



OPTIMIZING YOUR WEB PRESENCE FOR THE INFLATION REDUCTION ACT ERA

Energy Circle Webinar Series
Peter Troast, Founder & CEO
September 28, 2022



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What Can Heat Pump Search Trends Teach Contractors About Their Customers?



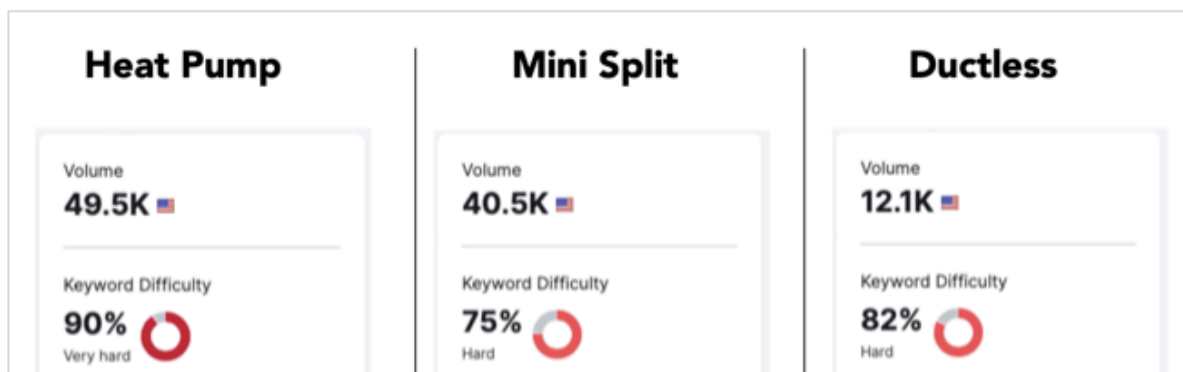
By Jake Van Paepeghem | September 15, 2022

With heat pumps moving closer to the national spotlight after their inclusion in the incentives of the Inflation Reduction Act (IRA), there is no doubt the business of installing heat pumps will continue to grow as the IRA is implemented. So where do heat pumps stand when it comes to online searches, and how can you leverage online interest in heat pumps to capture more qualified leads using the digital marketing tools available?

Energy Circle CEO Peter Troast gave an update on search trends for heat pumps in a [recent Wednesday Webinar](#). Here are some of the high-level takeaways that you can use to help improve your heat pump installation business.

Search Volume Showdown: Heat Pump vs Mini Split vs Ductless

Heat pumps go by many names, and while we know how whole-house heat pumps are different from mini splits, most homeowners don't. So the big question is, which horse do you bet on? Looking at the general search volume for "heat pumps", "ductless", and "mini split", there was a clear winner:



What We'll Discuss

- 1 QUICK SUMMARY: KEY IRA PROVISIONS**
- 2 AN INCENTIVES/TAX CREDITS/FINANCING "CONTENT STRATEGY"—WHAT DO WE MEAN AND WHO IS THE TARGET?**
- 3 THE WORKHORSE PAGE OF YOUR WEBSITE—THE INCENTIVES & FINANCING LANDING PAGE**
- 4 BUILD THE FOUNDATION FIRST—THE IDEAL IRA CONTENT "CLUSTER"**
- 5 AN ONGOING IRA CONTENT STRATEGY**





THE IRA'S KEY PROVISIONS & TIMING

25C—Energy Efficient Home Improvements

- Credit revived and made retroactive for 2022 (at original 10%)
- Starting in 2023, credit increases to 30% of total installation costs through 2032
- Lifetime cap of \$500 will be replaced by cap of \$600 per measure, with \$1,200 annual total limit (exceptions listed below)
- Eligible services and home improvements include:
 - Heat pumps and heat pump water heaters (\$2,000 credit)
 - Insulation and air sealing
 - Energy audits (\$150 credit)
 - Energy-efficient HVAC systems (including furnaces, boilers, and central AC)
 - Electrical panel upgrades
 - Energy-efficient windows and doors (\$500 credit for doors)
- Roofs are no longer eligible



Federal Solar Tax Credit

- Increases 2022 credit to 30% and makes it retroactive for all installations this year
- Credit extended at 30% through 2032; will step down in 2033 and be eliminated for residential in 2035
- Starting in 2023, stand-alone battery storage qualifies for credit



