



THE STATE OF THIRD PARTY REVIEWS IN 2021

Peter Troast, Founder & CEO

Energy Circle Webinar Series

March 3, 2021



Streaming Advertising Part 3: Not All Streaming Ads Are Created Equal!



By Jake VP | February 17, 2021

In [Part 1 of our series on streaming advertising](#), we covered the generalities of advertising opportunities on streaming services like Hulu, YouTube TV, Spotify, and Pandora. In [Part 2](#), we talked about integrating and utilizing streaming ads in your digital marketing strategy. But does it matter which streaming services you use to enhance the digital marketing portfolio of your HVAC, solar, or home performance business?

This third chapter in our ongoing series will take a peek into the complicated and murky waters of the differences between each streaming ad service, and how our industries can use this advertising medium to increase the overall effectiveness of an integrated digital marketing strategy.

The Difference Between Streaming Ad Services

There is not, nor will there be, any kind of shortage of content streaming services in the near future. How many times have you been talking about a show with someone and asked, “Which subscription service can I watch/listen to that on?”

Netflix, Hulu, HBO Max, Amazon Prime, YouTube TV, Apple TV Plus, Paramount Plus, Crackle, Tidal, Pandora, Spotify, Apple Music—the list goes on and on, and it continues to change day by day.

DIY or Ad Reps?

Not all streaming services offer advertising, and some only allow ads on certain subscription levels. What may



Optimizing Google's Local Services Ads for Better Lead Gen. Performance with Verified Reviews



By Shawn Cohen | March 3, 2021

Toward the end of 2020, we brought you [an update on what was new and coming up with Google's LSA product](#). If you haven't checked it out yet, give it a read through—all of this information is still relevant.

Previously on: What's New with Google Local Services Ads?

We answered a few common questions relating to Local Services Ads, including:

- What is the Google Guarantee and how does it relate to LSAs?
- Do I have to have a Google My Business profile to participate in LSAs?
- What types of professionals are eligible to run Local Services Ads? And in what states, cities, and towns are LSAs available?

The most interesting development we focused on in our last update was the introduction of "bidding modes." What was once a strictly fixed-price, pay-per-lead product now had some wiggle room and was beginning to resemble some of Google's other, more sophisticated advertising solutions. Allowing users to specify how much they were willing to pay per lead (as opposed to simply paying the price Google

Upcoming Webinars

~~February 17~~ - ~~What Makes Effective Video Content? - a Live Critique~~

~~February 24~~ - ~~Marketing Heat Pumps: What Keyword Search Data Tells Us About the Consumer Mindset~~

March 3 - The State of Third Party Reviews in 2021

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

March 17 - Should Bing Be Part of Your Search Marketing Program?

March 24 - Search Volume Growth in Battery Storage and EV Charging

March 31 - Maximizing Review Content on Your Website

Last Week on Heat Pumps



MARKETING HEAT PUMPS: WHAT KEYWORD SEARCH DATA TELLS US ABOUT THE CONSUMER MINDSET

Peter Troast, Founder & CEO

Energy Circle Webinar Series

February 24, 2021

What We'll Discuss

- 1 Brief Reminder—The Reasons Why Third Party Reviews are So Critical**
- 2 Before We Talk Google—Do the Others Matter Anymore?**
- 3 The Latest on Google Reviews**



