



What Are Your Online Competitors Up To? Conducting an Assessment

Energy Circle Webinar Series
Peter Troast, Founder & CEO
May 5, 2021

Upcoming Webinars

~~April 28~~ — Capitalizing on Heat Pump Popularity: Is Your Website Content Ready?

May 5 - What Are Your Online Competitors Up To? Conducting An Assessment

May 12 - Live Video Critique Part 2: With Senior Media Producer Jake VP

May 19 - Call Tracking: A Hidden Source of Value for Customer Insights

May 26 - Marketing Heat Pumps: How To Handle Common Consumer Objections



This Common SEO Mistake Is Killing Your Rankings



By Emily Silverman | May 5, 2021

"I've been Googling my business a lot lately and it's not showing up in the search results. Are we doing something wrong?"



We hear this all the time at Energy Circle, and we get it—you've been putting money and effort into SEO and PPC for your HVAC, solar, or home performance business, and you want to know whether it's working. But Googling your own business isn't as harmless as it sounds. In fact, when you Google your business to check



How Savvy Is Your Company's Review Management?



By Cory Allyn | April 21, 2021

Online review management for your business can be complicated, especially when you're trying to figure out where to start. Here are the key components of a quality review strategy, separated into different stages, ranging from the very basics to advanced, black-belt-level initiatives.

REVIEW STRATEGY OVER TIME

Review Chasing



EARLY STAGE

- Minimum Review Quantities
- Negative Review Cleanup
- Diversity Across Key Sites

MIDDLE STAGE

- Consistent Solicitation Process
- Steady Flow
- Competitive Review Quantities
- Shaping Review Content—Keywords and Service Quality
- System for Review Responses
- Measuring Staff on Reviews and Volume

ADVANCED STAGE

- Open to More 1st Party Than 3rd Party
- Automated Solicitation (Quickbooks, CRM)
- Regular Evaluation of Topics and Sentiment

What We'll Discuss

- 1 THE VALUE OF COMPETITIVE INFORMATION**
- 2 ONLINE COMPETITION VS REAL WORLD—NOT ALWAYS ALIGNED**
- 3 SIMPLE, NO COST WAYS TO ASSESS THE COMPETITION ON THE KEY FACTORS**

Website & Organic Strength

Google My Business & Reviews

Paid Search Advertising

Facebook Advertising



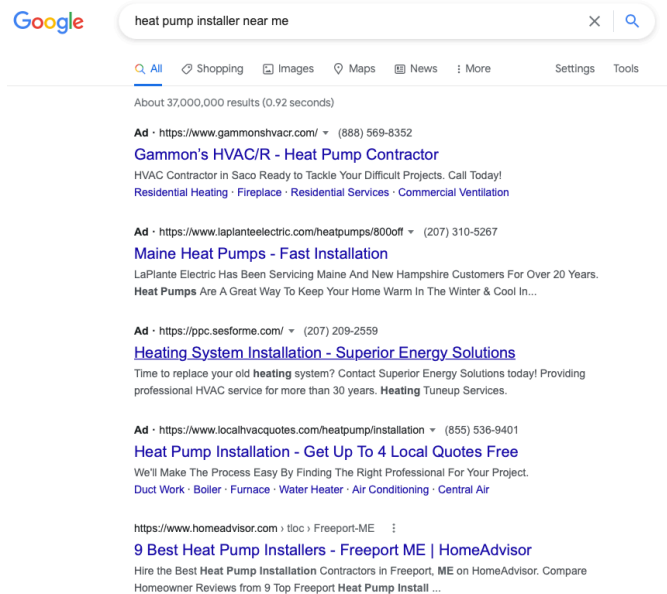
Value of Competitive Information

- **Where the Competition is Focusing**
 - Services & Products
 - Geographies
 - Keywords
- **How They Are Messaging/Positioning**
- **Clues About Pricing Strategy**
- **Spend Levels—Increasing or Decreasing**
- **Level of Marketing Activity & Sophistication**
 - Active vs episodic management



Sometimes Not the Same

Online Competition



Google

heat pump installer near me

All Shopping Images Maps News More Settings Tools

About 37,000,000 results (0.92 seconds)

Ad · <https://www.gammonshvacr.com/> · (888) 569-8352
Gammon's HVAC/R - Heat Pump Contractor
HVAC Contractor in Saco Ready to Tackle Your Difficult Projects. Call Today!
[Residential Heating](#) · [Fireplace](#) · [Residential Services](#) · [Commercial Ventilation](#)

Ad · <https://www.laplanteelectric.com/heatpumps/800off> · (207) 310-5267
Maine Heat Pumps - Fast Installation
LaPlante Electric Has Been Servicing Maine And New Hampshire Customers For Over 20 Years.
Heat Pumps Are A Great Way To Keep Your Home Warm In The Winter & Cool In...

