



CUSTOMER REVIEWS: HARNESSING GOODWILL & THE RIGHT CONTENT IN A COVID-19 WORLD

Peter Troast, Founder & CEO

Energy Circle Webinar Series

June 3, 2020

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

What We'll Discuss

- 1 Taking Advantage of Customer Goodwill Amidst COVID-19**
- 2 Quick Reminder—Why Reviews Matter So Much**
- 3 Evolving Review Landscape & Key Metrics**
- 4 Rising Importance of Review Content**
- 5 How and When to Ask—What's Working?**



SMALL BUSINESS SYMPATHY: A GOOD TIME TO ASK FOR REVIEWS FROM PAST CUSTOMERS

Reviews: Key to a Strong Foundation

Strong Digital FOUNDATION

Strong Website
Google My Business
Reviews
Local Search Success
Content
Digital Systems



Active LEAD GENERATION

Google Ads
Google Local Services Ads
Facebook Ads/Audiences
Purchased Leads



**BRIEF SUMMARY:
WHY THIRD PARTY REVIEWS
MATTER SO MUCH**

Reviews: They're Everywhere

Google building doctors los angeles

All News Maps Videos Shopping More Search tools

About 11,000,000 results (0.73 seconds)

Building Doctors
buildingdoctors.com/
Building Doctors provide comprehensive home energy audits and energy efficiency upgrades such as: insulation, air sealing, heating & air conditioning and ...

Meet the Building Doctors Team | Los Angeles, CA
buildingdoctors.com/meet-the-team
Dan is also certified through California Home Energy Efficiency Rating Services (CHEERS) ID #CCN82918240 as an existing home rater and specializes in Energy Efficient Mortgages (EEM's). ... Scott took a job with a local residential energy upgrade contractor, where he trained in-house ...

About Building Doctors | Los Angeles, CA
buildingdoctors.com/about-us
Building Doctors is a full service home and commercial energy efficiency services provider serving the greater Los Angeles County area.

Contact Us | Home Energy Audits and Energy ... - Building Doctors
buildingdoctors.com/contact
877-411-BLDG (2534) info@buildingdoctors.com - About ... Los Angeles Main Office: 5042 Wilshire Blvd. #268. Los Angeles, CA 90036 (323) 646-BLDG (2534) ...

Building Doctors - 11 Photos & 13 Reviews - Heating & Air ... - Yelp
www.yelp.com › Home Services › Heating & Air Conditioning/HVAC › Yelp
★★★★★ Rating: 5 - 13 reviews
(323) 646-2534 ... Photo of Building Doctors - Los Angeles, CA, United States. Blower Door Test. Dan T. Blower Door Test by Dan T. Photo of Building Doctors - Los Angeles, CA, ...

Building Doctors | Facebook
www.facebook.com › Places › Los Angeles, California › Contractor
★★★★★ Rating: 5 - 9 votes
5042 Wilshire Blvd # 268. Los Angeles, CA 90036.

Building Doctors | Los Angeles, CA 90036 | Angie's List
www.angieslist.com › Local Reviews › CA › Los-angeles › Angie's List
Jan 29, 2016 - Reviews you can trust on Building Doctors from Angie's List members | 5042 Wilshire Blvd. # 268 Los Angeles, CA.

Building Doctors, Inc. Business Review in Los Angeles, CA - Serving ...
www.bbb.org/losangeles/siliconvalley/.../building-doctors-in-los...
Better Business Bureau - BBB's Business Review for Building Doctors, Inc., Business Reviews and Ratings for Building Doctors, Inc. in Los Angeles, CA.

Building Doctors at Efficiency First
www.efficiencyfirst.org/member/210/
Building Doctors. We diagnose ... The Building Doctors is a certified home performance contractor. Our "Check Up" is ... Blvd. Suite 268. Los Angeles, CA 90036 ...