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

Online More Trusted Than Personal

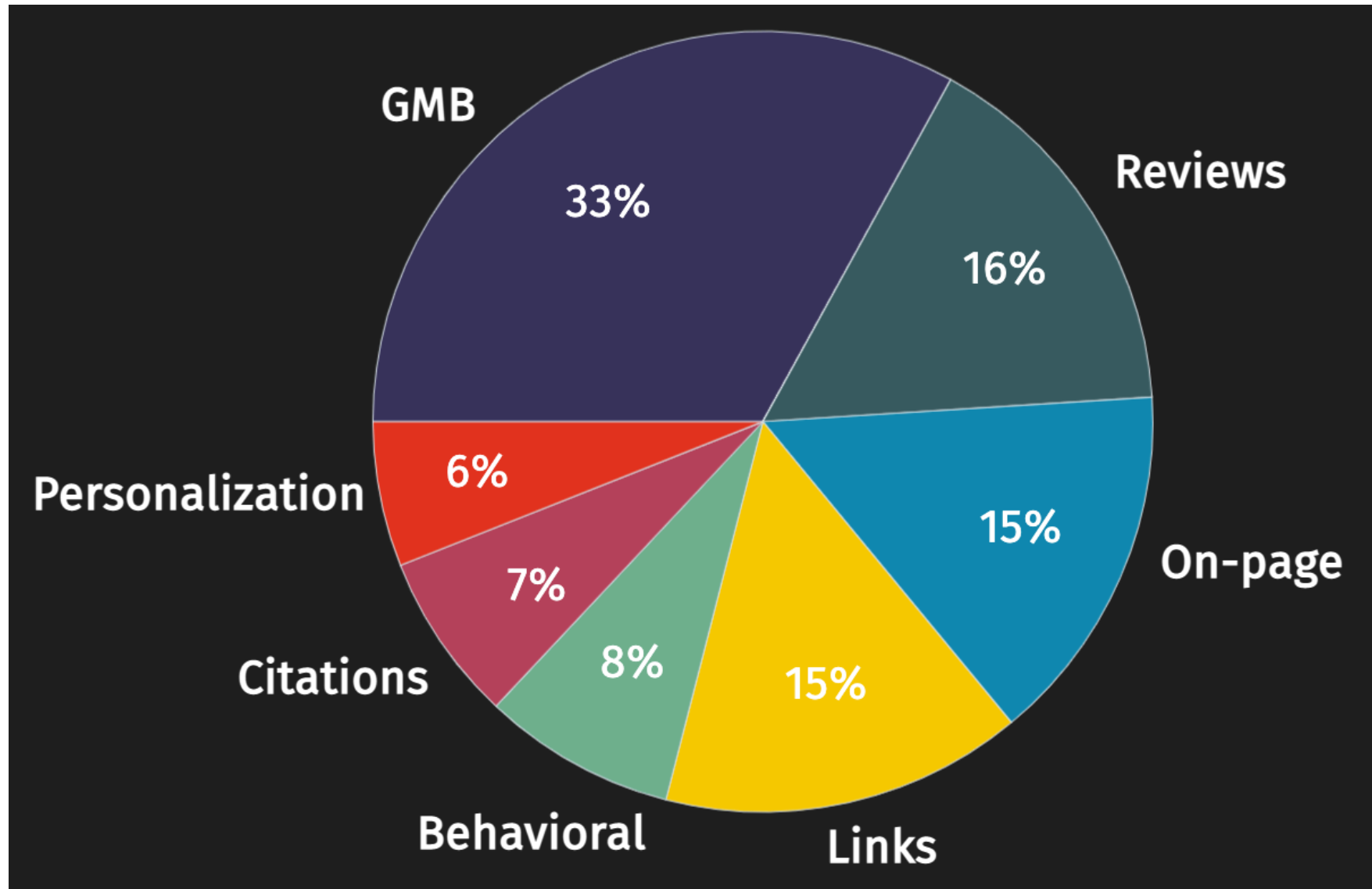


Key Findings

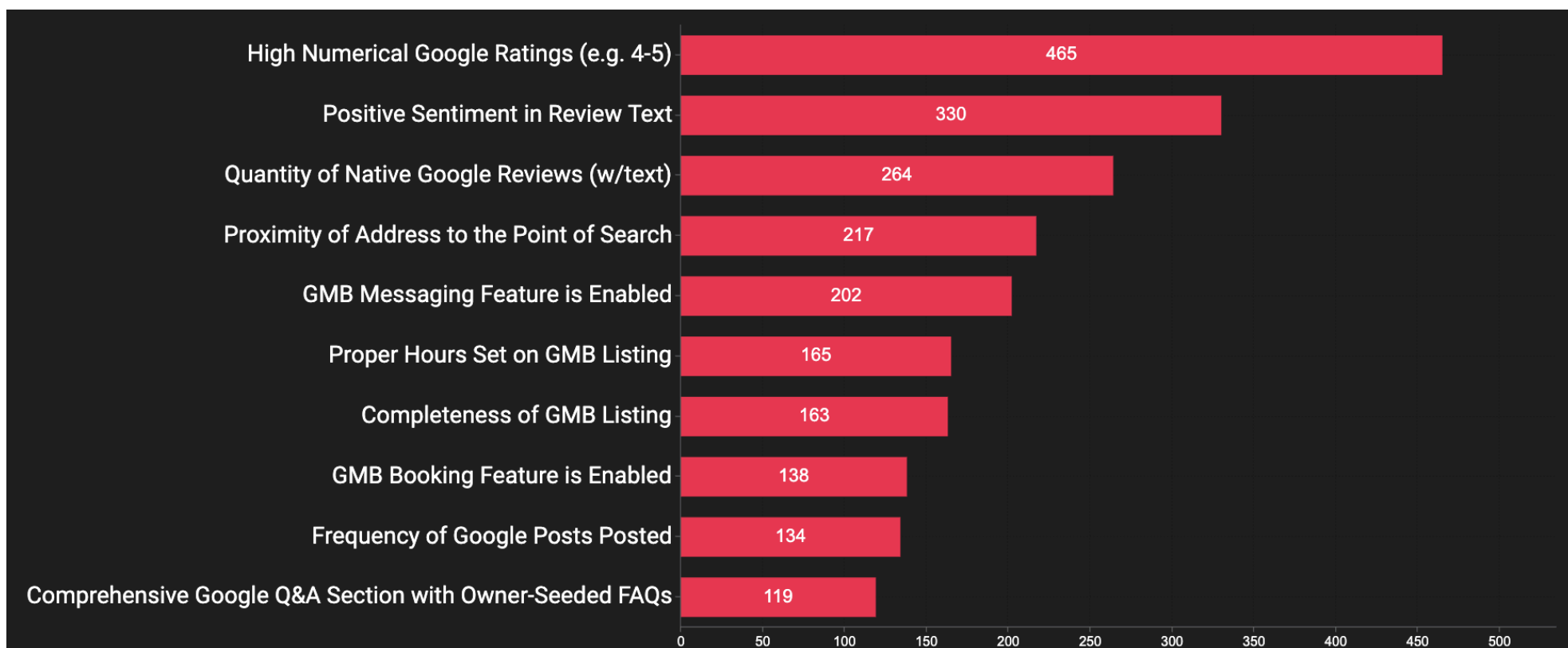
- 76% trust online reviews as much as recommendations from family and friends
- 89% of 35-54-year-olds trust online reviews as much as personal recommendations



