



## **PAID SEARCH MARKETING (PPC) TIPS FROM OUR EXPERTS**

*(aka: Typical Mistakes by Search Marketers with No Industry Experience)*

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*June 5, 2019*

# What We'll Discuss

- 1 QUICK OVERVIEW:**  
The Role of Search Marketing in Your Mix
- 2 INSIGHTS & OPPORTUNITIES FROM THE EC TEAM**  
(aka: Typical Mistakes & Misses)

DEDICATED, RELEVANT LANDING PAGES

INTEGRATING PPC & FACEBOOK

COORDINATING PPC & LOCAL SERVICES ADS

TAKING ADVANTAGE OF TOPICAL DEPTH IN KEYWORD STRATEGIES

MISSING OUT ON GOOGLE'S LATEST UPDATES & AD FORMATS

NEGATIVE KEYWORDS PREVENT UNWANTED CLICKS

COMPETITION WITHIN PPC VS THE MARKET



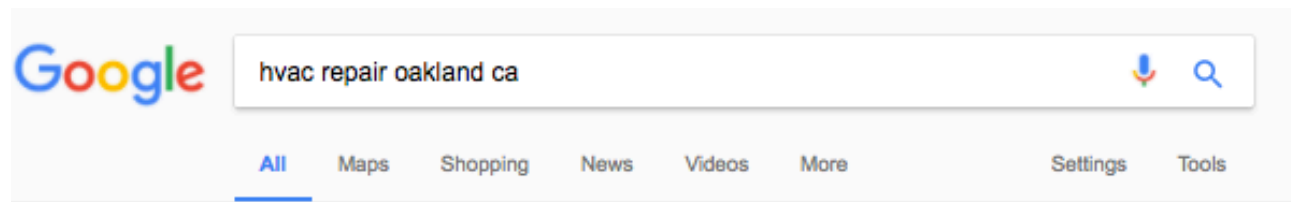
# **WHY SEARCH MARKETING?**

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

|  |  |  |
|--|--|--|
| <b>Element Home Solutions</b><br>5.0 ★★★★★ · See reviews<br>✓ Google guaranteed<br>Oakland<br>(510) 871-3894<br>Open now | <b>The Appliance Repair ...</b><br>4.6 ★★★★★ · See reviews<br>✓ Google guaranteed<br>Alameda<br>(510) 871-3938<br>Open now | <b>Service Champions He...</b><br>4.8 ★★★★★ · See reviews<br>✓ Google guaranteed<br>Pleasanton<br>(925) 732-6744<br>Open now |
|--|--|--|

→ More HVAC pros in Oakland

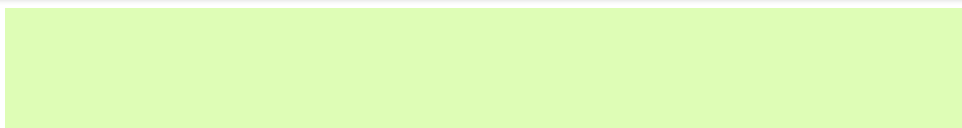
**Oakland BBB A+ HVAC Technician - Diamond Certified Same Day Svc**  
[Ad](#) eb.onehour-heat-and-air.com/Oakland (510) 969-6777  
Providing Quality, Service, Integrity, And Convenience. Call Now!  
Locally Owned & Operated · 24/7 Emergency Service · Guaranteed Repairs · Licensed & Insured  
Highlights: 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 ▾

|  |  |
|--|--|
| <b>Atlas Heating and Air Conditioning Company</b><br>4.7 ★★★★★ (24) · HVAC Contractor<br>1451 32nd St · (510) 893-1343<br>Open until 7:00 PM | <a href="#">WEBSITE</a> <a href="#">DIRECTIONS</a> |
| <b>Eco Systems Heating &amp; Air</b><br>5.0 ★★★★★ (1) · HVAC Contractor<br>712 56th St · (510) 698-6219<br>Open until 11:00 PM               | <a href="#">WEBSITE</a> <a href="#">DIRECTIONS</a> |
| <b>Albert Nahman Plumbing and Heating</b><br>4.7 ★★★★★ (185) · HVAC Contractor<br>3333 M.L.K. Jr Way · (510) 843-6904<br>Open until 8:00 PM  | <a href="#">WEBSITE</a> <a href="#">DIRECTIONS</a> |

