



LOCAL BRANDING: THE SECRET WEAPON OF LEAD VOLUME & HIGH CONVERSION

Peter Troast, Founder & CEO

Energy Circle Webinar Series

September 25, 2019

Energy Circle On The Road

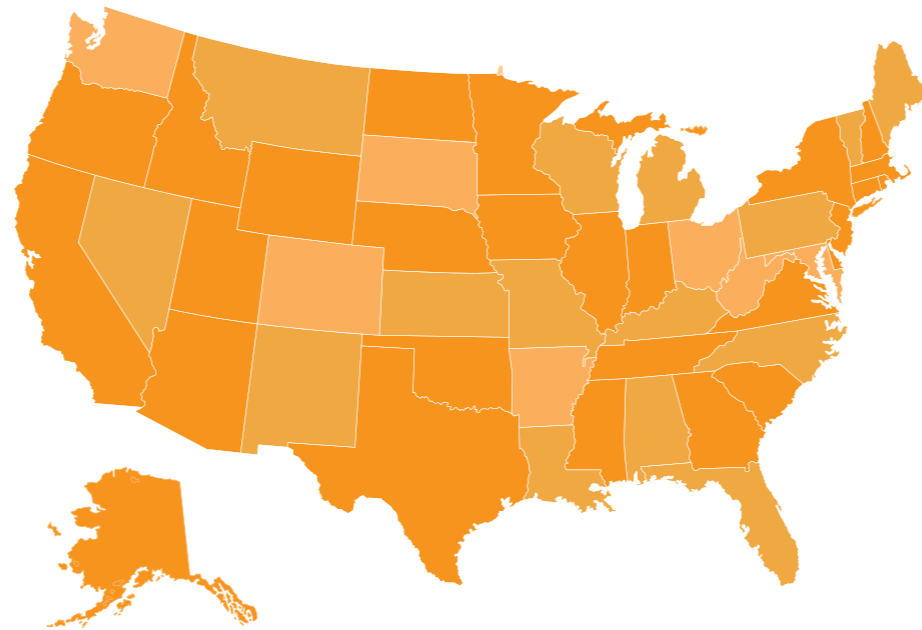
~~09/18 - 09/19: **Local Search Advanced** | Denver, CO~~

~~09/20 - 09/22: **Raterfest** | Rocky Mountain Village, CO~~

09/30 - 10/01: **PA Home Performance Conference** | State College, PA

10/03 - 10/04: **Contractor Success Symposium** | Burlington, VT

12/04 - 12/08: **North American Passive House Conference** | Washington, DC





STRENGTHEN YOUR BRAND: WAYS TO MEASURE THE UNMEASURABLE

Peter Troast, Founder & CEO

Energy Circle Webinar Series

May 22, 2019



Optimizing Your Google Home Page (Brand Search + GMB)

Peter Troast, Founder & CEO

Energy Circle Webinar Series

November 1, 2018

What We'll Discuss

- 1 Your Brand in the Real World vs the Online World**
- 2 Why This Matters? What's the ROI?**
- 3 Developing a Local Brand Strategy**



YOUR BRAND IN THE REAL WORLD/IN THE ONLINE WORLD

Brand

Your brand is the power of your reputation.

