



THE EVOLVING PURPOSE OF YOUR WEBSITE IN A GOOGLE WORLD

Peter Troast, Founder & CEO

Energy Circle Webinar Series

June 17, 2020

Energy Circle stands in solidarity with the Black Lives Matter movement and supports the fight against racial injustice and all forms of racism.

Upcoming Webinars

Wednesday, 6/24, 5PM eastern

What Are the Benefits of a Peer Group?

Special Panel Discussion with Keith O'Hara, Eco-Performance Builders & Scott Needham, Princeton Air

Wednesday, 7/1, 5PM eastern

How to Own Your Solar Lead Generation Strategy in Our New Low-Touch World

Wednesday, 7/7, 5PM eastern

Facebook 101

with Josh Kennon, Energy Circle Director of Marketing Operations

Tuesday 7/21, 3PM eastern

Special Webinar with Pearl Home Certification: **Healthy Homes Marketing & Communications** with Kevin Brenner & Amanda Godward

Today's Agenda

1 Why We're Having this Discussion

- Zero Click Search
- Rise of Google My Business

2 The Role of Your Website Simplified

- Your Company/Brand Story
- Trust Building for Potential Customers
- Key to How Google Establishes Trust
- Education: Connecting the Dots from Problems to Services
- Targeted Audience Building
- Conversion of Traffic to Leads
- An Asset of Your Business that Grows



PURPOSE OF WEBSITE...WHUT?

A Search Engine No More

The Google logo is centered on the page, featuring its characteristic multi-colored letters: G (blue), o (red), o (yellow), g (blue), l (green), and e (red).A white search bar with rounded ends, containing a magnifying glass icon on the left and a microphone icon on the right.

Google Search

I'm Feeling Lucky

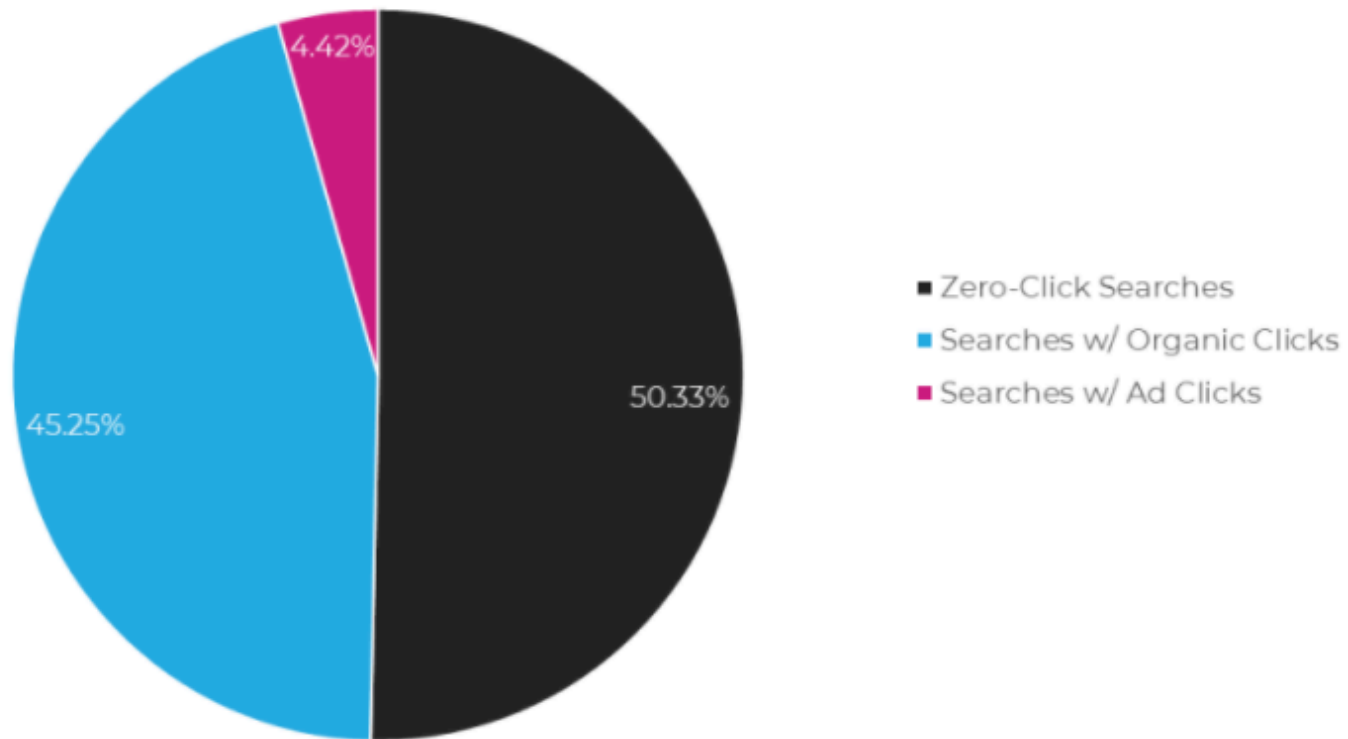
“We want you to come to Google and quickly find what you want...We want to get you out of Google and to the right place as fast as possible”