[More places](#)



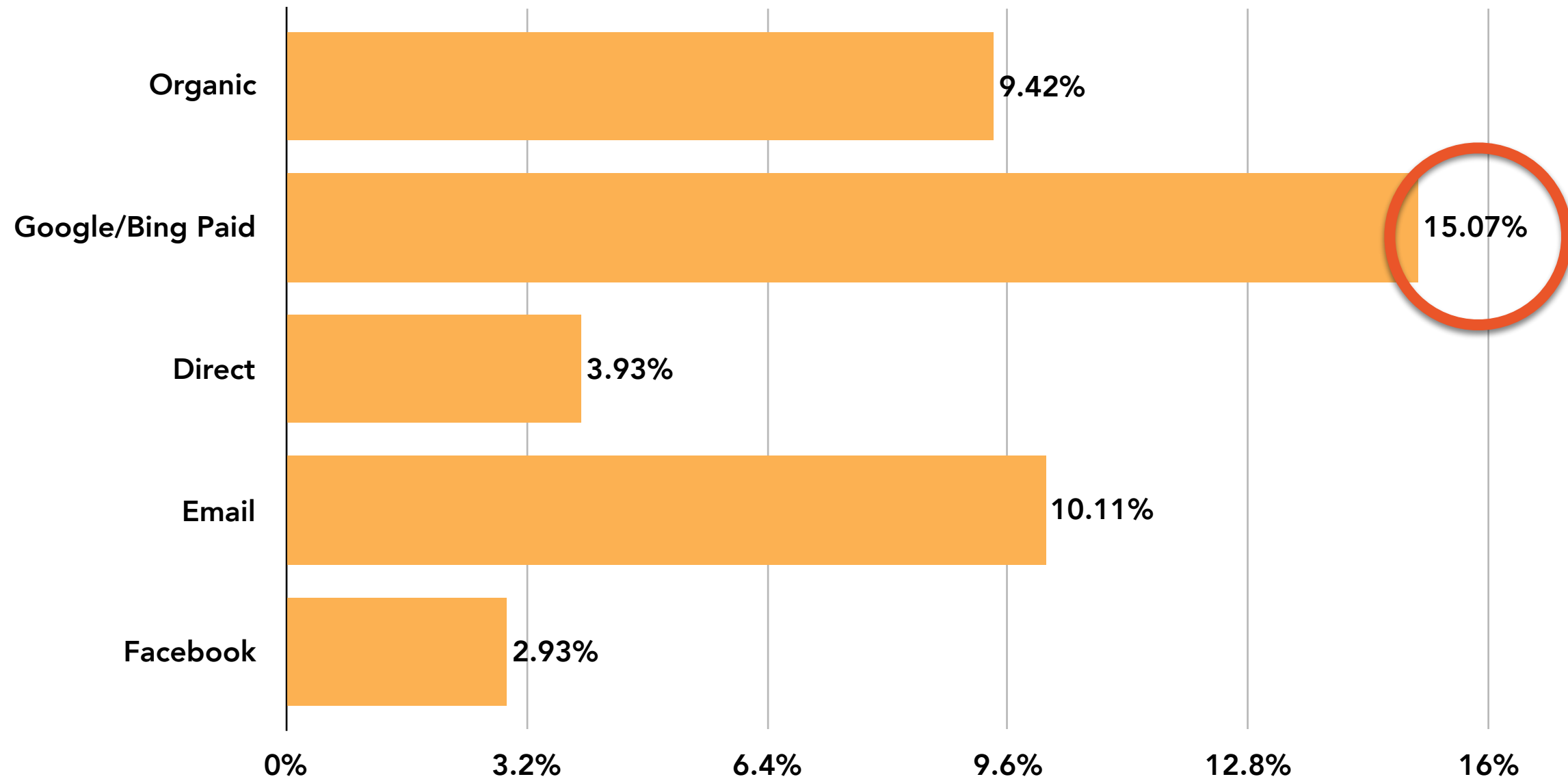
Google Ad Revenue

**\$341 million/day**

17% YOY Growth

Alphabet Q1-19 Earnings Report

# Buying Intent = High Conversion



Data from 65 Energy Circle Clients, 12 months of 2018





# **AD & LANDING PAGE RELEVANCE**

# Dedicated, Relevant, Well Tested Landing Pages

## Is the Air in Your Home Making You Sick?



## Do you know your **IAQ?**

Many homes in Westchester, Putnam and Fairfield Counties contain high levels of invisible indoor pollutants. This is known as poor indoor air quality, or poor IAQ. When you have poor IAQ in your home, you and your family breathe contaminated air. These are just some of the possible symptoms you or your family may experience with poor IAQ:

