



# **Local Search Ranking Factors 2018 Report: Implications for Solar, Home Performance & HVAC**

Energy Circle Webinar Series

Peter Troast, Energy Circle

*December 19, 2018*



# Adios and Fare-thee-well to Mike Rogers



By [Peter Troast](#) | December 19, 2018

The cause of better homes and better contracting businesses lost its biggest champion yesterday. Our colleague and friend Mike Rogers succumbed to a horrible and rare form of cancer that appeared suddenly and acted swiftly. There is a hole in the universe today larger than the Grand Canyon that he loved so much.

An outsider looking in would say Mike was an enigma—a policy/industry visionary, incredibly exact person in business, and utter goofball. He didn't care much what people thought, or perhaps he knew that no amount of 2AM barroom floor yoga would ever confuse his stature or life's accomplishments.

He coined HTFU—harden the fuck up—which I hadn't heard about until he was sick, and certainly became a rallying cry for his battle. But he lived that even before, and most impactful for me were the high standards, precision and fervor with which he approached business life. It was not always easy working with him, but he was typically right and the standards he held all of us to were high.

It would be hard to identify another person who contributed more to the idea of home performance. Others know better his history at EPA and DOE where he conceived [the Home Performance with Energy Star program](#), and I'm certain they will tell that story.

My interaction with Mike was during the time in his career when he devoted most of his effort to showing and teaching contractors a better business model—at Green Homes America and subsequently at Omstout Consulting (named, fittingly, after his favorite type of beer.) He traveled



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How can we help?

# Energy Matters

Home > Energy Matters

## Overcoming Barriers to Building Electrification

Posted by: [Mike Rogers](#)

Over on LinkedIn last week, I shared a GTM article arising from a Rocky Mountain Institute summit, "[Experts Discuss the Biggest Barriers Holding Back Building Electrification](#)".

I suggested this was a good starting point, but that it didn't go far enough. The article says:

"The group highlighted the need to convince plumbers, HVAC technicians, and building contractors it's in their ...



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[business](#), [contractors](#), [electrification](#), [electrifyeverything](#), [heat pumps](#), [HPWH](#), [induction stove](#), [market](#), [opportunity](#), [policy](#), [program](#)



Mike Rogers is a popular speaker at training events, conferences, and coaching seminars.

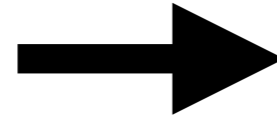
[Book Mike Rogers](#)

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# Back to the Future







# **Local Search Ranking Factors 2018 Report: Implications for Solar, Home Performance & HVAC**

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*December 19, 2018*

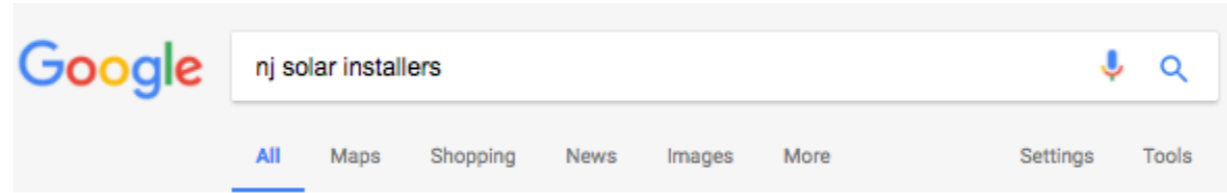
# What We'll Discuss

- 1 Why We're So Focused on Local Search**
- 2 2017 Local Search Ranking Factors Report**
- 3 Specific Takeaways for HP/HVAC/Insulation**
- 4 Where Local May Be Headed in 2019**



# **WHY ALL THIS FOCUS ON LOCAL SEARCH?**

# 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	WEBSITE	DIRECTIONS
<b>Jersey Solar LLC</b> No reviews · Solar Energy Equipment Supplier Lambertville, NJ · (609) 737-6566	WEBSITE	DIRECTIONS
<b>GeoPeak Energy</b> 4.9 ★★★★★ (42) · Solar Energy Equipment Supplier Somerset, NJ · (732) 377-3700	WEBSITE	DIRECTIONS

[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!

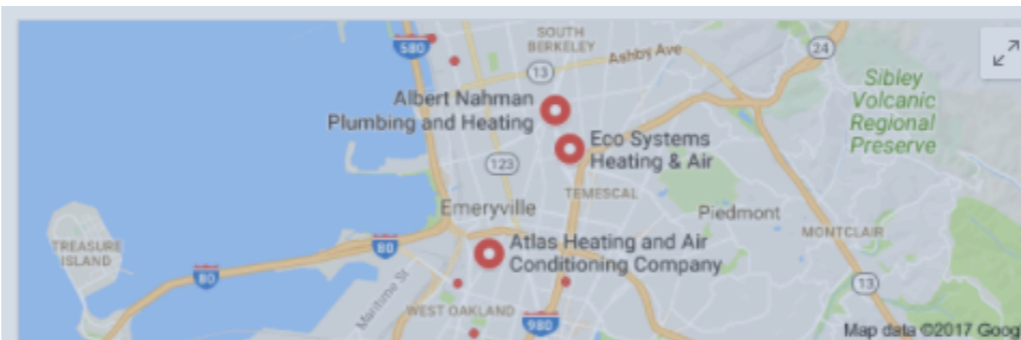
Locally Owned & Operated · 24/7 Emergency Service · Guaranteed Repairs · Licensed & Insured

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

# Tough Competition in Organic

## "solar panels maine"

### What You Need to Know to Go Solar in Maine - ReVision Energy

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

In the brisk but sunny fall and spring, solar panels in Maine will produce a disproportionately high amount of power, helping to make up for any power loss due to solar panels being covered in snow. Mainers going solar have a few options, the most popular is a grid-tied solar electric array.

### Maine Solar Power - Renewable Energy Source - Efficiency Maine

<https://www.efficiencymaine.com/renewable-energy/solar-electric/> ▼

A typical solar electric system is an array of solar modules or panels, mounted on racks and connected to the utility grid or to batteries through a power inverter. The performance of photovoltaic or solar electric systems is measured in terms of their efficiency at converting sunlight into electricity.

### 2018 Guide to Maine Home Solar Incentives ... - Solar Power Rocks

<https://www.solarpowerrocks.com/maine/> ▼

This page is a complete guide to the complicated and sometimes confusing process of installing solar panels on your Maine home. Since there's a lot to consider ...

[Maine Solar Policy ...](#) · [Maine Solar Incentives](#) · [Tax Credits](#)

### Solar Panels in Maine | 2018 Pricing & Savings | EnergySage

<https://www.energysage.com/solar-panels/me/> ▼

What interest is there for solar panels in Maine and how much can they save you? Check out our list of top solar companies, incentives, and case studies for your ...

### 5 myths people hold about solar power in Maine — Contributors ...

<https://bangordailynews.com/.../5-myths-people-hold-about-solar-power-in-maine/> ▼

Apr 28, 2016 - Anyone (the rich, poor, homeowners, renters, business owners, non-profit institutions) can take advantage of solar through community solar farms. A solar farm is a single system of solar panels that is larger than a typical residential system but smaller than a utility-scale solar power plant.

### Cost of Solar Panels in Maine - SolarReviews

<https://www.solarreviews.com> › [Solar Panels](#) › [Solar Panel Cost](#) ▼

As of December 2018, the average cost of solar panels per watt in Maine is \$2.70/watt. A typical 6000 watt (6 kW) solar system is \$16,220 before the federal ...

### Top stories



### California Gives Final OK To Requiring Solar Panels On New Houses

Maine Public · 9 hours ago

→ [More for solar panels maine](#)

### Top 20 solar installers in Maine - SolarReviews

<https://www.solarreviews.com> › ... › [Maine](#) ▼

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 for your situation by sharing ...

### Solar power in Maine - Wikipedia

[https://en.wikipedia.org/wiki/Solar\\_power\\_in\\_Maine](https://en.wikipedia.org/wiki/Solar_power_in_Maine) ▼

Solar power in Maine on rooftops can provide electricity used in Maine with 6,300 MW of solar panels. Maine and Vermont are tied for the second highest in the ...

### Sundog Solar: Home

[sundog.solar/](https://sundog.solar/) ▼

Sundog Solar offer the highest quality service, solar panels, and equipment in the ... There's a reason why Sundog Solar is one of Maine's fastest growing solar ...

**2/10 = Installers**

# Tough Competition in Organic

## "solar installer maine"

### ReVision Energy | Portland, ME Solar Showroom

<https://www.revisionenergy.com/locations/portland-maine-solar-showroom/> ▼

ReVision Energy's Portland, Maine location offers installation of solar electric panels, air source heat pumps, EV charging stations, and LED lighting throughout ...

### Maine Solar Solutions | Solar PV System Installation | Durham, ME

<https://mainesolarsolutions.com/> ▼

Maine Solar Solutions brings clean and renewable energy to southern Maine with residential and commercial solar electric (PV) system installation. ... neat, courteous and finished the job on time. Pat M, South Portland. 1; 2; 3. Previous; Next ...

[Solar FAQs](#) · [Residential Solar](#) · [Commercial Solar](#) · [Off-Grid Solar](#)

### Portland ME solar panel installation - Portland ME solar ... - DASolar

<https://www.dasolar.com/solar-panel-installation/maine/portland-me> ▼

Licensed Portland ME solar installers will consult with you on the phone and visit your home or business for a free solar evaluation.

### Solar Panel Installation | Solar Energy | Portland, ME

<https://www.cascobayelectric.com/solar/> ▼

Reduce or eliminate the energy costs of your home or business with solar panels installations. Contact our team for a complete solar energy solution.

### 2018's best solar companies in S Portland, ME by reviews and value

<https://www.solarreviews.com> > [Solar Companies](#) > [Maine](#) > [S Portland](#) ▼

Our 193 reviews of the 13 solar installers servicing S Portland in 2018 shows the best 10 local solar panel installation companies by reputation. Enter your zip ...

### Top 20 solar contractors in Maine for 2018 - SolarReviews

<https://www.solarreviews.com> > ... > [Maine](#) ▼

Find out which residential solar contractors in Maine have attracted the best ... We help you find the best solar installer by sharing over 20,000, consumer ...

### Goggin Energy

<https://gogginenergy.com/> ▼

goggin energy, maine heat pumps, heat pump installation, goggin energy me, maine ... Goggin Energy provides energy efficient heat pumps, as well as solar PV ...

### 10 Best Solar Companies in Portland, ME for 2018 | EnergySage

<https://www.energysage.com> > ... > [Cumberland County](#) > [Top Installers in Portland ME](#) ▼

Top rated solar panel installers in Portland, ME. 2091 Companies | 4038 Customer Reviews | 4.0. Average Rating. Solar installers ready to help in nearby ...