\$4.3 Billion in HOMES Rebates

- Rebates up to \$4,000 for home energy efficiency retrofits with modeled energy savings of 35% or more (or \$2,000 for 20-34% energy savings)
- Snugg Pro, Optimizer, TREAT modeling software (for now)
- Services can include insulation, air sealing, heat pump/HVAC upgrades, and more
- Additional rebates up to \$8,000 available for low and moderate-income homeowners
- Rebates cannot be combined with other federal grants or rebates
- Depending on location, state/local rebates may stack
- Allocation by state is via DOE formula (1/3 evenly, 1/3 population, 1/3 energy use)



\$4.5 Billion High Efficiency Electric Home

- Rebates for low and moderate-income homeowners for electric system/ appliance purchases and energy efficiency upgrades
- Maximum rebate of \$14,000; individual rebates are as follows:
 - Heat pump water heaters: \$1,750
 - Heat pump HVAC systems: \$8,000
 - Electric stoves: \$840
 - Heat pump clothes dryers: \$840
 - Electrical panel upgrades: \$4,000
 - Insulation, air sealing, and ventilation: \$1,600
 - Electric wiring: \$2,500
- Rebates cannot be combined with other federal grants or rebates





MAXIMIZING YOUR WEBSITE FOR IRA & INCENTIVES INTEREST

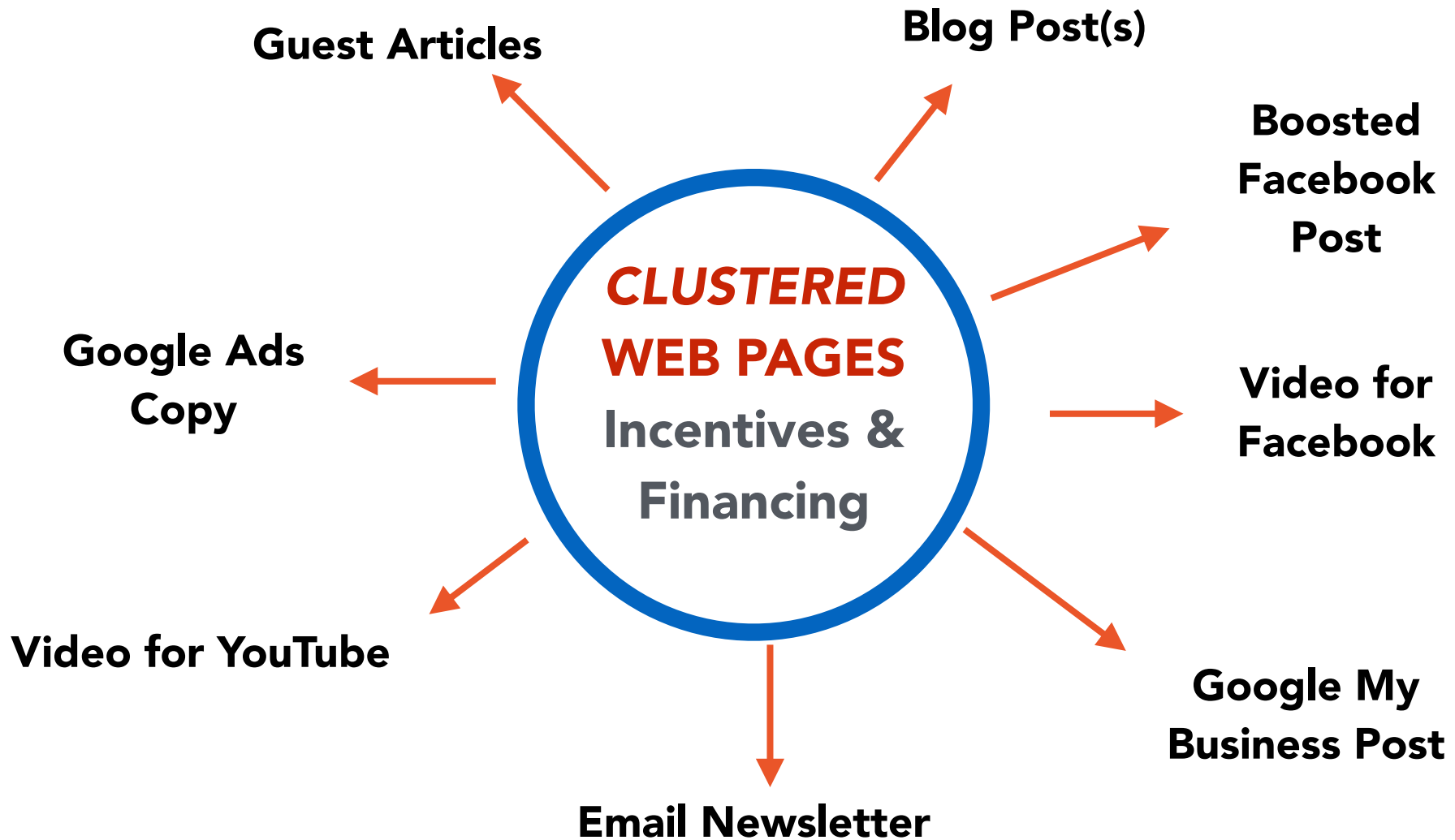
(an integrated content strategy)