- **Are you sneezing more frequently at home?**
- **Are your children coming down with more colds?**
- **Do you ever wake up congested or find it difficult to breathe?**
- **Are you plagued by frequent headaches?**

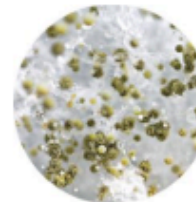
Some of the most common pollutants lurking in homes include:



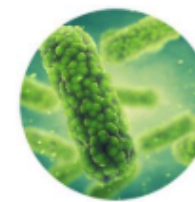
Dust & Dander



Pollen



Mold & Mildew



Bacteria & Viruses

Drawing on our in-depth Building Science expertise, and utilizing indoor air quality monitoring technology, Healthy Home will test your IAQ and tell you exactly where you stand. We'll then devise a solution to ensure you'll start:

- ✓ Breathing cleaner air at home
- ✓ More energy

## Want to breathe clean and healthy air at home?

Schedule a Healthy Home Indoor Air  
Quality Assessment!

(914) 363-0892

Name \*

Phone \*

Email \*

I'm not a robot

SCHEDULE TODAY

## WINNER!

**nyszerda**  
Energy. Innovation. Solutions.

2018 Outstanding Performance by a  
Contractor

in the NY Residential Existing Homes Program



BBB Rating: A+

Overall Rating / 69 Total 1st-Party Reviews

4.9 Out of 5 Stars







# **FACEBOOK & GOOGLE ADS IN COORDINATION**

## SMUD Home Performance Rebates | Take The Whole Home Approach

Ad

[/smud/rebates](#) 916-472-0334

SMUD Is Offering Valuable Rebates & Financing Options For Energy Efficiency Upgrades! Upgrades For Air Sealing, Insulation, Windows, Heating, Cooling, Gas Conversions & More.

Friendly expert service · Residential & commercial · Easy financing options · Hear us on Talk 650 KSTE  
Service catalog: Heater Installs & Service, Solar Installs & Service, Home Performance, Insulation & Air ...

### Rebates & Financing Info

We Will Guide You Through A Wide Range Of Rebate & Loan Options.

### About I

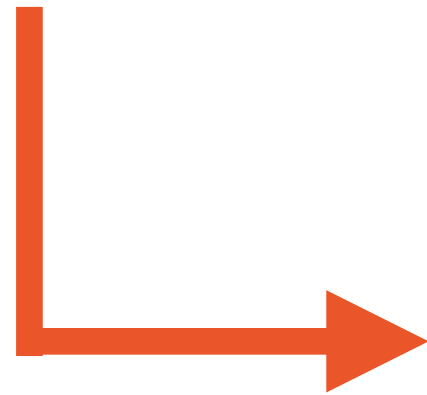
A Local Leader In Energy Efficiency And Solar. Call To Learn More.

### Lower Your Energy Bills

An Energy Assessment Is The First Step In Saving Energy & Money.

### Visit Our Energy Showroom

See Our HVAC, Solar & Home Energy Solutions in Person Before Buying!



**5% CTR**  
**vs 1-3%**

MECHANICAL May 8 at 5:29 PM · 🌐

Make 2019 the year you go all electric! You can save up to \$13,500 in SMUD home performance rebates when you electrify your home with



**Take Advantage of Home Performance Rebates**  
Electrify your home appliances for less, with up to \$13,500 in rebates now being offered to SMUD customers who upgrade their home appliances and energy efficiency with a ...