Ad · <https://ppc.sesforme.com/> · (207) 209-2559
Heating System Installation - Superior Energy Solutions
Time to replace your old **heating** system? Contact Superior Energy Solutions today! Providing professional HVAC service for more than 30 years. **Heating** Tuneup Services.

Ad · <https://www.localhvacquotes.com/heatpump/installation> · (855) 536-9401
Heat Pump Installation - Get Up To 4 Local Quotes Free
We'll Make The Process Easy By Finding The Right Professional For Your Project.
[Duct Work](#) · [Boiler](#) · [Furnace](#) · [Water Heater](#) · [Air Conditioning](#) · [Central Air](#)

<https://www.homeadvisor.com/tloc/Freeport-ME>
9 Best Heat Pump Installers - Freeport ME | HomeAdvisor
Hire the Best Heat Pump Installation Contractors in Freeport, ME on HomeAdvisor. Compare Homeowner Reviews from 9 Top Freeport Heat Pump Install ...

Real World Competition



Lot of Tools. Lots of Opinions.





WEBSITE & ORGANIC STRENGTH

Domain Authority

Moz Link Explorer

Website

(Free with Limits, Free 30 Day Trial)

The screenshot shows the Moz Link Explorer interface. The left sidebar contains navigation options: Moz Pro, Campaigns, Local Market Analytics (BETA), Keyword Research, and Link Research. Under Link Research, the Overview page is selected. The main content area shows the breadcrumb trail: Home > Moz Pro > Link Research > Overview. The title is 'Overview' with a subtitle: 'Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time.' A search bar contains 'root domain' and 'www.royalriverheatpumps.com', with an 'Analyze' button. Below the search bar, it indicates '19,984 of 20,000 queries available until 05/14'. A table displays four key metrics:

Domain Authority ⁱ	Linking Domains ⁱ	Inbound Links ⁱ	Ranking Keywords ⁱ
17	34 Discovered in the last 60 days: 0 Lost in last 60 days: 1	74	11



Links from Other Sites (Backlinks)

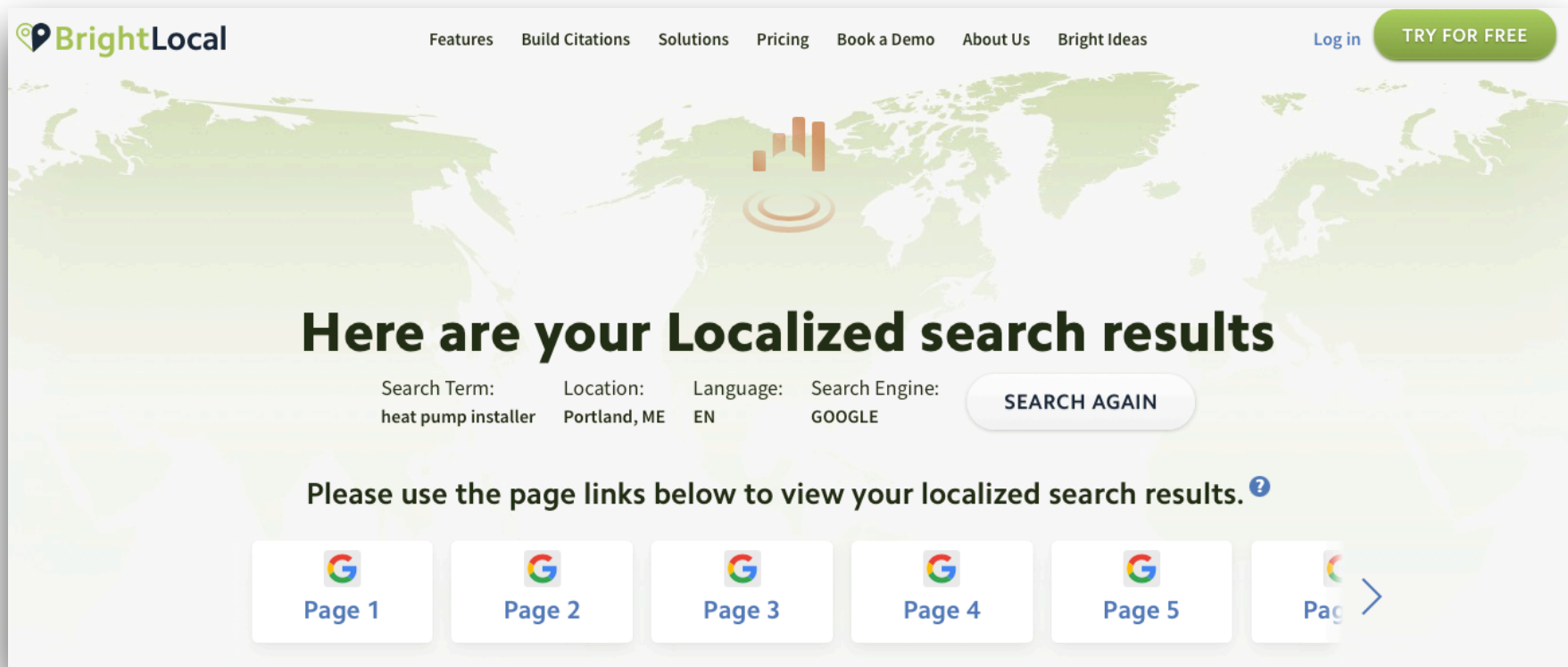
Moz Link Explorer
Website
(Free with Limits,
Free 30 Day Trial)