Google Co-founder Larry Page, 2004

Zero Click: Stuck Inside of Google

Paid, Organic, & Zero-Click Searches in Google (June 2019)

data from 40M+ browser-based searches on millions of desktop & mobile devices in the United States



jumpshot

SparkToro

Rich Information Without Leaving Google

[Energy Efficiency, AC Repair, & Home Energy Audits | Ideal Energy ...](#)
<https://www.idealenergyaz.com/> ✓
Providing APS and SRP \$99 home energy audits, air conditioning repair and replacement, insulation, and home performance upgrades in Phoenix, AZ.
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You've visited this page 3 times. Last visit: 11/18/18

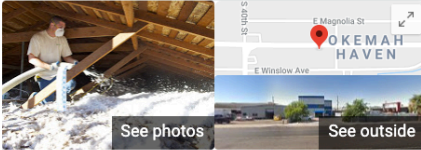
[Meet the Team | Ideal Energy | Phoenix, AZ](#)
<https://www.idealenergyaz.com/about-us/meet-team> ✓
Ideal Energy specializes in energy auditing, heating and air conditioning, ...
League of Arizona, the Arizona Registrar of Contractors, Energize Phoenix, and the ...

[Ideal Energy - 30 Photos & 59 Reviews - Heating & Air Conditioning ...](#)
<https://www.yelp.com/biz/ideal-energy-phoenix>
★★★★★ Rating: 5 - 59 reviews
59 reviews of Ideal Energy "Here's the short version: My experience with Ideal ... It seems like more than a few guys know we live in AZ and pretty much have no ..."

[Ideal Energy | Better Business Bureau® Profile](#)
<https://www.bbb.org/us/az/phoenix/profile/home.../ideal-energy-1126-1000016297>
▼
BBB accredited since 3/29/2011. Home Performance Contractor in Phoenix, AZ. See BBB rating, reviews, complaints, request a quote & more.

[Ideal Energy - Home | Facebook](#)
<https://www.facebook.com> > [Places](#) > [Phoenix, Arizona](#) > [Home Improvement](#)
▼
★★★★★ Rating: 5 - 14 votes
Ideal Energy - 4127 E University Dr, Phoenix, Arizona 85034 - Rated 5 based on 14 Reviews "I am so glad I decided to circumvent my home warranty company..."

[Ideal Energy | Tempe AZ | Read Reviews + Get a Free Quote ...](#)
<https://www.buildzoom.com> > ... > [Best HVAC/Mechanical Contractors in Tempe](#)
▼
Ideal Energy LLC, 822 W Orion St, Tempe, AZ holds a Specialty Residential license and 2 other licenses according to the Arizona license board.



Ideal Energy
[Website](#) [Directions](#) [Save](#)
4.9 ★★★★★ 64 Google reviews
Air conditioning contractor in Phoenix, Arizona

Address: 4127 E University Dr, Phoenix, AZ 85034
Hours: Open · Closes 5:30PM-
Phone: (480) 839-0082
[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	Trane
5/5	4.9/5
14 votes	5 votes

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

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

- C** "He was extremely knowledgeable and honest about what his **company** could offer."
- R** "You will receive **excellent work** and great **service** from Ideal Energy!"
- 👤** "Or be easiest to push onto a **customer**)."

[View all Google reviews](#)

