



# **STRENGTHEN YOUR BRAND: WAYS TO MEASURE THE UNMEASURABLE**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*May 22, 2019*

# What We'll Discuss

**1 Cutting Through the Squishiness of "Brand Speak"**

**2 8 Objective Measures of Your Online Brand Strength**



# **CUTTING THROUGH THE "BRAND SPEAK"**

# Brand

Your brand is the power of your reputation.

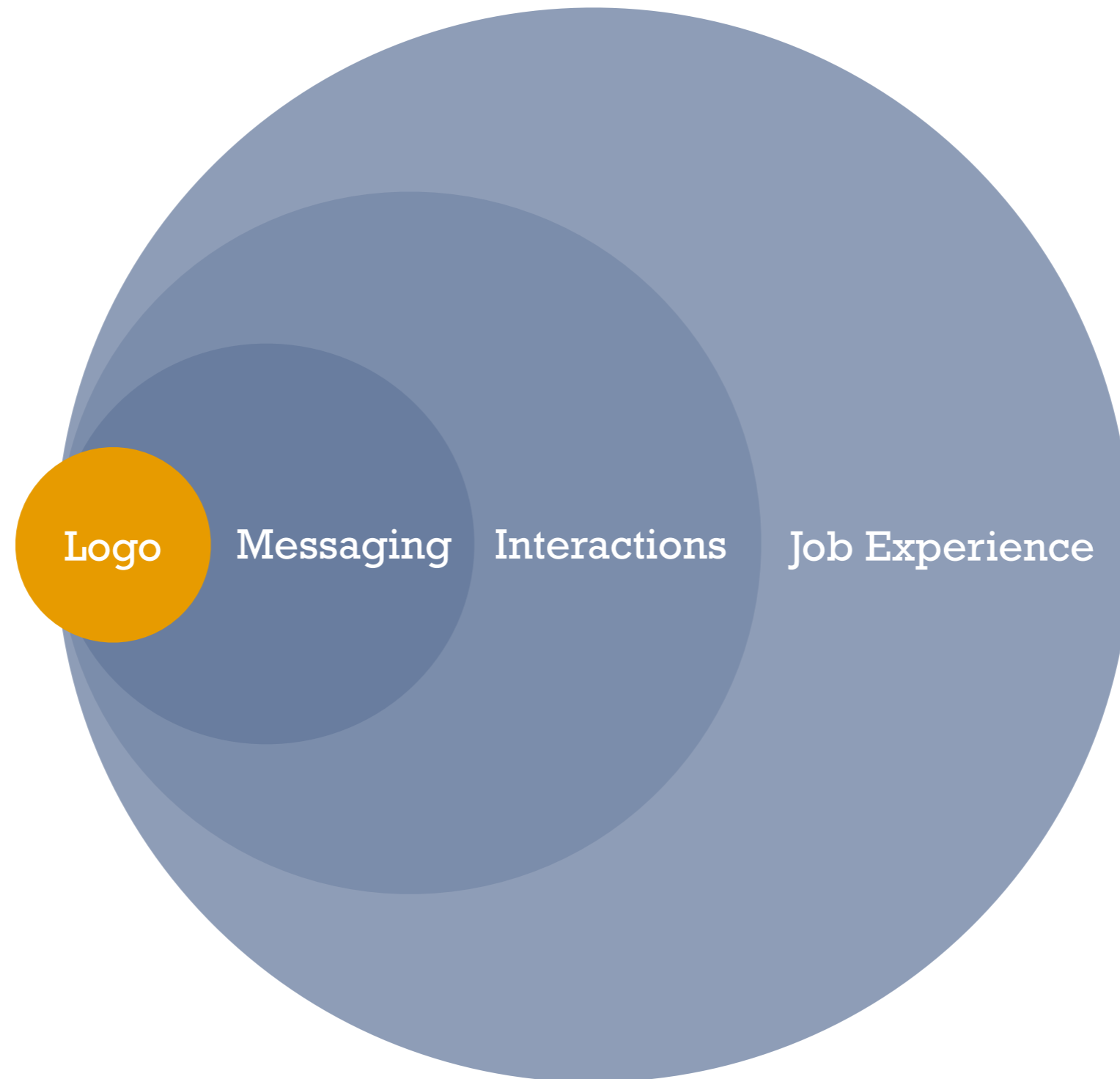
Branding helps your customers connect with you on a **rational** and **emotional** level.

