



THE LATEST IN LOCAL SEARCH:

FOR SOME, AS MUCH AS HALF OF YOUR
LEADS. HOW TO TAKE ADVANTAGE.

Peter Troast, Founder & CEO

April 12, 2023



NHPC'23
SEATTLE

CONFERENCE PARTNERS:



National Home Performance Conference & Trade Show

April 17-20, 2023 in Seattle, Washington



What We'll Discuss

- 1 WHY LOCAL SEARCH IS SO IMPORTANT TO OUR SECTOR
- 2 THE LATEST ON GOOGLE BUSINESS PROFILE (GBP) & LOCAL SERVICES ADS
- 3 KEY FINDINGS FROM LOCAL SEARCH RANKING FACTORS REPORT 2023
- 4 LOOKING AHEAD: LOCAL SEARCH IN THE ERA OF AI CHAT



WHY LOCAL SEARCH IS SO IMPORTANT IN OUR SECTOR



The Real Estate Reality

The screenshot shows a Google search for "air conditioning repair near me". At the top, there are three sponsored cards for HVAC services. Below these is a text-based sponsored ad for "powellandsons.com" with a small image of HVAC units. Underneath is another text-based sponsored ad for "Angi". The "Businesses" section lists three local HVAC contractors with their ratings, contact info, and services. To the right of the text ads is a map showing the local area with red pins for several HVAC businesses.

HVAC Pros | Freeport :

- Sponsored**
Aire Serv of Southern...
GOOGLE GUARANTEED
4.8 ★★★★★ (422)
117 years in business
Open now until 5 PM
- Charlie Burnham Heati...
4.5 ★★★★★ (26)
Open now until 5 PM
- Dog House Energy...
4.7 ★★★★★ (431)
Open now until 4:30 PM

→ More HVAC pros in Freeport

Sponsored

powellandsons.com
https://www.powellandsons.com › hvac

Affordable Hvac - Voted best in Freeport

Get hvac from trusted local pros. We look forward to serving all your hvac needs. Contact us now for fast service. Request A Quote. Experienced Contractors. Fast Response Times. Get A Quote. Request A Service. Professional Services....
Heating/Cooling Services · HVAC · Air Conditioning Repair · Central AC Installation

Sponsored

Angi
https://www.angi.com › ac › repair

Air Conditioning Repair Near Me - Just Start With Your Zip

Share your project details to match with certified, top-rated A/C repair experts.

Businesses : Rating Hours Sort by

- Royal River Heat Pumps**
4.9 ★★★★★ (335) · Air conditioning contractor
7+ years in business · Freeport, ME · (207) 400-4065
Open · Closes 4:30 PM
Provides: Hvac system maintenance
- Dog House**
4.7 ★★★★★ (433) · HVAC contractor
10+ years in business · Freeport, ME · (207) 865-0...
Open · Closes 4:30 PM
Provides: Valuable Air Conditioner Maintenance
- Brancato's Heating**
4.8 ★★★★★ (207) · HVAC contractor
15+ years in business · Brunswick, ME · (207) 751-...
Open 24 hours
Provides: Hvac duct & vent repair

More businesses →

Map showing local HVAC businesses: Dog House, Brancato's Heating, Royal River Heat Pumps.

Local Services Ads

Google PPC Ads

Local Pack



Examples:

HVAC & Home Performance Contractor

4139 - 2021 GBP sessions

6220 - 2022 GBP sessions

50% increase YOY

1614 - 2021 GBP conversions

1764 - 2022 GBP conversions

9% increase YOY

Percent of GBP traffic compared to all organic traffic in 2022 - **18%**

Percent of GBP traffic compared to all channel traffic in 2022 - **7%**

Percent of GBP conversions compared to all organic conversions in 2022 - **68%**

Percent of GBP conversions compared to all channel conversions in 2022 - **33%**



Examples:

Solar Contractor

7325 - 2021 GBP sessions

9612 - 2022 GBP sessions

31% increase in traffic from GBP YOY

1380 - 2021 GBP conversions

1476 - 2022 GBP conversions

7% increase in conversions from GBP YOY

Percent of GBP traffic compared to all organic traffic in 2022 - **8%*** (Client has exceptional organic performance)