Contact Us

55K Views



# **MAXIMIZING LOCAL SERVICES ADS & PPC TOGETHER**

# Local Services Ads—US & Canada-wide

The screenshot shows a Google search interface with the query 'hvac repair oakland ca'. The search results page displays 'About 270,000 results (0.86 seconds)'. The main heading is 'HVAC repairs - 20+ HVAC pros serving Oakland', marked as 'Sponsored'. Three local service ads are shown, each with a 'Google guaranteed' badge, a star rating, and contact information.

| Business Name            | Rating    | Location   | Phone Number   | Status   |
|--------------------------|-----------|------------|----------------|----------|
| Element Home Solutions   | 5.0 ★★★★★ | Oakland    | (510) 871-3894 | Open now |
| The Appliance Repair ... | 4.6 ★★★★★ | Alameda    | (510) 871-3938 | Open now |
| Service Champions He...  | 4.8 ★★★★★ | Pleasanton | (925) 732-6744 | Open now |

→ [More HVAC pros in Oakland](#)



# Weigh Your Other Rankings

Install heating system - 50+ HVAC pros nearby

Sponsored ⓘ

Princeton Air Conditio...  
4.8 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Serves Princeton  
(609) 568-7573  
Open now

Conway Comfort Heat...  
4.9 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Serves Princeton  
(609) 568-7643  
Open 24/7

Perfect Air, Inc.  
5.0 ★★★★★ · See reviews  
GOOGLE GUARANTEED  
Serves Princeton  
(609) 568-7558  
Open 24/7

→ More HVAC pros in Princeton

Furnace Installation | Carrano Air Contracting Inc

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

Professional Furnace Installation Services. Great Rates. Reliable Service. Call! Certified Technicians. Affordable Rates. A+ Rating From The BBB. Keeping You Comfy 24/7. Services: Heating Installations, A/C Installations, Boiler Installations, Furnace Installation.



Rating ▾ Hours ▾

Princeton Air Conditioning Inc.  
4.8 ★★★★★ (338) · HVAC contractor  
39 Everett Dr · (609) 250-2009  
Open · Closes 6PM



Redding's Plumbing, Heating & Air Conditioning  
4.6 ★★★★★ (31) · HVAC contractor  
234 Nassau St · (609) 924-0166  
Closes soon · 4:30PM



Central Jersey Air Conditioning Co  
5.0 ★★★★★ (2) · Air conditioning contractor  
(609) 921-3313  
"He re-diagnosed an issue from a previous HVAC. The previous ..."



☰ More places

THE BEST 10 Heating & Air Conditioning/HVAC near Princeton, NJ ...

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

"Hvac heating air conditioning" read more. ... Heating & Air Conditioning/HVAC, Home Automation, Plumbing. ... Heating & Air Conditioning/HVAC, Water Heater Installation/Repair.

Furnace Installation & Repair | Princeton Air | New Jersey

<https://www.princetonair.com> › Heating & Cooling ▾

However, with the efficiency of modern furnaces, having a new furnace installed is also a good option as you will begin saving money on heating immediately.





# **KEYWORD STRATEGIES: GOING DEEP WITHIN TOPICS**



# Success on the Periphery

## Queries Related to "Cost of"

|                                 |        |
|---------------------------------|--------|
| <b>Search Volume</b>            | 8545   |
| <b>Click Through Rate (CTR)</b> | 89.61% |
| <b>Conversions</b>              | 1195   |
| <b>Conversion Rate</b>          | 9.66%  |

Energy Circle Data, Q1 2019, Multiple Sectors



# **TAKING ADVANTAGE OF EVER CHANGING AD FORMATS**

# Ad Creative: “solar installation contractor”

## Bay Area Solar Installation - 10 Yrs. Making Solar Simple

[Ad www.westcoastsolar.com/solar/installation](http://www.westcoastsolar.com/solar/installation) ▼ (877) 752-1815

Northern CA's Premier **Solar Contractor**. Learn How Easy It Is To Go **Solar** Today!

Services: Solar Installation, Solar System Design, Solar Financing, Residential & Commercial

📍 2155 Elkins Way, Brentwood, CA - Open today · 8:00 AM – 5:00 PM ▼

A High-Return Investment

Schedule A Consultation

30% Federal Tax Credit

Commercial Solar Experts

## Need Solar Contractor? - Use PG&E's Resources First - pge.com

[Ad www.pge.com/Solar-Advice](http://www.pge.com/Solar-Advice) ▼

Use PG&E's free resources to make smarter **solar contractor** choices. Learn more!

Read Before You Install · How to Go Solar · Free Solar Tools & Tips

Prepare for Solar · Solar Incentives · Solar Math · The Process · Find a Contractor

## SolarCity® Official Site - America's #1 Solar Provider - solarcity.com


[Ad www.solarcity.com/SolarCity](http://www.solarcity.com/SolarCity) ▼


Learn More About **Solar Energy** Solutions & Lowering Your Bills. Get a Free Quote!

