/>

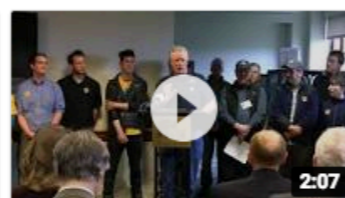
★★★★★ Rating: 5 - 8 reviews

Insource Renewables reviews and complaints, reviews of the brands of solar panels they sell, their locations and the cost of installations reported to us for 2018.

Videos



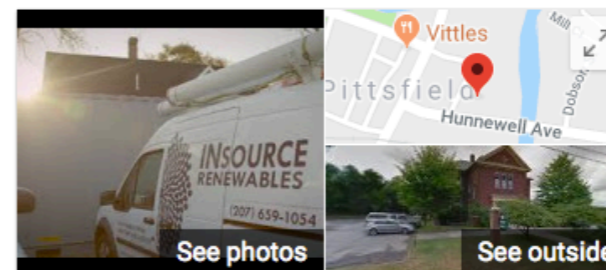
Insource Renewables - Chuck Piper, Sundog Solar - Maine Solar Press Conference



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



Worker ownership works for everyone! The Insource Renewables story



Insource Renewables

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

5.0 ★★★★★ 3 Google reviews

Solar energy company in Pittsfield, Maine

Address: 113 N Lancey St Suite B3, Pittsfield, ME 04967

Hours: Open · Closes 5PM

Phone: (207) 659-1054

[Suggest an edit](#)

Questions & answers

Be the first to ask a question

[Ask a question](#)

Reviews from the web

Facebook

5/5

2 votes

Solar Reviews

5/5

8 reviews

Reviews

[Write a review](#)

[Add a photo](#)



"Excellent & friendly staff, incredible work ethic: a team of true Mainers."



"I was experiencing problems with my solar thermal system."

[View all Google reviews](#)

From Insource Renewables


"Insource Renewables is a full-service solar energy contracting firm providing design, installation, service, and training for residential, commercial, and municipal clients"

7:34 📶 🔋

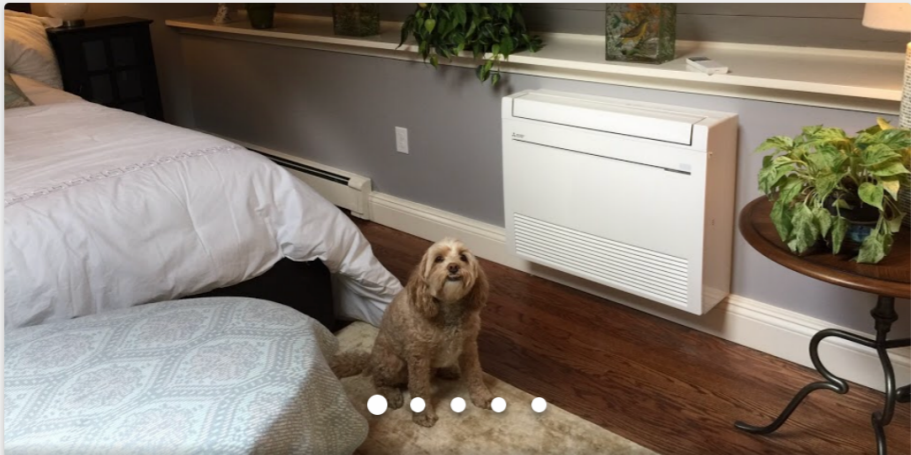
🔍 ↻

← 🔍 MAP

Open now Top rated Visited Haven't visited MOI



Dog House Energy Services
 3.5 ★★★★★ (12)
 HVAC Contractor · Freeport, ME
 Closed · Opens 8AM



Royal River Heat Pumps

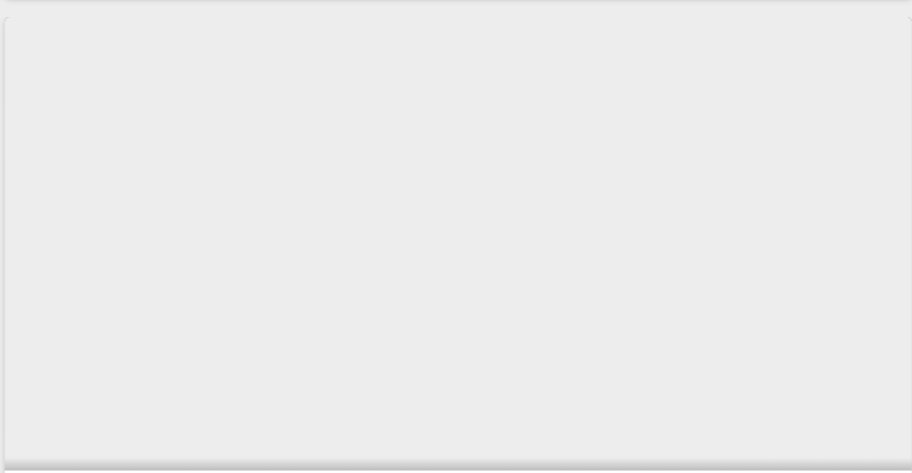
⏪ ⏩ 📄 📖 📑

7:34 📶 🔋


🔍 🔒

← 🔍 MAP

Open now Top rated Visited Haven't visited MOI



Charlie Burnham Heating Services
 5.0 ★★★★★ (5)
 Heating Contractor · Freeport, ME
 Open · Closes 5PM




