



SEARCH VOLUME TRENDS IN SOLAR BATTERY STORAGE & EV CHARGING

Peter Troast, Founder & CEO

Abby Yolda, Senior Solar Strategist

Energy Circle Webinar Series

March 17, 2021



E-A-T: How Websites in the Better Building Industry Can Showcase Expertise, Authority & Trustworthiness



By Jake VP | March 17, 2021

If you have visited one of our most popular articles here at Energy Circle — our [abbreviated guide to digital marketing acronyms](#) — after reading the title of this article you might be thinking, “Great, another acronym to add to the pile”.

Or, if you happened to come across our piece on “[What Tapas Taught Us About Successful Integrated Digital Marketing](#)”, we couldn’t blame you for wondering, “Why is this group of digital marketing geeks so food obsessed?”

Sure, the Energy Circle crew loves a good meal, and we all know that using acronyms saves a whole lot of time (wink, wink), but what we are obsessed with, in actuality, is how to comprehensively formulate your online content strategy to get the attention of Mother Google. Here is what contractors in the HVAC, solar, and home performance industries should know about integrating “E-A-T” into their digital marketing strategies for better SEO performance and lead generation.

What is E-A-T?

Last week, in Peter Troast’s weekly [Webinar Wednesday presentation](#), we took a look at what this concept is, what Google is saying about it, and how it relates to our industry. We learned that “EAT” stands for:

Expertise — Authoritativeness — Trustworthiness

Now, a little background on the fundamentals of website success. We have known for a long time that the basic formula for increasing traffic to your website has been relevant content, placed on a trusted website. By relevant, we mean relevant to your target audience — those searching for the services you have to offer, online.

Upcoming Webinars

~~March 3 - The State of Third Party Reviews in 2021~~

~~March 10 - Understanding How Google Sees E A T (Expertise, Authority, Trust)~~

March 17 - Search Volume Growth in Battery Storage and EV Charging

March 24 - PT on the Road

March 31 - Maximizing Review Content on Your Website

April 7 - PT Getting Shot #2

April 14 - Should Paid Search Marketing Be in Your Mix? How to Evaluate.



NATIONAL
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VIRTUAL CONFERENCE APRIL 12-16, 2021

Industry education from your home.