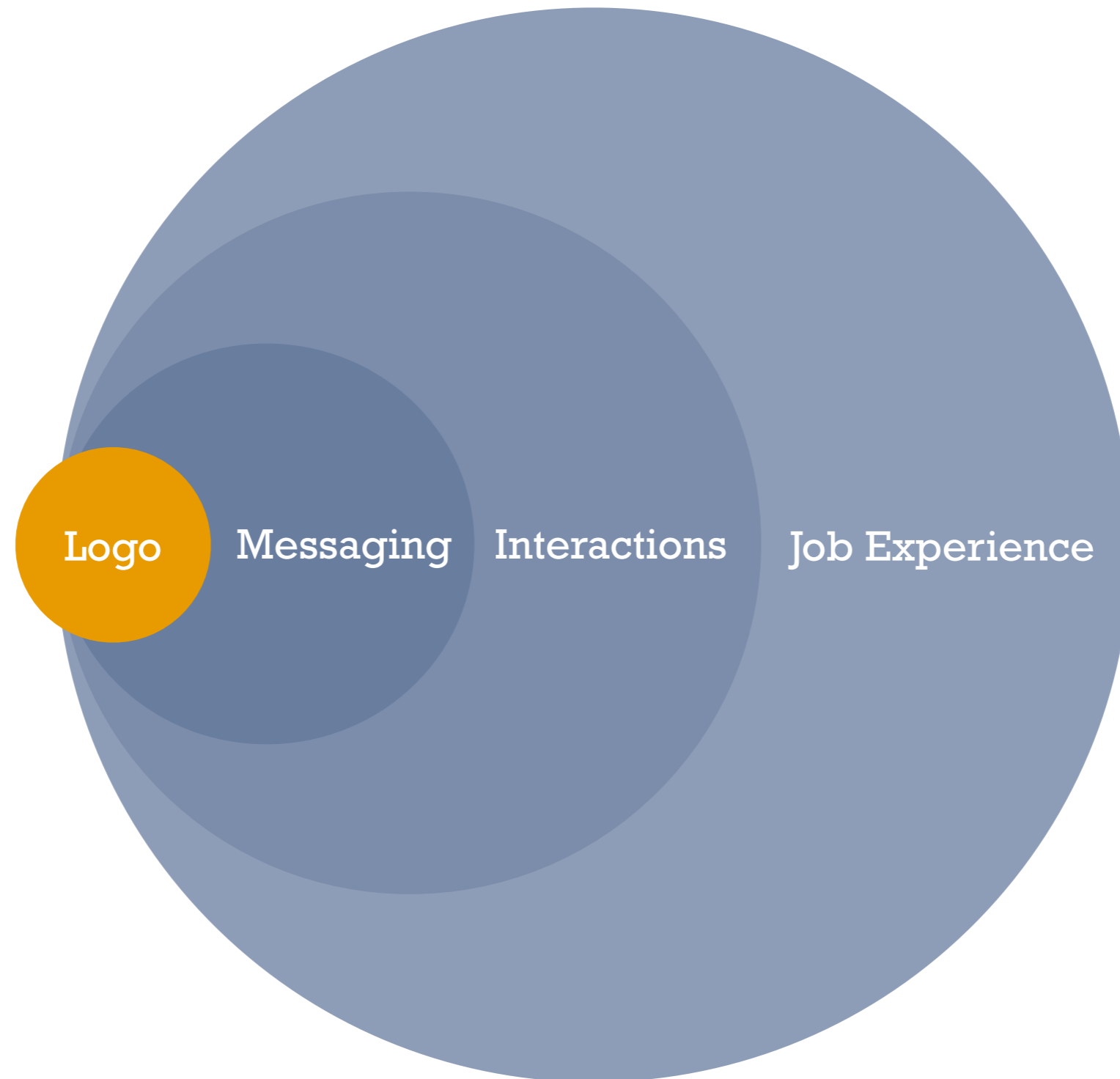
Branding helps your customers connect with you on a **rational** and **emotional** level.

It lives in your customers' heads, giving them **compelling** reasons to act.

The goal of your brand is to create **delight, demand** and **dollars**.



Your Brand is: Everything



Two Sides of Your Brand

In the Real World



In the Online World

Building Doctors

buildingdoctors.com/ ▼

Building Doctors provide comprehensive home energy audits and energy ... first step toward saving money and improving the energy efficiency in your building.

Meet the Team

Learn more about the Building Doctors and what makes us ...

About

Building Doctors is a full service home and commercial energy ...

Contact Us

Contact Us. Building Doctors logo for energy audits. Servicing ...

Energy Audits

Home energy audits from Building Doctors are the first step ...

