



# **How to Succeed in Local Search and Overcome Google's Proximity Bias**

Energy Circle Webinar Series

Peter Troast, Energy Circle

*January 23, 2019*

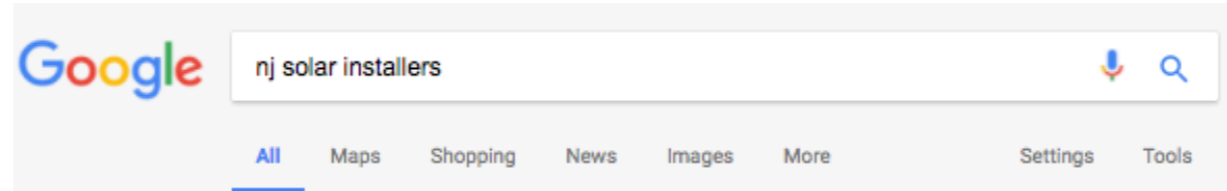
# What We'll Discuss

- 1 Quick Review: Key Factors in Local Search Ranking**
- 2 Google's Bias Toward Proximity**
- 3 Specific Tactics to Overcome Proximity Bias**



# **KEY FACTORS IN LOCAL SEARCH RANKING**

# Today's Typical 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](#)  
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](#)  
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?

Google  
Local  
3 Pack

Rating ▾ Hours ▾

<b>PowerLutions Solar</b> 5.0 ★★★★★ (19) · Solar Energy Equipment Supplier Lakewood, NJ · (732) 987-3939	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>
<b>Jersey Solar LLC</b> No reviews · Solar Energy Equipment Supplier Lambertville, NJ · (609) 737-6566	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>
<b>GeoPeak Energy</b> 4.9 ★★★★★ (42) · Solar Energy Equipment Supplier Somerset, NJ · (732) 377-3700	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>

[More places](#)

Organic

**Selecting a Contractor | NJ OCE Web Site - NJ Clean Energy**  
[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/](#)  
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

# 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!

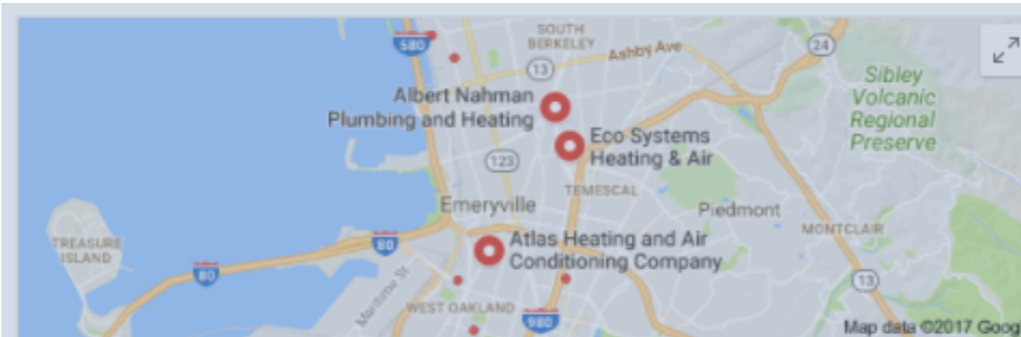
Locally Owned & Operated · 24/7 Emergency Service · Guaranteed Repairs · Licensed & Insured