Local Pack Ranking Factors



Top GMB Conversion Factors



Ranking Factor for Local Services Ads

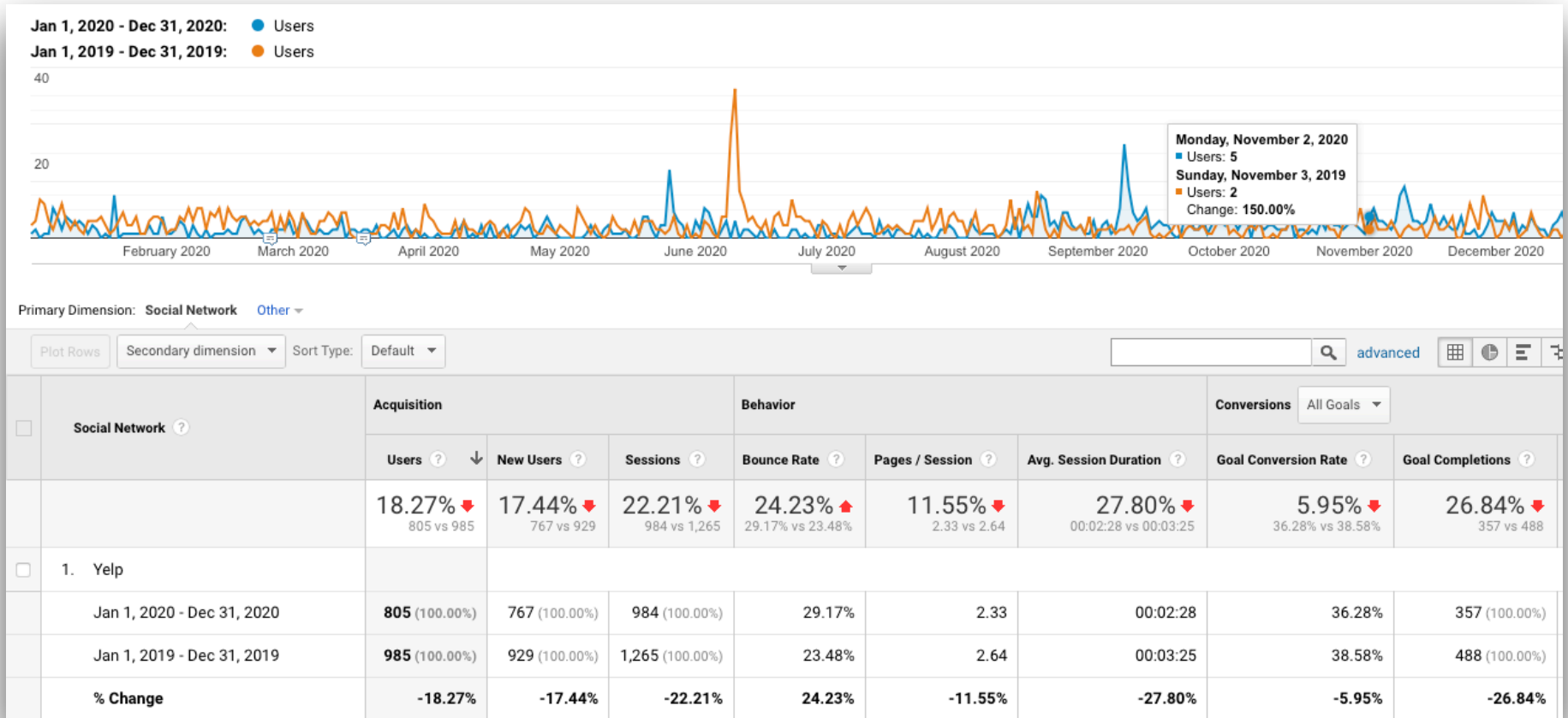
The screenshot shows a Google search for "hvac repair oakland ca". The search results page displays "About 270,000 results (0.86 seconds)". The top result is a sponsored local service ad titled "HVAC repairs - 20+ HVAC pros serving Oakland". Below this title are three individual service cards, each featuring a business name, a star rating, a "Google guaranteed" badge, the business 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 |



**BEFORE WE TALK GOOGLE:
DO THE OTHERS MATTER
ANYMORE?**

Yelp in Decline



Facebook: Recommend Yes or No

The image shows a Facebook interface with a navigation bar at the top containing icons for home, video, marketplace, profile, and a menu. On the right, there are notification icons for messages (1), notifications (20), and a dropdown menu. Below the navigation bar is the profile header for 'Ideal Energy', which includes a profile picture, the name 'Ideal Energy', a 'Send Message' button, a 'Liked' button, and search and more options icons.

The main content area is titled 'Recommendations & Reviews'. It features a star rating of '5 out of 5' based on 14 people's opinions. Below this is a poll asking 'Do you recommend Ideal Energy?' with 'Yes' and 'No' buttons.

The featured recommendation is from Ryan Lukens, dated November 30, 2019. The text of the recommendation reads: 'They are the best! I had a whole duct system replaced, and they couldn't have been more friendly and accommodating throughout the process! I would recommend them 1000 times over! Super reasonably priced, and the value off the charts. If you need any kind of ac/heating/duct work, Ideal Energy is exactly who you should be using!'. The post has 1 like and 1 comment. The comment from Ideal Energy says: 'Thank you so much for the feedback, Ryan! We greatly appreciate it and glad we could help!!'. At the bottom of the post is a comment input field with icons for emojis, photos, GIFs, and stickers.

Determine Your Own Priorities

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 though 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.

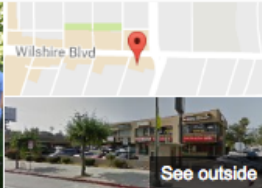
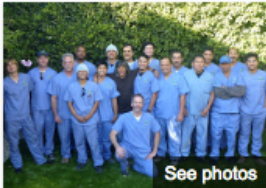
Contact Us | Home Energy Audits and Energy ... - Building Doctors
buildingdoctors.com/contact
877-411-BLDG (2534) info@buildingdoctors.com · About ... Los Angeles Main Office: 5042 Wilshire Blvd. #268. Los Angeles, CA 90036 (323) 646-BLDG (2534) ...