Downeast Energy
 4.8 ★★★★★ (4)
 Heating Oil Supplier · Yarmouth, ME
 Opens soon · 8AM

7:23

🔍 [princeton air conditioning](#)

Princeton Air Conditioning Inc.
 4.8 ★★★★★ (286)
 Heating contractor in West Windsor Township, New Jersey · **Closed**



OVERVIEW POSTS SERVICES REVIEWS

CALL DIRECTIONS SAVE WEBSITE

39 Everett Dr, Princeton Junction, NJ 08550

Closed · Opens 8AM ▾

Make appointment · [princetonair.com](#)

QUESTIONS & ANSWERS

Ask the community

→ [See questions \(1\)](#)

REVIEWS FROM THE WEB

4.8/5 [Facebook](#) · 104 votes

7:23

🔍 [princeton air conditioning](#)

[Princeton Air](#)
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Princeton Air has been family managed for over 40 years and provides expert heating, air conditioning and air quality services to New Jersey ...

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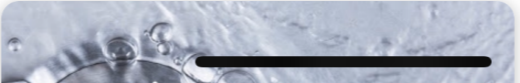
[Air Conditioning Installation](#)

[Princeton Air Conditioning - 15 Photos & 26 Reviews - Heating & Air Conditioning ...](#)
[Yelp > Home Services > Plumbing](#)

26 reviews of Princeton Air Conditioning "I had Princeton Air Co., Technician Kyle M came to do a Lennox Heating Unit's preventive ...


Rating
 4.0 ★★★★★ (26)


 Princeton Air Conditioning Inc. on Google



7:23

🔍 [princeton air conditioning](#)

 Princeton Air Conditioning Inc. on Google



Dealing with clogged drains? While sometimes the issue can be resolved yourself, other

5 days ago

[Learn more](#)

[Visit](#)

[Princeton Air Conditioning, Inc. - Home | ...](#)
[Facebook > PrincetonAirConditioning](#)

Princeton Air Conditioning, Inc., Princeton Junction, New Jersey. 332 likes · 6 talking about this · 11 were here. Princeton Air is a ...

Rating
 4.8 ★★★★★ (104)

[Princeton Air Conditioning, Inc. | Better Business Bureau® Profile](#)
[Better Business Bureau > profile > prinet...](#)

Heating and Air Conditioning. ... 39 Everett Dr, Princeton Jct, NJ 08550-5393. ... Air conditioners, Heat pumps. Gas furnaces. Humidifiers. Whole



3

THE LATEST ON GOOGLE PAID OPPORTUNITIES

(Google Ads & Local Services Ads)



Local Service Ads

Today's Most Common SERP

Google
Paid @ 4


#1 Richmond Heat Repair - mawilliams-services.com
Ad 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
Ad 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
Ad 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
Ad mechanicsvillevahvaccontractors.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](#)

Organic

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.

Google Local Services Ads

Local Services Ads

Google Paid

Google Local 3 Pack

Organic

About 270,000 results (0.86 seconds)

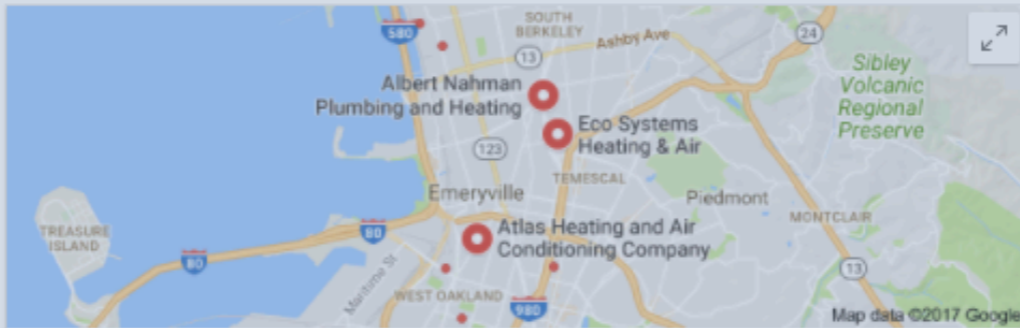
HVAC repairs - 20+ HVAC pros serving Oakland Sponsored

Element Home Solutions 5.0 ★★★★★ · See reviews ✓ Google guaranteed Oakland (510) 871-3894 Open now	The Appliance Repair ... 4.6 ★★★★★ · See reviews ✓ Google guaranteed Alameda (510) 871-3938 Open now	Service Champions He... 4.8 ★★★★★ · See reviews ✓ Google guaranteed Pleasanton (925) 732-6744 Open now
--	--	--

→ More HVAC pros in Oakland

Oakland BBB A+ HVAC Technician - Diamond Certified Same Day Svc
[Ad](#) eb.onehour-heat-and-air.com/Oakland (510) 969-6777
Providing Quality, Service, Integrity, And Convenience. Call Now!
Locally Owned & Operated · 24/7 Emergency Service · Guaranteed Repairs · Licensed & Insured
Highlights: On-Time Service, Straightforward Pricing...