An Integrated Content Strategy

- Gets Maximum Impact for Consumer Interest and Questions About the IRA credits and rebates
- Aims at Clearly Defined Target Audiences
- Lowers Cost of Content Production
- Focuses People & Search Engines on the Most Critical IRA Related Pages
- Proven to Grow Traffic and Engagement Over Time



Maximizing the Value of Content





WHO'S THE TARGET?

(and what do they need?)

Homeowner Personas

Techie Tom

Overall Goal: To save energy and make his house more efficient because it's the smart thing to do, and (secondarily) because it's the right thing to do.

Level of knowledge: Very high. Knows what products are out there, and has an opinion. Up to date on consumer reviews and reports.

What he wants: More information - details, practical experience, proof that they are the experts, and the product will do what I need it to do.

Age: 35

Profession: Software developer

Location: Downtown



Homeowner Personas

Rhonda and Roger Rebate

Overall Goal: To take advantage of rebate programs.

Level of knowledge: Relatively low.

What they want: To take advantage of the deal.

Age: 50's

Profession: Realtor, School Teacher

Location: Suburbs



Homeowner Personas

Heather the Greenie

Overall Goal: Wants to feel a part of the green movement.

Level of knowledge: Low. Was researching solar and a friend told her about heat pumps.

What She Wants: An easy way to do the right thing and a contractor relationship she can brag about.

Age: 29

Profession: Former professional in banking industry, now a stay at home mom.

Location: Suburbs



Homeowner Personas

Last-Home William

Overall Goal: A healthy, efficient home where he and his wife can spend their retirement years living well, at low operational cost.

Level of knowledge: High, but willing to take new input. He has done his homework. It's not his first time working with contractors or building a new home.

What he wants: A home for family reunions, now including grandkids. Freedom from high monthly bills.

Age: 62

Profession: Retired Doctor

Location: Suburbs





THE INCENTIVES & FINANCING LANDING PAGE

(the new WORKHORSE of your website)

Core Purpose of Master Landing Pages

1. Provide helpful, relevant content
2. Tailored to the target audience
3. Attract organic traffic
4. Destination for paid traffic
5. Encourage users to take the desired action—lead capture



One of the Workhorses of Your Website: Long Form Incentives & Financing Landing Page