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

Building Doctors - Heating & Air Conditioning/HVAC - Los ...

www.yelp.com › ... › Heating & Air Conditioning/HVAC ▼ Yelp ▼

★★★★★ Rating: 5 - 8 reviews

8 Reviews of Building Doctors "We hired Building Doctors to do a sizable energy efficiency upgrade project. This included work in the attic, crawlspace, and ...

Building Doctors - Los Angeles, CA - Contractor | Facebook

<https://www.facebook.com/buildingdoctors> ▼

Building Doctors, Los Angeles, CA. 588 likes · 13 talking about this · 5 were here. We specialize in comprehensive home energy audits and energy...

Building Doctors | Los Angeles, CA 90036 | Angies List

www.angieslist.com › Local Reviews › Los-angeles ▼ Angie's List ▼

Reviews you can trust on Building Doctors from Angie's List members | 5042 Wilshire Blvd. # 268 Los Angeles, CA.

Building Doctors at Efficiency First

<https://www.efficiencyfirst.org/member/210/> ▼

The Building Doctors is a certified home performance contractor. Our "Check Up" is more than the average energy audit by combining building science and ...

Building Doctors (@thebuildingdocs) | Twitter

<https://twitter.com/thebuildingdocs> ▼

The latest Tweets from Building Doctors (@thebuildingdocs). Comprehensive Energy Audits/Assessments, Energy Efficiency Upgrades and Solar. Los Angeles.

Google Can Only Measure What It Can See





WHY THIS MATTERS
WHAT'S THE ROI?

“The internet is a cesspool where false information thrives...brands are how you sort out the cesspool.”