Percent of GBP traffic compared to all channel traffic in 2022 - **5%**

Percent of GBP conversions compared to all organic conversions in 2022 - **67%**

Percent of GBP conversions compared to all channel conversions in 2022 - **33%**

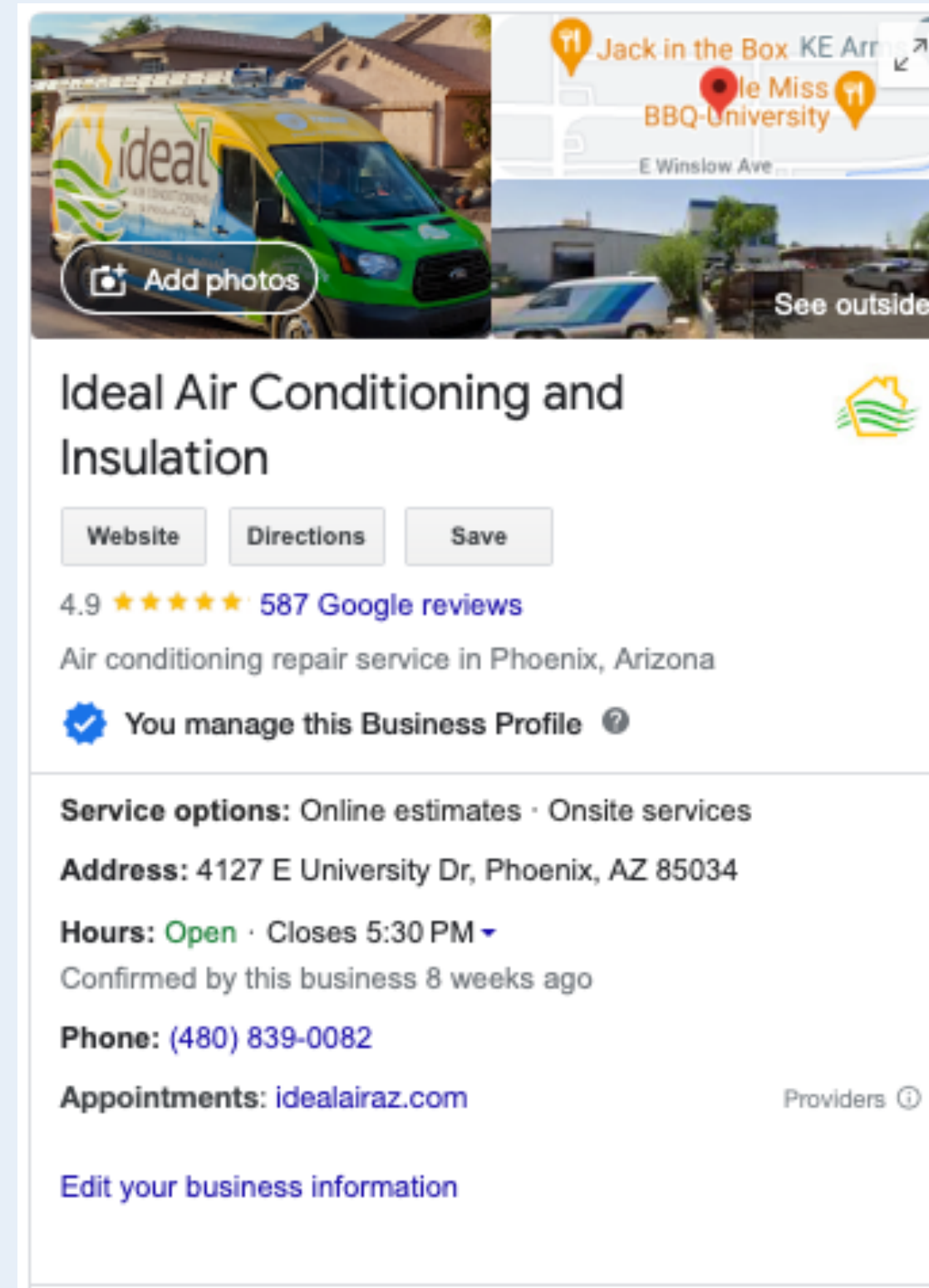


GOOGLE BUSINESS PROFILE (GBP) & LOCAL SERVICES ADS (LSA'S)



Google Business Profile (Google My Business)

- Categories Critical
- Review Quantity & Velocity
- Engagement Matters
- Services Important



Jack in the Box **KE Arr**
le Miss
BBQ-University
E Winslow Ave

ideal
+ Add photos
See outside

Ideal Air Conditioning and Insulation

Website Directions Save

4.9 ★★★★★ 587 Google reviews
Air conditioning repair service in Phoenix, Arizona
You manage this Business Profile

Service options: Online estimates · Onsite services
Address: 4127 E University Dr, Phoenix, AZ 85034
Hours: Open · Closes 5:30 PM
Confirmed by this business 8 weeks ago
Phone: (480) 839-0082
Appointments: idealairaz.com Providers

Edit your business information

Products

View all

+ Add

Air Conditioning
Air Conditioning

Air Conditioning ...
Air Conditioning

Explore categories

Air Conditioning Heating

Home Performance Other Products

Questions & answers

See all questions (1) Ask a question

Popular times

MON TUE WED THU FRI SAT SUN

10 AM: Usually not too busy

9a 12p 3p 6p 9p

Send to your phone Send

Reviews

Get more reviews Add a photo

"Personable, competent **service people**."
★★★★★

"The front office sent Adam in an **hour** of calling on a **hot summer morning**."
★★★★★

"Staff are always available and **work** is done in a **timely manner**."
★★★★★

From Ideal Air Conditioning and Insulation

"Ideal Energy is a full service, residential and light commercial HVAC (heating and air conditioning) contractor that specializes in heating and air conditioning service and installation, energy audits, ductwork and insulation. We make homes more... More

Ideal Air Conditioning and Insulation on Google Add update

Mike Mackey Local Guide · 33 reviews
★★★★★ a week ago NEW
I am glad that I selected this company. The project had some unexpected changes, and I am very satisfied with how Ideal Air Conditioning and Insulation treated these changes. I recommend them and would use them again without any hesitation.

More great feedback from Mike, another happy customer of the best HVAC company
21 hours ago Learn more

Ideal Air Conditioning and Insulation provide energy auditing services in Phoenix
2 days ago Learn more