### Maine Solar Installers - Clean Energy Authority

<https://www.cleanenergyauthority.com/maine-solar-installers> ▼

Find out more by talking to one of the many Maine solar installers in our network today. We have solar installation professionals servicing Portland, Lewiston, ...


### Best Solar Panel Installation Companies - Portland ME | Costs ...

<https://www.homeadvisor.com> > ... > [Maine](#) > [Portland](#) > [Solar Energy Companies](#) ▼

Hire the Best Solar Panel Installers in Portland, ME on HomeAdvisor. Compare Homeowner Reviews from Top Portland Solar Panel For Electric System ...

**4/10 = Installers**

# #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](#)





# **2018 LOCAL SEARCH RANKING FACTORS REPORT**



# Wisdom of Experts Methodology

## Contributors

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**Blake Denman**  
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**Brian Smith**  
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Inc

**Casey Meraz**  
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**Search Influence Team**  
Search Influence

**Tim Capper**  
Online Ownership

1

# Local Pack

Rating ▾ Hours ▾

**Redding's Plumbing, Heating & Air Conditioning**  
3.8 ★★★★★ (10) · HVAC Contractor  
234 Nassau St · (609) 924-0166  
Closing soon: 4:30 PM

**Princeton Air Conditioning Inc.**  
4.8 ★★★★★ (146) · Air Conditioning Contractor  
39 Everett Dr · (609) 799-3434  
Open until 7:00 PM

**Alexander Plumbing, Heating & Air Conditioning Co., Inc.**  
4.5 ★★★★★ (42) · Plumber  
743 Alexander Rd · (609) 987-2424  
Closed now

[More places](#)

2

# Localized Organic

**HVAC and Home Performance | Princeton Air | New Jersey**  
[www.princetonair.com/](http://www.princetonair.com/)  
Princeton Air has been family managed for over 40 years and provides expert heating, air conditioning and air quality services to New Jersey residents.  
Contact · Special Offers · Geothermal Energy · Warranties

**25 Best Air Conditioning and HVAC Services - Princeton NJ**  
[www.homeadvisor.com](http://www.homeadvisor.com) > Pro Ratings & Reviews > New Jersey > Princeton  
HVAC and Air Conditioning Contractors Directory for Princeton, New Jersey. ... Serving Princeton. We service, repair and install all types of HVAC systems.

**The Best 10 Heating & Air Conditioning/HVAC for 2017 in Princeton, NJ**  
[https://www.yelp.com/search?cflt=hvac&find\\_loc=Princeton%2C+NJ](https://www.yelp.com/search?cflt=hvac&find_loc=Princeton%2C+NJ)  
Serving Princeton Junction and the Surrounding Area. ... Redding's Plumbing, Heating & Air Conditioning. ... \$\$ Plumbing, Heating & Air Conditioning/HVAC, Kitchen & Bath.

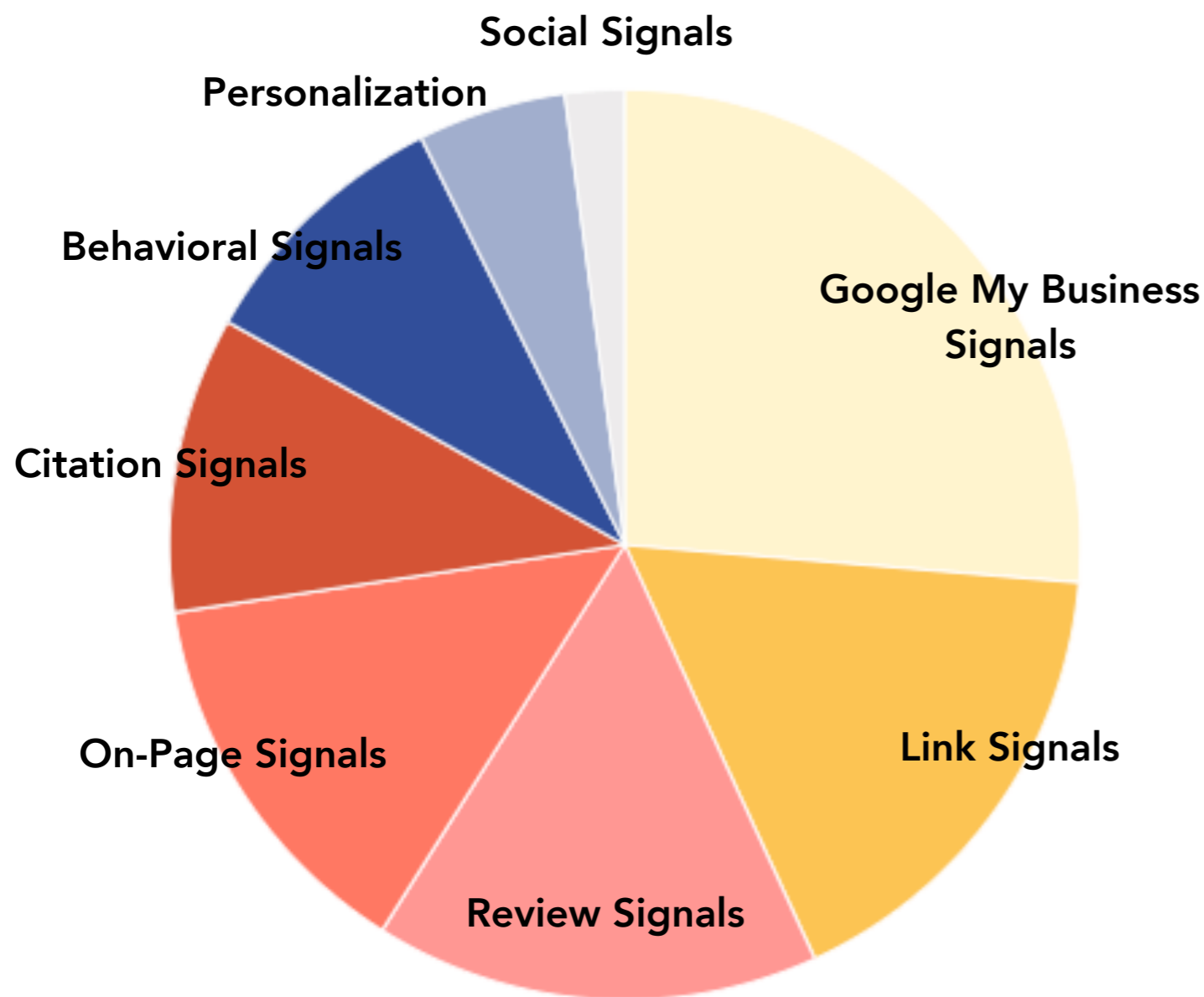
**HVAC Company NJ | Residential & Business Plumbing, Heating, Air ...**  
[www.reddings.com/](http://www.reddings.com/)  
Redding's Plumbing, Heating and Air Conditioning is full service HVAC and generator ... home generator, home energy audits, heating and air conditioning repair, ... Air Conditioning - 234 Nassau Street, Princeton NJ, 08542 - 609-924-0166.  
Tips · 24 hour emergency service · Boiler Repair · Job Opportunities

**Tindall Ranson - Plumbing, Heating, and Air Conditioning - Mercer ...**  
[tindallranson.com/](http://tindallranson.com/)  
Plumbing, heating and cooling NJ - Serving Princeton, Plainsboro, West Windsor, ... in plumbing, heating, air conditioning, geothermal and home energy audits. ... From routine service and maintenance, to emergency repairs, to installation or ...

**Princeton NJ Heating & Air Conditioning | Meyer & Depew**

# Local Pack Ranking Factors

## Local Pack/Finder Ranking Factors

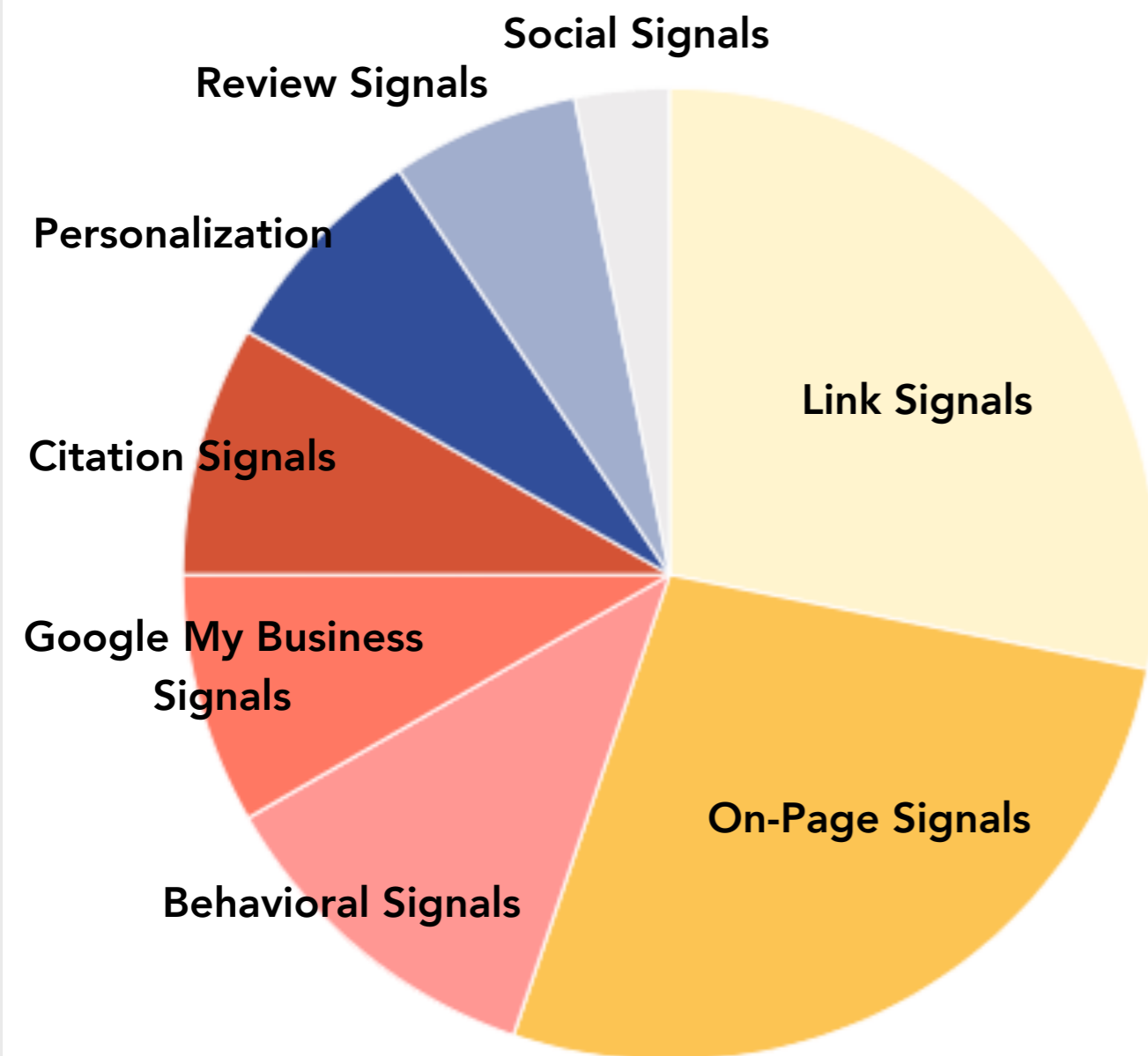


1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **13.82%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **10.82%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **9.56%**
7. **Personalization** **5.88%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **2.82%**