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

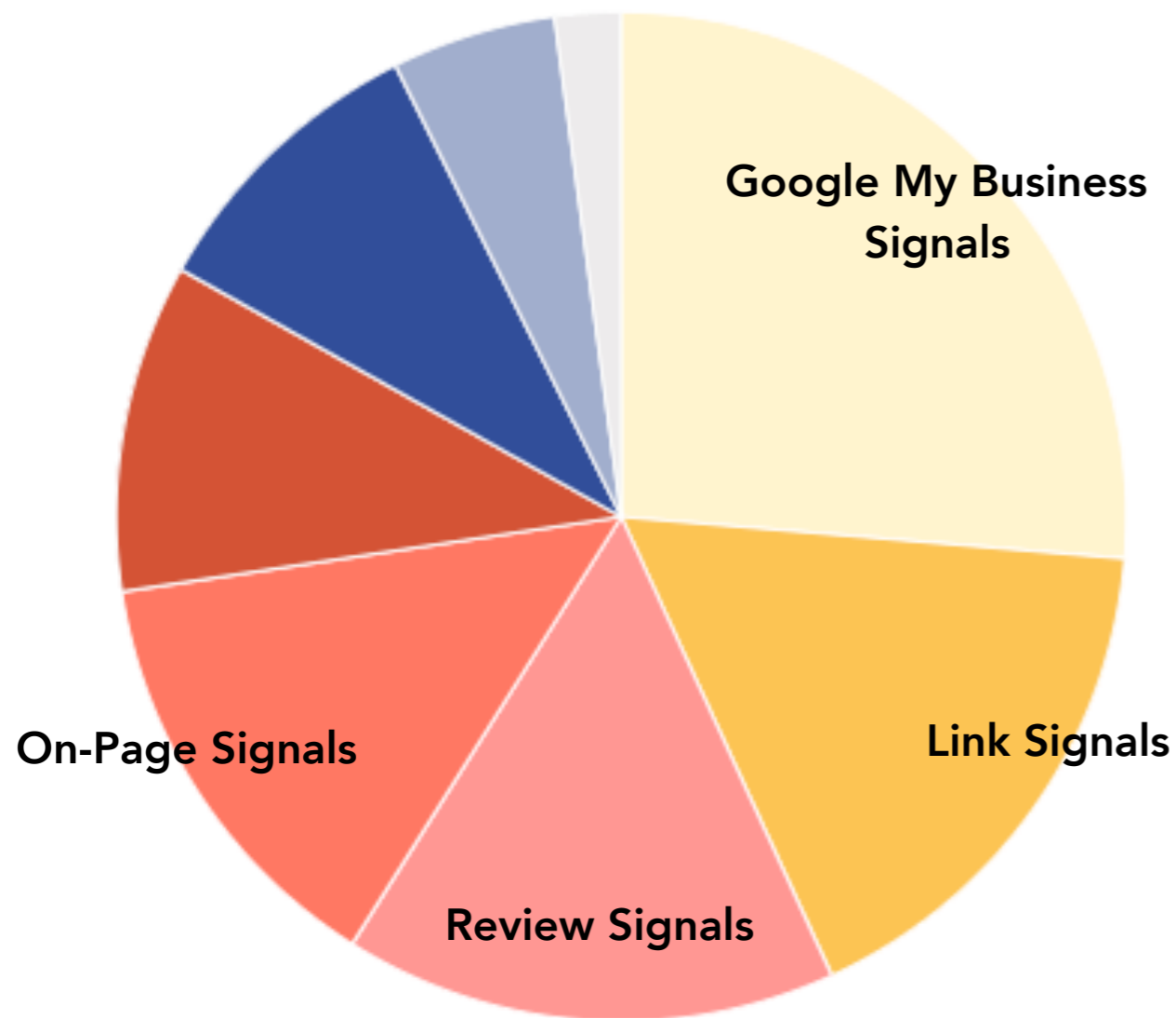


DIRECTIONS

☰ More places

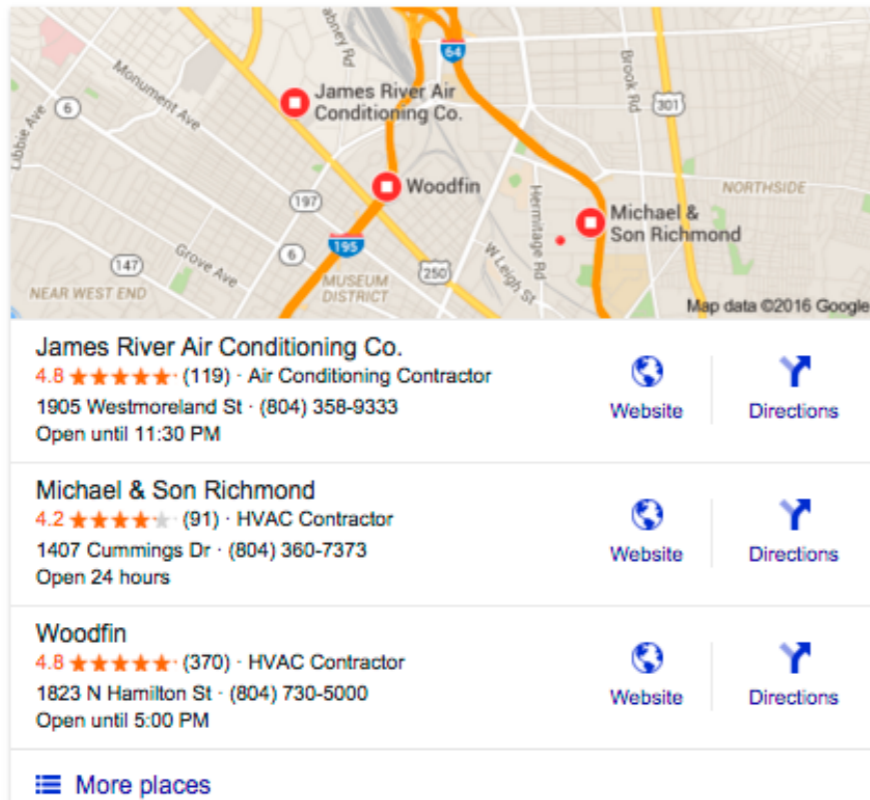
# Local Pack Ranking Factors

## Local Pack/Finder Ranking Factors

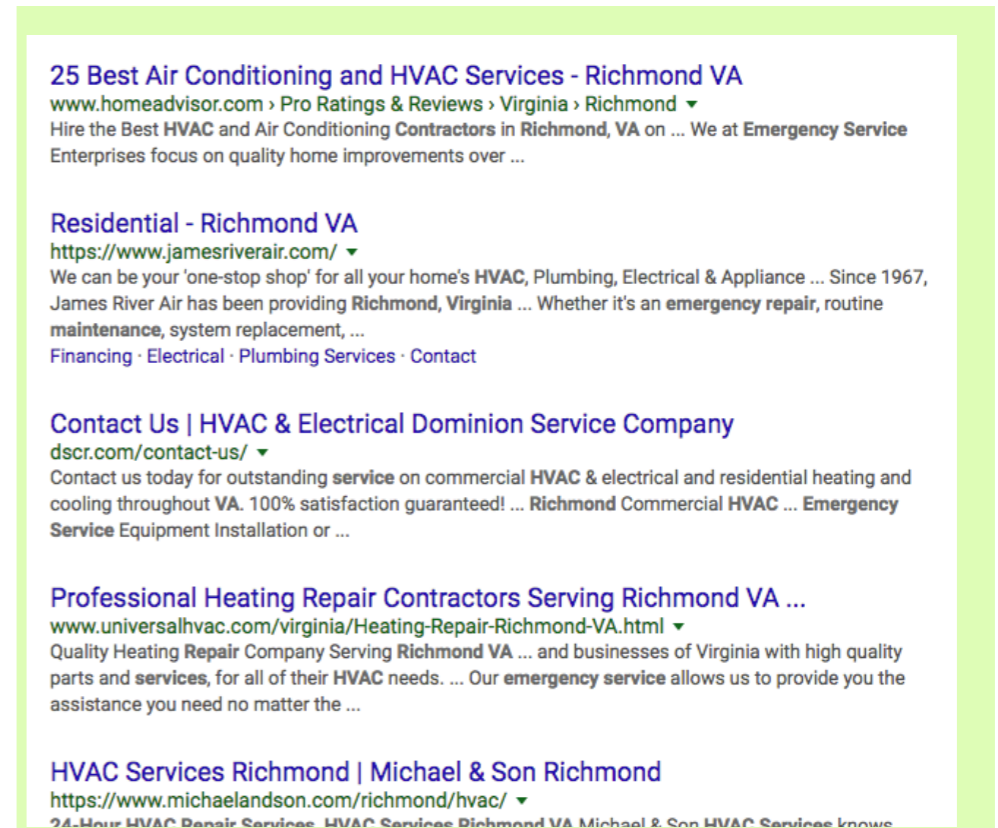


1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **13.82%**

# Local Pack



# Organic



Proximity

Website

Links

Google My Business  
Reviews

Engagement