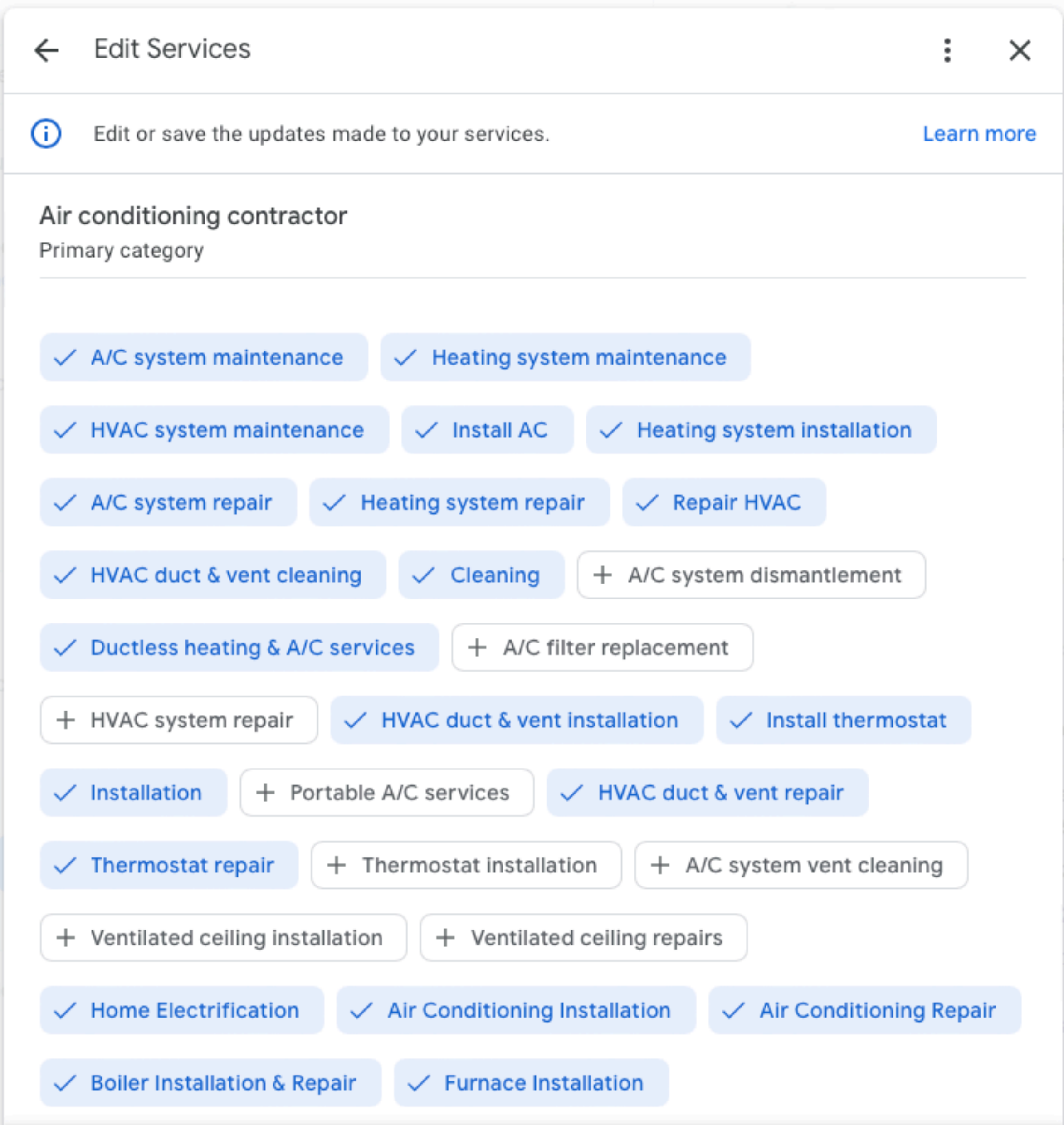
Profiles

Facebook LinkedIn Twitter



Google Business Profile (Google My Business)

- Categories Critical
- Review Quantity & Velocity
- Engagement Matters
- Services Important 



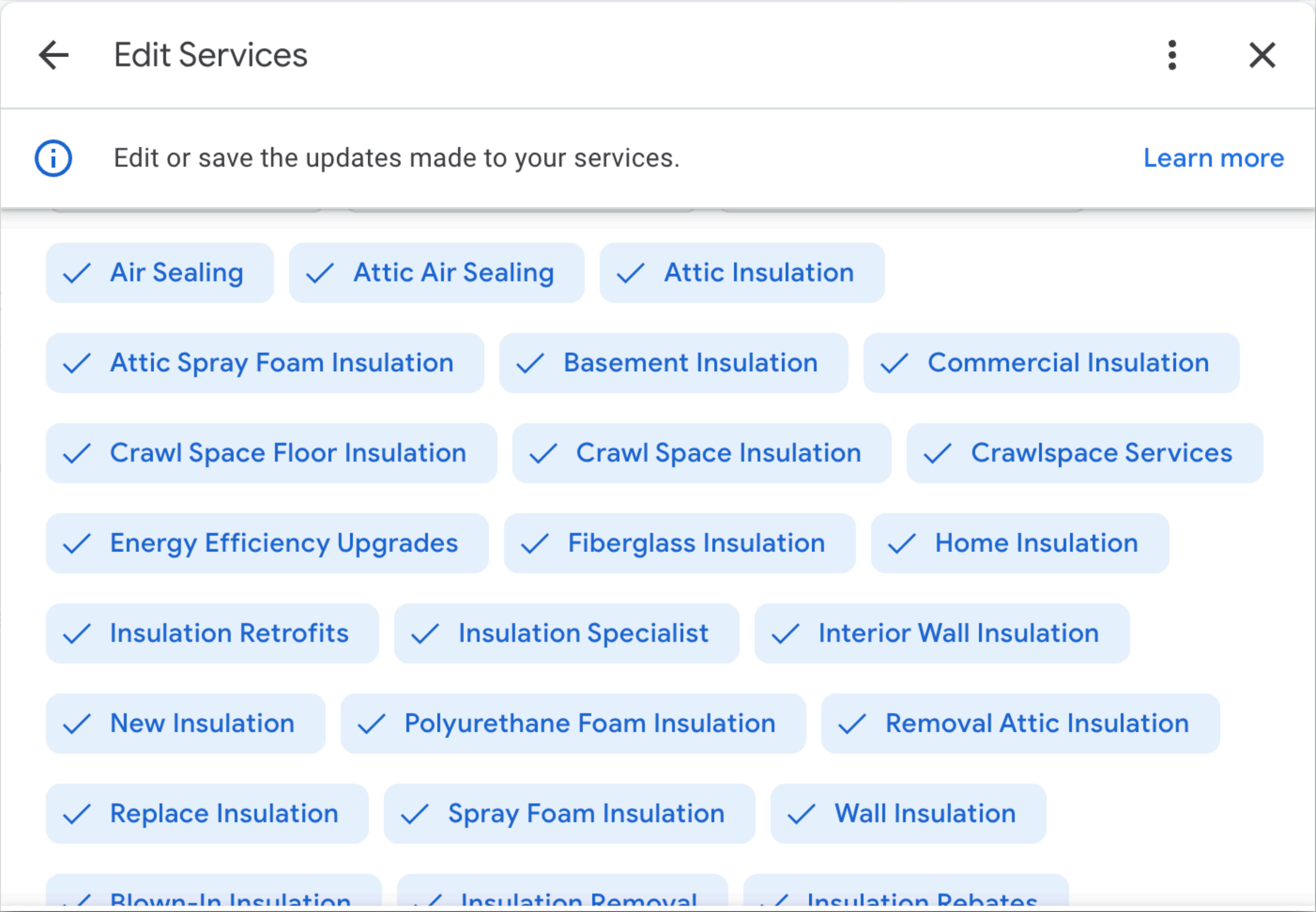
The screenshot shows the 'Edit Services' interface for an 'Air conditioning contractor'. The primary category is 'Air conditioning contractor'. The interface displays a list of services, each with a checkmark indicating it is active or a plus sign indicating it is inactive. The services listed are:

- ✓ A/C system maintenance
- ✓ Heating system maintenance
- ✓ HVAC system maintenance
- ✓ Install AC
- ✓ Heating system installation
- ✓ A/C system repair
- ✓ Heating system repair
- ✓ Repair HVAC
- ✓ HVAC duct & vent cleaning
- ✓ Cleaning
- + A/C system dismantlement
- ✓ Ductless heating & A/C services
- + A/C filter replacement
- + HVAC system repair
- ✓ HVAC duct & vent installation
- ✓ Install thermostat
- ✓ Installation
- + Portable A/C services
- ✓ HVAC duct & vent repair
- ✓ Thermostat repair
- + Thermostat installation
- + A/C system vent cleaning
- + Ventilated ceiling installation
- + Ventilated ceiling repairs
- ✓ Home Electrification
- ✓ Air Conditioning Installation
- ✓ Air Conditioning Repair
- ✓ Boiler Installation & Repair
- ✓ Furnace Installation



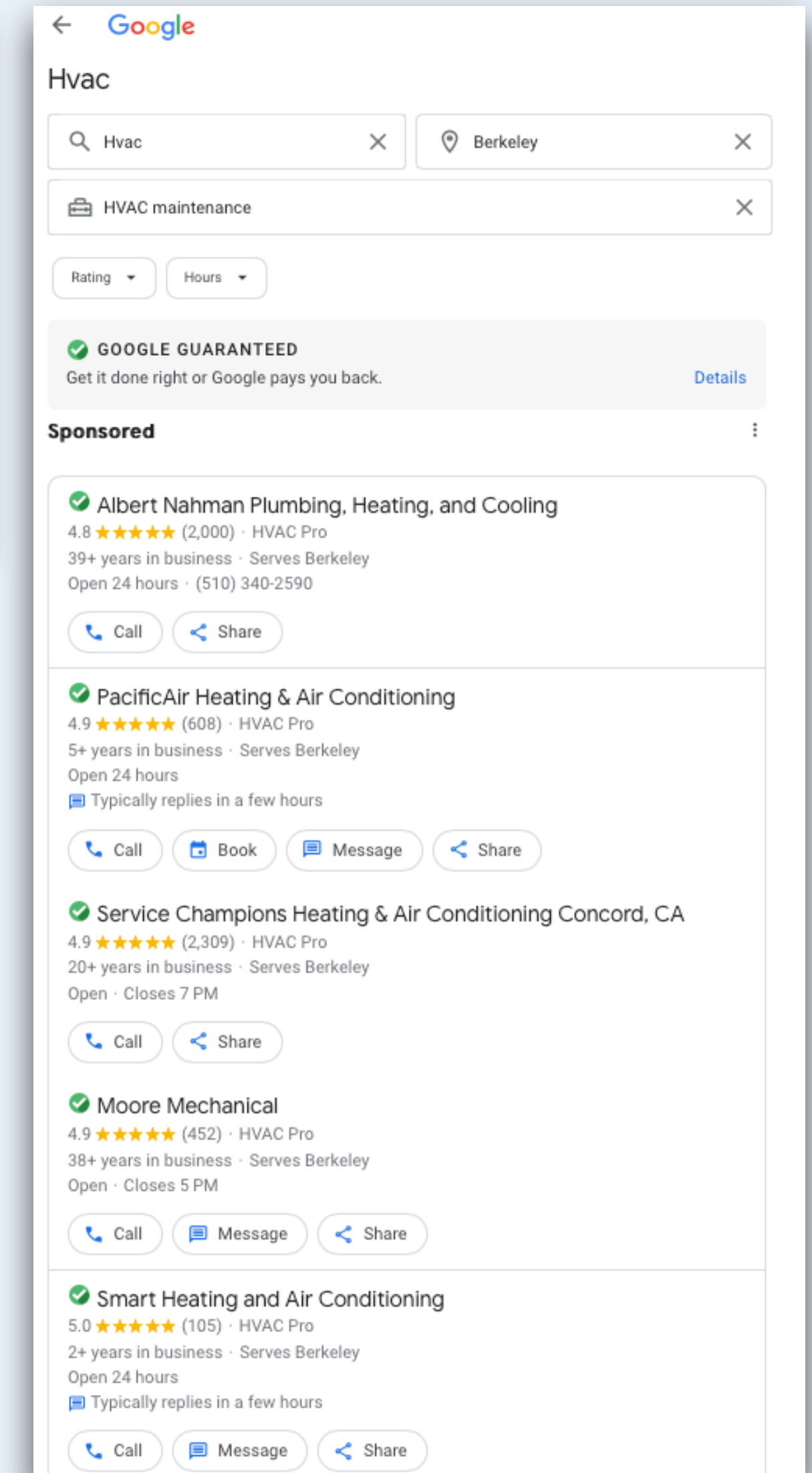
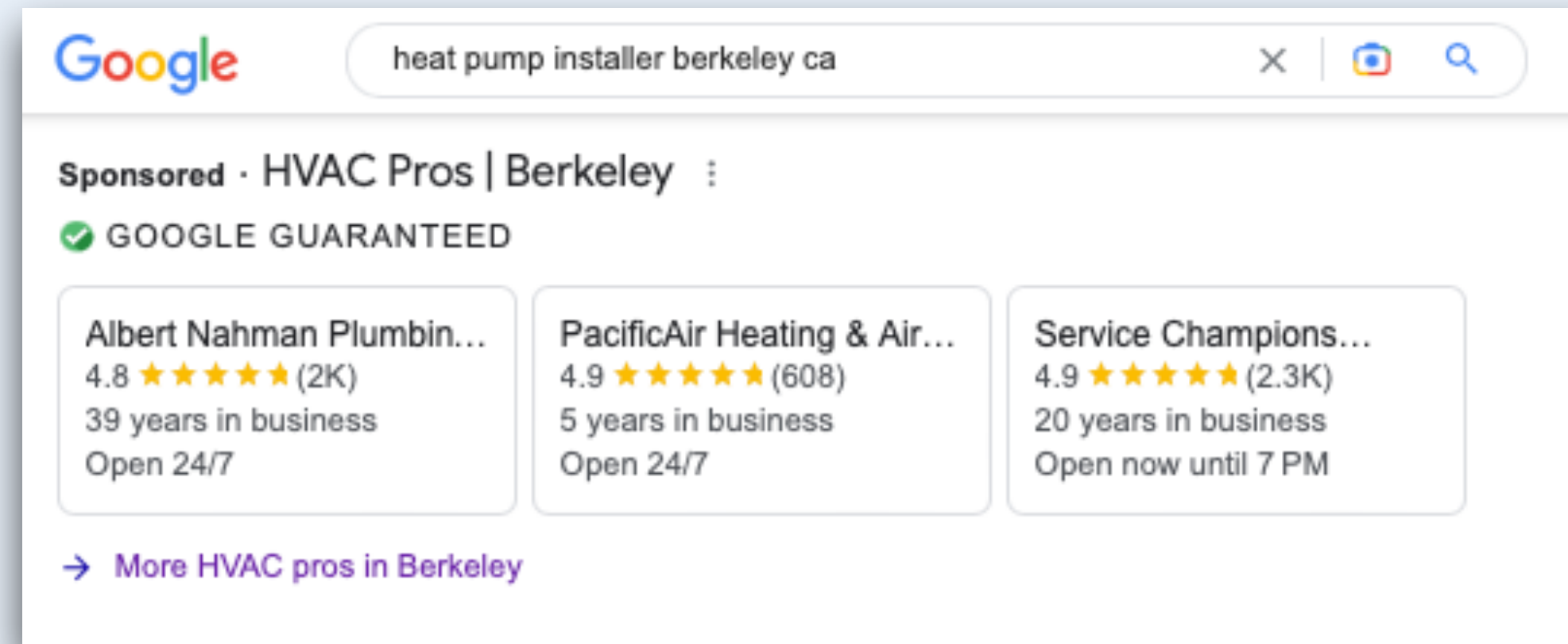
Google Business Profile (Google My Business)