Building Doctors | Heating & Air Conditioning/HVAC in 5042 Wilshire ...
reviews.birdseye.com › Heating & Air Conditioning/HVAC › Los Angeles, CA
17 reviews of Building Doctors from Los Angeles, CA Building Doctors were GREAT!! We had a leaky HVAC unit and the Building Doctors fixed it in 30 minutes.

Building Doctors ★
4.9 ★★★★★ 8 Google reviews
Building restoration service in Los Angeles, California

Address: 5042 Wilshire Blvd #268, Los Angeles, CA 90036
Phone: (323) 646-2534
Hours: Open today · 7AM–10PM

Suggest an edit

Reviews from the web

5/5 Facebook · 9 votes

Reviews

Write a review Add a photo

"We are very happy with the service Dan and Building Doctors provided."

"My home performed marvelously even though it was in the ninety's."

"Their crew was great... very respectful of my belongings."

View all Google reviews

Send to your phone

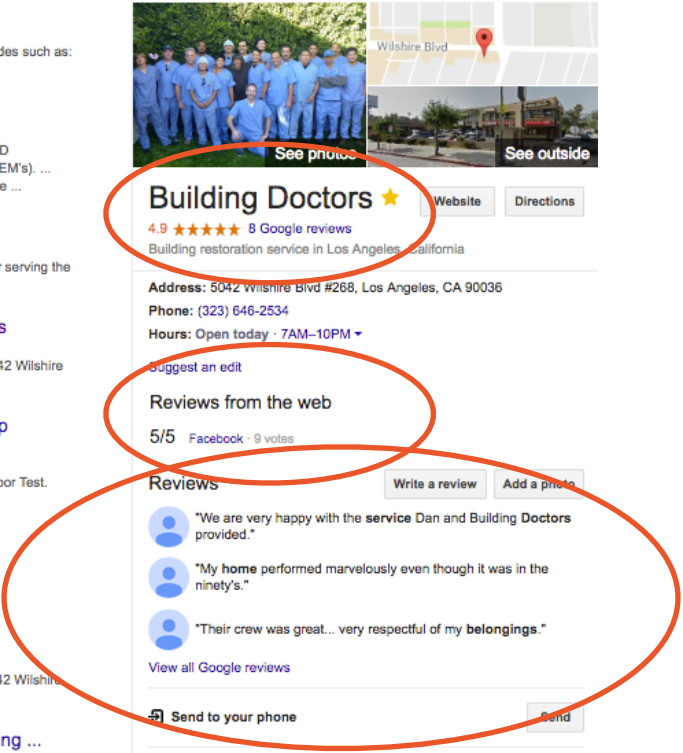
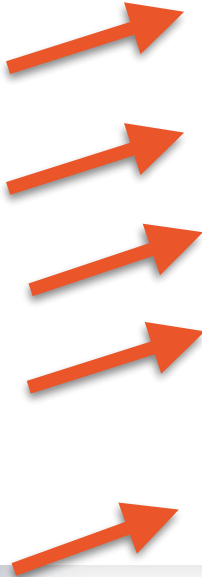
Profiles

Facebook

38 Google+ followers including Energy Circle, EnergySmart Home Performance Akron, and J. West.

People also search for

View 15+ more



Within Google My Business

Google Review
Quantity & Averages



Reviews from the Web



Review Snippets



Website Directions Save

4.9 ★★★★★ 83 Google reviews

Air conditioning contractor in Phoenix, Arizona

[REQUEST A QUOTE](#)

Address: 4127 E University Dr, Phoenix, AZ 85034

Hours: Open · Closes 5:30PM ▾

Phone: (480) 839-0082

Appointments: idealenergyaz.com

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers [Ask a question](#)

Be the first to ask a question

Reviews from the web

Facebook	Angie's List	BuildZoom
5/5	4/5	5/5
14 votes	16 reviews	1 review

[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!"
- [Profile Picture]** "Or be easiest to push onto a **customer**)."