From Ideal Energy
"Ideal Energy is a full-service home energy efficiency

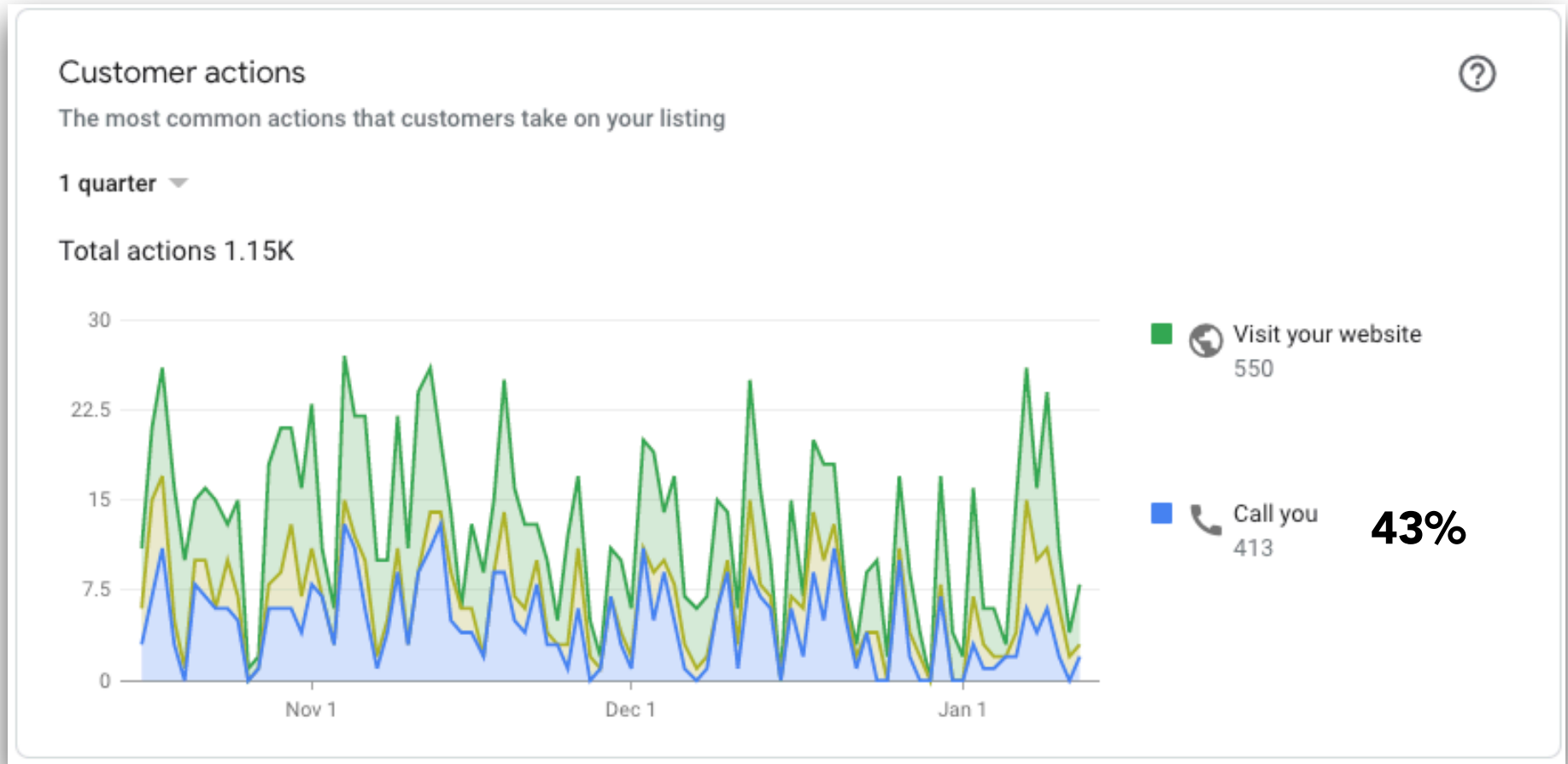
Growing Lead Volume from GMB

Select Energy Circle Client

	2017	2018	2019
Phone Clicks	474	1940	2927
			518%

**Phone Clicks more prominent for emergency services*

Growing Volume of Direct Contact from GMB



More Ways Google is Keeping Traffic


Local Services Ads

Heating maintenance - 50+ HVAC pros serving Sacramento Sponsored

Bell Brothers Plumbing,... 4.8 ★★★★★ · See reviews GOOGLE GUARANTEED Sacramento (916) 836-0328 Open now	Beutler Heating & Air C... 4.7 ★★★★★ · See reviews GOOGLE GUARANTEED Sacramento (916) 526-1970 Open 24/7	Jaguar Heating & Air Inc. 4.9 ★★★★★ · See reviews GOOGLE GUARANTEED Sacramento (916) 936-0914 Open now
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[→ More HVAC pros in Sacramento](#)

Featured Snippets



Solar energy is radiant light and heat from the Sun that is harnessed using a range of ever-evolving technologies such as solar heating, photovoltaics, solar thermal energy, solar architecture, molten salt power plants and artificial photosynthesis.

[en.wikipedia.org › wiki › Solar_energy](https://en.wikipedia.org/wiki/Solar_energy)




[Solar energy - Wikipedia](#)