Eric Schmidt
CEO, Google
2008

Google Search & Rankings Simplified



Q Search Google or type a URL

Context

+

Authority

+

Engage-
ment

Google Search & Rankings Simplified



Q Search Google or type a URL



Content

+



+

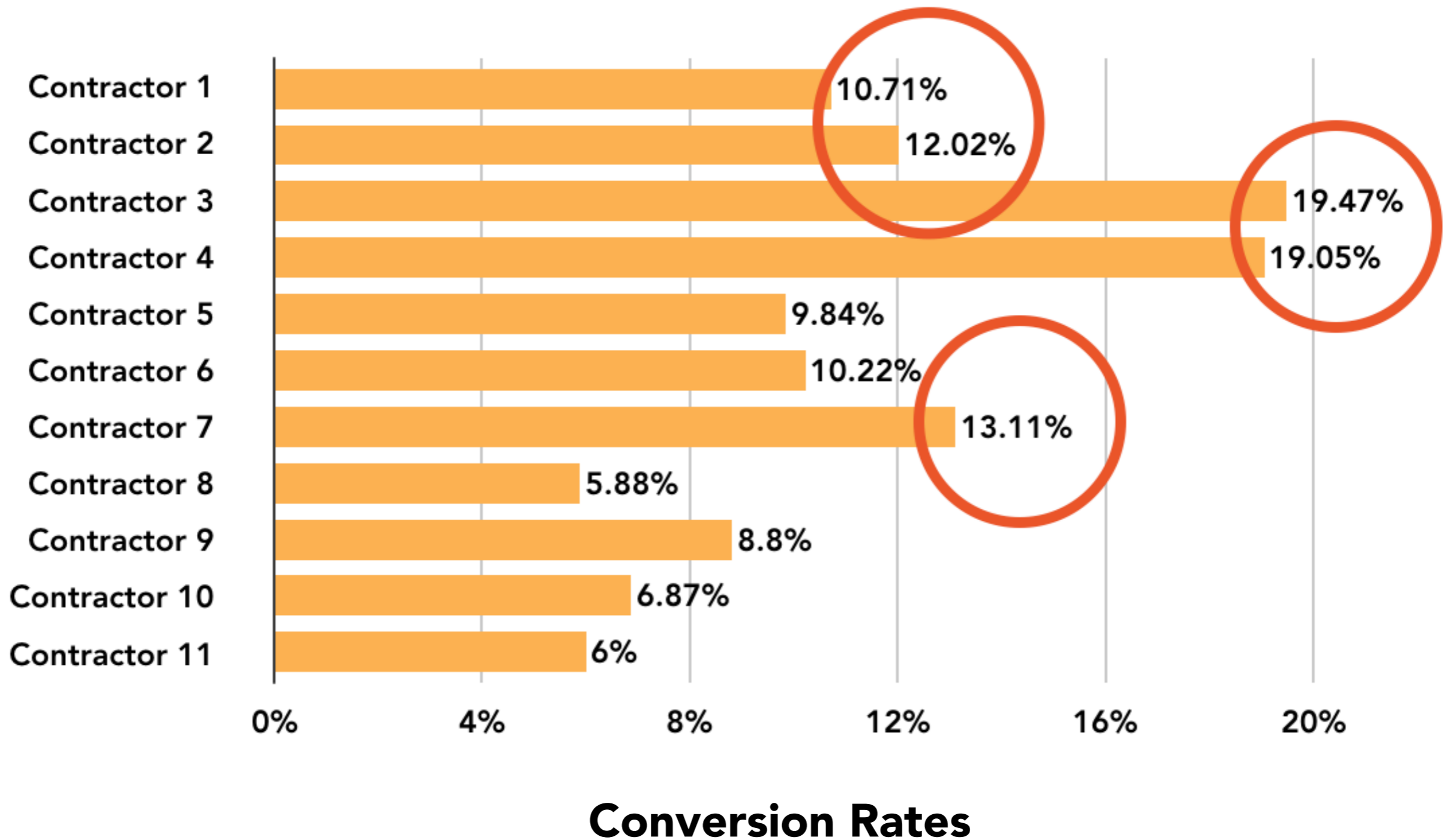


Brand Signals

Website vs Brand vs Entity Authority



Strong Brands Get Strong Digital Results



Local Search Algorithm

Factor	
Relevance Does the business provide products, services or attributes the searcher is asking for?	
Prominence Is the business well-known and well-regarded within its local market area and its industry?	
Proximity Is the business close enough to the searcher to be considered a good answer for their search query?	

Relevance

Does the business provide products, services or attributes the searcher is asking for?

Prominence

Is the business well-known and well-regarded within its local market area and its industry?

Proximity

Is the business close enough to the searcher to be considered a good answer for their search query?

Local Search Algorithm

Factor	How Does Google Know?
Relevance Does the business provide products, services or attributes the searcher is asking for?	Google My Business Website Reviews Links & Mentions
Prominence Is the business well-known and well-regarded within its local market area and its industry?	Links & Mentions Industry Directories Local Directories Engagement
Proximity Is the business close enough to the searcher to be considered a good answer for their search query?	Office Location(s) Service Area



DEVELOPING A LOCAL BRAND STRATEGY

Strong Website

Expertise
Authority

Trust

PIPPIN BROTHERS HOME SERVICES (OK) 580-215-1390 | (TX) 940-213-4532 About • Blog • Commercial • Financing • Contact

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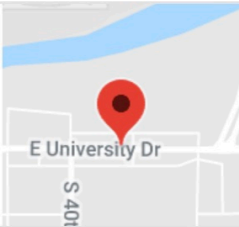
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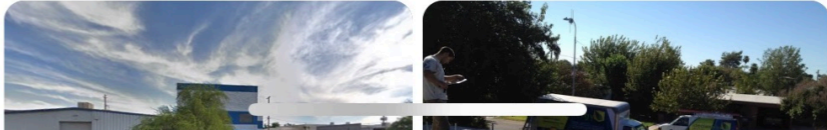
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 Suggest an edit



Reviews = Engagement

1. Google Quantity
2. Overall Diversity
3. Responses

The Google Reviews Study BrightLocal

Show Reviews Data for:

Plumbing and HVAC Businesses

BrightLocal's Google Reviews Study uncovers:

- The average number of reviews for **plumbing and HVAC businesses** on Google
- The proportion of **plumbing and HVAC businesses** with Google Reviews
- How star ratings and number of reviews correlate with **Google Local Ranking**

These findings are based on **5,933 plumbing and HVAC businesses** found using **498** related keywords.