HVAC Repair - Quality Work - No Surprises - airmenheatingandair.net
[Ad](#) www.airmenheatingandair.net/ (888) 259-7783
Call Our HVAC Repair Experts. Make An Appointment And Save.



Rating ▾ Hours ▾

Atlas Heating and Air Conditioning Company 4.7 ★★★★★ (24) · HVAC Contractor 1451 32nd St · (510) 893-1343 Open until 7:00 PM	WEBSITE DIRECTIONS
Eco Systems Heating & Air 5.0 ★★★★★ (1) · HVAC Contractor 712 56th St · (510) 698-6219 Open until 11:00 PM	WEBSITE DIRECTIONS
Albert Nahman Plumbing and Heating 4.7 ★★★★★ (185) · HVAC Contractor 3333 M.L.K. Jr Way · (510) 843-6904 Open until 8:00 PM	WEBSITE DIRECTIONS

[More places](#)

Current LSA Markets for HVAC

MARKET ① ▲	VERTICAL ② ▲	CPL
Albuquerque	HVAC	\$25
Atlanta	HVAC	\$24
Austin	HVAC	\$28
Baltimore	HVAC	\$26
Birmingham, AL	HVAC	\$26
Boston	HVAC	\$22
Charleston, SC	HVAC	\$32
Charlotte	HVAC	\$24
Chattanooga	HVAC	\$22
Chicago	HVAC	\$24
Cincinnati	HVAC	\$25
Cleveland-Akron	HVAC	\$23
Columbia, SC	HVAC	\$28
Columbus	HVAC	\$27
Dallas	HVAC	\$25
Dayton	HVAC	\$30
Denver	HVAC	\$26
Des Moines	HVAC	\$25
Detroit	HVAC	\$23
Fresno	HVAC	\$22
Ft. Myers-Naples	HVAC	\$35
Grand Rapids / Kal...	HVAC	\$28

Greensboro	HVAC	\$27
Greenville-Spartan...	HVAC	\$28
Harrisburg	HVAC	\$27
Hartford-New Haven	HVAC	\$29
Houston	HVAC	\$25
Indianapolis	HVAC	\$29
Jacksonville	HVAC	\$31
Kansas City	HVAC	\$31
Knoxville	HVAC	\$33
Las Vegas	HVAC	\$26
Los Angeles	HVAC	\$25
Louisville	HVAC	\$29
Madison	HVAC	\$22
Memphis	HVAC	\$29
Miami	HVAC	\$25
Milwaukee	HVAC	\$29
Minneapolis-St. Paul	HVAC	\$24
Nashville	HVAC	\$26
New York	HVAC	\$24
New York City Area...	HVAC	\$24
Norfolk, VA	HVAC	\$35
Oklahoma City	HVAC	\$29

Proportion of Clicks by SERP Result

With Local Services Ads

Without Local Services Ads

14%
LSA

Local Services Ad 1 **7.4%**
4.7 ★★★★★ · See reviews
GOOGLE GUARANTEED
San Francisco
(415) 985-8121
Open now

Local Services Ad 2 **3.4%**
4.7 ★★★★★ · See reviews
GOOGLE GUARANTEED
San Francisco
(650) 451-9476
Open 24/7

Local Services Ad 3 **3.0%**
4.8 ★★★★★ · See reviews
GOOGLE GUARANTEED
San Francisco
(650) 284-7177
Open now

→ More plumbers in San Francisco

PPC Ad Top 1 **8.5%**
sf.ben-franklin-plumbing.com/San-Francisco +1 415-263-9511
Providing The Quality, Service, Integrity, And Convenience You Deserve. Call Now
Locally Owned & Operated · Licensed & Insured · Emergency Service
Services: Rooter/Drain Cleaning, Bathroom Plumbing, Kitchen Plumbing, Leak Detection

PPC Ad Top 2 **2.6%**
www.rapidplumbing.net/10%_Off/California +1 800-997-2743
Expert Plumbers At Affordable Rates Call For Free Estimate Get 10% Off
24 Hour Service · Residential & Commercial · Payment Programs · 20+ Years Experience
Contact Us · About Us · Our Services · Commercial Plumbing · Drain Cleaning

Rating ▾ Hours ▾

Local Pack Result 1 **16.1%**
4.8 ★★★★★ (49) · Plumber
2045 Oakdale Ave · +1 415-906-2456
Open 24 hours

Local Pack Result 2 **10.4%**
4.9 ★★★★★ (23) · Plumber
+1 415-596-6115
Open · Closes 7PM

Local Pack Result 3 **2.3%**
4.7 ★★★★★ (26) · Plumber
4104 24th St · +1 415-550-8441
Open 24 hours

More places

Organic Search Result 1 **25.5%**
https://www.yelp.com · San Francisco, CA · Home Services · Plumbing ▾
Fast Response Plumbing & Rooter · 358 reviews · Plumbing, Water Heater Installation/Repair, Serving San Francisco and the Surrounding Area