People Also Ask

People also ask

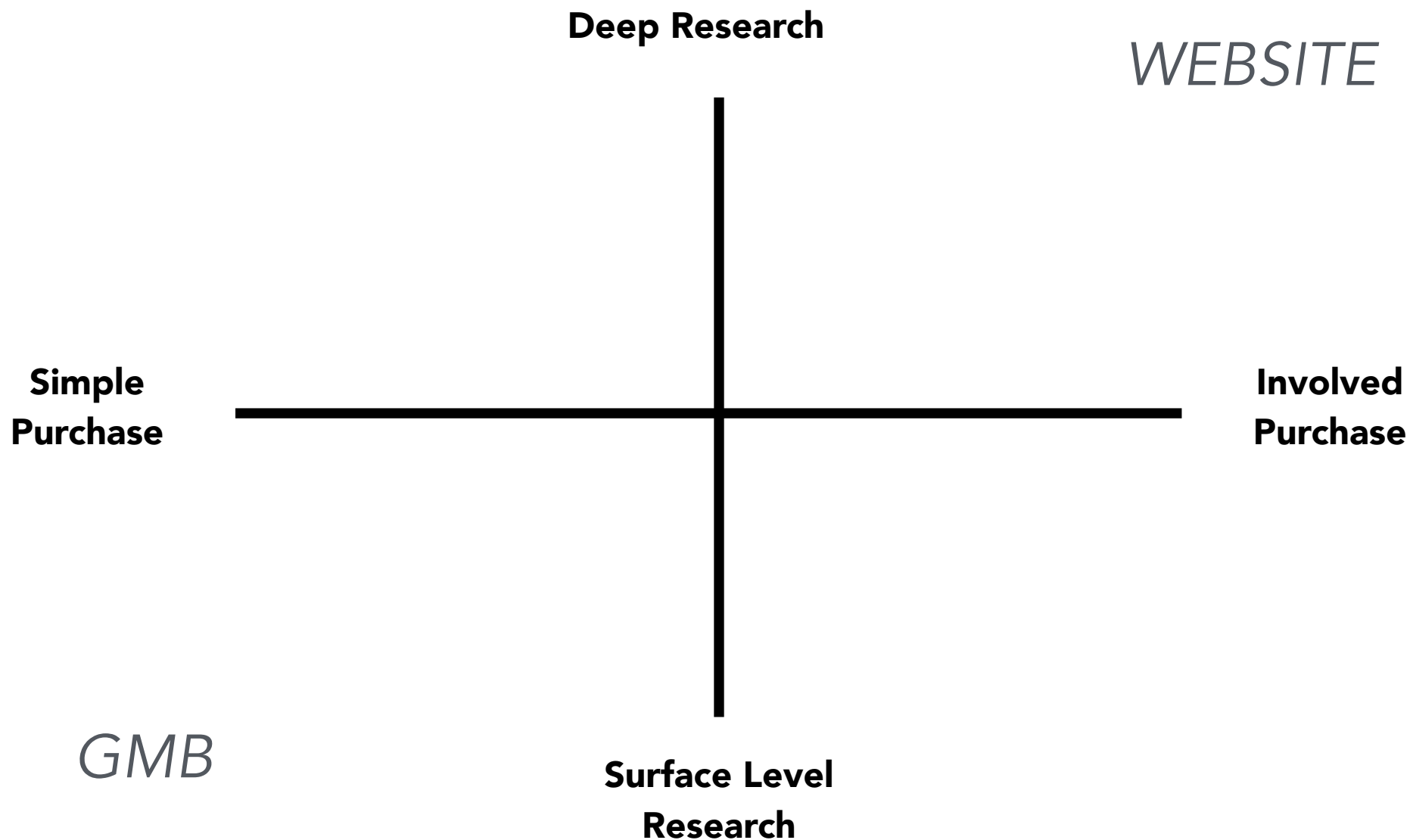
- What is a heat pump and how does it work? ▾
- What is a heat pump system? ▾
- What temperature is a heat pump not effective? ▾
- What are the advantages and disadvantages of a heat pump? ▾

Google Shopping

 <p>LG LS180HEV2 18,000 BTU 19.0 SEER Ductless Mi... \$1,393.20 ACWholesalers.... Free shipping</p>	 <p>Blue Ridge 30,000 BTU 21 SEER Three Zone Ductless Min... \$2,248.00 Alpine Home Air... Free shipping</p>	 <p>LG Wall Mounted 2-Zone System - 18,000 BTU Outdo... \$2,103.30 eComfort.com Free shipping</p>
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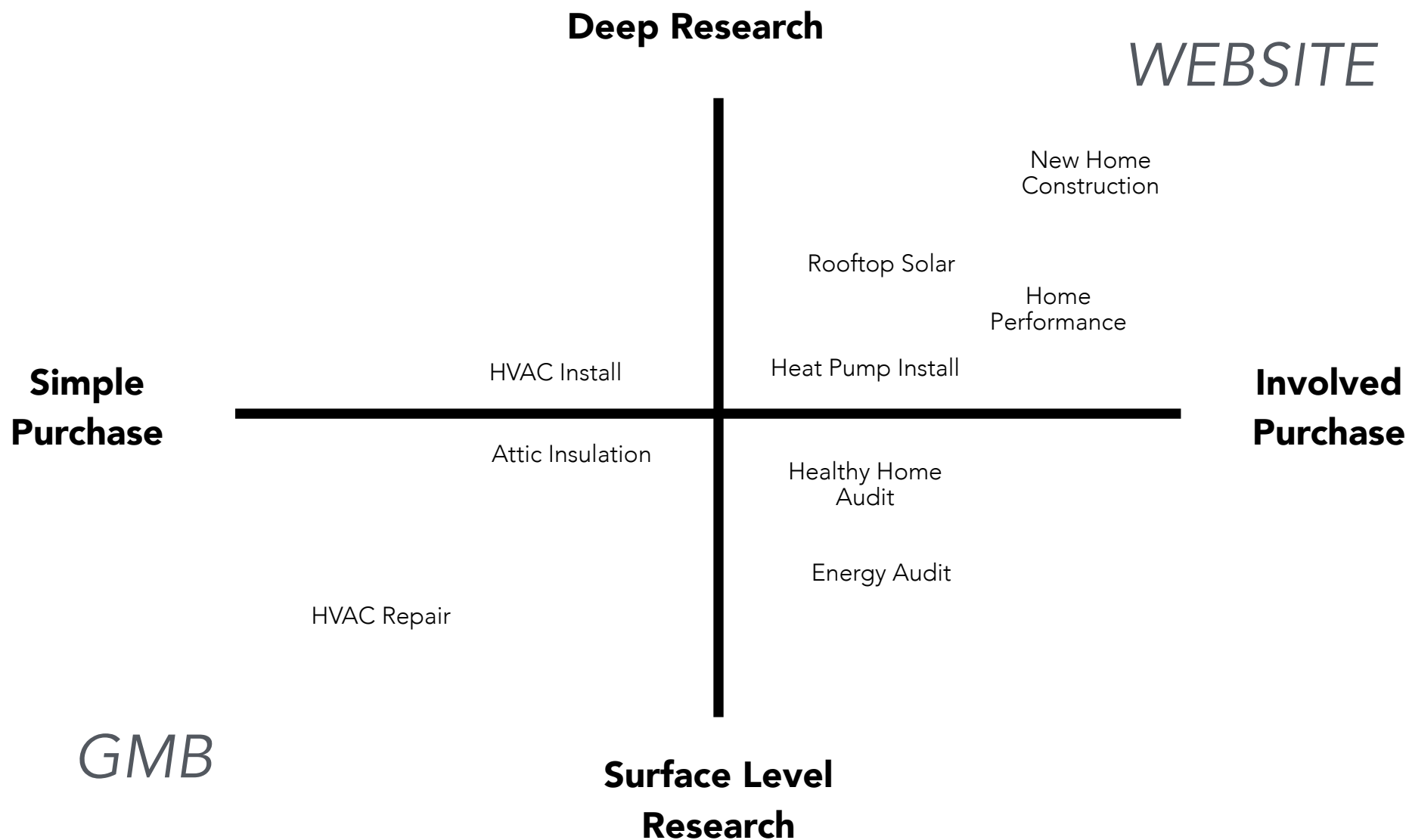
[→ More on Google](#)