[View all Google reviews](#)

Online More Trusted Than Personal




Key Findings

- 76% trust online reviews as much as recommendations from family and friends
- 89% of 35-54-year-olds trust online reviews as much as personal recommendations



#2 Ranking Factor After Proximity



Map data ©2018 Google

Rating ▾ Hours ▾

ReVision Energy 4.9 ★★★★★ (13) · Solar Energy Equipment Supplier Portland, ME · (207) 221-6342 "Revision Energys installation was done without a glitch.They gave a..."	WEBSITE	DIRECTIONS
Goggin Energy 5.0 ★★★★★ (2) · Solar Energy Equipment Supplier Portland, ME · (207) 772-7557 "from obtaining the quote to the post- installation help was handled ..."	WEBSITE	DIRECTIONS
Assured Solar Energy 4.5 ★★★★★ (8) · Solar Energy Equipment Supplier North Yarmouth, ME · (207) 221-2916 "Great job with solar panel installation Sept. 2013. The whole crew was..."	WEBSITE	

[More places](#)




Ranking Factor for Local Services Ads

The screenshot shows a Google search for "hvac repair oakland ca". The search results page displays "About 270,000 results (0.86 seconds)". The top result is a sponsored local service ad titled "HVAC repairs - 20+ HVAC pros serving Oakland". Below this title are three individual service cards, each featuring a business name, a star rating, a "Google guaranteed" badge, a location, a phone number, and an "Open now" button. A link to "More HVAC pros in Oakland" is also visible.

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

Google Highlights = Google Reads




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

-  "Great **people**, healthy **environment** and very passionate about their **work**"
-  "I highly recommend this company for your **home energy needs**."
-  "Chris had set a goal for greater **energy efficiency** which was in fact exceeded."

[View all Google reviews](#)

*Increasingly Important
Factor in How Google
Sees Your Company*

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

-  "Great **workmanship**, pleasant **employees** and easy company to work with!"
-  "First class job on **insulation** in our **attic** competitive **price**"
-  "They did **quality work**, delivered what they promised."

[View all Google reviews](#)



EVOLVING REVIEW LANDSCAPE AND KEY METRICS

Most Company's Priorities

1.



Clout of Google, Ranking Factors, Presence in Search, Quantity and velocity matters

2. **On Your Website**

Great content that can be localized.

3.



Strength in organic listings, Growing fast in Service Biz categories; more critical in tone

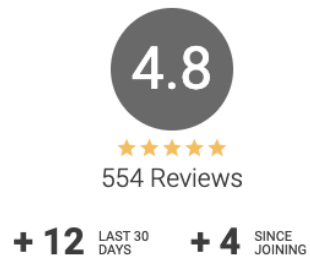
4. **Your Specific Priorities Based on Research.**

Our Guidance—Google Review Quantities

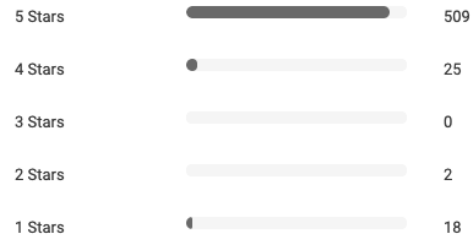
	June 2019	January 2020
Solar	50+	100
HVAC	40+	75
Home Performance	25+	40
Insulation	15+	30
Builder	10+	30
Remodeler	25+	50

Review Consistency (Velocity)