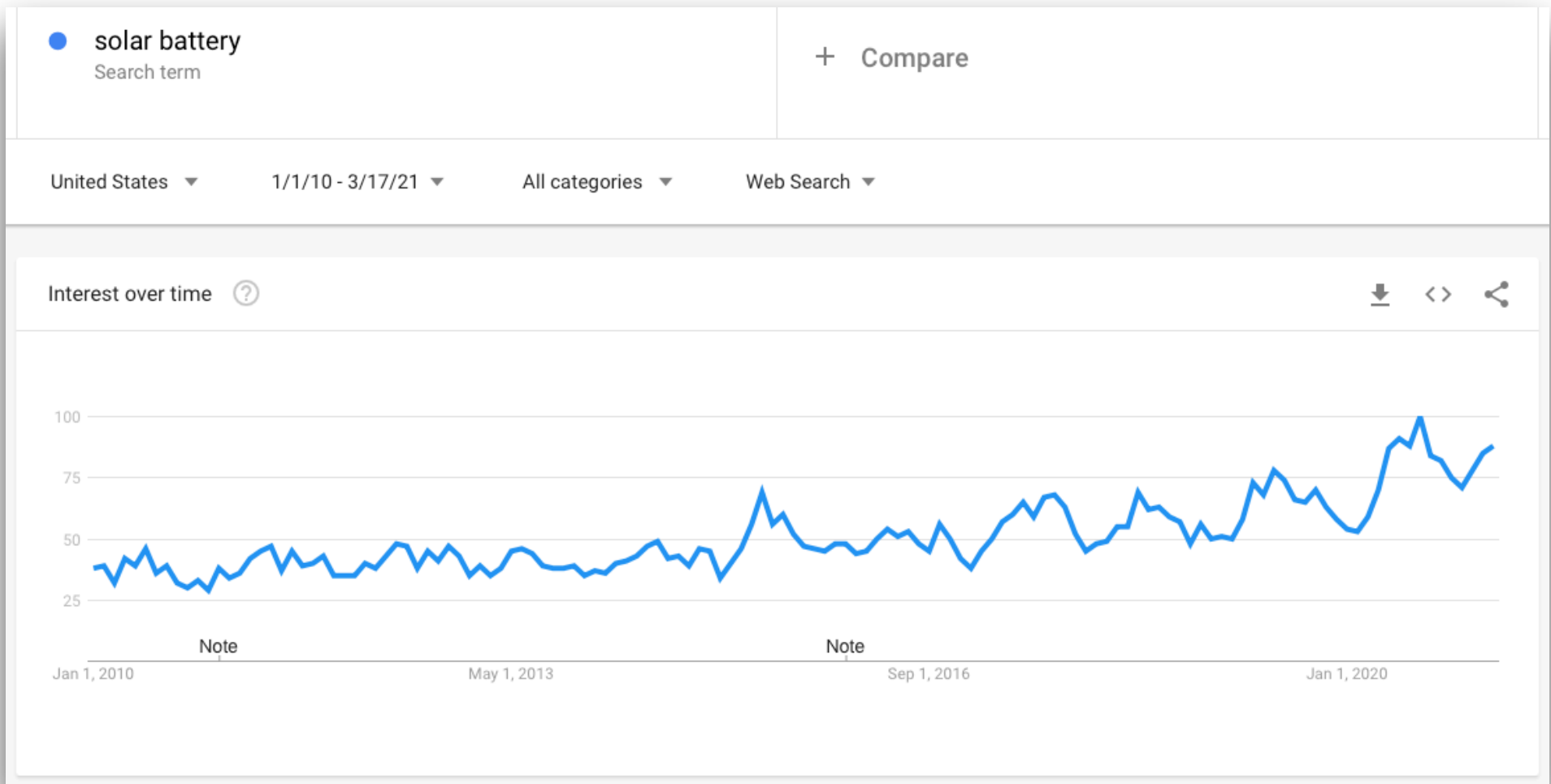


120+ LIVE &
ON-DEMAND SESSIONS

What We'll Discuss

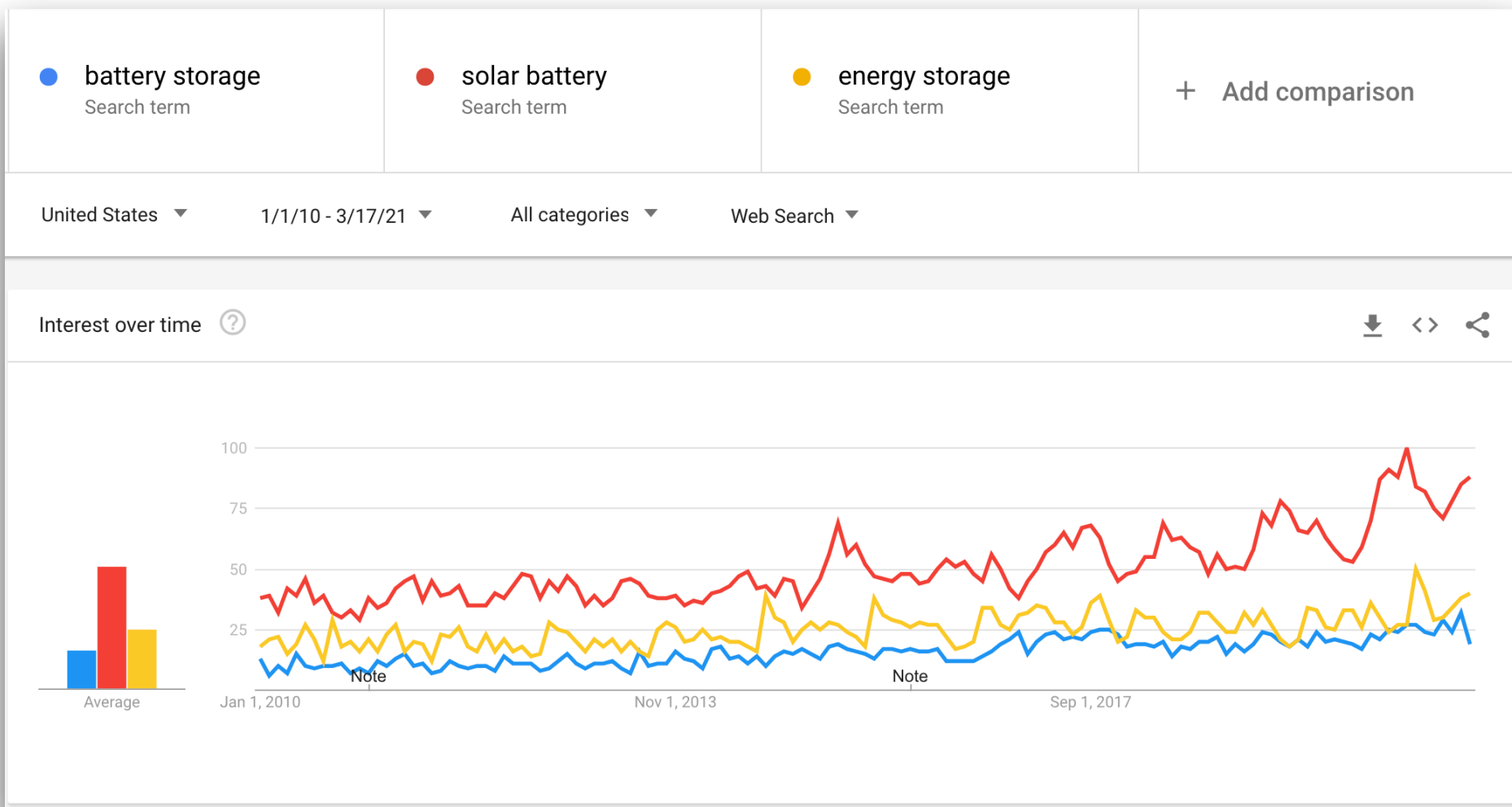
- 1 Trends in Overall Search Volume**
- 2 Battery Brands—Tesla Powerwall vs Everyone Else**
- 3 Storage and Generation: Do Homeowners Understand the Difference?**
- 4 The Role of External Triggers**
- 5 EV Charging in the Mix**