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



# Brands are Subjective & Hard to Measure



# Two Sides of Your Brand

## In the Real World



## In the Online World

### Building Doctors

[buildingdoctors.com/](http://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](http://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](http://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.energycircle.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





# Google Search & Rankings Simplified



Google Search

I'm Feeling Lucky

Context

+

Authority

+

Engage-  
ment

**Site  
Content**

**Incoming  
Links**

**User  
Interaction**

# Google Search & Rankings Simplified



Google Search

I'm Feeling Lucky



**Site  
Content**

+

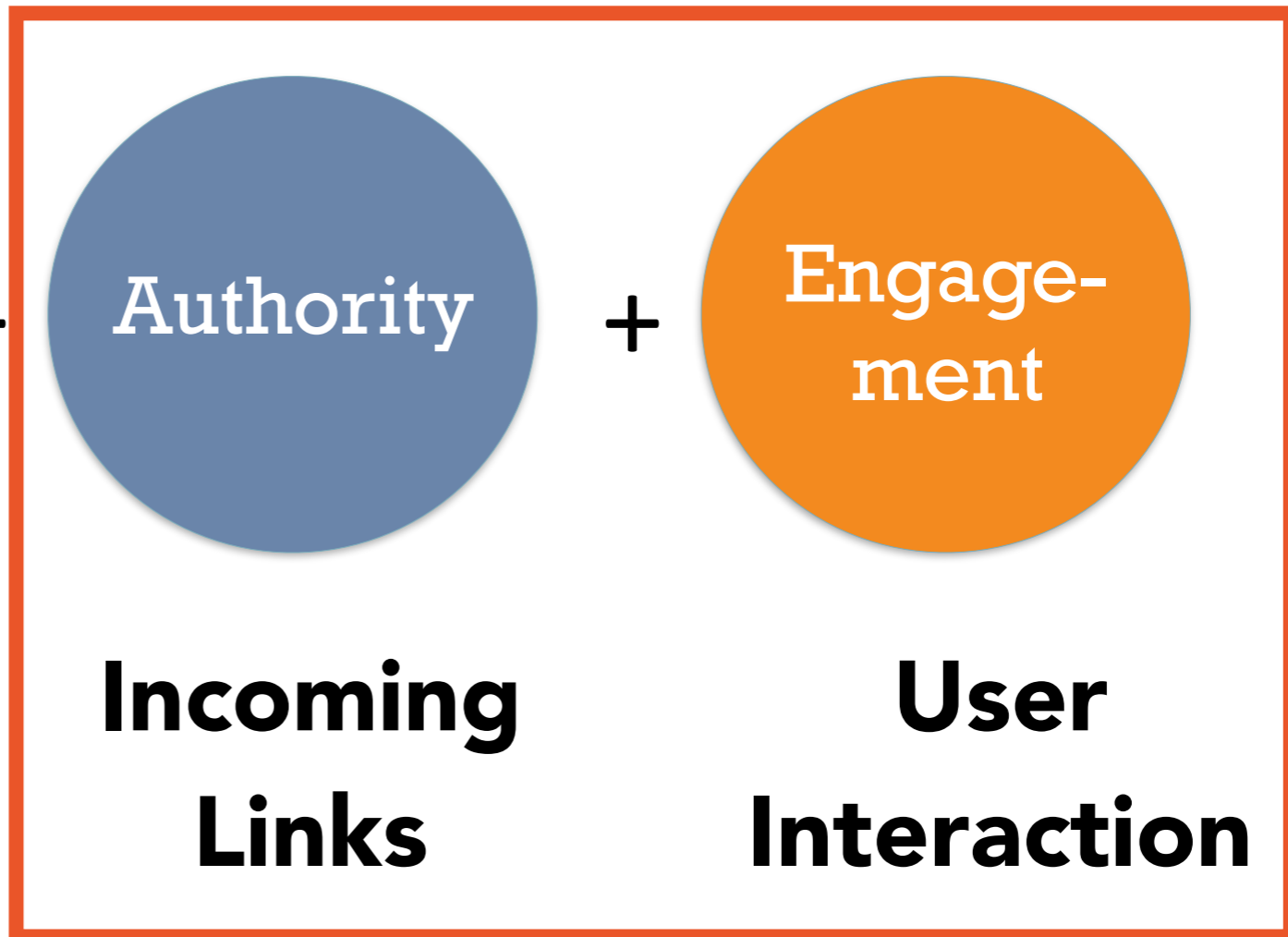


**Incoming  
Links**

+



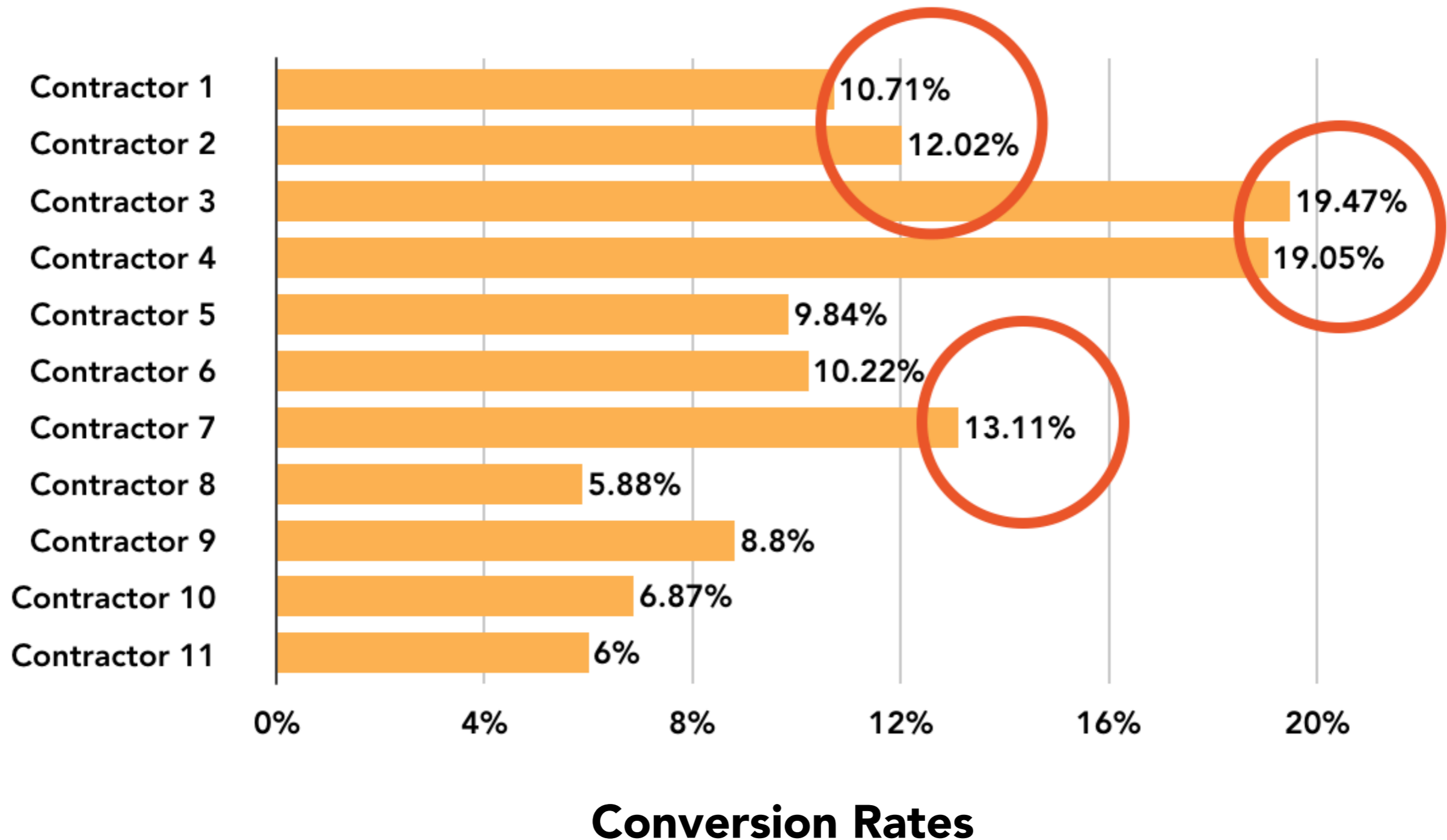
**User  
Interaction**



# Website vs Brand vs Entity Authority



# Strong Brands Get Strong Digital Results





# **YOUR BRAND ONLINE: OBJECTIVE METRICS**

# Your Google Home Page

## Insorce Renewables | Renewable Energy Solutions For Maine

[www.insourcerenewables.com/](http://www.insourcerenewables.com/)

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

### Contact Us

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

### Heat Pumps

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

### Matt Wagner

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

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

### Off-Grid Solar PV

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

### Solar Heating

Insorce Renewables installs domestic solar water heating ...

### Insorce Renewables is hiring!

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

## Insorce Renewables - Home | Facebook

<https://www.facebook.com> > Places > Pittsfield, Maine > Solar Energy Service

★★★★★ Rating: 5 - 2 votes

Insorce Renewables - 113 N Lancey St, Pittsfield, Maine 04967 - Rated 5 based on 2 Reviews "Excellent company led by Vaughan Woodruff, who is arguably..."