<input type="checkbox"/> Root Domain	DA ⁱ ▾	Linking Domains ⁱ	Spam Score ⁱ ▾	Top Links
<input type="checkbox"/> pressherald.com	83	55,752	3%	<input type="checkbox"/>
<input type="checkbox"/> yudu.com	67	48,754	43%	<input type="checkbox"/>
<input type="checkbox"/> theforecaster.net	53	4,002	1%	<input type="checkbox"/>
<input type="checkbox"/> buzzfile.com	51	6,258	2%	<input type="checkbox"/>
<input type="checkbox"/> topratedlocal.com	40	3,614	1%	<input type="checkbox"/>
<input type="checkbox"/> statvoo.com	38	4,296	5%	<input type="checkbox"/>
<input type="checkbox"/> mainehomes.com	33	562	1%	<input type="checkbox"/>
<input type="checkbox"/> 989wclz.com	31	424	16%	<input type="checkbox"/>
<input type="checkbox"/> imageresizertool.com	27	700	1%	<input type="checkbox"/>
<input type="checkbox"/> thebeginnerslens.com	26	1,270	1%	<input type="checkbox"/>
<input type="checkbox"/> freeportmainechamber.com	24	51	34%	<input type="checkbox"/>
<input type="checkbox"/> 4thdimension.org	23	539	4%	<input type="checkbox"/>
<input type="checkbox"/> improuse.com	22	1,009	--	<input type="checkbox"/>
<input type="checkbox"/> indexnewspaper.com	20	474	2%	<input type="checkbox"/>



Ranking Results by Keyword & Geo

Bright Local Website (Free with Limits)



The screenshot displays the Bright Local website interface. At the top left is the logo "BrightLocal" with a location pin icon. The navigation menu includes "Features", "Build Citations", "Solutions", "Pricing", "Book a Demo", "About Us", and "Bright Ideas". On the top right, there are "Log in" and "TRY FOR FREE" buttons. The main content area features a world map background with a bar chart and a location pin icon over North America. The headline reads "Here are your Localized search results". Below this, search parameters are listed: "Search Term: heat pump installer", "Location: Portland, ME", "Language: EN", and "Search Engine: GOOGLE". A "SEARCH AGAIN" button is positioned to the right. A message states: "Please use the page links below to view your localized search results." Below the message are six buttons labeled "Page 1", "Page 2", "Page 3", "Page 4", "Page 5", and "Page 6" with a right-pointing arrow.



Ranking Results by Keyword & Geo

Bright Local
Website
(Free with Limits)

Google search for "heat pump installer" showing results for Westbrooke, ME. The search results include several ads and a map of local businesses.

Search Results:

- Ad - https://www.edgeenergyme.com/** (207) 210-2637
Edge Energy - Heating System Installers
Save Money On Your Monthly Energy Bills With The Help Of Edge Energy. Contact Us Today! Get High-Quality **Heating** Systems For Your Home Or Business At Prices You Can...
- Ad - https://www.haleysmetal.com/request/free-estimate** (207) 305-9779
Maine's #1 Heat Pump Installer - 5 Generations & Over 100 Years
Invest In Home Comfort. Gain Energy Efficiency w/ Ductless **Heat Pumps**. Get Free Estimate. Maine Local Family Business That You Can Trust For All Your Home's **Heating** and AC...
- Ad - https://www.laplanteelectric.com/heatpumps/800off** (207) 310-5267
Maine Heat Pumps - Fast Installation
LaPlante Electric Has Been Servicing Maine And New Hampshire Customers For Over 20 Years. **Heat Pumps** Are A Great Way To Keep Your Home Warm In The Winter & Cool In...
- Ad - https://www.angi.com/**
Heat Pump Installation - Angie's List is Now Angi
Just enter your zip to get started. Instant Booking often available. Angi is the easy way to book services and compare quotes from highly rated pros near you. 10 Million+ Reviews.

Map: A map showing the location of several heat pump installers in Westbrooke, ME, including Central Maine Heat Pumps, ReVision Energy, and Goggin Energy.