Google Trends: Solar Battery



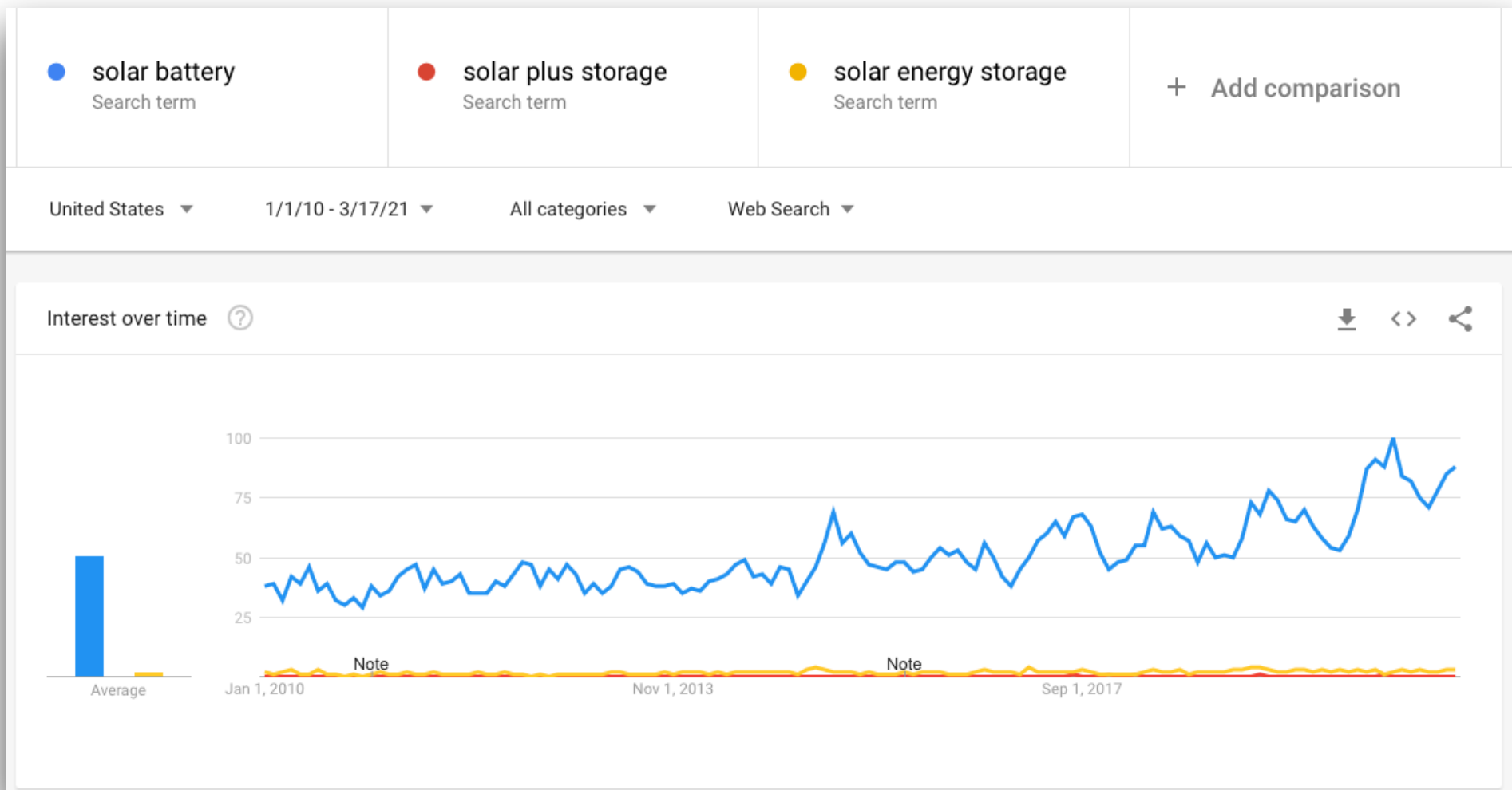
January 2010 to Present

Google Trends: Battery vs Storage



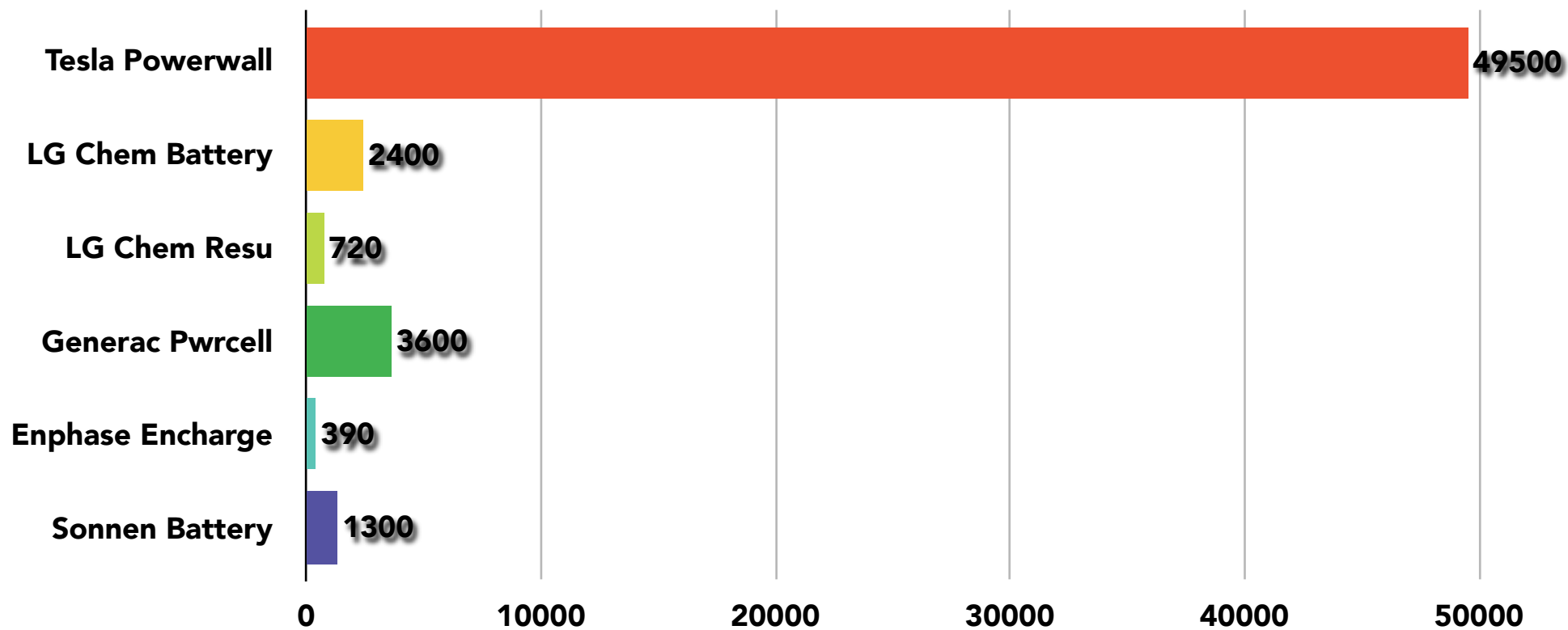
January 2010 to Present

Beware Industry Speak



January 2010 to Present

Monthly Keyword Volumes



Data from SEM Rush 3.17.21

Secondary & Tertiary Search

All keywords: 3,708 | Total volume: 121,540 | Average KD: 67.66%

<input type="checkbox"/>	Keyword	Volume
<input type="checkbox"/>	+ tesla powerwall	49,500
<input type="checkbox"/>	+ tesla powerwall cost	9,900
<input type="checkbox"/>	+ tesla powerwall 3	3,600
<input type="checkbox"/>	+ tesla powerwall price	3,600
<input type="checkbox"/>	+ tesla powerwall 2	2,400
<input type="checkbox"/>	+ tesla powerwall 2 cost	2,400
<input type="checkbox"/>	+ how much is a tesla powerwall	1,900
<input type="checkbox"/>	+ tesla powerwall review	1,900
<input type="checkbox"/>	+ tesla powerwall cost 2020	1,600
<input type="checkbox"/>	+ tesla powerwall specs	1,300
<input type="checkbox"/>	+ tesla powerwall alternative	1,000
<input type="checkbox"/>	+ tesla powerwall capacity	1,000
<input type="checkbox"/>	+ how much does a tesla powerwall cost	880