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sf.ben-franklin-plumbing.com/San-Francisco +1 415-263-9511
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Services: Rooter/Drain Cleaning, Bathroom Plumbing, Kitchen Plumbing, Leak Detection

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Expert Plumbers At Affordable Rates Call For Free Estimate Get 10% Off
24 Hour Service · Residential & Commercial · Payment Programs · 20+ Years Experience
Contact Us · About Us · Our Services · Commercial Plumbing · Drain Cleaning

Rating ▾ Hours ▾

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Open · Closes 7PM

Local Pack Result 3 **2.9%**
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Open 24 hours

More places

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https://www.yelp.com · San Francisco, CA · Home Services · Plumbing ▾
Fast Response Plumbing & Rooter · 358 reviews · Plumbing, Water Heater Installation/Repair, Serving San Francisco and the Surrounding Area

Organic Search Result 2 **5.7%**
www.magicplumbing.com/ ▾
Looking for the right plumber in San Francisco? Call Magic Plumbing at 415-441-2255 for quality results and peace of mind. Enjoy flexible scheduling for your ...

Organic Search Result 3 **5.9%**
https://www.homeadvisor.com · Pro Ratings & Reviews · California · San Francisco ▾
Hire the Best Plumbers in San Francisco, CA on HomeAdvisor. We Have 1176 Homeowner Reviews

Proportion of Clicks by SERP Result

With Local Services Ads

Without Local Services Ads

26%
Paid

14%
Paid

Local Services Ad 1 **7.4%**
4.7 ★★★★★ · See reviews
GOOGLE GUARANTEED
San Francisco
(415) 985-8121
Open now


Local Services Ad 2 **3.4%**
4.7 ★★★★★ · See reviews
GOOGLE GUARANTEED
San Francisco
(650) 451-9476
Open 24/7

Local Services Ad 3 **3.0%**
4.8 ★★★★★ · See reviews
GOOGLE GUARANTEED
San Francisco
(650) 284-7177
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→ More plumbers in San Francisco

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Locally Owned & Operated · Licensed & Insured · Emergency Service
Services: Rooter/Drain Cleaning, Bathroom Plumbing, Kitchen Plumbing, Leak Detection

PPC Ad Top 2 **2.6%**
www.rapidplumbing.net/10%_Off/California +1 800-997-2743
Expert Plumbers At Affordable Rates Call For Free Estimate Get 10% Off!
24 Hour Service · Residential & Commercial · Payment Programs · 20+ Years Experience
Contact Us · About Us · Our Services · Commercial Plumbing · Drain Cleaning



Rating ▾ Hours ▾

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More places

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Fast Response Plumbing & Rooter · 358 reviews · Plumbing, Water Heater Installation/Repair, Serving San Francisco and the Surrounding Area

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www.rapidplumbing.net/10%_Off/California +1 800-997-2743
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24 Hour Service · Residential & Commercial · Payment Programs · 20+ Years Experience
Contact Us · About Us · Our Services · Commercial Plumbing · Drain Cleaning



Rating ▾ Hours ▾

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Open 24 hours

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Open · Closes 7PM

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Open 24 hours

More places

Organic Search Result 1 **27.4%**
https://www.yelp.com · San Francisco, CA · Home Services · Plumbing ▾
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https://www.homeadvisor.com · Pro Ratings & Reviews · California · San Francisco ▾
Hire the Best Plumbers in San Francisco, CA on HomeAdvisor. We Have 1176 Homeowner Reviews

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 4.7 ★★★★★ · See reviews
 GOOGLE GUARANTEED
 San Francisco
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 Open 24/7

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PPC Ad Top 2 **2.6%**
 www.rapidplumbing.net/10%_Off/California +1 800-997-2743
 Expert Plumbers At Affordable Rates Call For Free Estimate Get 10% Off!
 24 Hour Service · Residential & Commercial · Payment Programs · 20+ Years Experience
 Contact Us · About Us · Our Services · Commercial Plumbing · Drain Cleaning



Rating ▾ Hours ▾

Local Pack Result 1 **16.1%**
 4.8 ★★★★★ (49) · Plumber
 2045 Oakdale Ave · +1 415-906-2456
 Open 24 hours

Local Pack Result 2 **10.4%**
 4.9 ★★★★★ (23) · Plumber
 +1 415-596-6115
 Open · Closes 7PM

Local Pack Result 3 **2.3%**
 4.7 ★★★★★ (26) · Plumber
 4104 24th St · +1 415-550-8441
 Open 24 hours


More places

Organic Search Result 1 **25.5%**
 https://www.yelp.com · San Francisco, CA · Home Services · Plumbing ▾
 Fast Response Plumbing & Rooter 358 reviews · Plumbing, Water Heater Installation/Repair, Serving San Francisco and the Surrounding Area