Metadata


Citations



# **UNDERSTANDING GOOGLE'S PROXIMITY BIAS**



# #1 Ranking Factor: Proximity to Searcher



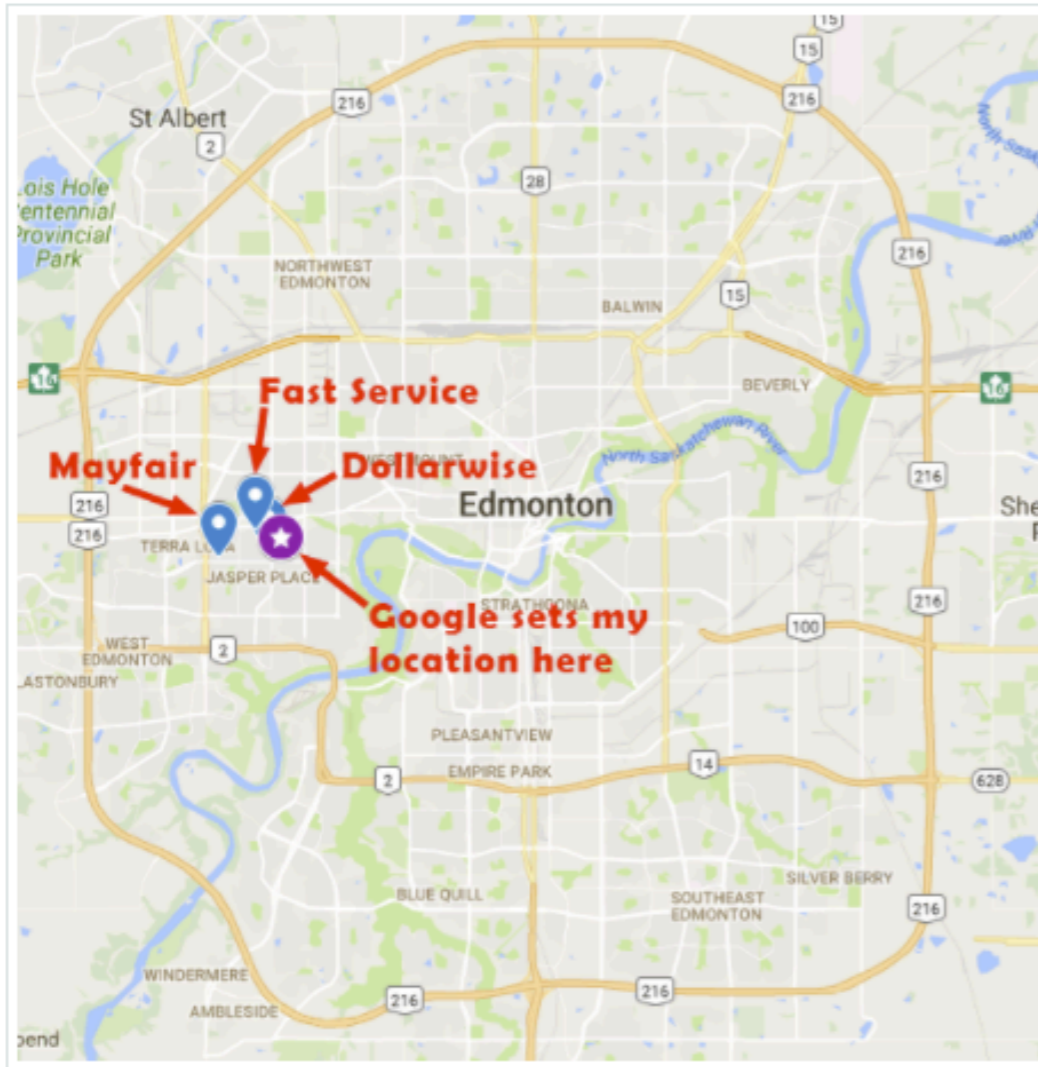
Map data ©2018 Google

Rating ▾ Hours ▾

<b>ReVision Energy</b> 4.9 ★★★★★ (13) · Solar Energy Equipment Supplier Portland, ME · (207) 221-6342 "Revision Energys <b>installation</b> was done without a glitch.They gave a..."	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>
<b>Goggin Energy</b> 5.0 ★★★★★ (2) · Solar Energy Equipment Supplier Portland, ME · (207) 772-7557 "from obtaining the quote to the post- <b>installation</b> help was handled ..."	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>
<b>Assured Solar Energy</b> 4.5 ★★★★★ (8) · Solar Energy Equipment Supplier North Yarmouth, ME · (207) 221-2916 "Great job with solar panel <b>installation</b> Sept. 2013. The whole crew was..."	<a href="#">WEBSITE</a>	