Group "battery": 577 | Total volume: 5,730 | Average KD: 63.81%

<input type="checkbox"/>	Keyword	Volume
<input type="checkbox"/>	+ lg chem battery	2,400
<input type="checkbox"/>	+ lg chem battery spec sheet	170
<input type="checkbox"/>	+ lg chem solar battery	170
<input type="checkbox"/>	+ lg chem lithium ion battery	140
<input type="checkbox"/>	+ lg chem battery price	110
<input type="checkbox"/>	+ lg chem battery stock	110
<input type="checkbox"/>	+ lg chem battery vs tesla powerwall 2	110
<input type="checkbox"/>	+ lg chem resu battery	110
<input type="checkbox"/>	+ lg chem 10 kwh battery	90
<input type="checkbox"/>	+ lg chem battery rack system	90
<input type="checkbox"/>	+ lg chem battery for sale	70
<input type="checkbox"/>	+ lg chem battery solaredge	70

All keywords: 24 | Total volume: 7,660 | Average KD: 60.47%

<input type="checkbox"/>	Keyword	Volume
<input type="checkbox"/>	+ generac pwrcell	3,600
<input type="checkbox"/>	+ generac pwrcell cost	1,900
<input type="checkbox"/>	+ generac pwrcell price	480
<input type="checkbox"/>	+ generac pwrcell vs tesla powerwall	320
<input type="checkbox"/>	+ pwrcell generac	320
<input type="checkbox"/>	+ generac pwrcell review	260
<input type="checkbox"/>	+ pwrcell generac cost	260
<input type="checkbox"/>	+ cost of generac pwrcell	110
<input type="checkbox"/>	+ how much does generac pwrcell cost	110
<input type="checkbox"/>	+ tesla powerwall vs generac pwrcell	70
<input type="checkbox"/>	+ generac pwrcell inverter	50
<input type="checkbox"/>	+ generac pwrcell battery	30
<input type="checkbox"/>	+ generac pwrcell system	30

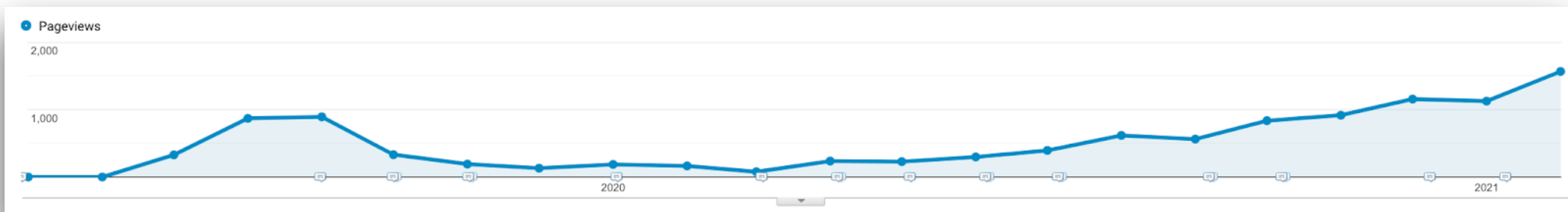
All keywords: 21 | Total volume: 980 | Average KD: 61.53%

<input type="checkbox"/>	Keyword	Volume
<input type="checkbox"/>	+ enphase encharge	390
<input type="checkbox"/>	+ enphase encharge 10	170
<input type="checkbox"/>	+ enphase encharge 10 price	140
<input type="checkbox"/>	+ enphase encharge 3	90
<input type="checkbox"/>	+ enphase encharge battery	50
<input type="checkbox"/>	+ enphase encharge 10 cost	40
<input type="checkbox"/>	+ encharge enphase	30
<input type="checkbox"/>	+ enphase encharge ac battery	30
<input type="checkbox"/>	+ enphase encharge 3 price	10
<input type="checkbox"/>	+ enphase encharge cost	10
<input type="checkbox"/>	+ enphase encharge price	10
<input type="checkbox"/>	+ enphase encharge storage system	10