Local Business Listings:

- Central Maine Heat Pumps**
5.0 ★★★★★ (1) · Heating contractor
Westbrooke, ME · (207) 699-6793
Open · Closes 4PM
- Goggin Energy**
4.7 ★★★★★ (29) · Heating equipment supplier

Right Side Ads - Shop heat pump installer:

- 2 to 3 Ton 20 SEER...**
\$2,759.00
Ingrams W...
★★★★★ (39)
- Goodman 3.5 Ton 14 SEER...**
\$2,668.00
HVACDirect...
Special offer
- Klimaire DIY 18,000 BTU...**
\$1,249.00
HeatAndCo...
Free shipping
- 36k BTU 21.5 SEER Multi...**
\$3,179.53
Ingrams W...
★★★★★ (6)
- SALE LG - 18k BTU Cooling +...**
\$1,470.60
eComfort.com
Free shipping
- Mitsubishi 14000 BTU...**
\$2,000.00
Build.com
★★★★★ (4)
- Pioneer 12,000 BTU...**
\$739.00
- 4 to 5 Ton 18 SEER...**
\$2,459.00



Keyword Rankings by Site vs Competitors

Moz Link Explorer
 Website
 (Free with Limits,
 Free 30 Day Trial)

<input type="checkbox"/>	heat pump by month maine	#3 /heat-pumps... ⁱ	#51+	#51+	27	27
<input type="checkbox"/>	does heating system filter pollutants	#3 /how-heat-p... ⁱ	#51+	#51+	33	1
<input type="checkbox"/>	heat pumps in maine	#4 /heat-pumps... ⁱ	#48 /blogs/cash-r... ⁱ	#18 / ⁱ	25	407
<input type="checkbox"/>	maine heat pump	#4 /heat-pumps... ⁱ	#49 /blogs/cash-r... ⁱ	#23 / ⁱ	24	132
<input type="checkbox"/>	dehumidifiers heat pump	#4 /heat-pumps... ⁱ	#51+	#51+	15	27
<input type="checkbox"/>	heat pumps maine	#5 /heat-pumps... ⁱ	#48 /blogs/cash-r... ⁱ	#25 / ⁱ	23	638
<input type="checkbox"/>	maine heat pumps	#6 /heat-pumps... ⁱ	#47 /blogs/cash-r... ⁱ	#26 / ⁱ	24	73
<input type="checkbox"/>	air source heat pumps maine	#6 /heat-pumps... ⁱ	#29 /solar-power... ⁱ	#19 / ⁱ	22	Data not available ⁱ
<input type="checkbox"/>	heat pumps scarborough me	#7 /location/sca... ⁱ	#35 /blogs/solar-... ⁱ	#15 / ⁱ	6	11
<input type="checkbox"/>	dehumidification heat pump technology	#7 /heat-pumps... ⁱ	#51+	#51+	25	Data not available ⁱ
<input type="checkbox"/>	power required for heat pump furnace	#9 /understandi... ⁱ	#51+	#51+	25	1
<input type="checkbox"/>	does hvac heater dehumidify	#10 /heat-pumps... ⁱ	#51+	#51+	18	27



Keyword Overlap with Competitors

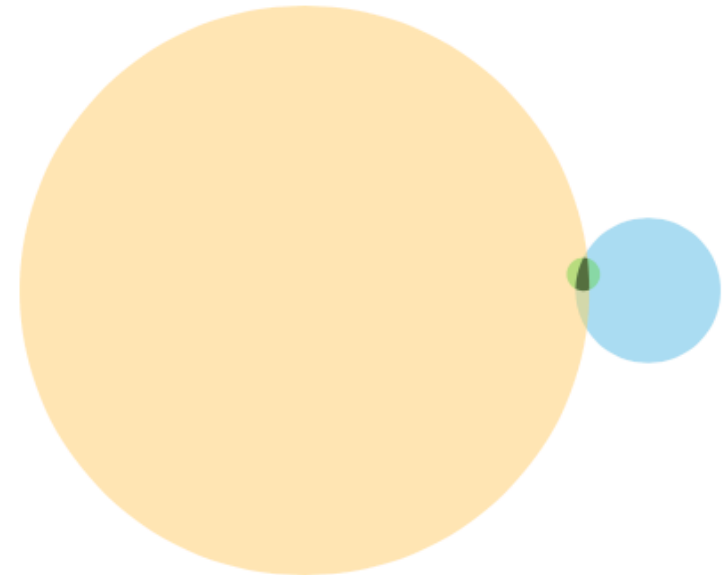
Moz Link Explorer

Website

(Free with Limits, Free 30 Day Trial)