- Categories Critical
- Review Quantity & Velocity
- Engagement Matters
- Services Important



Local Services Ads (Google Guaranteed)

- HVAC, Plumbing, Electrical
- Top of Page Domination
- Still No Insulation
- Rising Costs
- Rising Spam
- Still Worth Using



LSA Lead Costs Are Up

HVAC Cost/Lead	March 2023	March 2022	% Change
client 1	\$43.01	\$19.09	125%
client 2	\$43.86	\$25.00	75%
client 3	\$48.12	\$46.68	3%
client 4	\$46.89	\$39.23	20%
client 5	\$79.18	\$40.19	97%
client 6	\$52.21	\$34.04	53%



Saturated
Markets;
Budgets Hard
to Hit

Budget vs Spend	Monthly Budget	Actual Spend	% Diff
HVAC, Plumb	\$1,840	\$198	-829%
HVAC	\$3,696	\$645	-473%
HVAC	\$1,848	\$1,742	-6%
Windows	\$2,000	\$1,067	-87%
HVAC	\$1,200	\$217	-453%
HVAC, Plumb, Elect	\$400,000	\$967	-41265%



HIGHLIGHTS FROM LOCAL SEARCH RANKING FACTORS REPORT 2023



Wisdom of Experts Compiled by WhiteSpark

Expert contributors

[Copy a link to this section](#)

Below are this year's amazing contributors. These local SEO practitioners are the best and the brightest in local search. They are the digital marketers doing the work, testing theories, researching, writing, and speaking about what gets their clients ranking at the top of Google's local results.