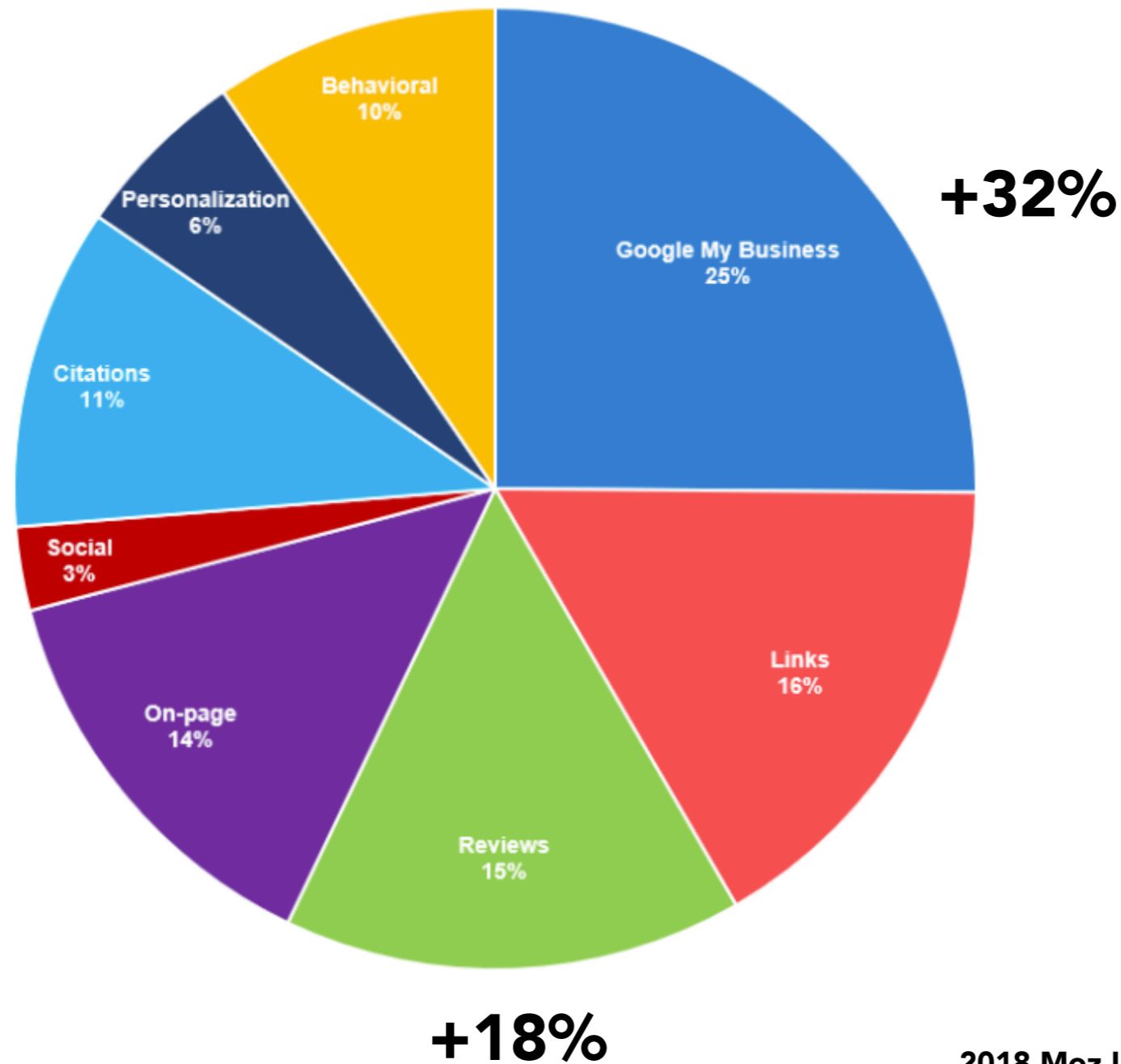
# Localized Organic Ranking Factors

## Localized Organic Ranking Factors



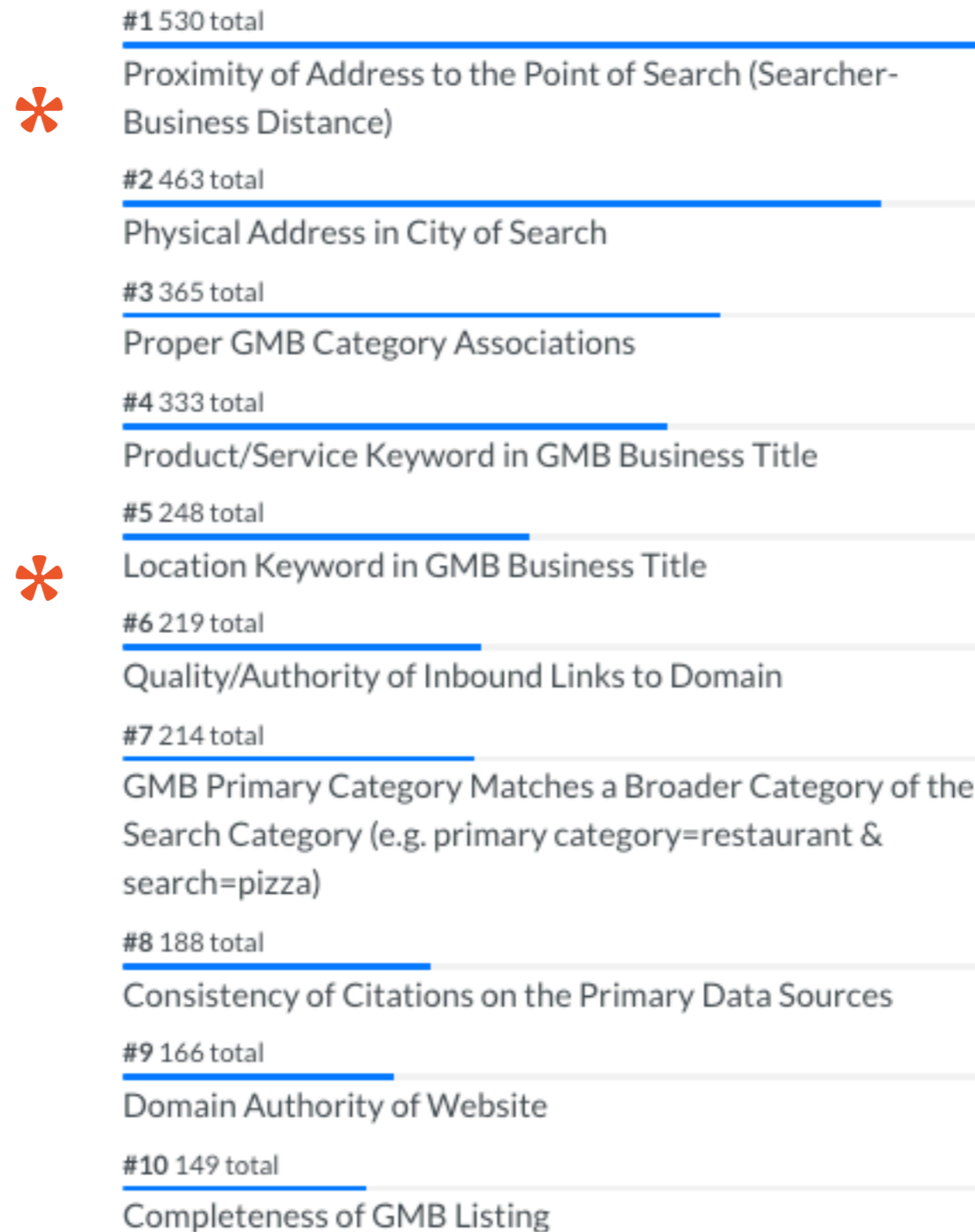
1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **27.94%**
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **26.03%**
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11.5%**
4. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **8.85%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **8.41%**
6. **Personalization** **7.32%**
7. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **6.47%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **3.47%**