Conceptual Framework



Hat Tip: David Mihm & Mike Blumenthal

Conceptual Framework



Hat Tip: David Mihm & Mike Blumenthal

Two Masters. Form & Function.

Google
(How it sees your
Company)



Customers
(How they see your
Company)



THE PURPOSE OF YOUR WEBSITE AMIDST GOOGLE'S WALLED GARDEN STRATEGY

1. The Story of Your Company



The screenshot displays the Princeton Air website. At the top, there is a navigation menu with links for About, FAQ, Blog, News, Payment Options, Careers, Case Studies, Pay Bill / Client Portal, Contact, Special Offers, and a phone number 609-454-6325. The Princeton Air logo is prominently displayed, with the tagline 'Discover the Difference'. Below the logo is a horizontal menu with categories: SPECIAL OFFERS, HEATING & COOLING, PLUMBING, HOME AUTOMATION, HEALTHY HOME, HOME PERFORMANCE, COMMERCIAL SERVICES, and EMERGENCY SERVICE. The main content area features a breadcrumb trail: Home » About » The Princeton Air Difference. The title 'The Princeton Air Difference' is followed by a photograph of a man in a light blue shirt and tie, holding a remote and pointing towards a screen. The screen displays a list of services: Why?, CallTrack, and Telephone. To the right of the photo is a list of links: Our People, Service Area, Princeton Air and Service Titan, The Princeton Air Difference, Accreditations, Licenses & Affiliations, and Testimonials. Below the photo, there is a paragraph of text: 'We are in business to provide you with the most responsive, professional, and friendly service you can find for the servicing and installation of heating and cooling products.' This is followed by another paragraph: 'We bring concierge style service to the home contracting and home performance world. What does that mean, exactly? It means we're here for you. We're here when you have questions about services or your home's current systems. We're here when you get back from vacation to find that your service or system is down. We're here through our manufacturer extended warranties that provide up to 10 years of coverage on any parts and equipment we install, and our available extended warranties up to 10 years of labor coverage. Above all else, we're here to make sure that you are comfortable, content and care-free within your home.' A section titled 'What Makes Princeton Air Different?' follows, with a sub-heading 'Exceptional service whenever you need it:'. The final paragraph states: 'We have experienced service technicians on call 24 hours a day, 7 days a week to respond and react to your emergency needs. You can rely on prompt attention from a (real) live person & not an answering machine, thereby minimizing your comfort interruption time. Often, we are able to talk a client through a problem without needing a service visit; but if a service visit is required, our full-time Service Coordinators will be ready to schedule & direct our NATE Certified Technicians & their fully-stocked trucks to your door. We provide all of our technicians with the latest mobile technologies to ensure that they can be reached promptly & have everything they need to address your needs.' A blue chat icon is visible in the bottom right corner of the page.

1. The Story of Your Company

The screenshot displays the top portion of the Hassler website. At the top, a dark blue navigation bar contains the text "Serving Alameda, Contra Costa, Marin, and Sonoma Counties! 888-279-7897" followed by links for "REBATES & FINANCING", "ROOFTOP HVAC", "BLOG", "CONTACT US", "BAYREN UPGRADE", "DIAMOND CERTIFIED", and "PRODUCTS". A search bar on the right prompts "Enter your keywords" with a magnifying glass icon. Below this is a white header with the Hassler logo and navigation links: "THE HASSLER DIFFERENCE", "HEATING & COOLING", "SERVICE & MAINTENANCE", "ENERGY UPGRADES", and "SERVICE AREA". The main visual is a white van with blue accents, featuring the Hassler logo and the slogan "We take the hassle out of Home Comfort". The text "THE HASSLER DIFFERENCE" is overlaid in large, bold, blue and white letters. Below the van image, the heading "COMPANY CORE VALUES" is followed by "scroll to view" and a downward arrow. A blue circular icon containing a white trophy symbol is centered below the arrow. The section title "1. EXCEEDING EXPECTATIONS" is displayed in bold. The accompanying text reads: "Hassler's philosophy on customer service is to not only meet our customers' expectations, but to exceed them. We are committed to delivering this in every customer interaction, and in the professional quality workmanship and products we provide. When our work is complete, our goal is to have our customers become our biggest advocates." A small blue speech bubble icon is located in the bottom right corner of the content area.