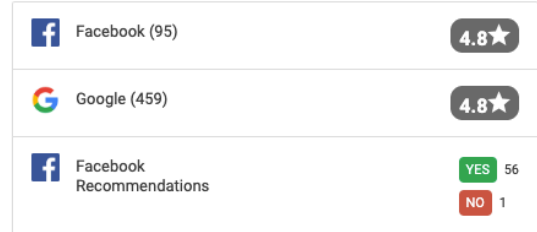
Overall Review Rating



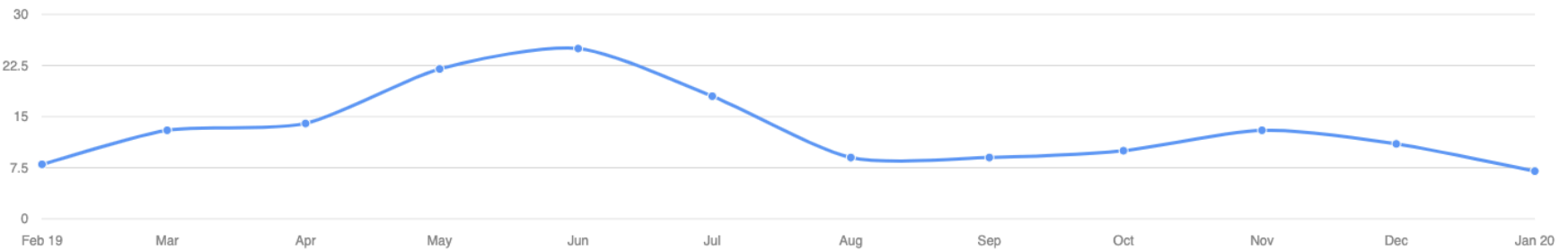
Rating Types



Review Sources



Online Reviews by Month






RISING IMPORTANCE OF REVIEW CONTENT

(Keywords & Quality Terms)

Attribute Prompts After Star Selection

4-5 Stars

 **Peter Troast**
Posting publicly. ⓘ


★★★★★

What do you like about this business?

Good quality Good value Professional

Responsive On time

1-2 Stars

 **Peter Troast**
Posting publicly. ⓘ

★★☆☆☆

What do you not like about this business?

Poor quality Poor value Not professional

Not responsive Not on time

Prompted Review Attributes: Google

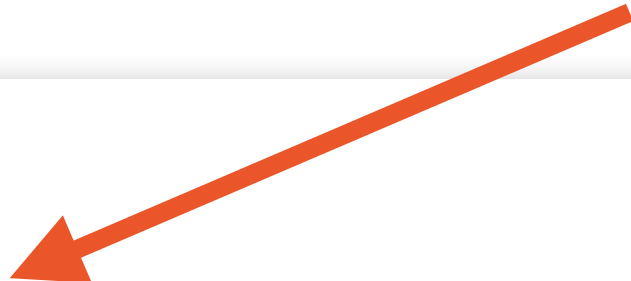


Ross Buchan

1 review

★★★★★ 4 months ago -

Positive: Quality, Responsiveness, Value



Jon and his team were great. They were willing to work with me on scope to get my price where I felt comfortable. They were also helpful in providing guidance on how to do some of the work myself. When it came time for their work, they were on-time and extremely professional with no hidden fees or cost overruns. They also did a good job on cleaning up afterwards. I will use them again and recommend to others. Thanks!



Like

Response from the owner 4 months ago

We appreciate having the opportunity to work with you, Ross. Thank you for the positive feedback, we appreciate your business!

Sort by Attribute

4.9 ★★★★★ 59 reviews ? Sort by: Most relevant

- All
- team 27
- energy efficient 7**
- crew 7
- understand 6
- assessment 5
- project manager 5
- energy audit 5
- responsive 5
- cleaned 5
- respectful 5



Jane Parker

2 reviews

★★★★★ 6 months ago - 🚩

The Project Manager, Chris, was very thorough in his initial review of our **energy consumption** and provided an impressive deck with recommendations. The team, led by Matt, was punctual, friendly, professional and tidy. Completion of the work, mostly comprising insulation of our attic and basement, reduced air infiltration by 36%, which exceeded our expectations. In truth, we've already noticed an improvement in the overall temperature of the house. Unfortunately, we had to wait a long time for the work to be scheduled (8 months) but we are happy that the work was finally completed before the onset of Winter.