# Local Pack Factors: YOY Big Changes







2018 Moz Local Search Ranking Factors Survey

# Top 50 Local Pack Finder Factors

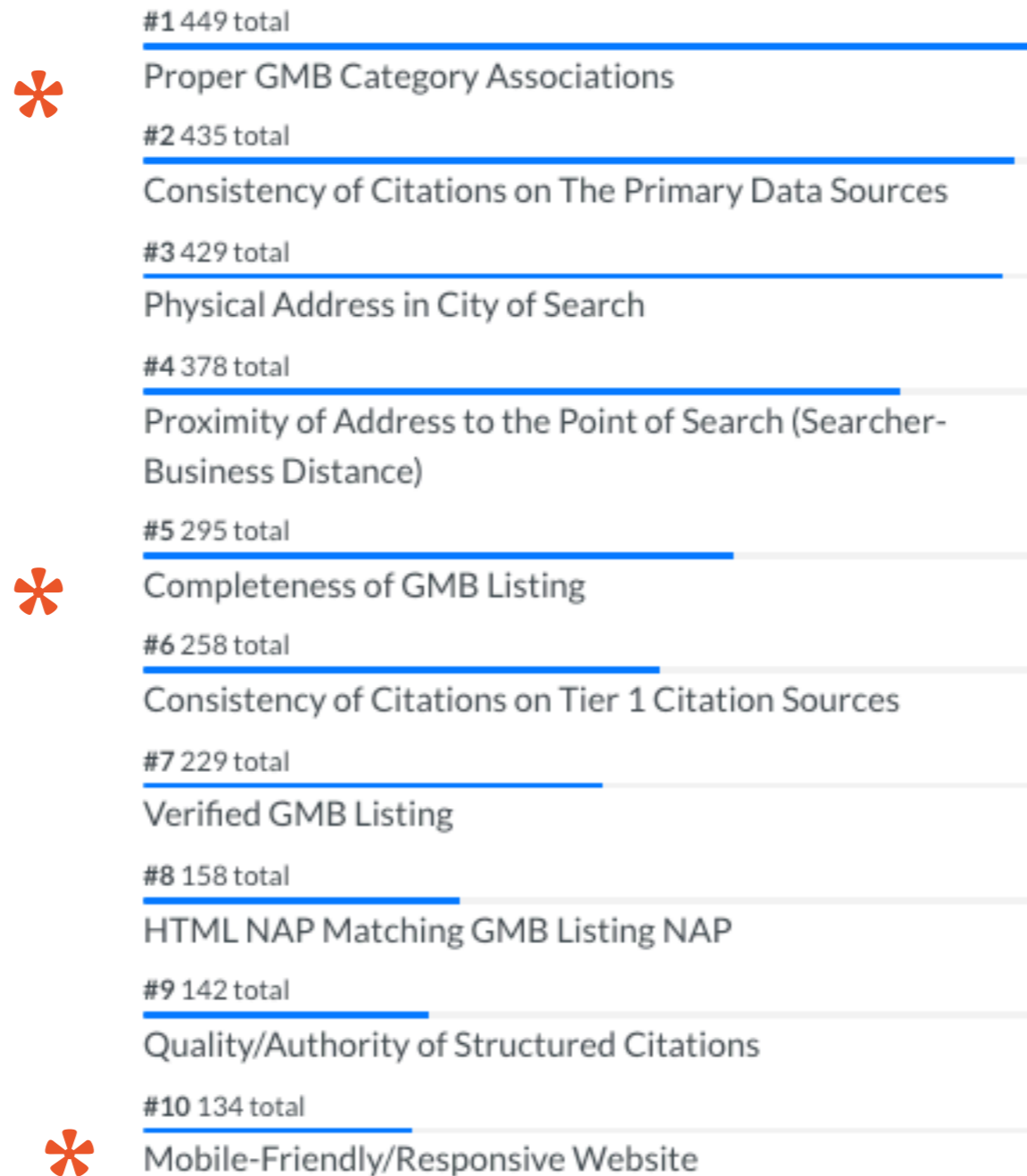


# Top 50 Local Organic Factors




- #1 533 total  
 Quality/Authority of Inbound Links to Domain
- #2 445 total  
Domain Authority of Website
- #3 315 total  
 Diversity of Inbound Links to Domain
- #4 267 total  
 Topical (Product/Service) Keyword Relevance of Domain Content
- #5 241 total  
Mobile-friendly/Responsive Website
- #6 236 total  
 Geographic (City/Neighborhood) Keyword Relevance of Domain Content
- #7 205 total  
Product/Service Keywords in Anchor Text of Inbound Links to Domain
- #8 186 total  
Click-Through Rate from Search Results
- #9 178 total  
Quantity of Inbound Links to Domain
- #10 171 total  
Quantity of Inbound Links to Domain from Industry-Relevant Domains



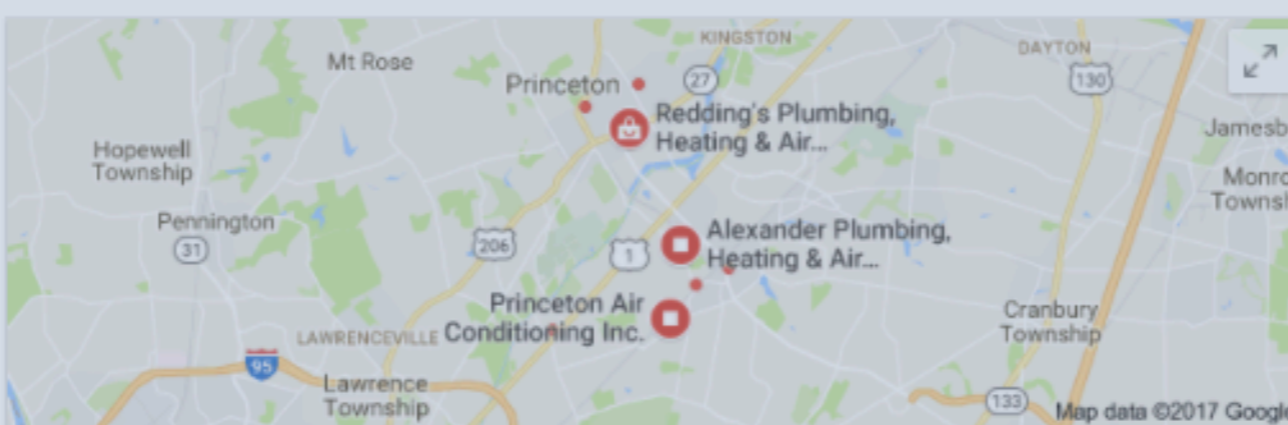
# Top 30 Foundational Factors









# Top 30 Competitive Difference-Makers


-  #1 318 total  
Quality/Authority of Inbound Links to Domain
-  #2 246 total  
Quantity of Native Google Reviews (with text)
- #3 208 total  
Domain Authority of Website
- #4 175 total  
Quality/Authority of Inbound Links to GMB Landing Page URL
- #5 162 total  
Product/Service Keywords in Reviews
- #6 156 total  
High Numerical Ratings of Business by Google Users (e.g. 4-5)
- #7 147 total  
Quantity of Inbound Links to Domain from Locally Relevant Domains
- #8 134 total  
Click-Through Rate from Search Results
- #9 123 total  
Positive Sentiment in Reviews
-  #10 111 total  
Volume of Quality Content on Entire Website

# The Proximity Problem

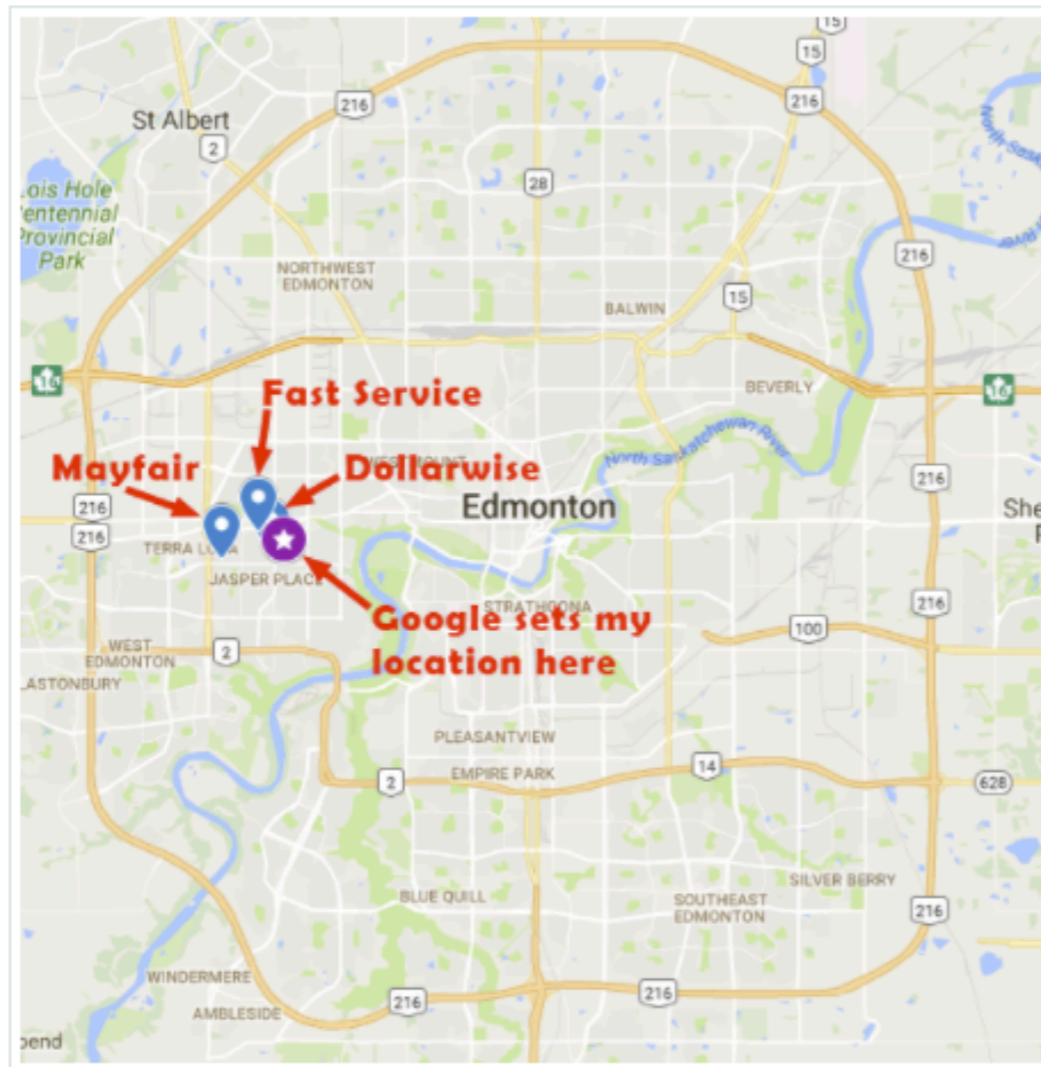


Rating ▾ Hours ▾

<b>Redding's Plumbing, Heating &amp; Air Conditioning</b> 3.8 ★★★★★ (10) · HVAC Contractor 234 Nassau St · (609) 924-0166 Closing soon: 4:30 PM	 WEBSITE	 DIRECTIONS
<b>Princeton Air Conditioning Inc.</b> 4.8 ★★★★★ (146) · Air Conditioning Contractor 39 Everett Dr · (609) 799-3434 Open until 7:00 PM	 WEBSITE	 DIRECTIONS
<b>Alexander Plumbing, Heating &amp; Air Conditioning Co., Inc.</b> 4.5 ★★★★★ (42) · Plumber 743 Alexander Rd · (609) 987-2424 Closed now	 WEBSITE	 DIRECTIONS