Adam Dorfman
Chicago, IL, USA

Reputation
@phixed



Allie Margeson
Toronto, ON, Canada

Whitespark
@seoallie



Amanda Jordan
Greenville, SC, USA

RicketyRoo
@amandatjordan



Amy Toman
Spring Lake Hts, NJ, USA

Digital Law Marketing
@BubblesUp



Andrew Shotland
Pleasanton, CA, USA

LocalSEOGuide
@localseoguide



Andy Kuiper
Edmonton AB, Canada

Andy Kuiper Internet Marketing
@andykuiper



Andy Simpson
Alpharetta, GA, USA

Digital Law Marketing
@ndyjsimpson



Ben Fisher
Phoenix, AZ, USA

Steady Demand
@TheSocialDude



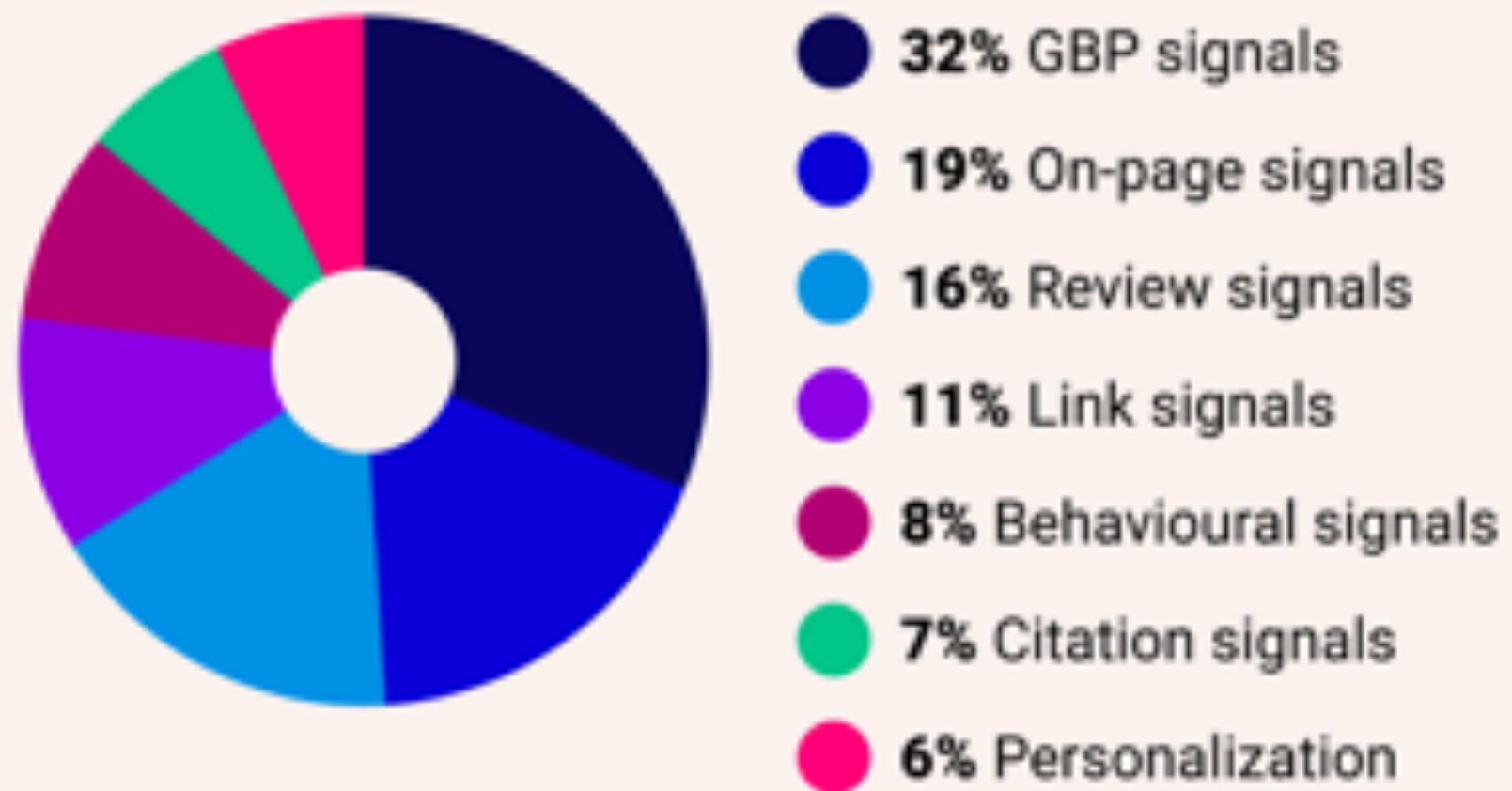
Blake Denman
Bend, OR, USA

RicketyRoo Inc
@blakedenman

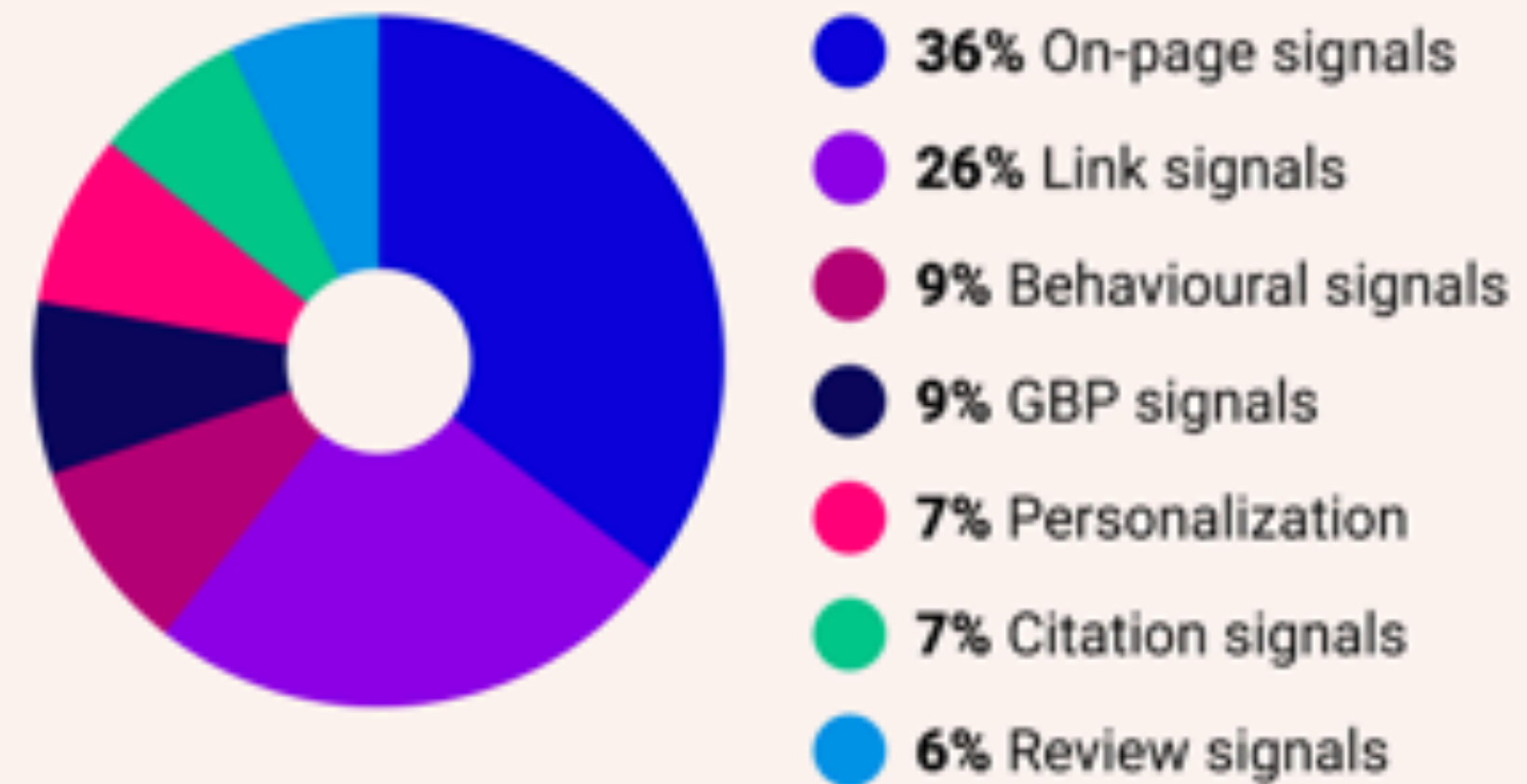


2023 LOCAL SEARCH RANKING FACTOR GROUPS

LOCAL PACK/FINDER RANKING FACTORS



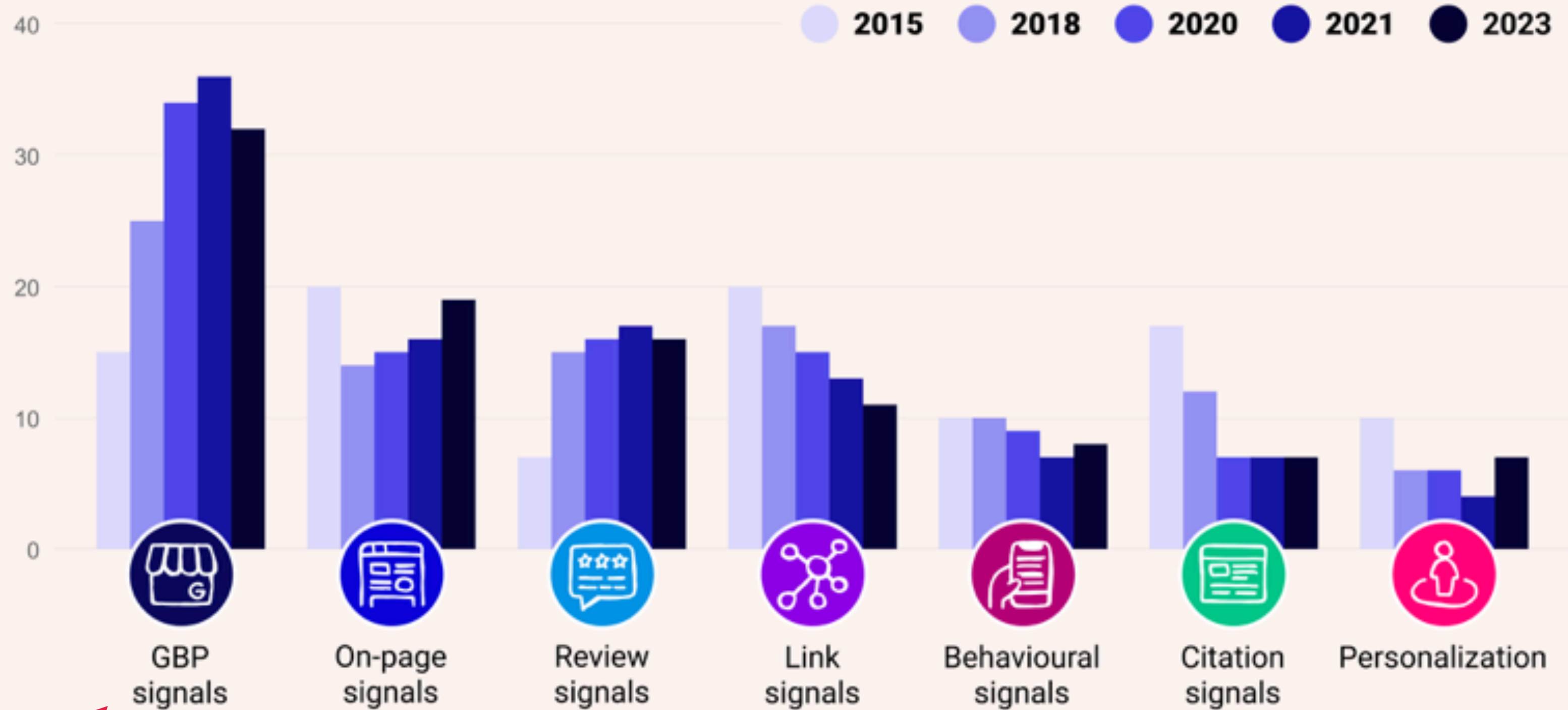
LOCAL ORGANIC RANKING FACTORS



whitespark



RANKING FACTOR GROUP CHANGE OVER TIME



whitespark



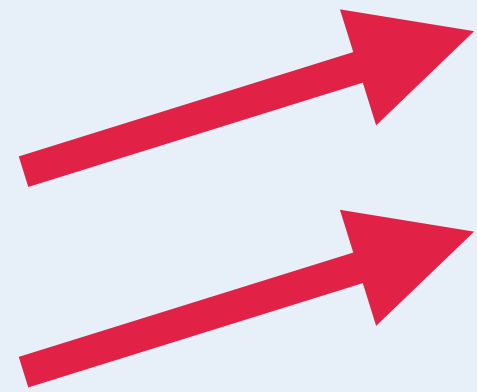
2023 LOCAL PACK/FINDER RANKING FACTORS

Rank	Factor	Score	
1	Primary GBP Category	193	
2	Keywords in GBP Business Title	181	
3	Proximity of Address to the Point of Search (Searcher-Business Distance)	176	
4	Physical Address in City of Search	170	
5	Removal of spam listings through spam fighting	143	
6	High Numerical Google Ratings (e.g. 4-5)	138	
7	Additional GBP Categories	134	
8	Quantity of Native Google Reviews (w/text)	128	
9	Verified GBP	117	
10	Proximity of Address to Centroid	114	



2023 LOCAL ORGANIC RANKING FACTORS

Rank	Factor	Score	
1	Dedicated Page for Each Service	163	
2	Internal Linking Across Entire Website	149	
3	Quality/Authority of Inbound Links to Domain	148	
4	Geographic (City/Neighborhood) Keyword Relevance of Domain Content	146	
5	Keywords in GBP Landing Page Title	140	
6	Quantity of Inbound Links to Domain from Locally-Relevant Domains	137	
7	Topical (Product/Service) Keyword Relevance Across Entire Website	135	
8	Volume of Quality Content on Service Pages	134	
9	Volume of Quality Content on Entire Website	132	
10	Keywords in Anchor Text of Inbound Links to Domain	128	