[More places](#)

# Proximity to Searcher



	Dollarwise Plumbing	Fast Service	Mayfair Plumbing
Rank	1	2	3
Claimed?	No	No	No
Content Quality	No website	Decent	No website
Linking Domains	0	41	0
Citations	58	19	18
Reviews	0	0	0
Proximity	600m	800m	2100m



# **TACTICS/SOLUTIONS TO OVERCOME PROXIMITY BIAS**

# Establishing Your Geo Targets

## Formal Geos

Town  
City  
County  
State

## Colloquial Geos

Jersey Shore  
Chicagoland  
Long Island  
Eastern Shore

***Prioritize!***  
***You Can't Win 'Em All***  
***Top 5***  
***Top 10***

# Geo-Based Strategies

## **Google Ads with Local Extensions**

Buy your way in to the Local Pack


## **Key Geographies in Meta Titles**

## **City Pages for Key Services/Locations**

## **Localized Galleries, Case Studies, Testimonials**









## **Embedded Google Maps**


# Buy Your Way In—Google Ads



Map showing locations of insulation contractors in the Portland area, including Builders Installed Products, Evergreen Home Performance, and Quantum Insulators Portland.

Rating ▾ Hours ▾ Your past visits ▾

<b>Simplified Green Homes</b> ▾ <b>Ad</b> 5.0 ★★★★★ (3) · Insulation Contractor 9 Little River Rd · (800) 625-5958 Open · Closes 5:30PM	 WEBSITE	 DIRECTIONS
<b>Evergreen Home Performance</b> 4.9 ★★★★★ (29) · Insulation Contractor 190 Riverside Street, 2A · (207) 594-2244 Open · Closes 5PM	 WEBSITE	 DIRECTIONS
<b>Builders Installed Products</b> 5.0 ★★★★★ (2) · Insulation Contractor 515 Riverside Industrial Pkwy · (207) 878-6600 Open · Closes 5PM	 WEBSITE	 DIRECTIONS
<b>Quantum Insulators</b> 5.0 ★★★★★ (2) · Insulation Contractor 64 Payson Street 2A · (207) 342-3077 Open · Closes 3:30PM	 WEBSITE	 DIRECTIONS

 [More places](#)

Using Local Extension

# Key Geographies in Meta Titles

**Title**

Mini-Split AC | Sacramento Area | Brower Mechanical

<https://www.browermechanical.com/service/mini-splits-0> ▼

Every room in your home is different. Cool them efficiently with the latest technology – mini-splits. Learn from our experts about these systems.

## Suggested Format

Keyword 1, Keyword 2 | Brand Name | Geography (~56 Characters)

## Suggested Format

Energy Audits | Agatha's Home Performance | Long Island, NY (59)

Energy Audits | Agatha's HP | Nassau & Suffolk Counties (55)

Energy Audits | Agatha's | Babylon, Islip, Farmingdale NY (57)

# Ideal City Page

Our Company Web Page

Our Logo    About Us    Blog    FAQ    Testimonials    Past Projects    Contact Us    800.887.8017

Energy Audit    Insulation    Heating & Cooling    Healthy Home    Solar

CITY service description or blurb, with local terms.

LOCAL PHOTO, Landmark, Team Work Site, Other Localized Image

LOCALIZED headline, with Salient Point

Do you find yourself paying too much for your home's monthly energy bills or trying to find the source of phantom drafts? The team at Healthy Home™ Energy & Consulting can help make your New Rochelle home energy efficient, healthy and comfortable.

Our experts have experience working on homes all the way from Wykagyl Country Club to Pelham Country Club. So whether you live closer to Greentree Country Club or Flowers Park, our team can help address any efficiency, comfort or health concerns you have about your home in [New Rochelle](#).