## Insorce Renewables Reviews | Insorce Renewables Cost | Insorce ...

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

★★★★★ Rating: 5 - 8 reviews


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

### Videos




**Insorce Renewables - Chuck Piper, Sundog Solar - Maine Solar Press Conference**

Facebook - Aug 16, 2018



**Insorce Renewables - Rob Taisey, Assured Solar Energy - Maine Solar Press Conference**

Facebook - Aug 22, 2018



**Worker ownership works for everyone! The Insorce Renewables story**

Co-op Development Institute  
Vimeo - Jan 5, 2018

## Insorce Renewables - YouTube

<https://www.youtube.com/channel/UCy1q34AfXaTA17Usgj7csTQ>

Insorce Renewables is a small company based out of Pittsfield, ME that does solar pv, solar water heating, heat pump, and other renewable energy installatio...

## Insorce Renewables - Solar Installation - 113 N Lancey St, Pittsfield ...

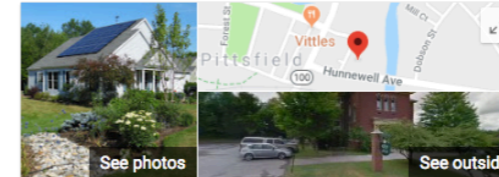
<https://www.yelp.com> > Home Services > Heating & Air Conditioning/HVAC

Specialties: Insorce Renewables specializes in the design and installation of renewable energy systems for residential and commercial applications.

## Insorce Renewables - Maine Solar Installer - Clean Energy Authority

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

Insorce Renewables is a solar energy installation company based in Pittsfield, Maine. They do Residential Solar PV Installation for Residential Properties.



## Insorce Renewables

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

5.0 ★★★★★ 4 Google reviews

Solar energy company in Pittsfield, Maine

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

**Hours:** Open · Closes 5PM

**Phone:** (207) 659-1054

[Suggest an edit](#)

**Know this place?** Answer quick questions

### Questions & answers

Be the first to ask a question

[Ask a question](#)

### Reviews from the web

Facebook

5/5

2 votes

SolarReviews

5/5

8 reviews

[Send to your phone](#)

[Send](#)

### Reviews

[Write a review](#)

[Add a photo](#)

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

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

[View all Google reviews](#)

### From Insorce Renewables

"Insorce Renewables is a full-service solar energy contracting firm providing design, installation, service, and training for residential, commercial, and municipal clients in Maine. Our mission is to provide high-quality renewable energy solutions...[More](#)

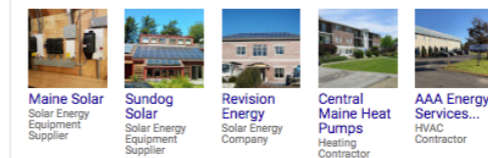
### Posts from Insorce Renewables

[View previous posts on Google](#)

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


### People also search for

[View 15+ more](#)



[Feedback](#)

# Past Webinar



**Optimizing Your Google Home Page (Brand Search + GMB)**

Peter Troast, Founder & CEO  
Energy Circle Webinar Series  
*November 1, 2018*

# 2 Parts of the SERP

## Organic Results

**Insource Renewables | Renewable Energy Solutions For Maine**  
[www.insourcerenewables.com/](http://www.insourcerenewables.com/)  
 Insource Renewables specializes in the design and installation of renewable energy systems for residential and commercial applications across Maine.

**Contact Us**  
 Interested in learning more about energy solutions for your home ...

**Heat Pumps**  
 Insource Renewables installs high-performance heat pumps for ...

**Matt Wagner**  
 Matt Wagner. Home; Matt Wagner. Matt Wagner. Comments are ...  
[More results from insourcerenewables.com >](#)

**Off-Grid Solar PV**  
 Off-grid PV systems utilize batteries to store electricity ...


**Solar Heating**  
 Insource Renewables installs domestic solar water heating ...

**Insource Renewables is hiring!**  
 Insource Renewables is pleased to announce that we are ...


**Insource Renewables - Home | Facebook**  
<https://www.facebook.com> > Places > Pittsfield, Maine > Solar Energy Service  
 ★★★★★ Rating: 5 - 2 votes  
 Insource Renewables - 113 N Lancey St, Pittsfield, Maine 04967 - Rated 5 based on 2 Reviews "Excellent company led by Vaughan Woodruff, who is arguably..."