2023 CONVERSION FACTORS

Search

Rank	Factor	Score	
1	High Numerical Google Ratings (e.g. 4-5)	177	
2	Positive Sentiment in Review Text	151	
3	Mobile-friendly/Responsive Website	149	
4	Quantity of Native Google Reviews (w/text)	145	
5	Dedicated Page for Each Service	137	
6	Completeness of GBP	133	
7	GBP Booking Feature is Enabled	132	
8	Proper Hours Set on GBP	131	
9	Quality/Relevance of Photos	128	
10	Presence of Owner Responses to Most Reviews	128	



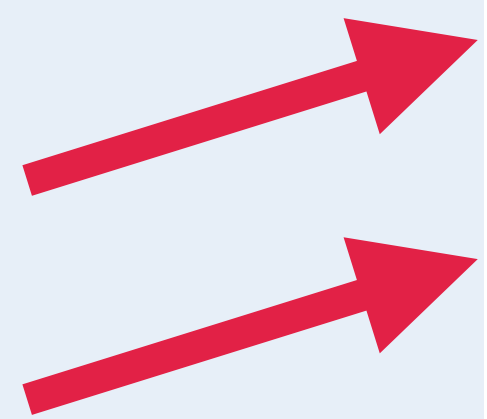
2023 NEGATIVE RANKING FACTORS

Rank	Factor	Score	
1	Address is a PO Box, UPS Mail Store, Virtual Office, or Other False Address	167	
2	Reports of Violations on your GBP	144	
3	Association of GBP account with other suppressed listings	127	
4	Reports of Review Gating	105	
5	Site Hacked / Presence of Malware	98	
6	Presence of Other Profiles in the Same Category at the Same Address	95	
7	Reports of Fake Reviews on your GBP	95	
8	Keyword Stuffing in GBP Business Name	91	
9	Presence of Multiple Profiles with Same Phone Number	84	
10	Receiving Too Many Google Reviews Too Fast	78	



2023 LSA RANKING FACTORS

Rank	Factor	Count
1	Number of reviews	8
2	Responsiveness to leads	6
3	Hours of operation set on listing	3
4	Proximity to searcher's location	3
5	Services offered	3
6	Budget	2
7	Fewer leads disputed	2
8	Number of leads booked	2
9	Review rating	2
10	Balancing bid and budget	1



LOOKING AHEAD: LOCAL SEARCH IN THE ERA OF AI CHAT



Bard Experiment

Reset chat

Bard Activity

FAQ

Updates

Help & support

can you recommend a contractor in Freeport ME to replace our heating with heat pumps

View other drafts

Sure, here are a few contractors in Freeport, ME that can replace your heating with heat pumps:

- **Freedom Air Mechanical** is a Veteran owned and operated business that has been serving the Freeport area for over 20 years. They offer a wide range of HVAC services, including heat pump installation.
- **Gammon's** is a family-owned business that has been serving the Freeport area for over 50 years. They offer a variety of HVAC services, including heat pump installation.
- **Aire Serv of Southern Maine** is a national franchise that has been serving the Freeport area for over 20 years. They offer a wide range of HVAC services, including heat pump installation.

These are just a few of the many contractors in Freeport, ME that can replace your heating with heat pumps. When choosing a contractor, be sure to get multiple estimates and ask about their experience and qualifications. You should also make sure that the contractor is licensed and insured.

Here are some additional tips for choosing a contractor:

- Get multiple estimates. This will help you compare prices and find the best deal.
- Ask about the contractor's experience and qualifications. Make sure they have experience installing heat pumps in your area.
- Make sure the contractor is licensed and insured. This will protect you in case something goes wrong with the installation.
- Get everything in writing. This includes the estimate, the scope of work, and the warranty.

By following these tips, you can be sure to choose a qualified contractor who will do a good job installing your heat pump.

Google it

Search related topics

Contractor in Freeport ME to replace heating with heat pumps

Google

Contractor in Freeport ME to replace heating with heat pumps

Shopping Images Books Videos Maps News Flights Finance

About 2,190,000 results (0.64 seconds)

Results for **Freeport, ME** Use precise location

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Efficiency Maine Partner - Call Midcoast Aerus Today
An Efficiency Maine Partner- Providing Incentives To Low-Income Homes & Small Businesses. Midcoast Aerus Makes Heat Pumps Affordable For Residents Of Rockland & Portland, ME. Free Water Testing. Remove Unwanted Chemicals. Get Clean Drinking Water. About Us · Water Testing · Contact Us

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Maine #1 Heat Pump Contractor - Maine Premier HVAC Contractor
Southern Maine's Trusted Heat Pump Installers. Licensed & Experienced Techs. Free Estimate. Serving Mainers Since 1917. Invest in Comfort w/ Efficient Heat and AC. Get... 539 Elm St, Biddeford, ME - Closing soon · 7:30 AM - 4:00 PM

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discover.mitsubishicomfort.com
Heating & Cooling Replacement - Up to \$2,000 Tax Credit
Upgrade Your HVAC System To A More Energy Efficient & Eco Friendly System. Get Savings, Efficiency and Comfort All Year Long With a Zoned Comfort Solution®.

HomeAdvisor
10 Best Heat Pump Installers - Freeport ME
Results 1 - 9 of 10 — Prescreened Heat Pump Installation & Replacement Services in Freeport, ME · Lavoie HVAC Services · J.S. HVAC & Plumbing LLC · Highlands Heating ...

Businesses

Rating Hours

Royal River Heat Pumps
4.9 ★★★★★ (335) · Heating contractor
Freeport, ME · (207) 400-4065
Open · Closes 4:30 PM
Provides: Heating system repair

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Provides: Mini Split Heat Pumps

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4.8 ★★★★★ (207) · HVAC contractor
Brunswick, ME · (207) 751-7003
Open 24 hours
Provides: Heat Pump Install and Repair

More businesses →



QUESTIONS?

Peter Troast
peter@energycircle.com