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/losangelessiliconvalley/.../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 ★ Website Directions
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 Send

Profiles

Yelp

FB

Angie's

BBB

“Reviews from the web” in Decline?

Within Google My Business Panel



The screenshot shows a Google My Business listing for 'Byggmeister Incorporated'. At the top, there is a photo of a yellow house under renovation and a map of Massachusetts with a red circle around the Boston area. Below the photos, the business name 'Byggmeister Incorporated' is displayed with a star icon. A 'Website' button is visible. The address is 'Newton, Massachusetts'. Contact information includes a phone number '(617) 527-7871' and hours 'Closing soon · 9AM-5PM'. A 'Suggest an edit' link is present. The 'Reviews from the web' section shows three sources: GuildQuality (5/5, 21 votes), Facebook (4.8/5, 5 votes), and iCastle (5/5, 5 reviews). At the bottom, there is a 'Reviews' section with '1 Google review' and buttons for 'Write a review' and 'Add a photo'.

Byggmeister Incorporated ★

Website

Contractor in Newton, Massachusetts

Address: Newton, MA
Phone: (617) 527-7871
Hours: Closing soon · 9AM-5PM ▾

[Suggest an edit](#)

Reviews from the web

| Source | Rating | Votes/Reviews |
|--------------|--------|---------------|
| GuildQuality | 5/5 | 21 votes |
| Facebook | 4.8/5 | 5 votes |
| iCastle | 5/5 | 5 reviews |