28%
Local Pack

PPC Ad Top 1 **10.5%**
 sf.ben-franklin-plumbing.com/San-Francisco +1 415-263-9511
 Providing The Quality, Service, Integrity, And Convenience You Deserve. Call Now
 Locally Owned & Operated · Licensed & Insured · Emergency Service
 Services: Rooter/Drain Cleaning, Bathroom Plumbing, Kitchen Plumbing, Leak Detection

PPC Ad Top 2 **3.6%**
 www.rapidplumbing.net/10%_Off/California +1 800-997-2743
 Expert Plumbers At Affordable Rates Call For Free Estimate Get 10% Off!
 24 Hour Service · Residential & Commercial · Payment Programs · 20+ Years Experience
 Contact Us · About Us · Our Services · Commercial Plumbing · Drain Cleaning



Rating ▾ Hours ▾

Local Pack Result 1 **17.3%**
 4.8 ★★★★★ (49) · Plumber
 2045 Oakdale Ave · +1 415-906-2456
 Open 24 hours

Local Pack Result 2 **12.0%**
 4.9 ★★★★★ (23) · Plumber
 +1 415-596-6115
 Open · Closes 7PM

Local Pack Result 3 **2.9%**
 4.7 ★★★★★ (26) · Plumber
 4104 24th St · +1 415-550-8441
 Open 24 hours

More places

Organic Search Result 1 **27.4%**
 https://www.yelp.com · San Francisco, CA · Home Services · Plumbing ▾
 Fast Response Plumbing & Rooter 358 reviews · Plumbing, Water Heater Installation/Repair, Serving San Francisco and the Surrounding Area

Organic Search Result 2 **5.7%**
 www.magicplumbing.com/ ▾
 Looking for the right plumber in San Francisco? Call Magic Plumbing at 415-441-2255 for quality results and peace of mind. Enjoy flexible scheduling for your ...

Organic Search Result 3 **5.9%**
 https://www.homeadvisor.com · Pro Ratings & Reviews · California · San Francisco ▾
 Hire the Best Plumbers in San Francisco, CA on HomeAdvisor. We Have 1176 Homeowner Reviews

32%
Local Pack

Proportion of Clicks by SERP Result

With Local Services Ads

Without Local Services Ads

Local Services Ad 1 **7.4%**
4.7 ★★★★★ · See reviews
GOOGLE GUARANTEED
San Francisco
(415) 985-8121
Open now


Local Services Ad 2 **3.4%**
4.7 ★★★★★ · See reviews
GOOGLE GUARANTEED
San Francisco
(650) 451-9476
Open 24/7

Local Services Ad 3 **3.0%**
4.8 ★★★★★ · See reviews
GOOGLE GUARANTEED
San Francisco
(650) 284-7177
Open now

→ More plumbers in San Francisco

PPC Ad Top 1 **8.5%**
sf.ben-franklin-plumbing.com/San-Francisco +1 415-263-9511
Providing The Quality, Service, Integrity, And Convenience You Deserve. Call Now
Locally Owned & Operated · Licensed & Insured · Emergency Service
Services: Rooter/Drain Cleaning, Bathroom Plumbing, Kitchen Plumbing, Leak Detection

PPC Ad Top 2 **2.6%**
www.rapidplumbing.net/10%_Off/California +1 800-997-2743
Expert Plumbers At Affordable Rates Call For Free Estimate Get 10% Off!
24 Hour Service · Residential & Commercial · Payment Programs · 20+ Years Experience
Contact Us · About Us · Our Services · Commercial Plumbing · Drain Cleaning



Rating ▾ Hours ▾

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Local Pack Result 2 **10.4%**
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Local Pack Result 3 **2.3%**
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Open 24 hours

More places

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https://www.yelp.com · San Francisco, CA · Home Services · Plumbing
Fast Response Plumbing & Rooter · 358 reviews · Plumbing, Water Heater Installation/Repair, Serving San Francisco and the Surrounding Area

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sf.ben-franklin-plumbing.com/San-Francisco +1 415-263-9511
Providing The Quality, Service, Integrity, And Convenience You Deserve. Call Now
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Expert Plumbers At Affordable Rates Call For Free Estimate Get 10% Off!
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Rating ▾ Hours ▾

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Fast Response Plumbing & Rooter · 358 reviews · Plumbing, Water Heater Installation/Repair, Serving San Francisco and the Surrounding Area

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https://www.homeadvisor.com · Pro Ratings & Reviews · California · San Francisco
Hire the Best Plumbers in San Francisco, CA on HomeAdvisor. We Have 1176 Homeowner Reviews

26%
#1 Organic

27%
#1 Organic

Google's "Big" Differentiator

Google guaranteed

This pro is backed by the Google guarantee, which means they're licensed, insured, and pre-screened. Any job you book with them is guaranteed to be done right or your money back. [Learn more](#)