2. The Workhorse of Human Trust Building

The screenshot shows the homepage of Ideal Energy. At the top, a green banner reads "Home Performance with ENERGY STAR - Contractor of the Year!". The Ideal Energy logo, featuring a stylized house and the tagline "air conditioning done right", is on the left. The phone number "480.839.0082" and an email icon are on the right. A navigation menu includes "FINANCING", "REBATES & INCENTIVES", and links for "About Us", "Testimonials", "Blog", "Employment", "Contact", and "Education". A yellow navigation bar lists services: "AIR CONDITIONING", "HEATING", "HOME ENERGY AUDIT", "INSULATION", "DUCT SYSTEMS", and "OTHER SERVICES". The main content area features a large image of a house with a large tree. A text overlay on the right says "Get comfortable in your home. We offer heating, cooling, insulation and much more." with a green "GET STARTED!" button.

Home Performance with ENERGY STAR - Contractor of the Year!

ideal energy
air conditioning done right

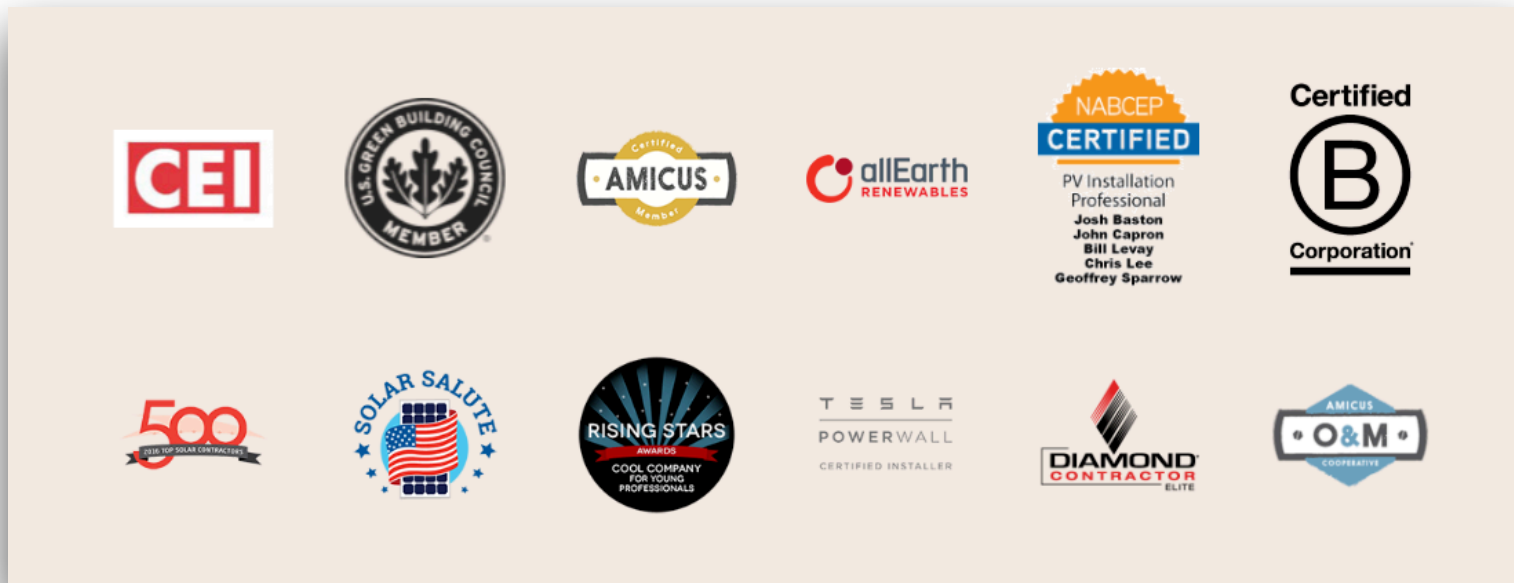
480.839.0082

FINANCING REBATES & INCENTIVES About Us | Testimonials | Blog | Employment | Contact | Education

AIR CONDITIONING HEATING HOME ENERGY AUDIT INSULATION DUCT SYSTEMS OTHER SERVICES

Get comfortable in your home.
We offer heating, cooling, insulation and much more.
GET STARTED!

2. Building Trust Through Association



3. Key to How Google Determines Trust



4. How We Connect the Dots: Education

302-600-1131 About | Promotions | Blog | Careers | Certifications | Contact Us | NEW HOME CONSTRUCTION CUSTOMERS | COMMERCIAL CUSTOMERS



SMART HOME

Technology to Make Life Easier

The technology to control your home is at your fingertips. [Find Out More»](#)

Make Your Life Easier & Safer. Turn Your House into a Smart Home

Call (302) 600-1131 or complete the form below

Our system will protect your home in seconds.