**Insource Renewables Reviews | Insource Renewables Cost | Insource ...**  
<https://www.solarreviews.com/installers/insource-renewables-reviews/>  
 ★★★★★ Rating: 5 - 8 reviews  
 Insource Renewables reviews and complaints, reviews of the brands of solar panels they sell, their locations and the cost of installations reported to us for 2018.


**Videos**



**Insource Renewables - Chuck Piper, Sundog Solar - Maine Solar Press Conference**  
 Facebook - Aug 16, 2018



**Insource Renewables - Rob Taisey, Assured Solar Energy - Maine Solar Press Conference**  
 Facebook - Aug 22, 2018

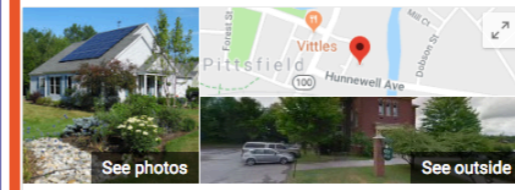


**Worker ownership works for everyone! The Insource Renewables story**  
 Co-op Development Institute  
 Vimeo - Jan 5, 2018

**Insource Renewables - YouTube**  
<https://www.youtube.com/channel/UCy1q34AfXaTA17Usgj7csTQ>  
 Insource Renewables is a small company based out of Pittsfield, ME that does solar pv, solar water heating, heat pump, and other renewable energy installatio...

**Insource Renewables - Solar Installation - 113 N Lancey St, Pittsfield ...**  
<https://www.yelp.com> > Home Services > Heating & Air Conditioning/HVAC  
 Specialties: Insource Renewables specializes in the design and installation of renewable energy systems for residential and commercial applications.

**Insource Renewables - Maine Solar Installer - Clean Energy Authority**  
<https://www.cleanenergyauthority.com/maine-solar-installers/insource-renewables>  
 Insource Renewables is a solar energy installation company based in Pittsfield, Maine. They do Residential Solar PV Installation for Residential Properties.



**Insource Renewables**

Website Directions Save

5.0 ★★★★★ 4 Google reviews  
 Solar energy company in Pittsfield, Maine

**Address:** 113 N Lancey St Suite B3, Pittsfield, ME 04967  
**Hours:** Open · Closes 5PM  
**Phone:** (207) 659-1054

Suggest an edit

**Know this place?** Answer quick questions

**Questions & answers**  
 Be the first to ask a question [Ask a question](#)

**Reviews from the web**

Facebook	SolarReviews
5/5	5/5
2 votes	8 reviews

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

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

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

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

[View all Google reviews](#)

**From Insource Renewables**


"Insource Renewables is a full-service solar energy contracting firm providing design, installation, service, and training for residential, commercial, and municipal clients in Maine. Our mission is to provide high-quality renewable energy solutions...[More](#)

**Posts from Insource Renewables**


[View previous posts on Google](#)

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


**People also search for** [View 15+ more](#)




Maine Solar  
Solar Energy  
Equipment  
Supplier




Sundog  
Solar  
Solar Energy  
Equipment  
Supplier



Revision  
Energy  
Solar Energy  
Company



Central  
Maine Heat  
Pumps  
Heating  
Contractor



AAA Energy  
Services...  
HVAC  
Contractor

## Google Knowledge Panel



# https://localu.org/brand-score/



Subscribe to Our Newsletter

Home About Local University Forums Local SEO Guide Upcoming Events Blog Contact Us

## Scoring Your Brand Page at Google

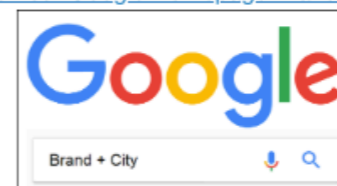


Google is doing everything it can to keep searchers on its own pages rather than sending them off to other websites, including yours! Mike Blumenthal wrote a great post about this : [Google As the New Home Page- One Big Tactical Guide](#). Reading Mike's guide will help you to understand the concept better, but he says, "It's time to start treating your

*branded search result just like you do the home page on your site; it needs to look as good as it can, it needs to contain compelling social proof, and, within the constraints that Google imposes, it needs to tell the story of your business."*

This quiz, based on Mike's article, is designed to give your brand page on Google a relative measurement that future work can be compared against. It takes into account different types of search results that might show up for your brand, knowledge panel features, image and video result integration and review/rating visibility when someone searches for the name of your brand + city in Google. It can also provide you with a baseline to compare your brand to those of your competitors and a way to see how well your SEO company is doing in promoting your brand locally.