***Up to \$2,000 Lifetime**

Your Guarantee is Probably Better

What We Know About Rankings

✔ Google guaranteed - Pros are pre-screened and insured. You're guaranteed to get the job done right or your money back. Learn more			
The Appliance Repair Doctor 4.6 ★★★★★ · BBB Accredited A+ rated ✔ Google guaranteed Alameda	Open now until 11 PM ▾	(510) 871-3938	SEND REQUEST
Service Champions Heating & Air Conditioning... 4.8 ★★★★★ · BBB A+ rated ✔ Google guaranteed Pleasanton	Open now until 8 PM ▾	(925) 732-6744	SEND REQUEST
Element Home Solutions 5.0 ★★★★★ · BBB Accredited A+ rated ✔ Google guaranteed Oakland	Open now until 6 PM ▾	(510) 871-3894	SEND REQUEST
Barker Mechanical Services 4.7 ★★★★★ · BBB A+ rated ✔ Google guaranteed Dublin	Open now until 5 PM ▾	(925) 725-1052	SEND REQUEST
Healthy Duct Cleaning Services 4.8 ★★★★★ ✔ Google guaranteed Daly City	Open now until 8 PM ▾	(415) 993-1965	SEND REQUEST
Climate Solutions 5.0 ★★★★★ ✔ Google guaranteed Union City	Open now until 8 PM ▾	(510) 871-3945	SEND REQUEST
Hi-Tech Heating and Air 4.5 ★★★★★ · BBB A+ rated ✔ Google guaranteed San Bruno	Open 24/7 ▾	(925) 725-1172	SEND REQUEST
Bay Area Climate Control 4.4 ★★★★★ · BBB Accredited A+ rated ✔ Google guaranteed Hayward	Open now until 5 PM ▾	(510) 871-3905	SEND REQUEST

1. Approved for Google Guarantee

2. Presence of Google My Business (GMB) reviews

3. Proximity to ZIP code of search

LSA Impact

- **Very Fluid—Difficult to Pin Down Data Trends**

Reduction in paid search positions = cpc bumps

- **Significant Impact on HVAC (& Insulation in CA)**

- **It Will Siphon Traffic But Perhaps Less Than Expected**

- **Currently the Economics are Questionable**

Feedback from our clients is most leads are for service, not install

- **Distinct Small Company Bias**

Easier to pass background checks

\$2000 Lifetime Guarantee

- **Skews Market to Think Small**

One size fits all for locksmith, plumber, handyman

Positions HVAC and Building Envelope as small commodity jobs





Google Ads (formerly Adwords)

Responsive Search Ads

Ads > Responsive search ad × [Leave feedback](#) Custom

ASSETS COMBINATIONS



 Asset status: **All enabled** [Add filter](#)

<input type="radio"/> Asset	Asset type ↓
<input checked="" type="radio"/> Are Your Energy Bills Too High? Weatherizing & Air Sealing Your Home Can Lower Those Bills	Description
<input checked="" type="radio"/> Are There Spaces In Your House Or Business That Is Uncomfortably Warm, Cold, Or Drafty?	Description
<input checked="" type="radio"/> When Air Leaks Into Your Home, These Leaks Will Waste Energy & Increase Your Energy Costs.	Description
<input checked="" type="radio"/> If You Want To Weatherize Your Home, Brower Has 35 Years Of Experience You Can Trust.	Description
<input checked="" type="radio"/> Improve Indoor Air Quality	Headline
<input checked="" type="radio"/> Cut Your Energy Costs	Headline
<input checked="" type="radio"/> Weatherization and Air Sealing	Headline
<input checked="" type="radio"/> Control Your Energy Costs	Headline
<input checked="" type="radio"/> Weatherize Your Home W/	Headline

Ad

[Time To Weatherize Your Home | Home Weatherization | Cut Your Energy Costs +12 more](#)

[.com/home/weatherization](#)





Are There Spaces In Your House Or Business That Is Uncomfortably Warm, Cold, Or Drafty? Are Your Energy Bills Too High? Weatherizing &...

[View assets details](#)