Question-Based Search

<input type="checkbox"/>	Keyword	Volume	Trend
<input type="checkbox"/>	<input type="checkbox"/> + how much is a tesla powerwall	1,900	
<input type="checkbox"/>	<input type="checkbox"/> + how much does a tesla powerwall cost	880	
<input type="checkbox"/>	<input type="checkbox"/> + what is a tesla powerwall	880	
<input type="checkbox"/>	<input type="checkbox"/> + how long does a tesla powerwall last	210	
<input type="checkbox"/>	<input type="checkbox"/> + how much is a tesla powerwall 2	170	
<input type="checkbox"/>	<input type="checkbox"/> + is tesla powerwall worth it	170	
<input type="checkbox"/>	<input type="checkbox"/> + how many tesla powerwalls do i need	110	
<input type="checkbox"/>	<input type="checkbox"/> + how does a tesla powerwall work	90	
<input type="checkbox"/>	<input type="checkbox"/> + how long to charge tesla powerwall	90	

The Life of Powerwall Blog Post



**Promotional
Bump**



**Steady Organic
Growth**

Solar Battery vs Backup Generator

solar battery vs. generator

People also ask :

- Which is better solar power or generator? ▾
- Are solar batteries worth it 2020? ▾
- Can a solar generator power a house? ▾
- What is the difference between battery and generator? ▾