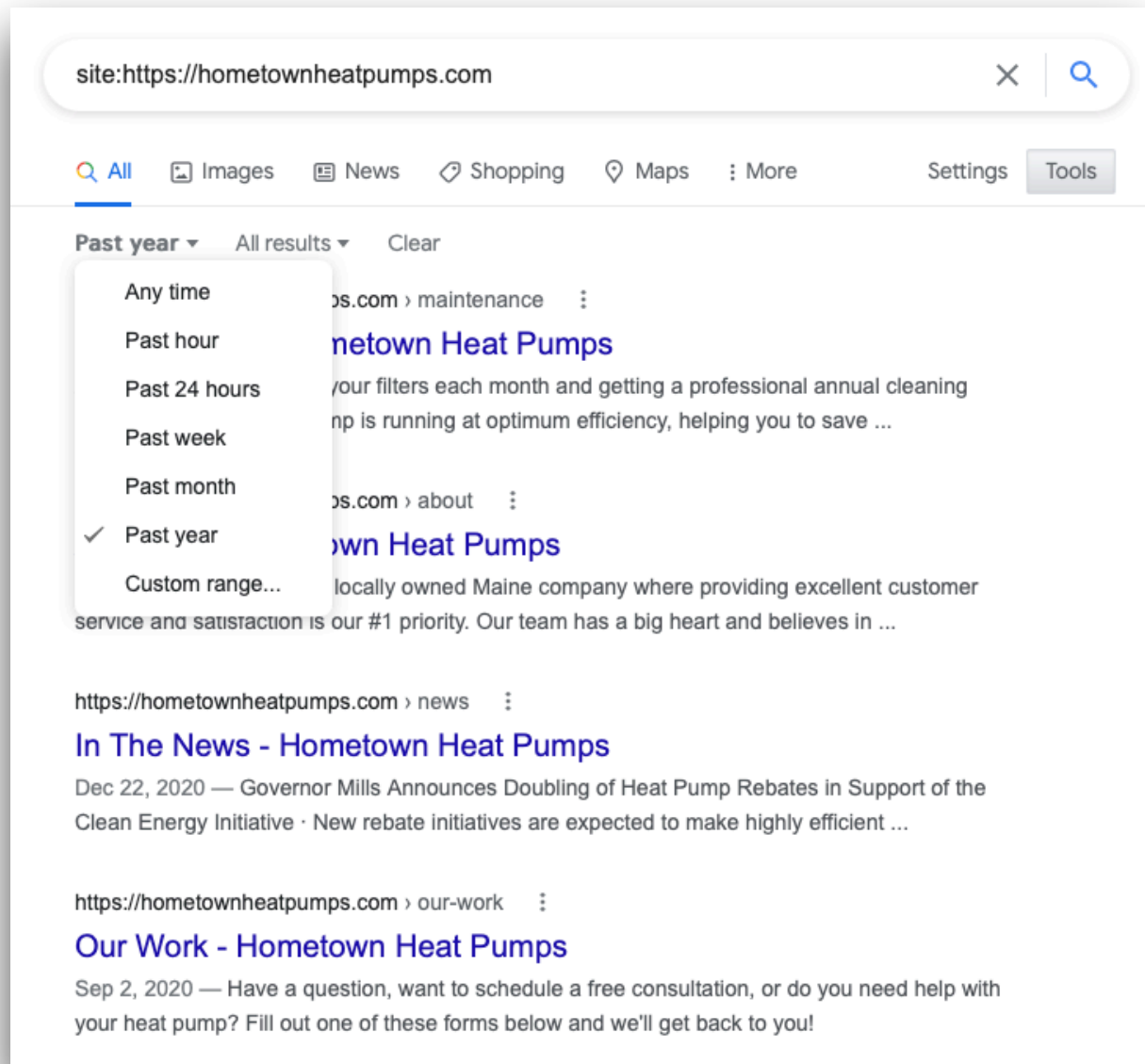
Competitor Overlap

Sites	Shared Keywords
<input type="radio"/> ● davesworld.com	209
<input type="radio"/> ● revisionenergy.com	3.2k
<input type="radio"/> ● royalriverheatpumps.com	11
<input type="radio"/> ● davesworld.com ● revisionenergy.com	9
<input type="radio"/> ● davesworld.com ● royalriverheatpumps.com	6
<input type="radio"/> ● revisionenergy.com ● royalriverheatpumps.com	6
<input type="radio"/> ● davesworld.com ● revisionenergy.com ● royalriverheatpumps.com	6



Active Content Development?

Google
Site: search
(Free)



The screenshot shows a Google search interface. The search bar contains the text "site:https://hometownheatpumps.com". Below the search bar, there are navigation tabs for "All", "Images", "News", "Shopping", "Maps", and "More", along with "Settings" and "Tools" buttons. A dropdown menu is open under the "Past year" filter, showing options: "Any time", "Past hour", "Past 24 hours", "Past week", "Past month", "✓ Past year", and "Custom range...". The search results are displayed below, showing three entries from "hometownheatpumps.com":

- [Hometown Heat Pumps](#) (with a snippet: "your filters each month and getting a professional annual cleaning...")
- [Hometown Heat Pumps](#) (with a snippet: "locally owned Maine company where providing excellent customer service and satisfaction is our #1 priority...")
- [In The News - Hometown Heat Pumps](#) (with a snippet: "Dec 22, 2020 — Governor Mills Announces Doubling of Heat Pump Rebates...")
- [Our Work - Hometown Heat Pumps](#) (with a snippet: "Sep 2, 2020 — Have a question, want to schedule a free consultation...")