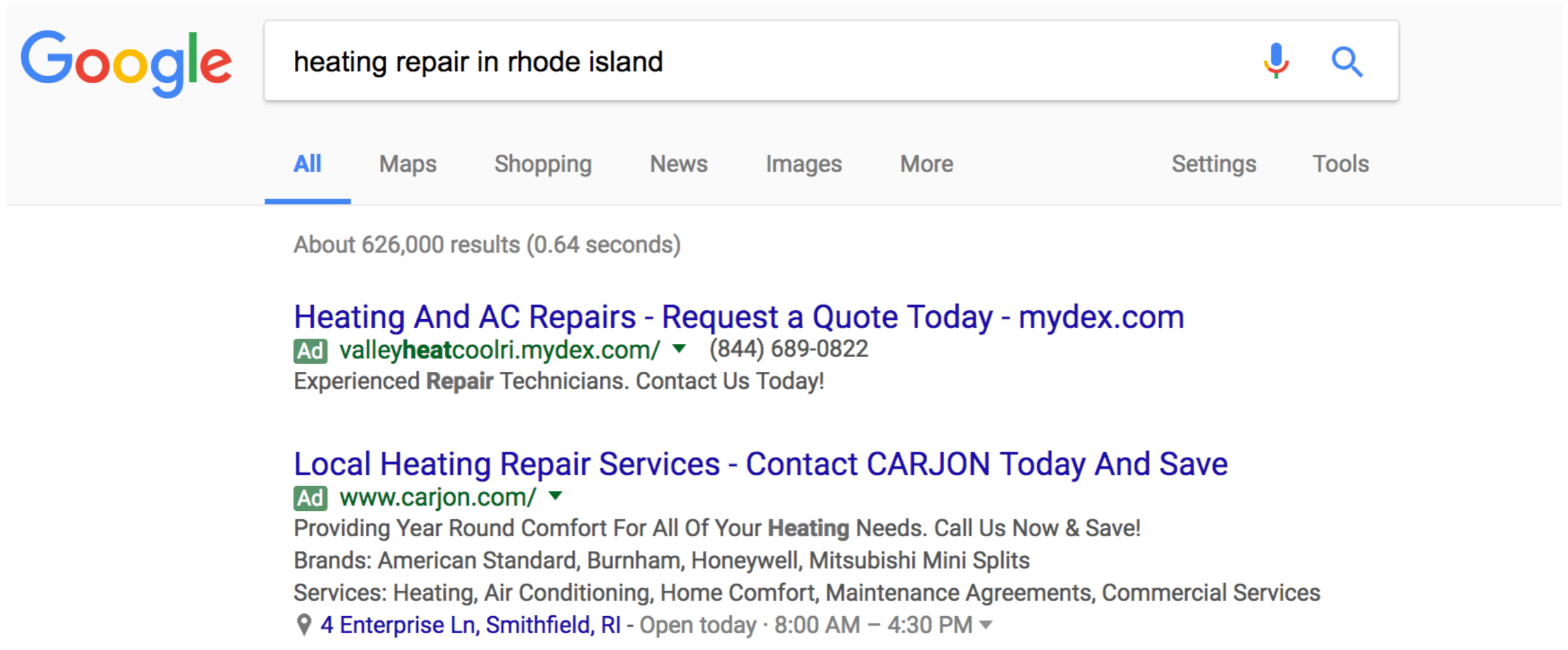
Responsive Ads = Improved Performance

Ad	Ad type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Time To Weatherize Your Home Home Weatherization Cut Your Energy Costs +12 more www.mechanical.com/home/weatherization Are There Spaces In Your House Or Business That Is Uncomfortably Warm, Cold, Or Drafty? Are Your Energy Bills Too High? Weatherizing &... View assets details	Responsive search ad	42	482	8.71%	\$6.82	\$286.41	15.00	\$19.09	35.71%
CA Home Weatherization Reduce Your Homes Air Leakage Get Cleaner Indoor Air www.mechanical.com/air_sealing/weatherization Did You Know When Air Leaks Into Your Home It Wastes Energy & Increases Your Energy Costs? Stop Wasting Money! Properly Sealed Homes Can Significantly Lower Your Energy Bills.	Expanded text ad	13	184	7.07%	\$5.76	\$74.86	3.00	\$24.95	23.08%

Ad status: **All enabled** Add filter

<input type="checkbox"/>	<input type="radio"/>	Ad	Status	Conversions	Ad type	
<input type="checkbox"/>	<input checked="" type="radio"/>		Top Rated AC Services Stay Cool & Comfortable. We Prov Team Of Certified Pros Providing T REE Mechanical	Approved	12.00	Responsive ad
<input type="checkbox"/>	<input checked="" type="radio"/>		\$100 Off AC Repair Get \$100 Off Any AC Repair Over \$ Get Free In Home Estimate (Avail f R.E.E Mechanical	Approved	8.00	Responsive ad
<input type="checkbox"/>	<input checked="" type="radio"/>		Cooling & Heating Coupons Get \$100 Off Any AC Repair Over \$ Get Free Home Estimate (Avail For R.E.E Mechanical	Approved	4.00	Responsive ad
<input type="checkbox"/>	<input checked="" type="radio"/>		Free Estimate For AC Does Your Air Conditioning System Get Free Estimate For AC System I R.E.E. Mechanical	Approved	3.00	Responsive ad

Larger Ads Stand Out



The image shows a Google search interface. The search bar contains the text "heating repair in rhode island". Below the search bar, there are navigation tabs for "All", "Maps", "Shopping", "News", "Images", "More", "Settings", and "Tools". The "All" tab is selected. Below the navigation tabs, it says "About 626,000 results (0.64 seconds)". There are two search results displayed, both marked as advertisements. The first result is titled "Heating And AC Repairs - Request a Quote Today - mydex.com" and includes the URL "valleyheatcoolri.mydex.com/" and the phone number "(844) 689-0822". The second result is titled "Local Heating Repair Services - Contact CARJON Today And Save" and includes the URL "www.carjon.com/". Both results provide additional details about their services and locations.