[Find Your Google Homepage Brand Score](#)



[Get Your Copy Today!](#)

The Expert's Guide to Local SEO

November 2018

Written By: Jay Hawkins  
An advanced look at things you need to know to succeed with Local SEO

# One Website Metric: Domain Authority

The screenshot shows the Moz Link Explorer interface. At the top, there's a navigation bar with "Link Explorer" and "What's New" with a help icon. Below that, the "Overview" section is displayed. A search bar contains "princetonair.com" and a search button. Below the search bar, it indicates "19,987 of 20,000 queries available until 06/14". The main content area features four key metrics: Domain Authority (22), Linking Domains (344), Inbound Links (5.7k), and Ranking Keywords (399). The Linking Domains metric includes sub-data: "Discovered in the last 60 days" (20) and "Lost in last 60 days" (34).

Metric	Value
Domain Authority <sup>i</sup>	22
Linking Domains <sup>i</sup>	344
Inbound Links <sup>i</sup>	5.7k
Ranking Keywords <sup>i</sup>	399

Discovered in the last 60 days: 20  
Lost in last 60 days: 34

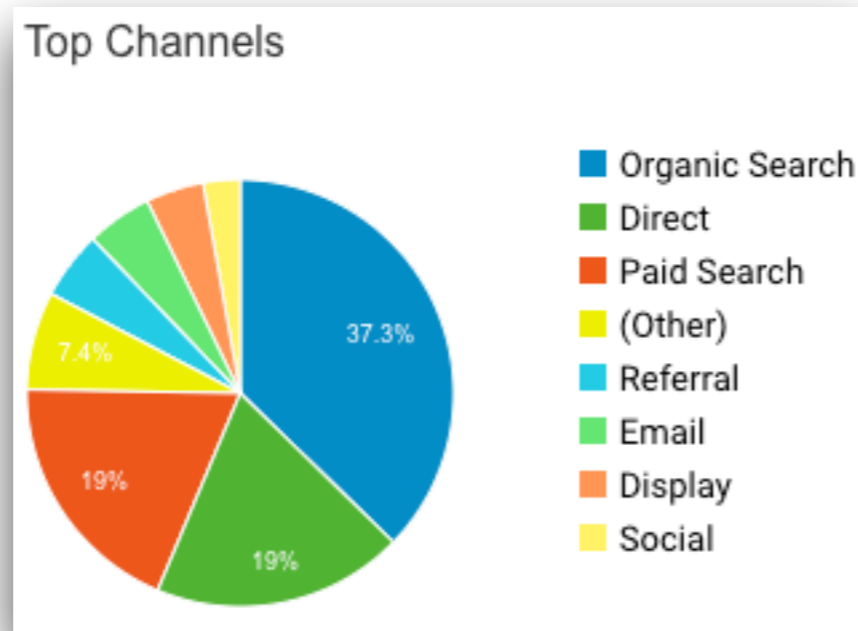
**Good Scores: 20 to 45**

# Incoming Links

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="#">medium.com</a>	96	893,536	7%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">feedburner.com</a>	95	1,682,031	50%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">goo.gl</a>	94	4,021,512	1%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">huffingtonpost.com</a>	94	901,932	1%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">bit.ly</a>	93	3,464,467	--	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">zdnnet.com</a>	93	225,339	2%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">mit.edu</a>	93	508,851	12%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">gofundme.com</a>	93	214,994	5%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">nationalgeographic.com</a>	92	497,652	9%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">feedproxy.google.com</a>	92	753,456	--	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">wisc.edu</a>	91	221,842	1%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">salon.com</a>	91	214,495	2%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">ow.ly</a>	91	273,229	--	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">outlook.com</a>	90	108,001	28%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">breitbart.com</a>	90	119,004	28%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">inquisitr.com</a>	89	84,046	1%	<input type="button" value="▼"/>
<input type="checkbox"/> <a href="#">patch.com</a>	89	150,773	1%	<input type="button" value="▼"/>