Reviews
1 Google review

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



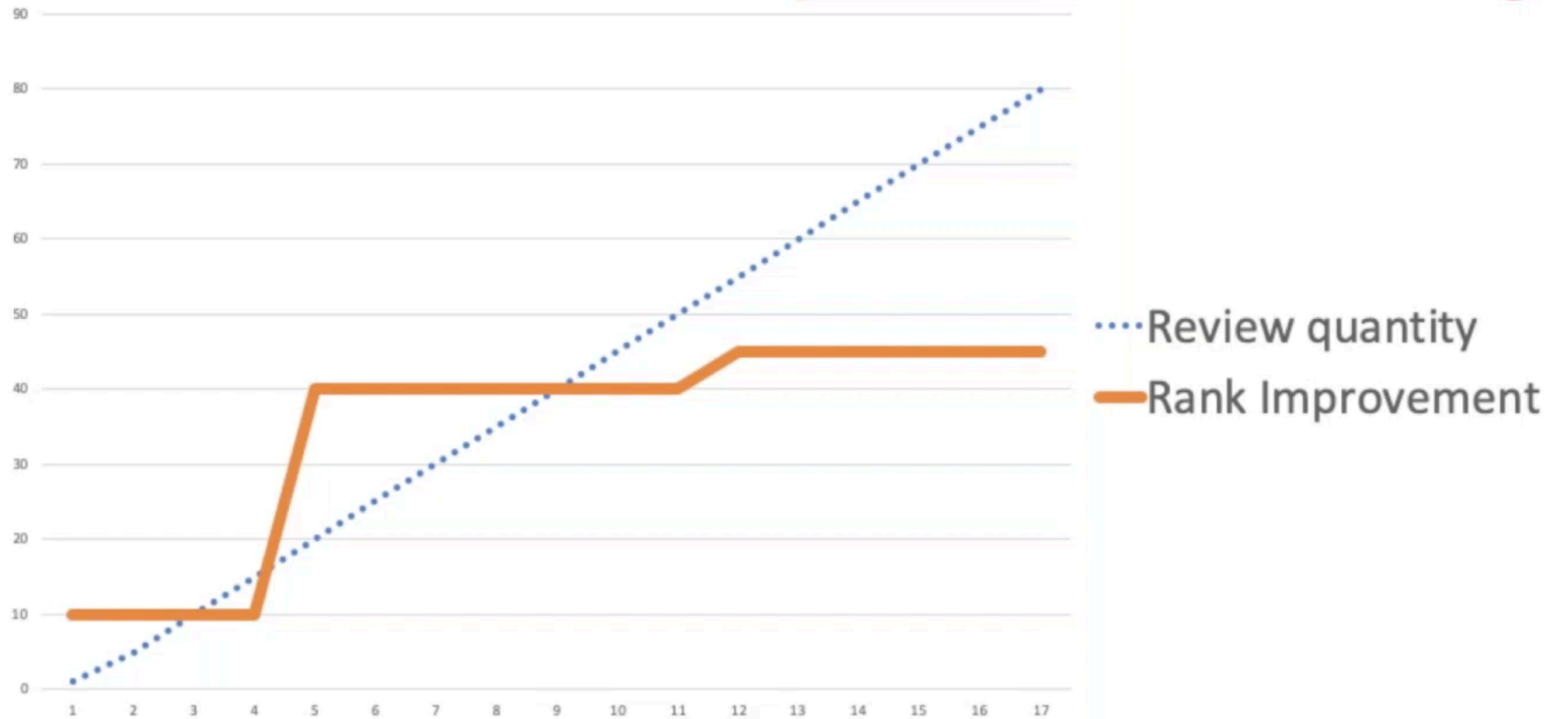
THE LATEST IN GOOGLE REVIEWS: CONTENT OVER QUANTITY

Our Guidance—Google Review Quantities

| | June 2019 | January 2021 |
|-------------------------|------------|----------------|
| Solar | 50+ | 100-200 |
| HVAC | 40+ | 100 |
| Home Performance | 25+ | 60-80 |
| Insulation | 15+ | 50 |
| Builder | 10+ | 30 |
| Remodeler | 25+ | 50 |

Google Quantity & Ranking

How Reviews Impact Rank at Google



Keywords in Reviews Drive Local Pack & Organic Rankings

The screenshot shows a Google search for "attic insulation easton maryland". The search bar is highlighted with a red box. Below the search bar, the "All" tab is selected. A map shows the location of "Total Home Performance LLC" in Ashby Park, Easton, MD. Below the map, a local pack lists three businesses:

- Total Home Performance LLC** (Ad): 5.0 ★★★★★ (24) · Insulation Contractor. 8692 Brooks Dr · (410) 822-1390. Open · Closes 4:30PM. Website and Directions links are present.
- Total Home Performance LLC**: 5.0 ★★★★★ (24) · Insulation Contractor. 8692 Brooks Dr · (410) 822-1390. Open · Closes 4:30PM. Website and Directions links are present. A note below the listing states: "Their website mentions attic insulation".
- Eco-Pro Construction LLC**: 4.9 ★★★★★ (9) · Insulation Contractor. 8646 Brooks Dr · (410) 690-4486. Open · Closes 5PM. Website and Directions links are present. A note below the listing states: "Their website mentions attic insulation".

Below the local pack, organic search results are shown:

- Home Insulation & Energy Audit Company in Easton, MD | Spray ...**
<https://www.delmarvadenergysaver.com/.../easton-md-best-home-insulation-compan...>
★★★★★ Rating: 4.8 - 2 reviews
Lawson Home Services is Easton's leading home insulation, spray foam, attic insulation and energy conservation specialists. Contact us today for a FREE ...
- Crawl Space Encapsulation & Repair - Eco Pro Construction - Easton ...**
<https://eco-proconstruction.com/>
Attic Insulation. spray foam insulation in easton md. Spray Foam Insulation. About Us. The mission at ... Eco Pro Construction, crawl space experts in Easton MD.
- Insulation | Total Home Performance | Eastern Shore Maryland**
<https://www.totalhomeperformance.com/service-category/insulation>
Insulation, Total Home Performance, Easton, MD ... Insulation, particularly in areas like the crawl space and attic of your home will help you maintain more ...
- Attic Insulation | Total Home Performance | Eastern Shore Maryland**
<https://www.totalhomeperformance.com/service/attic-insulation>
Without insulation, your attic allows heat to pass freely into and out of your living space. That heat, particularly along Maryland's Eastern Shore, can be truly ...
- 2 Best Attic Insulation Companies in Easton MD - HomeAdvisor.com**
<https://www.homeadvisor.com> > ... > Maryland > Easton > Insulation Contractors
Hire the Best Attic Insulation Contractors in Easton, MD on HomeAdvisor. Compare Homeowner Reviews from 2 Top Easton Attic Insulation Install services.

Two red arrows point from the text on the left to the local pack and the organic search results.