# Responsive Search Ads

Ads > Responsive search ad × [Leave feedback](#) Custom

ASSETS COMBINATIONS



 Asset status: **All enabled** [Add filter](#)

| <input type="radio"/> Asset   | Asset type <span>↓</span> |
|---|---------------------------|
| <input checked="" type="radio"/> Are Your Energy Bills Too High? Weatherizing & Air Sealing Your Home Can Lower Those Bills | Description               |
| <input checked="" type="radio"/> Are There Spaces In Your House Or Business That Is Uncomfortably Warm, Cold, Or Drafty?    | Description               |
| <input checked="" type="radio"/> When Air Leaks Into Your Home, These Leaks Will Waste Energy & Increase Your Energy Costs. | Description               |
| <input checked="" type="radio"/> If You Want To Weatherize Your Home, Brower Has 35 Years Of Experience You Can Trust.      | Description               |
| <input checked="" type="radio"/> Improve Indoor Air Quality   | Headline                  |
| <input checked="" type="radio"/> Cut Your Energy Costs  | Headline                  |
| <input checked="" type="radio"/> Weatherization and Air Sealing   | Headline                  |
| <input checked="" type="radio"/> Control Your Energy Costs  | Headline                  |
| <input checked="" type="radio"/> Weatherize Your Home W/  | Headline                  |



# **NEGATIVE KEYWORDS: DON'T BURN YOUR ONLINE MARKETING DOLLARS**

# Negative Keywords are Critical

## Do Not Show Ads for:

Planets  
Eclipse  
Degrees  
Elon  
Farms  
Plug  
Charger  
Jobs & Salary  
Class  
Cheap  
DIY  
Do it yourself  
Employer  
Pool








# **UNDERSTANDING YOUR COMPETITION: IT'S PROBABLY DIFFERENT ONLINE**

# Competition Online Often Different

| CAMPAIGNS  |  | AUCTION INSIGHTS   |  |
|--|--|--------------------|--|
|  ADD FILTER |  |                    |  |
| Display URL domain   |  | ↓ Impression share |  |
| You  |  | 46.36%             |  |
| solaramerica.com   |  | 29.21%             |  |
| vivintsolar.com  |  | 25.90%             |  |
| xfinity.com  |  | 25.09%             |  |
| clearwaycommunitysolar.com   |  | 24.52%             |  |
| bestcompany.com  |  | 19.73%             |  |
| solar-estimate.org   |  | 18.17%             |  |
| solar-massachusetts.org  |  | 15.39%             |  |
| bluesel.com  |  | 10.71%             |  |
| sunpower.com   |  | 10.50%             |  |

# Know the Competition's Promotions

Preview of search results

Google solar install boston

All Images News Shopping Videos More Settings Tools

About 17,600,000 results (1.57 seconds)

**Xfinity® Sunrun® Solar Energy | Get a \$1000 Visa® Prepaid Card**  
**Ad** solar.xfinity.com/ (844) 363-2966  
Get The Ultimate Smart Home **Solar** Experience & Control What You Pay. Learn More. Free home consultation. Proactive monitoring. Talk w/ our specialists. **Installation** experts. No money down.  
Types: Sustainable Energy, **Solar** Energy, Clean Energy.

**Solar Panel Installation In MA | Boston Solar, Local Certified**  
**Ad** www.bostonsolar.us/solar\_panel/installation\_MA (781) 202-5609  
The **Solar** Leader In Mass. w/ 3800+ **Installations** Till Date. Best Rated, Get Started Today! We Offer Assured Energy Production Of 90% For First 10 Yrs Or We'll Pay The Difference! 100% Locally Owned. Top Quality Components. In-house Electricians. 25 Year Warranty.  
Contact Us · Solar Energy Financing · Blog - Boston Solar · Top Roofing Service · Why Boston Solar  
📍 55 6th Rd Suite #1, Woburn, MA - Open today · 8:00 AM – 8:00 PM

**Solar Power In Boston | Making Residential Solar Easy | VivintSolar.com**  
**Ad** go.vivintsolar.com/Boston-Solar (855) 792-7807  
Home **Solar Panel** Solutions That Help Save You Money and Protect The Environment. We Help You Pick The **Solar** Power Solution That Is Best For You & Your Home. Call Us Today! Financing Available.

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**END**

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