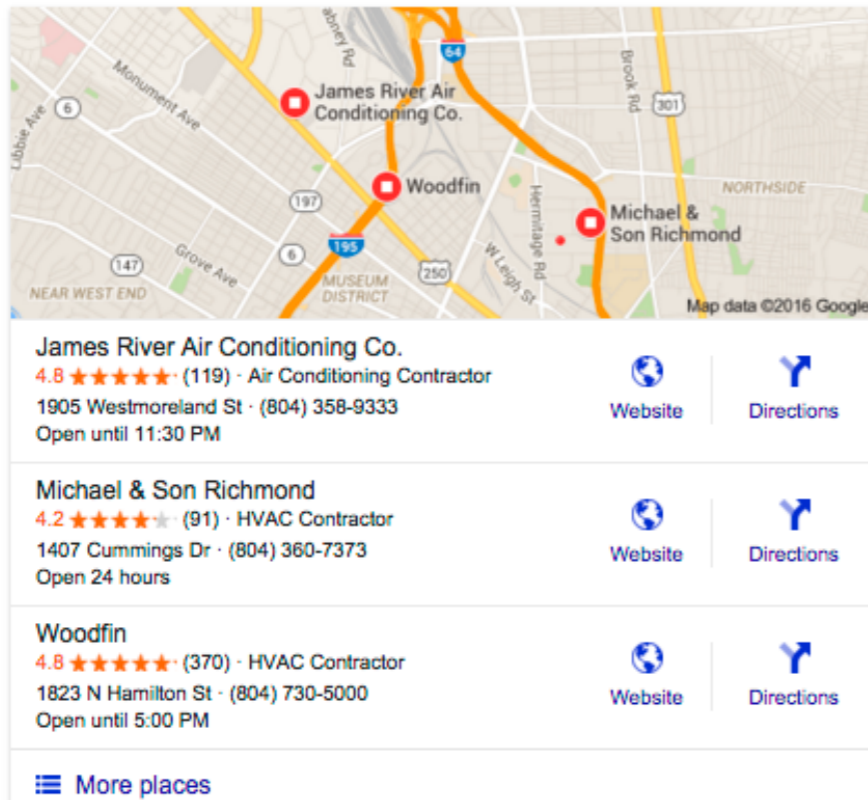
 More places

# Proximity to Searcher

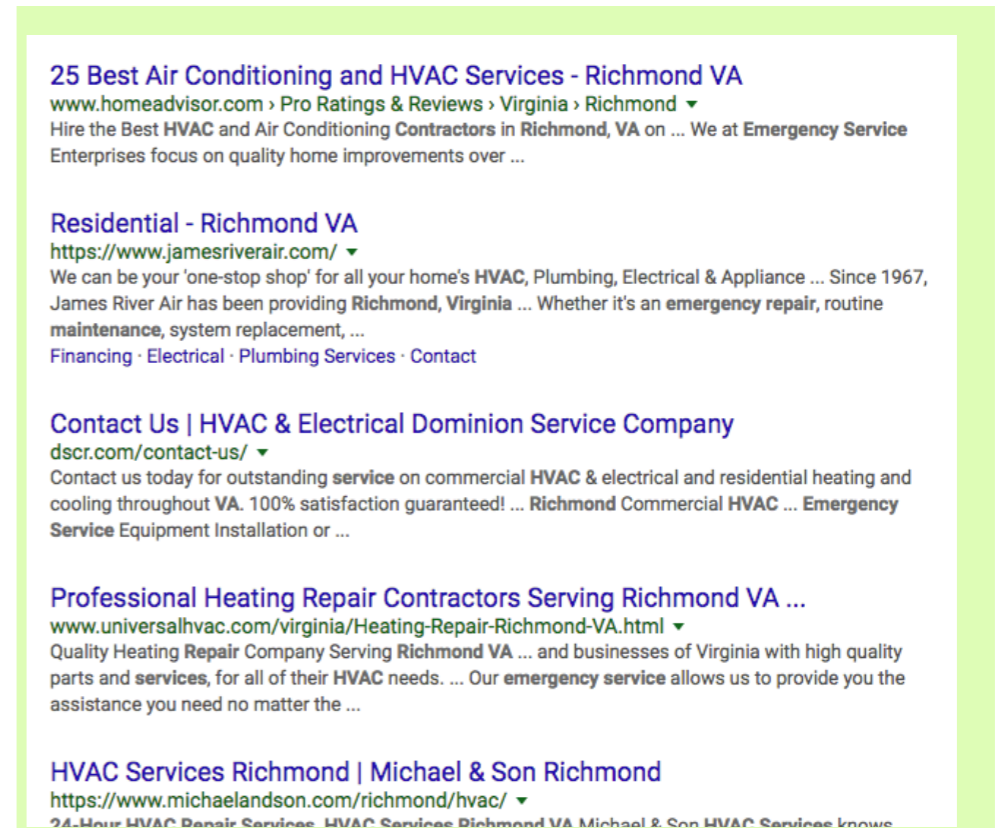


	Dollarwise Plumbing	Fast Service	Mayfair Plumbing
Rank	1	2	3
Claimed?	No	No	No
Content Quality	No website	Decent	No website
Linking Domains	0	41	0
Citations	58	19	18
Reviews	0	0	0
Proximity	600m	800m	2100m

# Local Pack



# Organic



Proximity

Website

Links

Google My Business  
Reviews

Engagement

Metadata

Citations





1

# **OPTIMIZING GOOGLE MY BUSINESS**

(formerly Google+, Google Places)

# Google Knowledge Panel

(all\* info from GMB) →

The screenshot shows a Google Knowledge Panel for 'Sobieski', an HVAC contractor. At the top, there are two photo thumbnails: one of a dog and one of a building, with 'See photos' and 'See outside' buttons respectively. Below the photos is the name 'Sobieski' with a star icon, a 'Website' button, and a 'Directions' button. The rating is 4.6 stars from 320 Google reviews. The address is 14 Hadco Rd, Wilmington, DE 19804. Hours are listed as 'Open today · Open 24 hours'. The phone number is (866) 909-1813. There is a 'Suggest an edit' link. Below this is a section for 'Know this place? Answer quick questions'. The 'Questions & answers' section shows 'See all questions (2)' and an 'Ask a question' button. The 'Reviews from the web' section lists three sources: Customer Lobby (4/5, 146 reviews), HomeAdvisor.com (4.2/5, 143 reviews), and ReviewBuzz (5/5, 802 reviews). There is a 'Send to your phone' button with a 'Send' button next to it. The 'Reviews' section has 'Write a review' and 'Add a photo' buttons. Three review snippets are visible, each with a profile picture and text.

**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."
- [Profile Picture]** "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..."

# Your Home Page on Google

## Boston Solar | Solar Panel Installation for Homes & Businesses in MA

[www.bostonsolar.us/](http://www.bostonsolar.us/)  
Boston Solar is the #1 solar panel installer for homes and businesses in Massachusetts. - Boston Solar.

### About Boston Solar

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

[More results from bostonsolar.us »](#)

### Residential Solar

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

## Boston Solar - Home | Facebook

<https://www.facebook.com> > Places > Woburn, Massachusetts  
★★★★★ Rating: 4.8 - 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

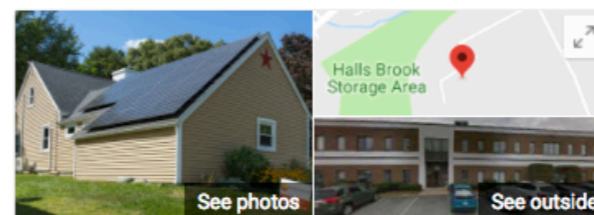
<https://www.glassdoor.com/.../The-Boston-Solar-Company-Reviews-E977510.htm>  
★★★★★ Rating: 4.3 - 8 reviews  
8 The Boston Solar Company reviews. A free inside look at company reviews and salaries posted anonymously by employees.

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

<https://www.energysage.com> > Massachusetts > Boston  
Here is the definitive list of Boston's top solar companies as rated by the Boston, MA community. Want to see who's on top?

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

[events.solar/northeast/](http://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

[Suggest an edit](#)

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

### Questions & answers

Be the first to ask a question

[Ask a question](#)

### Reviews from the web

Facebook  
4.8/5  
49 votes

GuildQuality  
4.9/5  
239 votes

[Send to your phone](#)

[Send](#)

### Reviews

[Write a review](#)

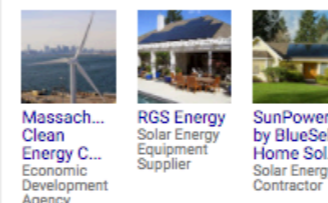
[Add a photo](#)

- "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](#)

### People also search for

[View 15+ more](#)




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](#)  
[Princeton Air > home](#)

---

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

---

[Contact](#)

[Special Offers](#)

[Press Articles | Princeton ...](#)

[About](#)

[Heating & Cooling](#)

[Air Conditioning Installation](#)

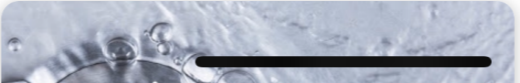
[Princeton Air Conditioning - 15 Photos & 26 Reviews - Heating & Air Conditioning ...](#)  
[Yelp > Home Services > Plumbing](#)

---

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...](#)