Call to Action, contact form here plus 800-999-1234

NAME


EMAIL

PHONE

MESSAGE

SUBMIT

Serving the DESCRIPTIVE PLACE NAME area.



Featured LOCAL Blog Article

The mayor of New Rochelle, Noam Bramson, and Energize NY have recently made great strides towards getting homes in the city more energy efficient. Healthy Home™ Energy & Consulting is here to help with the initiative of [Energize New Rochelle](#).

Featured VIDEO from Local media

Our EXPERIENCE in the LOCAL Area

For New Rochelle homeowners, we commonly find our projects include [spray foam insulation](#), [whole-home air sealing](#), dense pack in the exterior walls and garage, as well as thermostat upgrades. However, our services also include [mini-split heat pump](#) installation, [indoor air quality](#) solutions and even [solar](#), so we can do the work your home truly requires.

Project with LOCALIZED Notability or Appeal, or Seasonality

Ask us about our work in the historic district. Our designs and installations are tailored to fit the appearance standards of your neighborhood while maximizing efficiency and return on investment. This project was recently profiled in [The Standard Press](#).

Another Local Image

Specific Local Projects or Links to Case Studies

- Service 1
- Service 2
- Service 3

Blog Articles about THIS CITY in Particular

- Post 1
- Post 2
- Post 3

"We hired [HealthyHome](#) to fix our attic in New Rochelle...

*"What a difference HealthyHome made! They stuck to their estimates, were conscientious in completing the work and cleaned up after themselves every day. I felt comfortable having them in my home, and I have already seen savings in our bills."*

Doug J, in New Rochelle

DISTINCTION BADGE    DISTINCTION BADGE    DISTINCTION BADGE    DISTINCTION BADGE    DISTINCTION BADGE




# City Pages

About Us [FAQ](#) [Financing & Incentives](#) [Contact Us](#) [Privacy Policy](#) [Refer a Friend](#) **(914) 327-2048** [Q](#)

[ENERGY AUDITS](#) [INSULATION & AIR SEALING](#) [INDOOR AIR QUALITY](#) [HEATING & COOLING](#)

Offering Energy Audits, Insulation & Air Sealing, Indoor Air Quality, Heating & Cooling, Mini-Split Heat Pumps in the New Rochelle area



## Improve Your New Rochelle Home

Do you find yourself paying too much for your home's monthly energy bills or trying to find the source of phantom drafts? The team at Healthy Home™ Energy & Consulting can help make your New Rochelle home energy efficient, healthy and comfortable.

Our experts have experience working on homes all the way from Wykagyl Country Club to Pelham Country Club. So whether you live closer to Greentree Country Club or Flowers Park, our team can help address any efficiency, comfort or health concerns you have about your home in [New Rochelle](#).

If your home is older or you have a Homeowner's Association that requires your home's work meets certain standards, we can help. The Healthy Home™ team ensures all our work is high-quality and guarantees comfort, health and energy efficiency while still preserving the character of the home.

### Home Energy Efficiency, Comfort & Savings

Many homes in New Rochelle lack adequate air sealing and insulation. So although you may think you need new windows, those drafts, uneven temperatures and high energy bills are all probably due to poor weatherization.

For New Rochelle homeowners, we commonly find our projects include [spray foam insulation](#),

**Are you ready to be more comfortable in your New Rochelle home?**


Our team can help!

**(914) 327-2048**


Name

Phone

Email

I'm not a robot 

**LEARN MORE**



### Primary Services We Provide:

- [Energy Audits](#)

# Geo Tagged Case Studies


PROJECTS SOLAR PV HEAT PUMPS SOLAR HEATING EV CHARGING WHO WE ARE



# Geo Tagged Case Studies

PROJECTS SOLAR PV HEAT PUMPS SOLAR HEATING EV CHARGING WHO WE ARE

Friends Meeting House | Vassalboro [Home » Friends Meeting House | Vassalboro](#)



### About the Project

During the fall of 2015, members of the Vassalboro Friends Meeting House collectively decided to add solar to the roof of their facility to offset the electricity used to heat, cool, and power the facility. After considering the various options available, they opted to buy a system outright.