GOOGLE MY BUSINESS & REVIEWS

Google My Business Categories

GMB Spy
Google Chrome
Extension
(Free)

The screenshot shows a Google Maps page for Buffalo Energy, Inc. in Elma, NY. The GMB Spy extension overlay is highlighted with a red border and lists the following categories:

- Buffalo Energy, Inc.
- Categories
- HVAC contractor
- Air conditioning contractor
- Construction company
- Energy equipment and solutions
- Environmental consultant
- Heating contractor
- Insulation contractor

Additional features in the overlay include a "Copy to Clipboard" button, the GMB Spy logo, and a credit to "Generations Digital". The background shows the business location on a map with details like address (5763 Seneca St #4), hours (8:30AM-5PM), and phone number ((716) 677-4899).



GMB—Actively Managed?

Recent Reviews



Engagement



COVID Savvy



Using Features



Ideal Energy

Website Directions Save

4.9 ★★★★★ 203 Google reviews

Air conditioning repair service in Phoenix, Arizona

REQUEST A QUOTE

✓ Online estimates · ✓ Onsite services

Address: 4127 E University Dr, Phoenix, AZ 85034

Hours: Open · Closes 5:30PM ▾

Health & safety: Appointment required · Mask required · Staff wear masks · Staff required to disinfect surfaces between visits · [More details](#)

Phone: (480) 839-0082

Appointments: idealenergyaz.com

[Suggest an edit](#) · [Own this business?](#)

Know this place? [Share the latest info](#)

Products [View all](#)

- Air Conditioning
- Air Conditioning ...
- Heating

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

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

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

"Did an **excellent job** of cleaning up at the end of each of 3 days of **work**."
★★★★★

[View all Google reviews](#)

From Ideal Energy

"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 Energy on Google

Using Posts

To ALL the teachers out there - we thank you for your dedication to our children despite a year of challenges....
1 day ago

Ideal Energy Offers Air Conditioner Repair & Maintenance in Phoenix,
4 days ago
[Learn more](#)



Our Guidance—Google Review Quantities

	June 2019	January 2021
Solar	50+	100-200
HVAC	40+	100
Home Performance	25+	60-80
Insulation	15+	50
Builder	10+	30
Remodeler	25+	50



Google Review Quantities vs Competition

Dave's World
42-44 Downeast Hwy, Ellsworth, ME

5.0 ★★★★★ 5 reviews ?

NORTH EAST HEAT PUMPS SERVICES
72 Shiloh Rd, Durham, ME

4.4 ★★★★★ 20 reviews ?

Royal River Heat Pumps
353 US-1, Freeport, ME

4.9 ★★★★★ 235 reviews ?