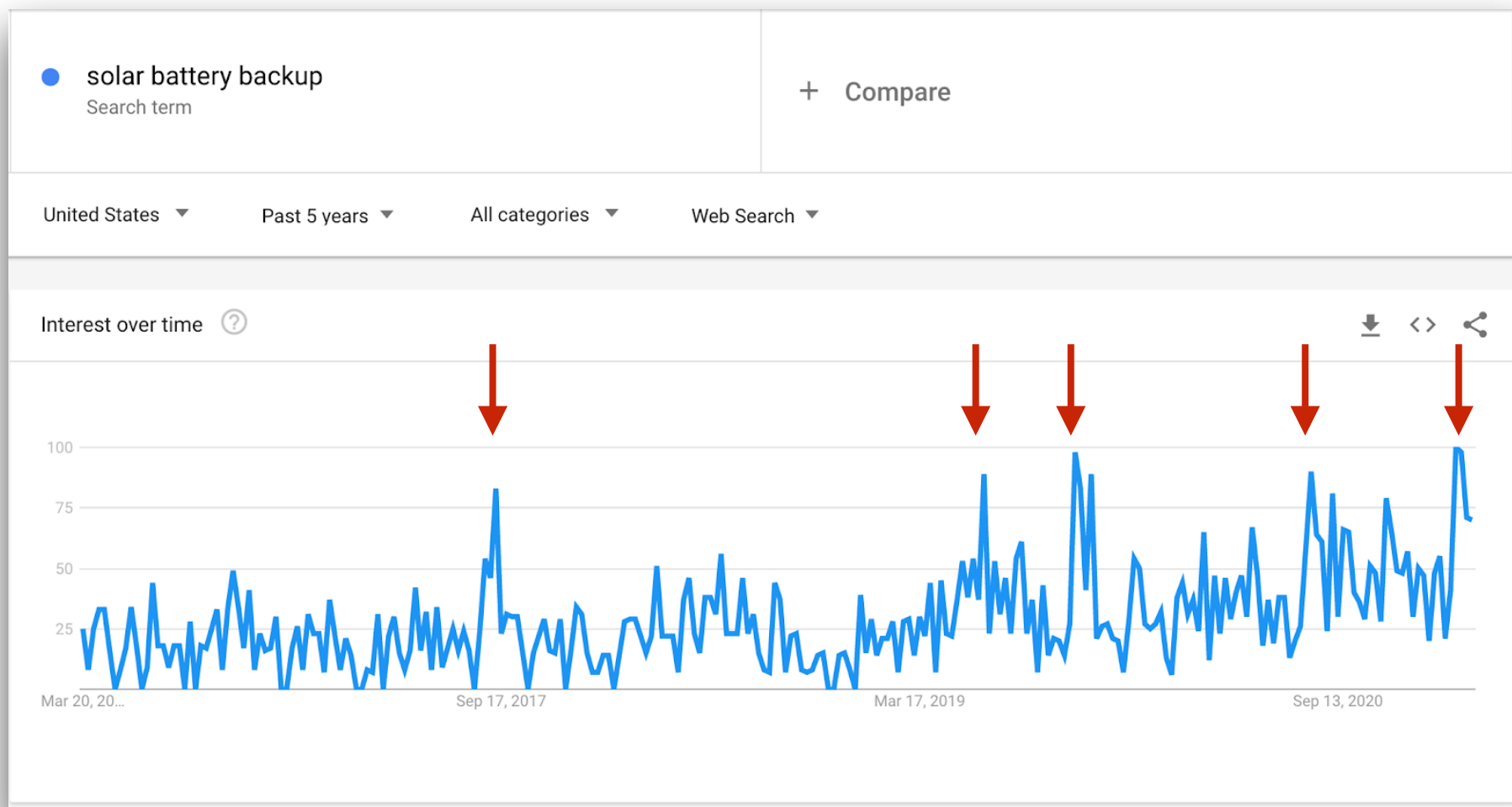
K Related Keywords

KEYWORD

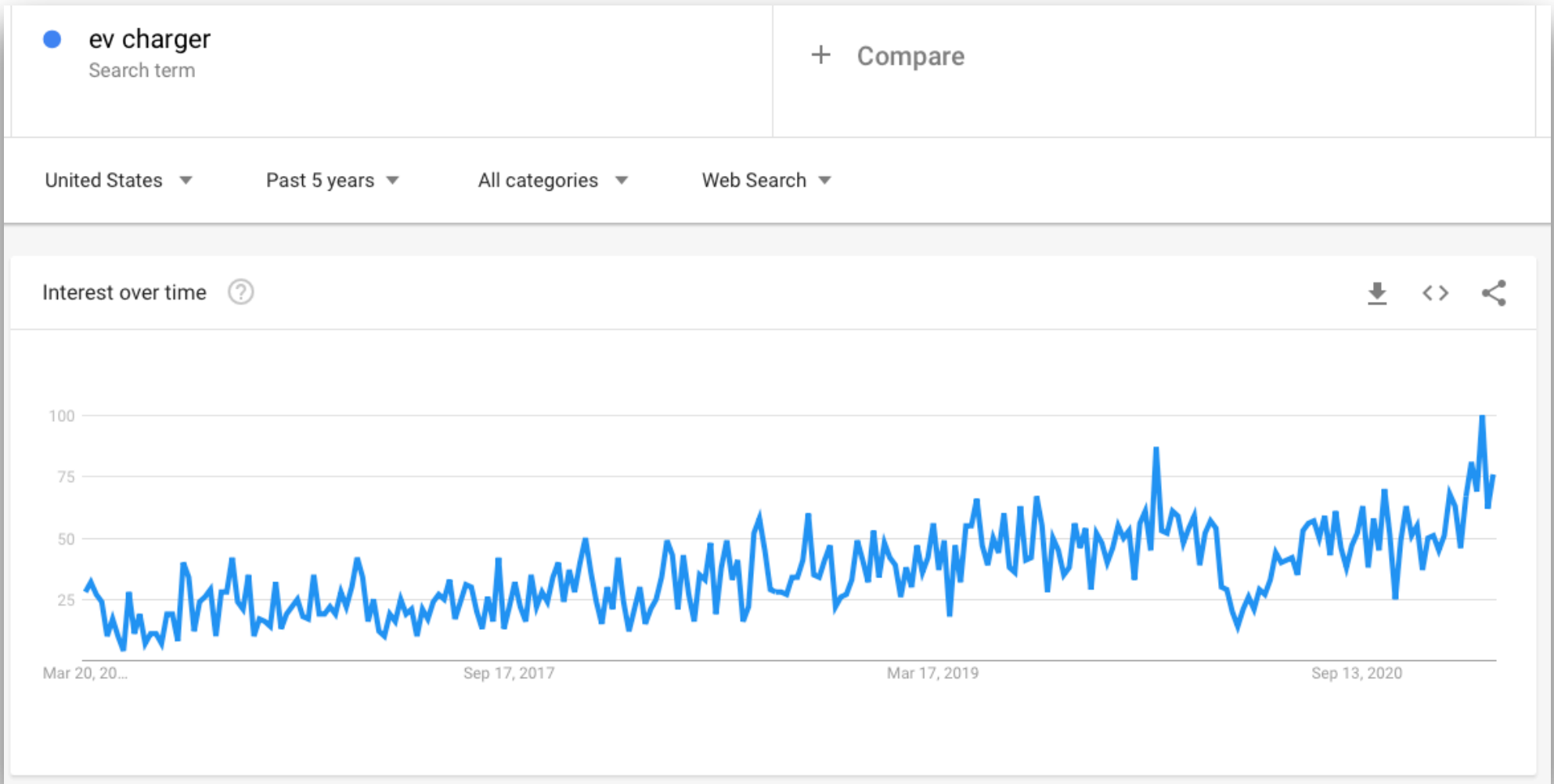
solar generator
solar panels vs generator for home
tesla powerwall
solar vs generator for home
diesel generator vs solar power
tesla powerwall vs generator
solar battery backup
solar panels vs whole house generator

solar generator vs battery bank
solar generator vs deep cycle battery
natural gas generator vs solar battery
which is better solar or generator
which is better solar panel or generator
is it worth getting a battery with solar
are solar generators worth it
solar power battery vs generator
is a solar generator worth it
is solar and battery worth it