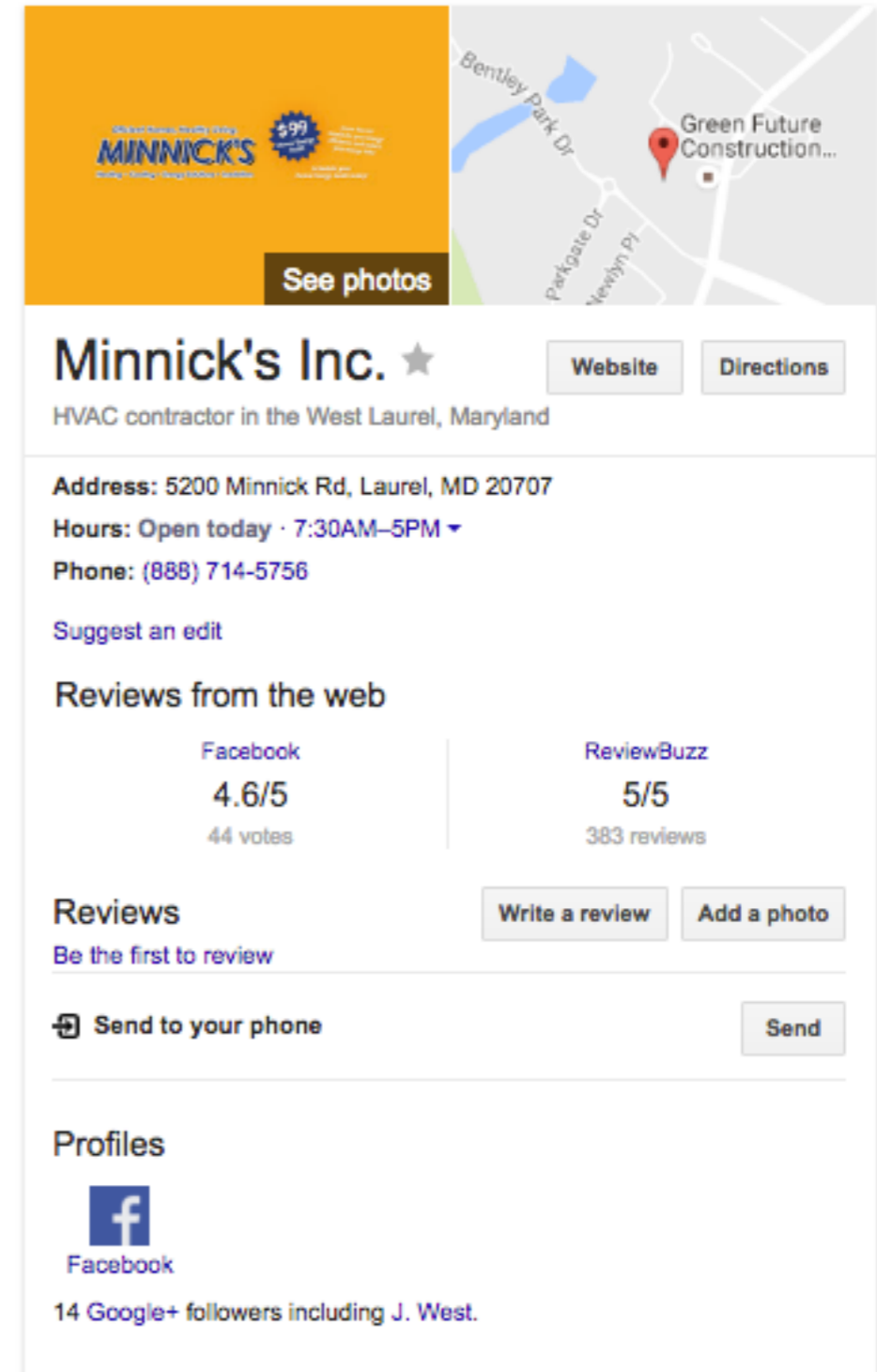
---

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



# Well-Tuned Google My Business Data

Categories  
Data Accuracy  
Reviews (10 to Rank)  
Review Velocity  
Directions?  
Open Hours\*  
Posts  
Q&A



The screenshot shows a Google My Business profile for Minnick's Inc. The profile includes a header with a logo, a map showing the location, and a star rating. Below the header, there are buttons for 'Website' and 'Directions'. The profile details include the address, hours, and phone number. There are also sections for reviews from the web, a 'Write a review' button, and a 'Send to your phone' button. The profile is linked to a Facebook page.

**Minnick's Inc.** ★  
HVAC contractor in the West Laurel, Maryland

**Address:** 5200 Minnick Rd, Laurel, MD 20707  
**Hours:** Open today · 7:30AM–5PM ▾  
**Phone:** (888) 714-5756

[Suggest an edit](#)


**Reviews from the web**

Source	Rating	Count
Facebook	4.6/5	44 votes
ReviewBuzz	5/5	383 reviews

**Reviews** [Write a review](#) [Add a photo](#)  
[Be the first to review](#)

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

**Profiles**

  
Facebook  
14 Google+ followers including J. West.



# 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 is a list of seven categories, 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 'ADD ANOTHER CATEGORY'. At the very bottom of the modal are two buttons: 'CANCEL' and 'APPLY'. A note at the bottom 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

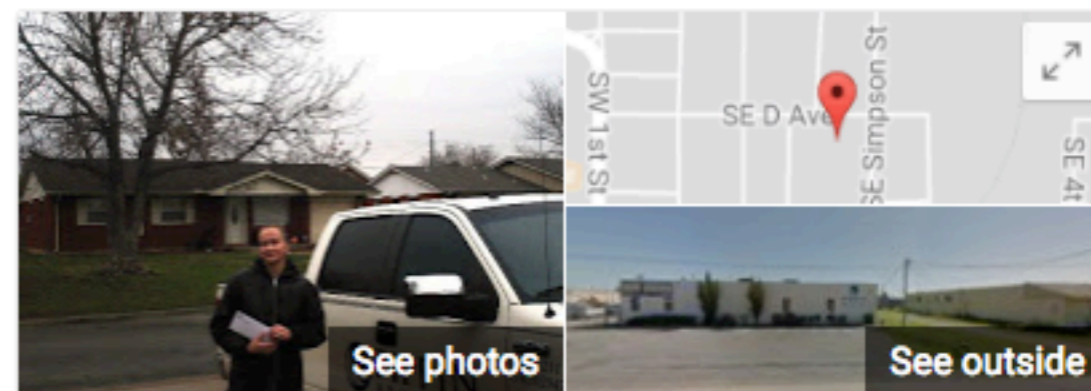
General Contractor  
Solar Energy Company  
Solar Energy Contractor  
Solar Hot Water System Supplier  
Air Conditioning System Supplier  
Air Conditioning Store  
Furnace Store  
Heating Equipment Supplier  
Log Home Builder  
Roofing Contractor  
Window Supplier  
Window Tinting Service

# 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?



2

# **A STRONG, TRUSTED WEBSITE**

(Links, Content, Keywords, Metadata)



# What Drives Website Performance?

## DOMAIN AUTHORITY

*Measure of Trust*

Age

Popularity (links)

Size (# Pages)

Freshness (recency)

## Authority

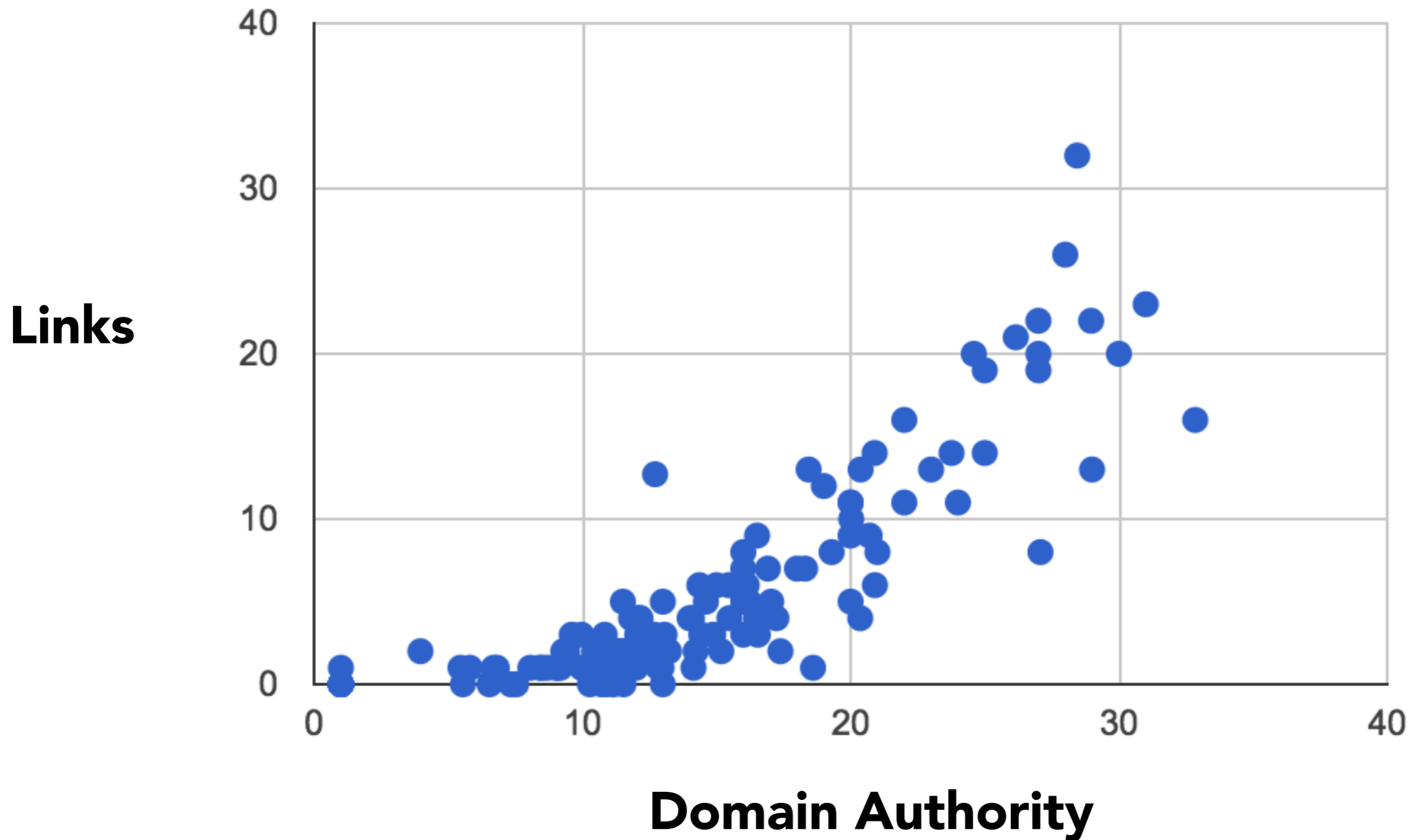
DOMAIN AUTHORITY ⓘ

56 /100

PAGE AUTHORITY ⓘ

60 /100

# Domain Authority/Links Correlation



~400 HVAC, Insulation, HP, High Performance Build/Remod, Auditors, March 2017

# The Formula: HVAC & Home Performance

**Strong Domain Authority ▶ 30+**

**Healthy Incoming Links ▶ 40+**

**Deep Content to Match Search ▶ 20+**

**Sustainable Fresh Content ▶ 1/week**

# The Formula: Solar

**Strong Domain Authority ▶ 25-35**

**Healthy Incoming Links ▶ 200+**

**Deep Content to Match Search ▶ 100-200+**

**Sustainable Fresh Content ▶ 1/week**

- Link Explorer NEW
- Overview
- Inbound Links
- Linking Domains
- Anchor Text
- Top Pages
- Discovered and Lost
- Compare Link Profiles
- Spam Score
- Link Intersect NEW
- Link Tracking Lists

# Linking Domains NEW

[Track in a Campaign](#)

Gauge how authoritative a site is based on the quantity, quality, and diversity of unique linking domains.