Like



Vivian Shevitz

11 reviews · 1 photo

★★★★★ 8 months ago

These folks just finished a big project making our home more comfortable and **energy efficient**. From the moment they priced the job, to when they came and completed it (many guys, all highly trained, polite, responsive, and just darn nice), it was (and is) clear that they know what they are doing. They're some of the hardest-working guys I've seen, despite work in the hot attic and outside in high humidity, in haz-mat suits when necessary. Skilled (the company trains all the new guys), professional,

Review Attributes

4.9 ★★★★★ 59 reviews [?](#) Sort by: Most relevant ▾

All team 27 energy efficient 7 crew 7 understand 6 assessment 5

project manager 5 energy audit 5 responsive 5 cleaned 5 respectful 5

4.7 ★★★★★ 170 reviews [?](#) Sort by: Most relevant ▾

All pay 6 maintenance 5 sell 5 attic 4 tech 4 solar 3 rebate 3

labor 3 inspection 3 expertise 3

4.8 ★★★★★ 576 reviews [?](#) Sort by: Lowest rating ▾

All maintenance 28 information 24 water heater 19 understand 13 humidifier 12

competent 12 mask 11 gloves 8 asset 8 explanations 8

4.9 ★★★★★ 520 reviews [?](#) Sort by: Most relevant ▾

All crew 61 project coordinator 48 meeting 35 production 33

solar renewable e... 16 conduit 15 commissioning 12 systems design 11

sales process 8 incentive program 5

Review Content Matters More

About the Customer Experience

Great work from a great company! Very professional and responsive!

if you live in the Pines, you need this done! noticed a change in days!

Very professional and explained all that was being done. They were courteous of our home and put down drop clothes so they weren't tracking stuff in and also swept at the end of the day. Our crew was joe, sally , bill and agatha. These guys are assets to your company and great with customers. We would highly recommend them and use them again if needed

Great quality work. Very competitive pricing. Management and all employees are polite and willing to help you. PROFESSIONAL operation

Review Content Matters More

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Experience AND the Work

They are a very professional organization. I can tell immediately that the **extra insulation they placed in the attic** is doing its job by **reducing our utility bills**.

We hired _____ to **encapsulate our crawlspace** about 5 years ago. They did a fantastic job. The **house is warmer** and the **crawl space is clean and dry** with **no condensation problems**. This was one of the best decisions we made for our home.

_____ is my trusted source for **mold, moisture, crawlspace, attic** and related issues. They have done multiple projects for me to improve my recently purchased **historic home**, which had numerous **moisture and mold problems** resulting from years of neglect and improper work.

COVID Response—The New Measure

★★★★★ 3 weeks ago - [redacted]

Positive: Professionalism, Punctuality, Quality, Responsiveness, Value

[redacted] called me in advance before I made appointment and they stated they will keep social distancing and wear **mask** and gloves, and there is no touch on thermostat, at this difficult time. The technician Luke arrived on time. He was wearing **mask** and gloves, and used basement door to get access to furnaces. It takes about 50mins to get all work done. All the statements were sent by email. There was no signature required, and there was no direct contact. Nice job. Thank you [redacted]

Building Up Your “Entity Profile”

Google Entity
(Your Company)



**Keywords &
Services**



SOLICITATION PROCESS: WHAT'S WORKING

When, Where and How to Request

Most Effective

- In-home, in-person ask immediately following service
- Requested by on site tech/crew
- Leave behind prompt—postcard
- Prompted by text or email
- Text gets better response (but less keyword rich)
- Crews/techs measured on reviews

Still Worth It

- Via email within days of job
- Via email after 1 week+
- Mining of past customers
- Requiring app download

Using Prompts

We are especially interested in your feedback on:

- Whether your home felt more comfortable after the job
 - If you noticed a change in the quality of the air inside your home
 - If your home is quieter than before
 - If temperatures throughout your house seem more even
- If our teams were on time and courteous
 - If we kept your home clean after the work
 - Whether we explained your problem in an understandable way
 - If our safety protocols made you feel safe and comfortable



**THANK YOU!
QUESTIONS?**

Peter Troast

peter@energycircle.com

207.847.3644