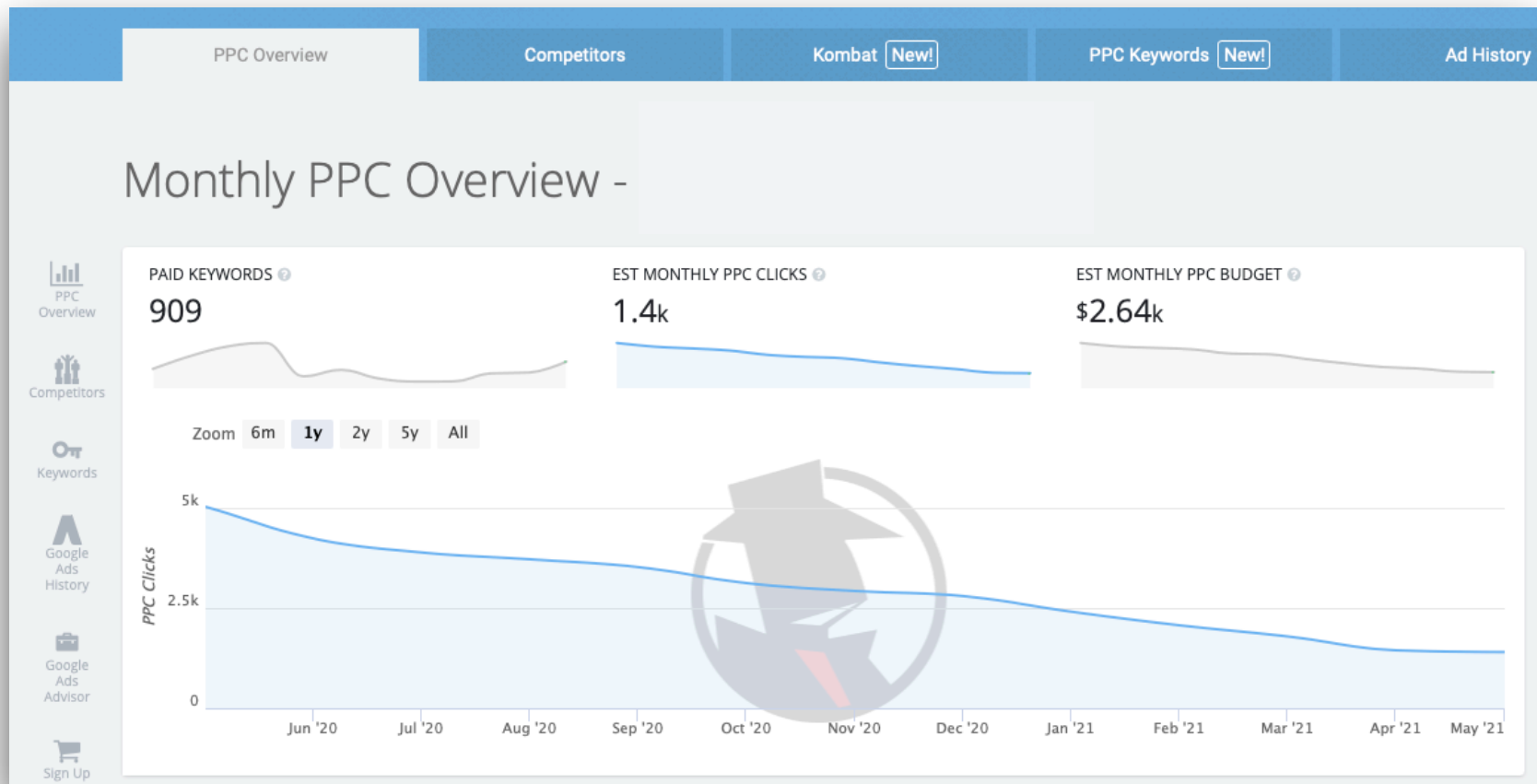
PAID SEARCH ADVERTISING

Paid Search—Ad Spend & Target Keywords

SpyFu

Website

(Free with Limits)



Paid Search—Actual Ads

SpyFu

Website

(Free with Limits)

HighlightAd Copy Screenshot

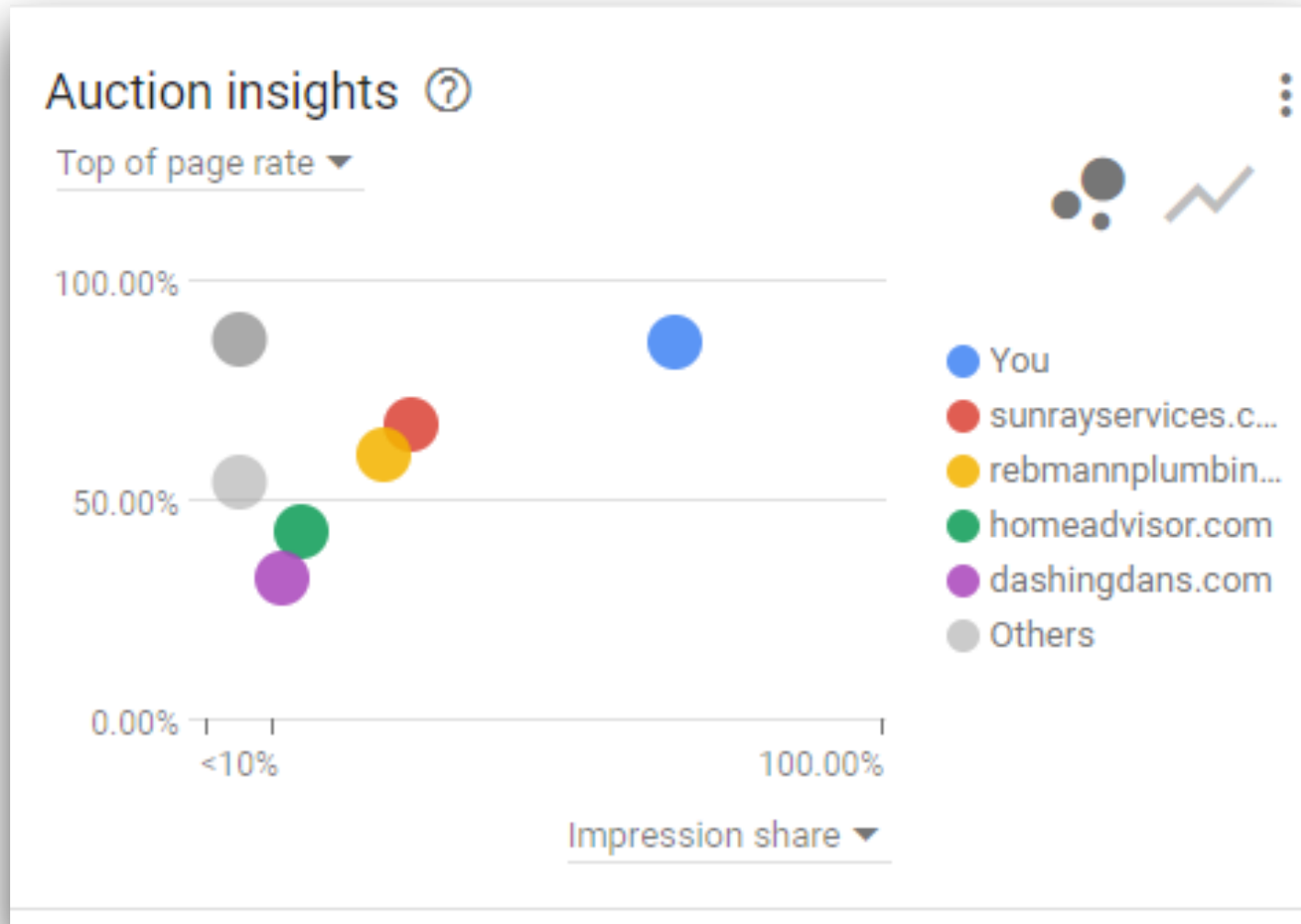
ME's Solar Panel Professionals - Solar Calculator
<http://revisionenergy.com/>