19,977 of 20,000 queries available until 12/14

<b>Domain Authority <sup>i</sup></b> 	<b>Page Authority <sup>i</sup></b> 	<b>Linking Domains <sup>i</sup></b> <span style="font-size: 2em;">3.2k</span>	<b>Inbound Links <sup>i</sup></b> Total <span style="font-weight: normal;">20.4k</span> Followed <span style="font-weight: normal;">13.5k</span>
--	--	--	--

Link Type:  | 
 Link State:

[Export CSV](#)

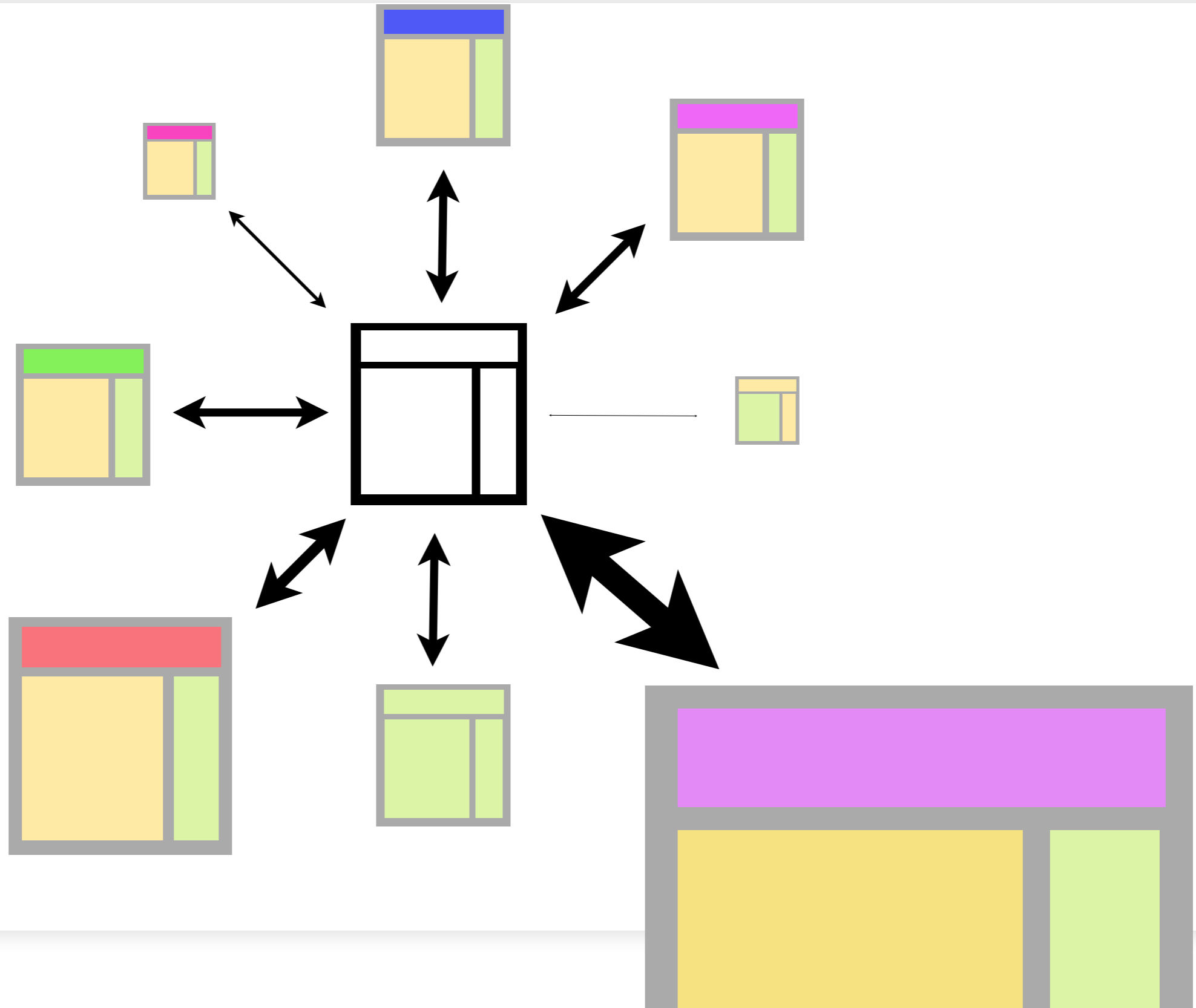
1 - 50 Linking Domains

[Add to Link Tracking List](#)

<input type="checkbox"/> Root Domain	DA <sup>i</sup> ▾	Linking Domains <sup>i</sup>	Spam Score <sup>i</sup> ▾	Top Links
<input type="checkbox"/> <a href="#">plus.google.com</a>	99	13,961,760	--	
<input type="checkbox"/> <a href="#">wordpress.org</a>	98	8,278,889	1%	
<input type="checkbox"/> <a href="#">en.wikipedia.org</a>	97	4,956,566	--	
<input type="checkbox"/> <a href="#">goo.gl</a>	97	4,016,543	1%	
<input type="checkbox"/> <a href="#">bit.ly</a>	97	3,500,420	--	
<input type="checkbox"/> <a href="#">sites.google.com</a>	95	1,477,973	--	
<input type="checkbox"/> <a href="#">feedburner.com</a>	95	1,661,324	1%	
<input type="checkbox"/> <a href="#">huffingtonpost.com</a>	94	929,802	1%	



# Not All Links are the Same



# Proceed Cautiously!

- **Google has cracked down on bad links**
- **The wrong links can hurt you (badly)**

- **Avoid**

Unrelated industry directories

Outside your local geography

Anything that seems sketchy or spammy

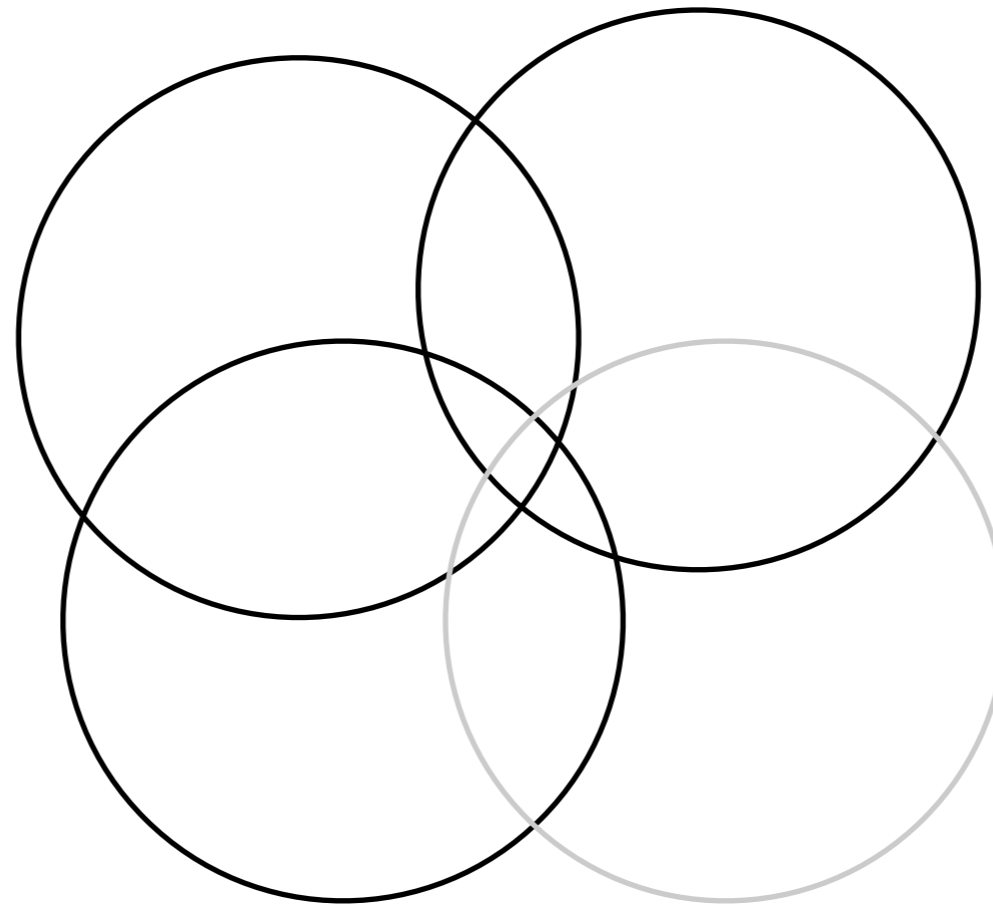
Listing sites with no substance

Obvious link farms

# Content & Keywords

**Core Services  
& Terms**

**Search Volume**



**Lower Competition**

**What Converts?**

# Content That Signals “Local”

- **City Pages for Key Services**
- **Key Geographies in Meta Titles**
- **Localized Galleries and Case Studies**
- **Embedded Google Maps**



3

# **QUANTITY, VELOCITY, DIVERSITY OF REVIEWS**

(stars, stars, more stars)



# 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	<b>Carjon Heating &amp; Air Conditioning, Inc.</b> 4 Enterprise Ln, Smithfield, RI, 02917-2467 (401) 257-6254	15 Reviews
<input checked="" type="checkbox"/>	 Citysearch	<b>CARJON Air Conditioning and Heating, Inc.</b> 4 Enterprise Ln, Smithfield, RI, 02917 (401) 232-9400	0 Reviews
<input checked="" type="checkbox"/>	 Cylex	<b>Carjon Engineering</b> 4 Enterprise Lane, Smithfield, Rhode Island, 02917 401-232-0920	0 Reviews
<input checked="" type="checkbox"/>	 DexKnows	<b>Carjon Air Conditioning And Heating Inc</b> 4 Enterprise Ln, Smithfield, RI, 02917 (401) 232-9400	0 Reviews
<input checked="" type="checkbox"/>	 Ezlocal	<b>Carjon Air Conditioning &amp; Heating</b> 4 Enterprise Ln Smithfield, RI 02917-2423 (401) 404-5933	0 Reviews
<input checked="" type="checkbox"/>	 Facebook	<b>CARJON Air Conditioning and Heating</b> 4 Enterprise Ln, Smithfield, Rhode Island, Rhode Island, 02917 (401) 232-9400	26 Reviews
<input checked="" type="checkbox"/>	 FourSquare	<b>Carjon Sim on Foursquare</b>	0 Reviews
<input checked="" type="checkbox"/>	 Google Local	<b>CARJON Air Conditioning and Heating, Inc.</b> 4 Enterprise Ln, Smithfield, RI 02917 (401) 232-9400	17 Reviews
<input checked="" type="checkbox"/>	 Insider Pages	<b>CARJON Air Conditioning and Heating, Inc.</b> 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	
<input checked="" type="checkbox"/>	 Kudzu	<b>Carjon Air Conditioning &amp; Heating, Inc.</b> 4 Enterprise Lane, Smithfield, RI, 02917 (401) 232-9400	0 Reviews
<input type="checkbox"/>	 Local.com	No Listing found	
<input checked="" type="checkbox"/>	 Merchant Circle	<b>Carjon Air Conditioning And Heating</b> 4 Enterprise Ln, Smithfield, RI, 02917 401-404-5320	4 Reviews
<input type="checkbox"/>	 Open Table	No Listing found	
<input checked="" type="checkbox"/>	 Super Pages	<b>Carjon Air Conditioning &amp; Heating</b> 4 Enterprise Ln, Smithfield, RI, 02917 401-232-9400	7 Reviews
<input type="checkbox"/>	 TripAdvisor	No Listing found	
<input checked="" type="checkbox"/>	 Yellow Bot	<b>Carjon Air Conditioning &amp; Htg</b> 4 Enterprise Ln, Smithfield , RI, 02917 (401) 232-9400	34 Reviews
<input checked="" type="checkbox"/>	 Yellow Pages	<b>Carjon Air Conditioning and Heating</b> 4 Enterprise Ln. Smithfield. RI. 02917	5 Reviews