Google

heating repair in rhode island

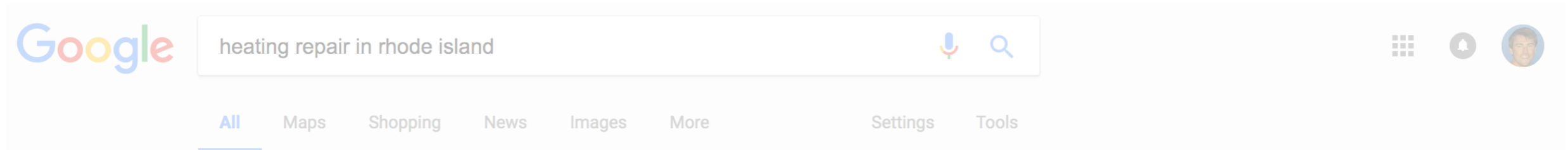
All Maps Shopping News Images More Settings Tools

About 626,000 results (0.64 seconds)

Heating And AC Repairs - Request a Quote Today - mydex.com
Ad valleyheatcoolri.mydex.com/ ▼ (844) 689-0822
Experienced **Repair** Technicians. Contact Us Today!

Local Heating Repair Services - Contact CARJON Today And Save
Ad www.carjon.com/ ▼
Providing Year Round Comfort For All Of Your **Heating** Needs. Call Us Now & Save!
Brands: American Standard, Burnham, Honeywell, Mitsubishi Mini Splits
Services: Heating, Air Conditioning, Home Comfort, Maintenance Agreements, Commercial Services
📍 4 Enterprise Ln, Smithfield, RI - Open today · 8:00 AM – 4:30 PM ▼

Larger Ads Stand Out



About 626,000 results (0.64 seconds)

Local Heating Repair Services - Contact CARJON Today And Save

Ad www.carjon.com/ ▼

Providing Year Round Comfort For All Of Your **Heating** Needs. Call Us Now & Save!

Brands: American Standard, Burnham, Honeywell, Mitsubishi Mini Splits

Services: Heating, Air Conditioning, Home Comfort, Maintenance Agreements, Commercial Services

📍 [4 Enterprise Ln, Smithfield, RI](#) - Open today · 8:00 AM – 4:30 PM ▼

Heating Repair - AirConditioningSouthEast.com

Ad www.airconditioningsoutheast.com/ ▼

Ask About Our Flexible Financing Options. Find Your Local Expert!

Furnace Repair · HVAC Installation · Heating Maintenance · Find A Qualified Expert

Categories: Air Conditioning, Heating, Furnace, Ductless, Indoor Air Quality...

Furnace & Heating Service · Indoor Air Quality · Commercial HVAC Services

Heating & Cooling Repairs - Request a Quote Today - mydex.com

Ad chrisdonnellplumbingandheating.mydex.com/ ▼

Experienced **Repair** Technicians. Contact Us Today!

Information Rich Ads

Install Solar Save Money | Pro Solar Installers in Maine

[Ad](#) www.revisionenergy.com/ ▼ (207) 221-6342

Own Your **Solar Power** & Control Energy Cost with **Maine's Leading Solar Installers**. Socially Responsible. Employee-Owned Company. Types: LG **Solar** Electric Panels, Mitsubishi Heat Pumps, 2.99% Fixed Rate Loans, Battery Backup inc. Tesla, Heat Pump Water Heaters.

[Solar Financing & Loans](#) · [Solar Power Blog](#) · [Solar Power Facts](#) · [Solar Power Calculator](#)

📍 142 Presumpscot St, Portland, ME - Closing soon · 9:00 AM – 5:00 PM ▼

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[Ad](#) www.abccoolingheating.com/ ▼ (510) 246-3476

Your Source For Fast **Furnace Repair**. For A Limited Time Offer Get \$25 Off Your AC Service. Our Certified, Experienced, And Friendly Technicians Can Get Your System Working Again. Certified Technicians. Financing Available. Services: **Furnace Repair**, **Furnace Tune Up**, **Furnace Installation**.

[Services](#) · [Learn About Us](#) · [Reviews](#) · [Air Conditioning Repair](#) · [Contact Us](#)

📍 3266 Investment Blvd, Hayward, CA - Open today · Open 24 hours ▼

What We'll Discuss

- 1 Facebook in the Privacy Era**
 - Impact of Privacy Crackdown & Loss of 3rd Party Data*
 - The Role of FB in Your Marketing Mix*
- 2 Google as Home Page—Brand Search & Google My Business**
 - Growing Importance*
 - Cool Opportunities*
- 3 Google's Paid Opportunities: Ads & Local Services Ads**
 - How Have Local Services Ads Changed Search in HVAC*
 - New Features in Google Ads*



QUESTIONS?

Peter Troast

peter@energycircle.com

207.847.3644

Google Adwords Lead



Cost Per Lead: \$42

Lead to Appointment 60%

Cost Per Appointment \$70

Appointment to Quote 30%

Cost Per Quote 233

Quote to Close 75%

Cost Per Acquisition \$310

Cheap Leads/Expensive CAC



Cost Per Lead:	\$25
Lead to Appointment	15%
Cost Per Appointment	\$166
Appointment to Quote	50%
Cost Per Quote	332
Quote to Close	30%
Cost Per Acquisition	\$1,106

Cheap Leads/Expensive CAC



Cost Per Lead:	\$25	\$120
Lead to Appointment	15%	85%
Cost Per Appointment	\$166	\$141
Appointment to Quote	50%	75%
Cost Per Quote	332	188
Quote to Close	30%	60%
Cost Per Acquisition	\$1,106	\$313