74% of plumbing and HVAC businesses have Google reviews

41

Plumbing and HVAC businesses have an average of **41 Google reviews**



On average, plumbing and HVAC businesses have **4.4 stars**

<input checked="" type="checkbox"/>	 BBB	Carjon Heating & Air Conditioning, Inc. 4 Enterprise Ln, Smithfield, RI, 02917-2467 (401) 257-6254	15 Reviews
<input checked="" type="checkbox"/>	 Citysearch	CARJON Air Conditioning and Heating, Inc. 4 Enterprise Ln, Smithfield, RI, 02917 (401) 232-9400	0 Reviews
<input checked="" type="checkbox"/>	 Cylex	Carjon Engineering 4 Enterprise Lane, Smithfield, Rhode Island, 02917 401-232-0920	0 Reviews
<input checked="" type="checkbox"/>	 DexKnows	Carjon Air Conditioning And Heating Inc 4 Enterprise Ln, Smithfield, RI, 02917 (401) 232-9400	0 Reviews
<input checked="" type="checkbox"/>	 Ezlocal	Carjon Air Conditioning & Heating 4 Enterprise Ln Smithfield, RI 02917-2423 (401) 404-5933	0 Reviews
<input checked="" type="checkbox"/>	 Facebook	CARJON Air Conditioning and Heating 4 Enterprise Ln, Smithfield, Rhode Island, Rhode Island, 02917 (401) 232-9400	26 Reviews
<input checked="" type="checkbox"/>	 FourSquare	Carjon Sim on Foursquare	0 Reviews
<input checked="" type="checkbox"/>	 Google Local	CARJON Air Conditioning and Heating, Inc. 4 Enterprise Ln, Smithfield, RI 02917 (401) 232-9400	17 Reviews
<input checked="" type="checkbox"/>	 Insider Pages	CARJON Air Conditioning and Heating, Inc. 4 Enterprise Ln Smithfield, RI 02917 Cross street: Serving the Smithfield Metro area. 401-232-9400	5 Reviews
<input type="checkbox"/>	 Judy's Book	No Listing found	

Sponsorships

Links to your Website

Mentions



Links & Mentions

PR (Earned Media)

Local Lists & Directories

Links are Awesome

Mentions are Great

A home energy audit: we put it to the test and here is what we learned

Posted: 7:10 PM, May 18, 2017 Updated: 9:49 AM, May 19, 2017

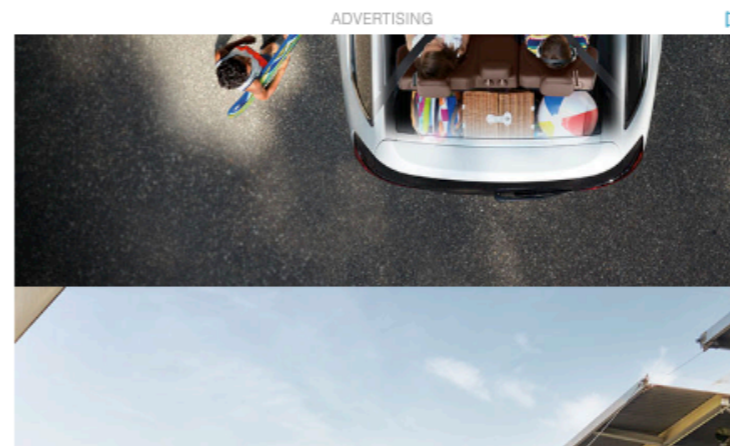
By: Joe Ducey



Could you be paying more on energy bills because of something you cannot see?

We spent the day at producer Courtney's house getting an energy audit.

And it was eye opening.



The company is [Ideal Energy](#).

We found them through Salt River Project.

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THANK YOU!

QUESTIONS OR COMMENTS?

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