# Review Priorities



Clout of Google, Ranking Factors, Presence in Search, 10 for Ranking

---



Dominance with Google Knowledge Graph

---



Strength in organic listings, Growing fast in Service Biz categories; more critical in tone

---

4. **Your Specific Priorities Based on Research.**



4

# **QUALITY, CONSISTENCY, AUTHORITY OF CITATIONS**

(your listings on the interwebs)

# Citations: Your Online Fingerprint

## 3 Separate Pieces of Data

**N**ame

+

**A**ddress

+

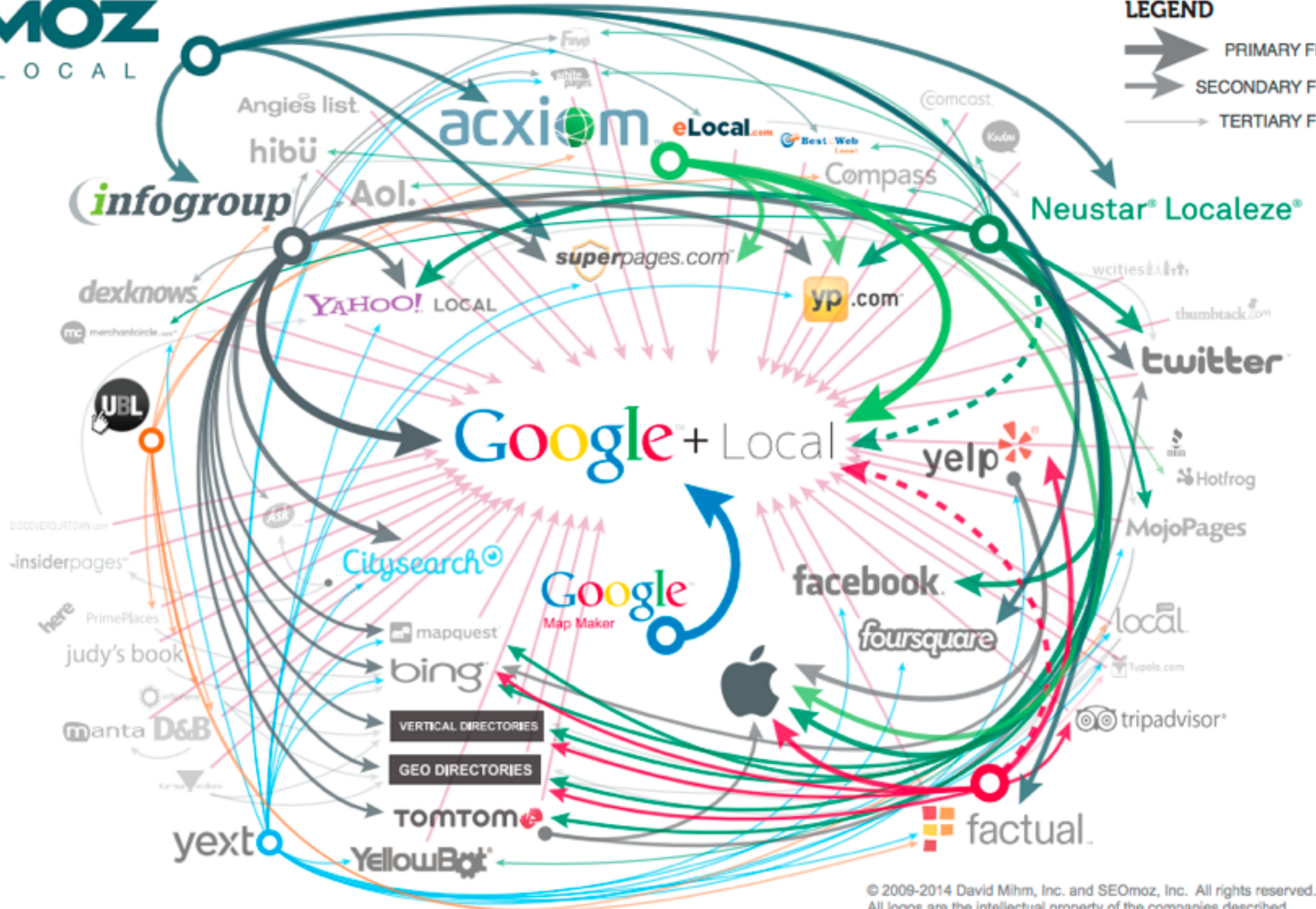
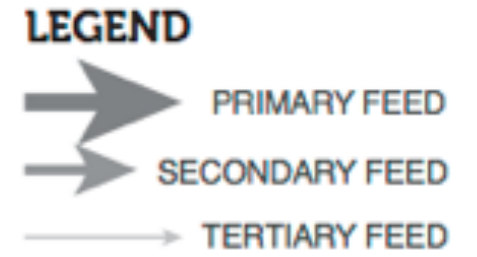
**P**hone Number  
(+ Website)

=



*NAP Consistency is Critical*





# Major Data Aggregators





5

# **THE FACTOR OF THE FUTURE? ENGAGEMENT**

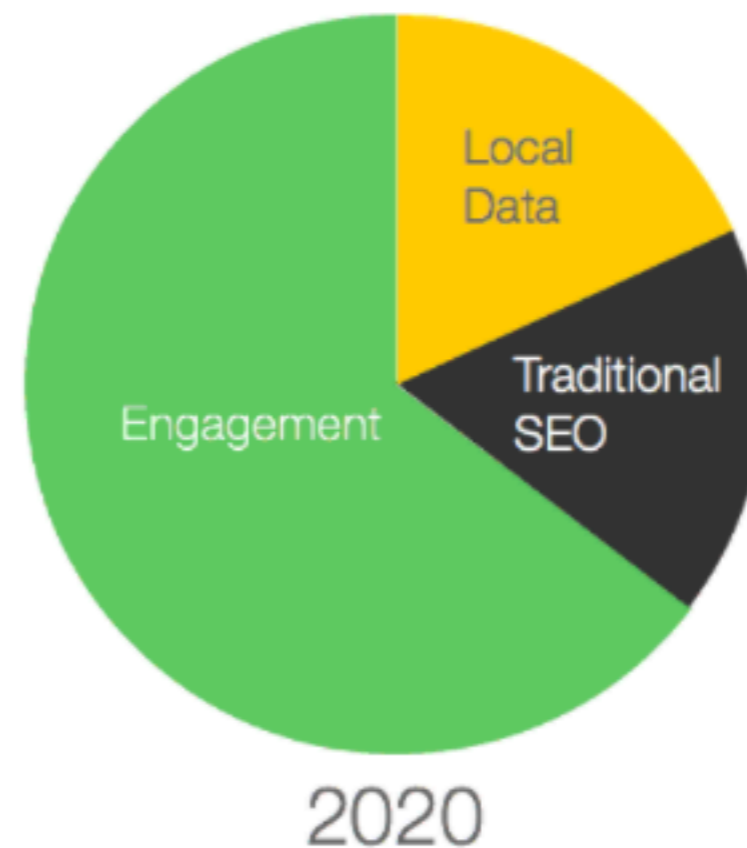
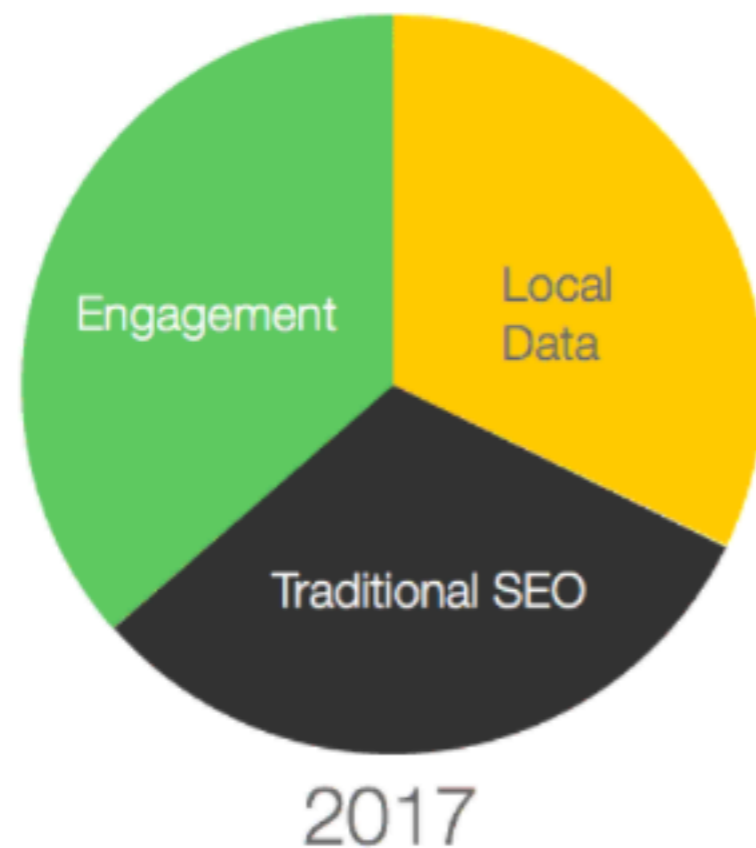
(aka behavioral signals)



# The Future: Engagement

The difference-making local ranking factor will be engagement.\*

*\*But we need to expand our concept of engagement.*



# Engagement Signals Google *Might* Track

- **Website Visits & Stickiness**
- **Reviews in Google**
- **Photo velocity on GMB page**
- **Click to Call from GMB page**
- **Chat from GMB page\***
- **Q&A on GMB**
- **Clicks on GMB Posts**
- **Gmail addresses on newsletter list**
- **Gmail user click throughs**
- **Anything else Google can track**  
from Chrome, Gmail, Google Maps, Waze, Android, Google Home





**QUESTIONS?**

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