[GET STARTED »](#)

Your Smart Home Automation is here!
Be **Connected** and Stay **Protected!**

Connected Solutions. Integrate with Alexa or Google Home voice control devices.


Protected Solutions. Superior cyber security that keeps you online, even when the power goes out... unlike vulnerable WiFi connected systems.

Discover The Benefits of Smart Home Technology




SAVINGS

By taking control and setting schedules for your thermostat, lights and appliances, you'll save both energy and money.



CONVENIENCE

You can easily monitor and adjust your home's devices through your smartphone, computer or tablet.



SECURITY

Protect your home from damage and intruders by receiving automatic alerts from sensors throughout your home.

[Learn More ↓](#)

The Sobieski Difference

How are the solutions you offer better than a device that doesn't include a monthly fee?

- 1 Professional-grade installation. [Learn More »](#)
- 2 Ongoing Support & Services [Learn More »](#)
- 3 Superior Cyber Security. [Learn More »](#)
- 4 Compatibility with Smart Home Voice Devices . . . [Learn More »](#)

Why Sobieski?

Need more reasons to choose Sobieski for your Smart Home Solution? Check out our FAQs. [SMART HOME FAQs »](#)

It's Free for a Reason!

"A few years ago, users of Internet services began to realize that when an online service is free, you're not the customer. You're the product"
- Tim Cook, CEO, Apple

Learn more about all the Smart Home solutions Sobieski has to offer!

Click on the solution you're looking for to download FREE informational guides.









[Water Solutions »](#)

[Access Solutions »](#)

[Video Solutions »](#)

[Comfort Solutions »](#)

[Energy Solutions »](#)


Whole Home Solutions

At E3 INNOVATE, we believe a house should be a safe, clean, and comfortable haven to live in. That is why we help families create high performance homes and commit to helping our clients protect their most treasured investment for generations.

[Start Your Project](#)

Name Phone Email

Message

I'm not a robot 

[Send message](#)

Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3.

(615) 667-8453

Whole Home Solutions means taking an Integrated Approach to Home Improvement

Whether you are making upgrades to an existing home, planning a new construction project, or renovating a historic house, E3 provides the expertise to help you create a healthy, comfortable, and efficient space that is resilient to life's unpredictable storms.

Safe indoor air quality, continuous comfort, and long-lasting durability can be achieved when a home is designed with an integrated approach. If one or more components gets ignored however, issues can arise that lead to costly and inconvenient repairs, such as humidity problems, mold and mildew growth, radon concerns, and comfort imbalances.

That's why E3 takes an integrated whole-home approach with your project. We focus on five pillars of home performance while also addressing the details that make each component work as part of the system. Our strategy helps ensure you get the desired results out of your investment.

E3 INNOVATE is a whole-home performance company that focuses on integrated, long-term solutions that serve you and your family.



Is Your House Making Your Family Sick?

Without a whole-home approach, issues can arise that may lead to health concerns, like mold growth, poor ventilation, radon gas infiltration, and poor indoor air quality. Issues like these can affect the health of your entire family. Symptoms may vary from person to person, so it's important to know about the many symptoms associated with poor home health.

Physical Symptoms

- Skin irritation
- Fatigue, weakness & lethargy
- Frequent sickness

Cognitive Symptoms

- Frequent headaches
- Foggy thinking or short term memory loss
- Difficulty sleeping and waking up



Emotional Symptoms

- Mood changes
- Feeling agitated or depressed
- Worry or anxiety

Respiratory Symptoms

- Coughing or shortness of breath
- Sinus congestion
- Increased asthma symptoms

Pets

Pets can be even more sensitive than humans are to household chemicals and allergens

Does This Sound Like You?

I think my house is making me sick.
I get headaches and feel dizzy but it all goes away when I leave the house.

[Learn More >](#)

My hardwood floors are warping
I have a lot of moisture in my crawlspace from the recent rain and it's messing up my floors!

[Learn More >](#)

The house smells damp and musty
but I can't figure out where it's coming from or what's causing it

[Learn More >](#)

Which Symptoms are you Seeing in Your Home?

The first clue that a home has a performance issues is when symptoms appear. This happens when the house is constructed and maintained with a piecemeal approach.

- Excess Dust & Dirt**
 - House looks dingy, even after it's been cleaned
 - Increased allergy symptoms, especially after cleaning
 - Frequent dusting, especially after turning on the heat or AC
- Condensation & Mold Growth**
 - Condensation on the inside of windows in the winter
 - Visible mold growth in bathrooms, on window sills, on air registers, etc.
 - Mold stains on bathroom ceilings and above leaky windows & doors
- Unpleasant Odors**
 - House smells when you first enter, or certain rooms smell
 - Indoor air feels stale
 - Musty or moldy smells you can't get rid of
- Humidity Issues**
 - Air feels damp or clammy, even when the air conditioning is running.
 - Hardwood floors cup and crack
- Temperature Discomfort**
 - Home is always too hot or too cold
 - House feels drafty, especially during the winter




Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3.