The members of the selection committee for considering the details of their installation prioritized an installation that served the principles of the congregation. This included the manufacturing practices of the solar equipment.

This proved a great fit for Insource Renewables. We work with module manufacturers who receive high marks from third party organizations related to environmental and labor practices. The two standard module manufacturers whose product we install – Solarworld and REC – are rated highly by the [Silicon Valley Toxics Coalition](#).

The project received significant press, including from the [Portland Press Herald](#) and [WABI-TV](#).

As with nearly every system installed by Insource Renewables, the PV inverter at the


Contact Us For A Free Consultation  
(207) 424-2298

First Name:


Last Name:

Email:

Phone:

I'm not a robot 

**SUBMIT**



# Go for Simplicity & Volume

## RETAIL SOLAR PROJECTS

### Hulls Cove Tool Barn – Bar Harbor, Maine

5.36kW solar project installed for the Hulls Cove Tool Barn by ReVision Energy in Bar Harbor, Maine.



Will Solar Work for My Home?


Enter a location

GET STARTED →



# **SOME THINGS NOT TO DO**

# What NOT To Do. Thin Content.




Factory Authorized Dealer

Whatever it takes:

**The Unico System**


- HOME
- ABOUT US
- PRODUCTS
- SERVICES
- SUPPORT
- SPECIAL OFFERS
- FINANCING
- PHOTO GALLERY
- REVIEWS



**HOURS**  
MON-FRI: 8-5  
EMERGENCY SERVICE: AVAILABLE EVENINGS & WEEKENDS

**PAYMENT ACCEPTED**  
CASH  
CHECK

## MANCHESTER, MO FURNACE & AIR CONDITIONING INSTALLATION, REPAIR & MAINTENANCE





### QUALITY HEATING & COOLING INC IS PROUD TO SERVE THE MANCHESTER COMMUNITY!

We are proud to be part of this community, serving your heating and air conditioning needs. Whether you need repair, replacement or a new installation of a furnace, air conditioner, heat pump or air filtration system, we get the job right the first time. Our certified technicians service all furnace and air conditioning make and models.

Please call us today at **314-961-3181** to consult with our home comfort specialist.


We offer the following in Manchester, MO

<p><b>Air Conditioning Services</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Repair Service</a></li> <li>• <a href="#">New Air Conditioner Sales</a></li> <li>• <a href="#">Air Conditioner Installation</a></li> <li>• <a href="#">Air Conditioning Replacement</a></li> <li>• <a href="#">High Efficiency Air Conditioner Upgrades</a></li> <li>• <a href="#">Air Conditioner Parts</a></li> <li>• <a href="#">Air Conditioner Maintenance Contract</a></li> <li>• <a href="#">Air Conditioner Repair</a></li> <li>• <a href="#">Commercial HVAC</a></li> <li>• <a href="#">Ductless Mini-Split Conditioners</a></li> <li>• <a href="#">Single Room Air Conditioners</a></li> </ul>	<p><b>Heating Services</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Repair Service</a></li> <li>• <a href="#">New Gas Furnace Sales</a></li> <li>• <a href="#">New Heat Pump Sales</a></li> <li>• <a href="#">New Boiler Sales</a></li> <li>• <a href="#">Furnace Installation</a></li> <li>• <a href="#">Heat Pump Installation</a></li> <li>• <a href="#">Boiler Installation</a></li> <li>• <a href="#">Furnace Replacement</a></li> <li>• <a href="#">Heat Pump Replacement</a></li> <li>• <a href="#">Boiler Replacement</a></li> <li>• <a href="#">Furnace Repair</a></li> <li>• <a href="#">Heat Pump Repair</a></li> <li>• <a href="#">Boiler Repair</a></li> <li>• <a href="#">Furnace Parts</a></li> <li>• <a href="#">Heat Pump Parts</a></li> </ul>
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Whatever it takes:

**The Unico System**


- HOME
- ABOUT US
- PRODUCTS
- SERVICES
- SUPPORT
- SPECIAL OFFERS
- FINANCING
- PHOTO GALLERY
- REVIEWS



**HOURS**  
MON-FRI: 8-5  
EMERGENCY SERVICE: AVAILABLE EVENINGS & WEEKENDS

**PAYMENT ACCEPTED**  
CASH  
CHECK

## CLAYTON, MO FURNACE & AIR CONDITIONING INSTALLATION, REPAIR & MAINTENANCE





### QUALITY HEATING & COOLING INC IS PROUD TO SERVE THE CLAYTON COMMUNITY!

We are proud to be part of this community, serving your heating and air conditioning needs. Whether you need repair, replacement or a new installation of a furnace, air conditioner, heat pump or air filtration system, we get the job right the first time. Our certified technicians service all furnace and air conditioning make and models.

Please call us today at **314-961-3181** to consult with our home comfort specialist.

We offer the following in Clayton, MO

<p><b>Air Conditioning Services</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Repair Service</a></li> <li>• <a href="#">New Air Conditioner Sales</a></li> <li>• <a href="#">Air Conditioner Installation</a></li> <li>• <a href="#">Air Conditioning Replacement</a></li> <li>• <a href="#">High Efficiency Air Conditioner Upgrades</a></li> <li>• <a href="#">Air Conditioner Parts</a></li> <li>• <a href="#">Air Conditioner Maintenance Contract</a></li> <li>• <a href="#">Air Conditioner Repair</a></li> <li>• <a href="#">Commercial HVAC</a></li> <li>• <a href="#">Ductless Mini-Split Air Conditioners</a></li> <li>• <a href="#">Wall Mount Air Conditioners</a></li> </ul>	<p><b>Heating Services</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Repair Service</a></li> <li>• <a href="#">New Gas Furnace Sales</a></li> <li>• <a href="#">New Heat Pump Sales</a></li> <li>• <a href="#">New Boiler Sales</a></li> <li>• <a href="#">Furnace Installation</a></li> <li>• <a href="#">Heat Pump Installation</a></li> <li>• <a href="#">Boiler Installation</a></li> <li>• <a href="#">Furnace Replacement</a></li> <li>• <a href="#">Heat Pump Replacement</a></li> <li>• <a href="#">Boiler Replacement</a></li> <li>• <a href="#">Furnace Repair</a></li> <li>• <a href="#">Heat Pump Repair</a></li> <li>• <a href="#">Boiler Repair</a></li> <li>• <a href="#">Furnace Parts</a></li> <li>• <a href="#">Heat Pump Parts</a></li> <li>• <a href="#">Boiler Parts</a></li> <li>• <a href="#">Heating Maintenance Contracts</a></li> </ul>
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Burlington, VT  
[\(802\) 233-5564](tel:8022335564)  
[plumbson54@gmail.com](mailto:plumbson54@gmail.com)

Connect with the Plumb Perfect Team on Social Media



WORK CLOUD

Drain Cleaning in Burlington , VT Oil Furnace Service and Repair in Stowe , VT Freeze-up Repair Service in Burlington , VT Residential and Commercial Kitchen Services in Williston , VT Residential and Commercial Kitchen Services in Burlington , VT Residential and Commercial Kitchen Services in Colchester , VT Bathroom Remodeling and Repair Services in South burlington , VT Water Heater Service and Repair in South burlington , VT Residential and Commercial Kitchen Services in Winooski , VT Water or Steam Boiler Repair in Essex junction , VT Residential and Commercial Kitchen Services in Essex junction , VT Water or Steam Boiler Repair in Winooski , VT Bathroom Remodeling and Repair Services in Milton , VT Residential and Commercial Kitchen Services in Shelburne , VT Bathroom Remodeling and Repair Services in Shelburne , VT Plumbing Repairs in Burlington , VT Toilet Repair and Service in Burlington , VT Water or Steam Boiler Repair in Jericho , VT Water or Steam Boiler Repair in Burlington , VT Bathroom Remodeling and Repair Services in Waterbury center , VT Bathroom Remodeling and Repair Services in Burlington , VT Bathroom Remodeling and Repair Services in Essex junction , VT Natural Gas Conversions in Burlington , VT Residential and Commercial Kitchen Services in South burlington , VT Restaurant Plumbing Repair in Burlington , VT



# QUESTIONS?

Peter Troast

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