"I Love How Easy You Made This For Us" - Homeowners Rave About How Easy It Is To Go Solar. Now Offering Virtual Site Visits To Calculate Energy Savings And Rooftop Solar Potential. Expert Energy Consu

Ad Position: 2 Date: April 2021



Auction Insights in Google Ads

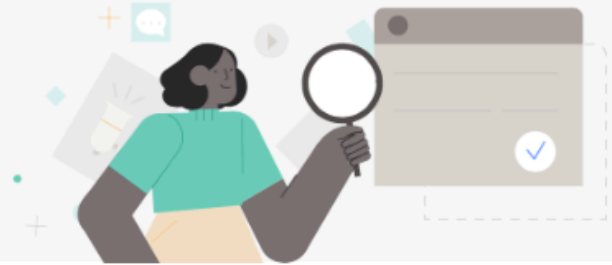




FACEBOOK ADVERTISING

Ad Library

The ad library provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Facebook apps and services, including Instagram.



Facebook Ads Library
www.facebook.com/ads/library
(Free)

Search Ads

Search tips








Set your location and choose an ad category to start your search.

United Sta... ▾

All Ads ▾

HEAT PUMPS

Advertisers

-  **Southern Maine Heat Pumps**
@southernmainehatpumps · 253 likes · Heating, Ventilating & Air Conditioning Service
-  **Riser Heat Pumps**
@RiserHeatPumps · 4K likes · Heating, Ventilating & Air Conditioning Service
@riserheatpumps · 133 followers
-  **New England Heat Pumps**
@NEHeatPumps · 311 likes · Heating, Ventilating & Air Conditioning Service
@newenglandheatpumps · 22 followers
-  **Twin City Heat Pumps**
@TwinCityHeatPumps · 286 likes · Heating, Ventilating & Air Conditioning Service
-  **Cape Cod Heat Pumps**
@CapeCodHeatPumps · 243 likes · Heating, Ventilating & Air Conditioning Service
@capecodheatpumps · 64 followers
-  **Island Ductless Heat Pumps**
@IslandDuctlessHeatpumps · 123 likes · Heating, Ventilating & Air Conditioning Service
@islandductlessheatpumps · 198 followers
-  **Hometown Heat Pumps, Inc**
@HometownHeatPumps · 5.2K likes · Heating, Ventilating & Air Conditioning Service
@hometownheatpumps · 471 followers

Frequently Asked Questions

What is the Facebook Ad Library and how

Do I need a Facebook account to use the

How are ads about social issues, election

What ads can I search in the ad library?

How long does it take for an ad to show u

How does Facebook decide which ads to

System Status ⚠

[About Ads and Data Use](#) [Privacy](#)

**Facebook Ads
Library**
www.facebook.com
/ads/library
(Free)

Launched May 2021

ID: 526398358768898



Hometown Heat Pumps, Inc

Sponsored

\$2,000 AHI heat pump rebates are STILL AVAILABLE for those that are eligible, and an up to \$2,000 rebate is available for eligible small businesses. Add an air purifier to turn your heat pump into an air purification system, with technology that's been tested against COVID-19 and is capable of killing viruses and bacteria in the air and on surfaces. To learn more, contact us to schedule a free virtual or in-home...

LARGEST HEAT PUMP REBATE



\$2,000

2 ads use this creative and text

See Ad Details

ID: 925470144922292



Hometown Heat Pumps, Inc

Sponsored

\$2,000 AHI heat pump rebates are STILL AVAILABLE for those that are eligible, and an up to \$2,000 rebate is available for eligible small businesses. Add an air purifier to turn your heat pump into an air purification system, with technology that's been tested against COVID-19 and is capable of killing viruses and bacteria in the air and on surfaces. To learn more, contact us to schedule a free virtual or in-home consultation.

LARGEST HEAT PUMP REBATE



SINGLE REBATES UP TO

\$2,000



HOMETOWNHEATPUMPS.COM
Schedule a Free Consultation Today!
Virtual or In-Home Consultations

Book Now

See Ad Details



**THANK YOU!
QUESTIONS?**

peter@energycircle.com