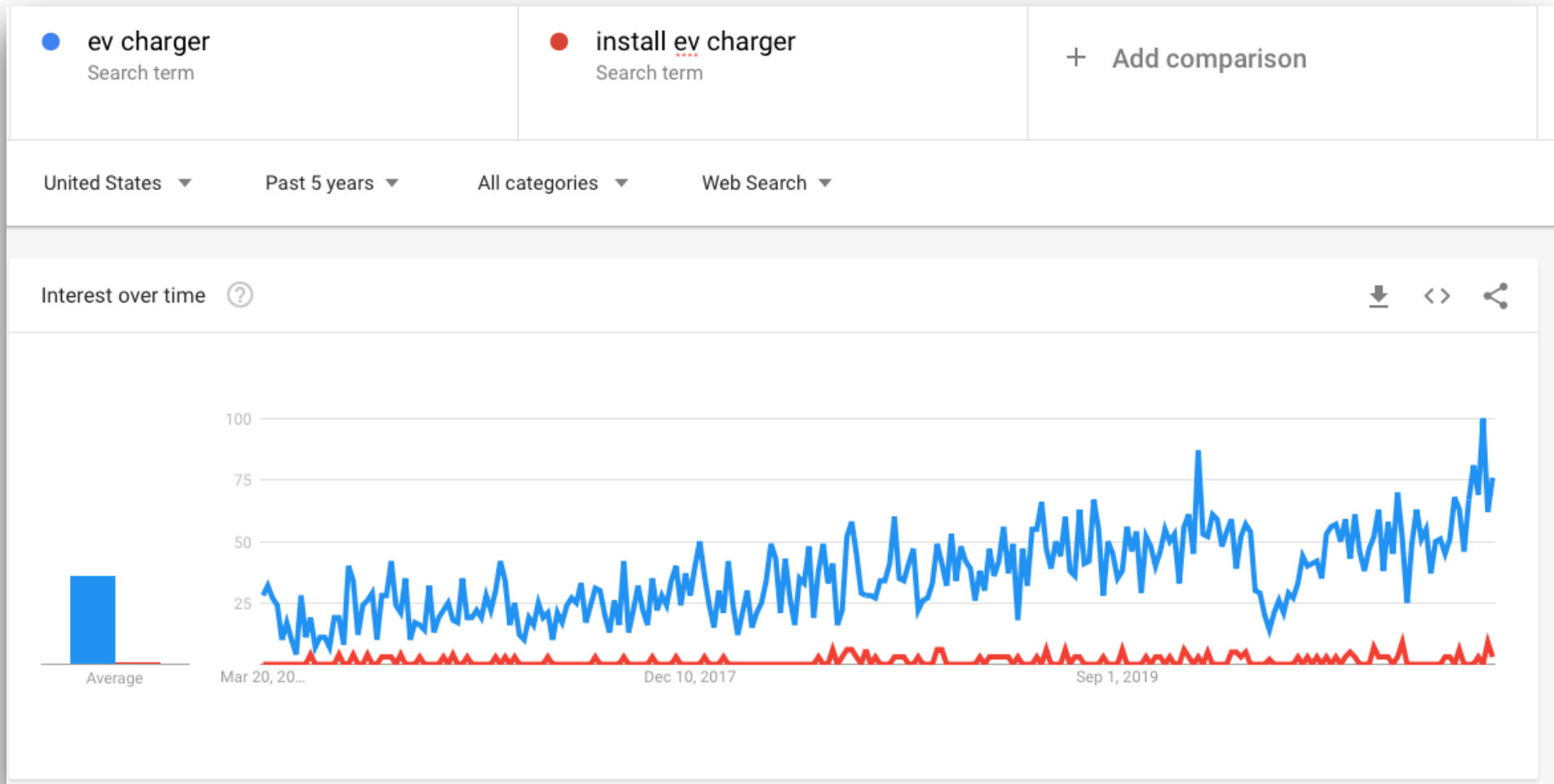
The Role of External Triggers



EV Charging on the Rise



Install Volume Remains Low



Checklist

- **Be Mindful of the Homeowner Education Path**

High level (Battery)

Details: Cost, How it Works,

- **Strategic Use of Tesla Powerwall**

Obviously, if you're a Certified Tesla Installer

But, even if you're not: EVERYONE is comparing to Tesla

- **Plan for Spikes**

Fire, hurricanes, regional power outages

- **Get Ahead of the Curve on EV Charging**

Electric vehicle growth is unstoppable

abby@energycircle.com | peter@energycircle.com



THANK YOU!
QUESTIONS?

Peter Troast

peter@energycircle.com

207.847.3644