# Direct Traffic: People Who Know Your URL

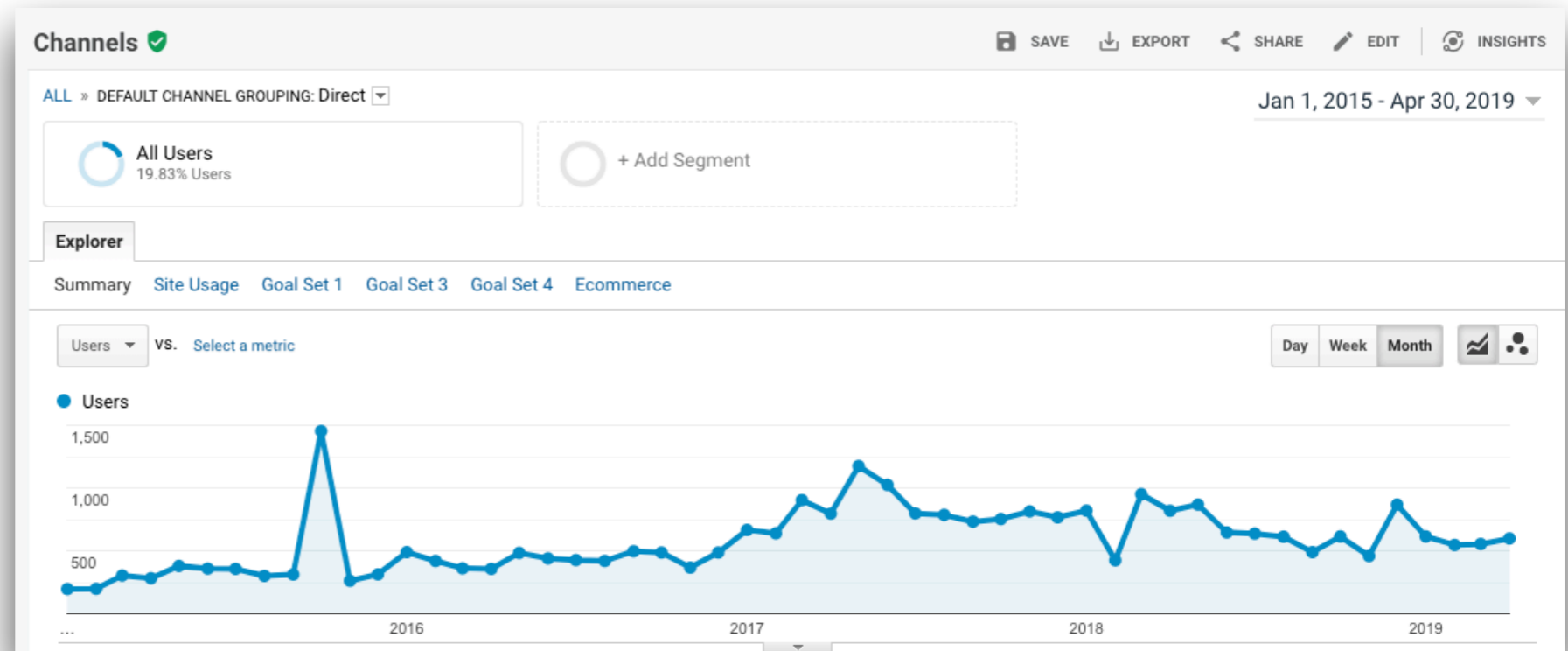


1

% of Direct

2

Direct Traffic Growth Over Time



# Organic Brand Search Over Time



# Google Reviews QUANTITY

## 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**

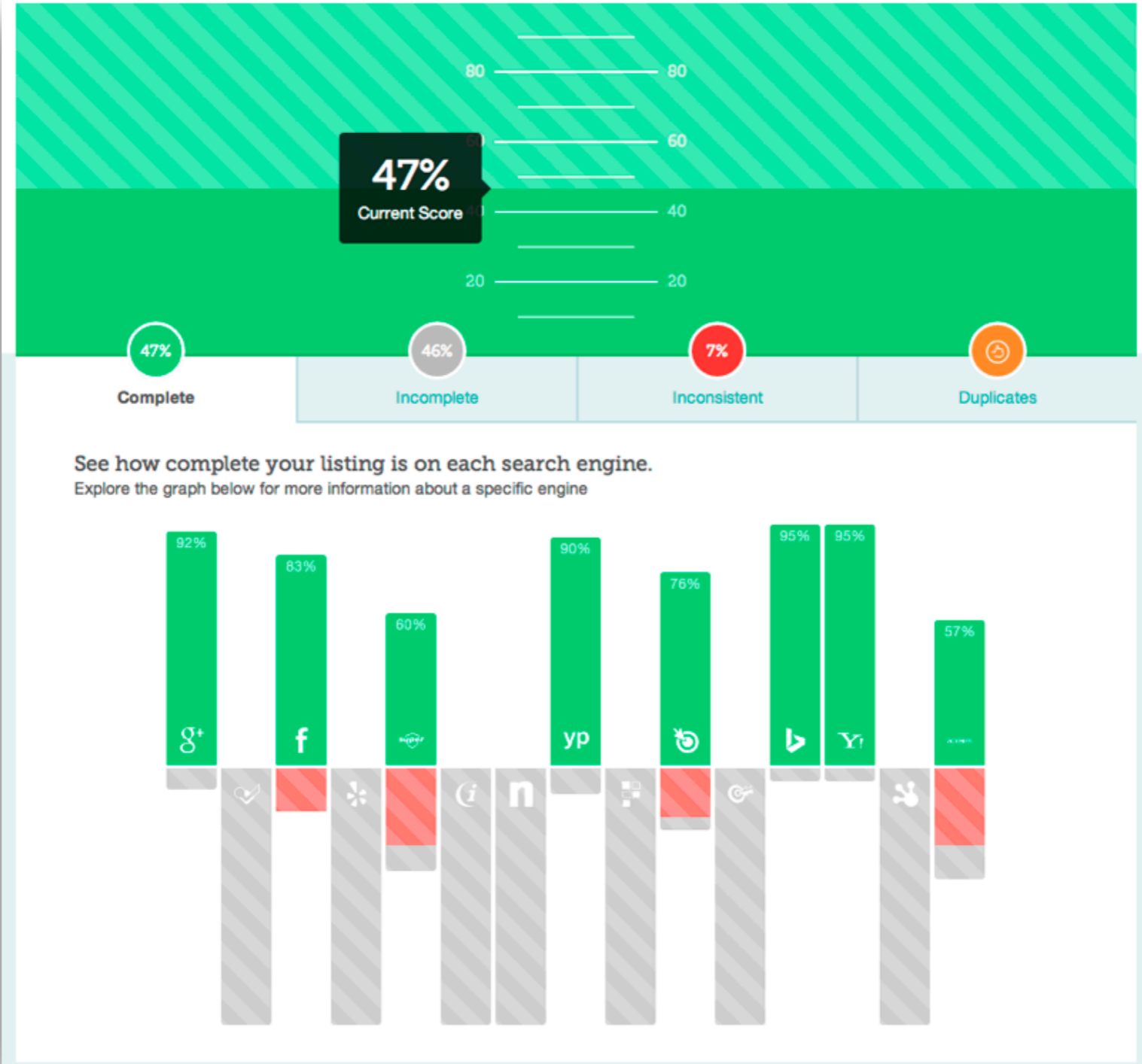


On average, plumbing and HVAC businesses have **4.4 stars**

# Review Diversity

<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

# Directory Listings (Citations) & Consistency



**MOZ Local**



47%

Current Score

40

20

20

47%

Complete

46%

Incomplete

7%

Inconsistent

0%

Duplicates

### You have 14 incomplete listings. See what to do below.

Incomplete listings can negatively impact your ability to rank well in search engine results.



Energy Circle  
81 Bridge St, Yarmouth, ME 04096  
(207) 847-3644  
<http://www.energycircle.com/>



Update listing



Circle Energy  
81 Bridge St, Yarmouth, ME 04096  
(207) 847-3644



Update listing



Energy Circle  
81 Bridge St # 301, Yarmouth, ME 04096  
(207) 847-3644  
<http://www.energycircle.com>



Update listing



Energy Circle  
81 Bridge St # 301, Yarmouth, ME 04096  
(207) 847-3644  
<http://www.energycircle.com/>



Update listing



Energy Circle  
81 Bridge St #301, Yarmouth, ME 04096  
(207) 847-3644  
<http://www.energycircle.com/>



Update listing



Circle Energy  
81 Bridge St, Yarmouth, ME 04096  
(207) 847-3644  
<http://energycircle.com>



Update listing



CIRCLE ENERGY  
81 BRIDGE ST, YARMOUTH, ME 04096  
(207) 847-3644



Update listing

# Engagement: the Key Metric of the Future?

- **On Your Website**

  - Time on Site

  - Pages per Session

  - Bounce Rate

- **Third Party Review Landscape**

  - Google First! (Quantity)

  - Diversity

- **Within Google My Business**

  - Clicks on Google Posts

  - Click to Call

  - Q&A Volume & Response

  - Send to Phone

# Summary & Questions

- **Google Home Page (Brand search + Knowledge Panel)**
- **Website Domain Authority**
- **Incoming Link Quantity & Quality**
- **Direct Traffic to Website**
- **Brand Search Volume**
- **Review Quantity (Google) & Diversity**
- **Directory Listing Volume & Consistency (Citations)**
- **Engagement**

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



# QUESTIONS?

**Peter Troast**

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

207.847.3644