(615) 667-8453

Name Phone Email

Message

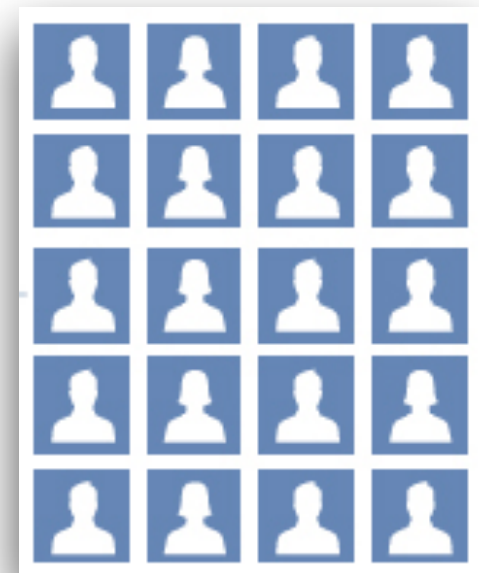
I'm not a robot 

[Send message](#)

5. Custom Audiences From Site Visitors

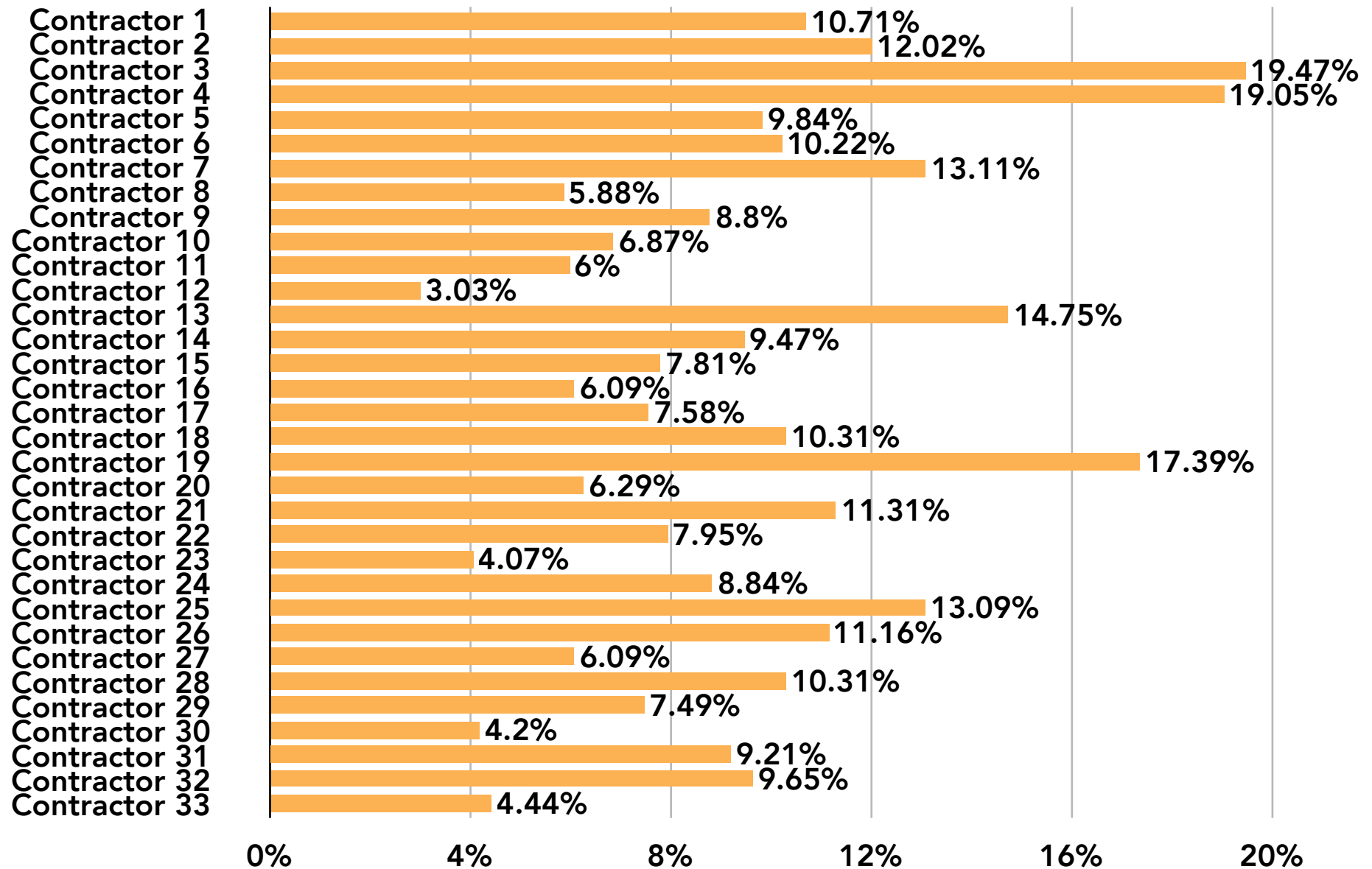


Site Visitors



Custom Audiences

6. Conversion Rates: The Holy Grail



7. A Core & Growing Business Asset



Organic Traffic via SEO is an Annuity



QUESTIONS?

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207.847.3644