1

Relevance:
Clear headline—I'm
on the right page



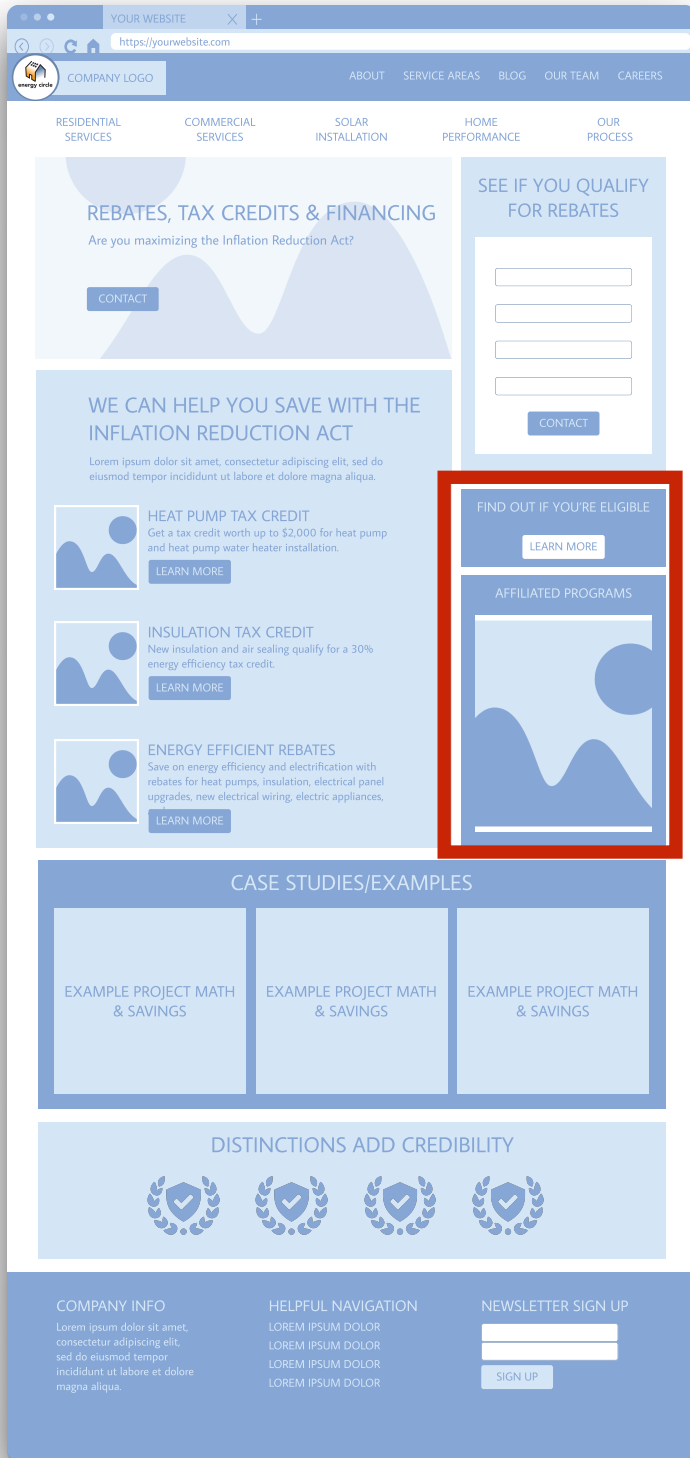
2

Call to Action:
Compelling, helpful
invitation to contact



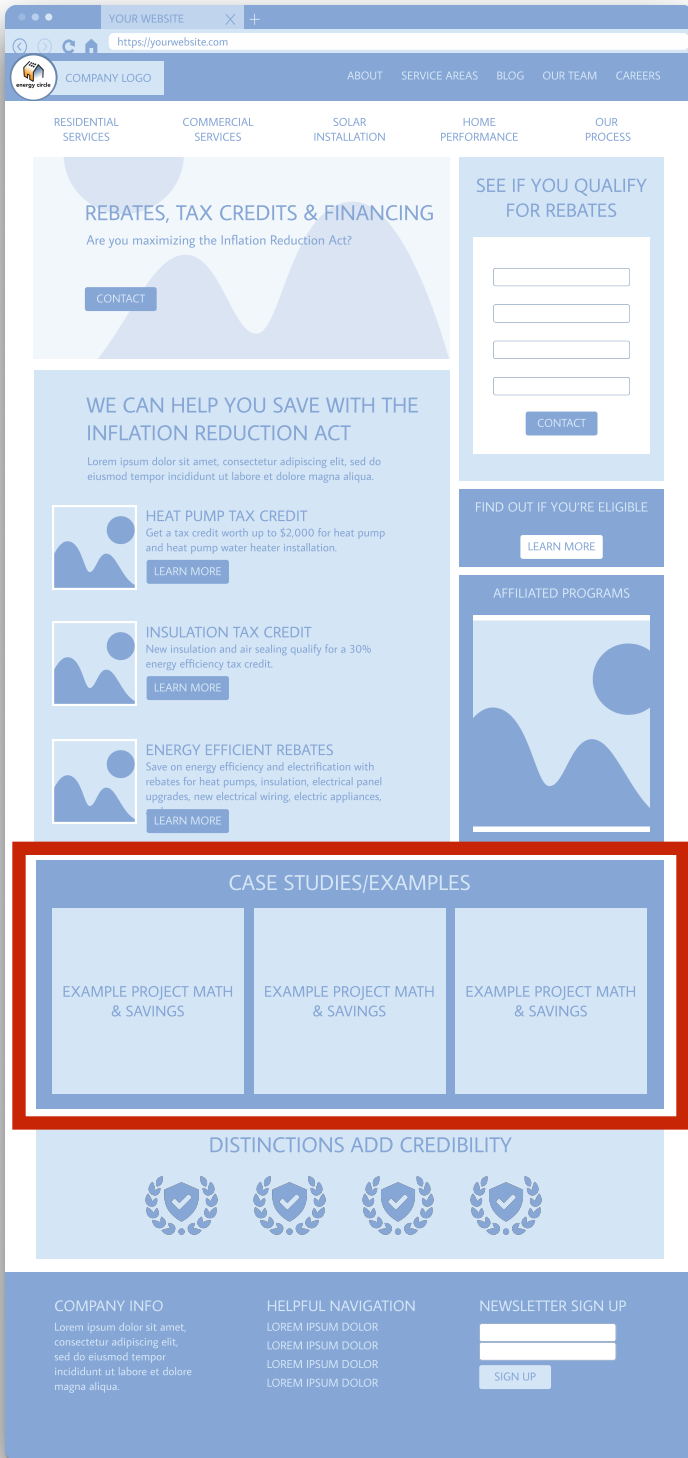
3

Benefits & Details:
Specifics and how
you can take
advantage



4

Context:
Eligibility &
Association



5

Proof:

Real examples—how much you could save.



Trust:
Third party symbols & affiliations



THE IDEAL INCENTIVES & FINANCING CONTENT FOUNDATION

(be 98% better than your competitors)

Incentives/Financing Content Foundation

MASTER PAGE
Incentives & Financing Landing Page

links

Eligible Measures

Heat Pumps
Insulation
Electric Panels
HP Water Heaters

Educational Pages

About the IRA
Project Examples
Why Electrify?

FAQ's

How it Works
Eligibility
Modeled Energy
Savings

Blog Posts

Maximizing the IRA
Electrify with the IRA
Why Heat Pumps
Integrating your EV



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Ongoing Content

More Service Pages
Induction Cooking
EV Charging
Batteries & Storage

More Examples
Infographics
Your Local Program

Keep Adding FAQ's

Electrification Benefits
Why HPWH's
Electric Panel Benefits



FAQ's You Can Steal

HEAT PUMP FUNCTION/BENEFIT

- How do heat pumps/mini splits work?
- Are heat pumps the same as mini splits?
- What is the lifespan of a heat pump?
- How is a heat pump different from an air conditioner?
- Do heat pumps provide ventilation?
- Do heat pumps work in the (GEO) climate?
- Are heat pumps quiet?
- What is a heat pump?
- How energy efficient are heat pumps?
- Do heat pumps need ductwork?
- What are the benefits of heat pumps?
- What size heat pump do I need?
- For ductless mini splits, how many heads do I need?
- Can I cool my house with a heat pump?
- Are new heat pumps more efficient?
- What are the best places in a home for mini splits?
- Do mini splits have to be mounted on the wall?
- Can I really eliminate the need for gas or oil?

INFLATION REDUCTION ACT UNDERSTANDING

- What measures have IRA rebates?
- How does energy modeling work?
- What happens if we don't hit the modeled savings?
- Can you combine rebates?
- Can you combine tax credits and rebates?
- Can tax credits be used over multiple years?
- What are the qualifications for High Efficiency Elect Home?

ELECTRIFICATION

- Why is an all electric home better for the climate?
- What if my grid still has fossil fuels?
- Is induction really better than gas?
- What will my energy bill be given high electric rates?

HEATING

- Do heat pumps provide heat at low outside temperatures?
- Do heat pumps work in cold weather?
- Can a heat pump replace your boiler or furnace?
- Why does a heat pump blow cool air while in heating mode?
- Can you prevent HP's from going in to strip heat mode?



Be Aware of Potential Market Impacts

- Potential delay in 2022 jobs (waiting for rebate)
- Potential delay in early 2023 (while rebates get implemented)
- Annual tax credits may incentivize multi-year jobs
- Anticipate a new level of seasonality—projects installed by year end
- LMI opportunity is significant: income level targeting is key
- Homeowners will be confused: should you offer a Comprehensive Electrification Plan (for example)
- How long will funding last? Urgency marketing.





**THANK YOU!
QUESTIONS?**

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