Review Content Matters More

About the Customer Experience

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

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

Review Content Matters More

About the Customer Experience

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

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

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.

Ranking Value—Comments & Responses



Lou Horvath

Local Guide · 32 reviews · 14 photos

★★★★★ 3 weeks ago

Positive: Professionalism, Punctuality, Quality

These guys are top notch! They installed a geothermal heating and cooling system for us and they did an incredible job! Their craftsmanship was beyond expectation and their attention to detail was unparalleled. Sean and Carl performed the bulk of the installation and these guys really know what they're doing! It was a couple weeks of work and they wore their masks the entire time, even when outside, so I always felt safe. They were both very personable and answered all my questions. Oh, and the system is AWESOME! The equipment they chose for the installation is the best out there. I am a customer for life!



Like

Response from the owner 3 weeks ago

Lou - Thanks for trusting us to perform your project (and for taking the time to post a great review). In 2010 when we added geothermal to our suite of services we researched all of the many manufacturers and concluded that WaterFurnace was indeed the best. I will be sure to share your comments with the team and their managers!

Ranking Value



No Ranking Value






MORE AND MORE STRUCTURED DATA WITHIN REVIEWS

Structural Attribute Prompts

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

Where Structural Attributes Appear

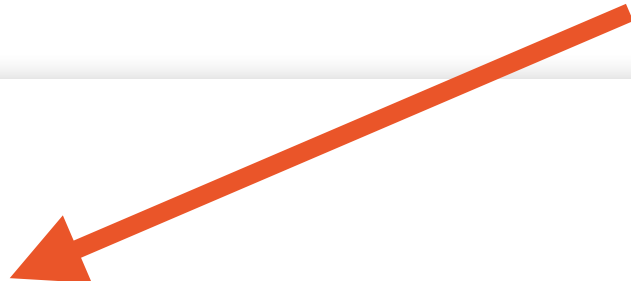


Ross Buchan

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!

Places Topics

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

4.8 ★★★★★ 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

Sort by Topic

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,

Service Category Attributes

HVAC

 **Peter Troast**
Posting publicly ⓘ

☆☆☆☆☆

Did you use this business?

No Yes

What services did they perform?
Add all applicable services

Heating maintenance Install ducts & vents Clean ducts & vents

Repair ducts & vents Repair HVAC Install thermostat


Ductless heating and AC services HVAC maintenance

Install heating system Repair thermostat Install AC

AC maintenance Repair heating system Repair AC

Service not listed

Electrician

 **Peter Troast**
Posting publicly ⓘ

☆☆☆☆☆

Did you use this business?

No Yes

What services did they perform?
Add all applicable services

Replace or upgrade panel Install AC AC maintenance

Restore power Repair panel Ductless heating and AC services

Install electric car charger General repairs Install fan

Construction Repair fan Installation

Install outlets or switches Relocate outlets or switches

Repair outlets or switches Repair light fixtures Install ground wire

Install light fixtures Install security system

Install outdoor lighting Remodeling

No Solar, No Insulation. Yet.

Building Up a Rich “Entity Profile”

Google Entity
(Your Company)



**Keywords,
Attributes
Topics, Services**

Advanced Review Keyword Analysis

| | | |
|--------|---|---|
| google | 5 | Matt and the THP team do great work and are always available when you need them. Thanks THP! |
| google | 5 | Great quality work. Very competitive pricing. Management and all employees are polite and willing to help you. PROFESSIONAL operation |
| google | 1 | Had an aduit done for EA in months ago. Was told i would be getting an updated refrigerator. Its now almost summer and contacted this company several times and keep getting put off. |
| google | 5 | This company is first class all the way!!! They made every step of the process easy. After the completed job my energy bill went from over \$500 a month to under \$200 a month just like that! Thanks THP!!! |
| google | 5 | Total Home Performance has resolved the rising water in the crawl space to our complete satisfaction. The men digging the trench for the drain pipe were friendly, and efficient. They have a strenuous job in difficult conditions. They were careful with the various electrical, plumbing and HVAC lines and ducts. The office staff kept me informed of the schedule and checked-in via email. The project started and finished consistent with the schedule plan. First rate business, recommend THP to anyone with crawl space issues. |
| google | 5 | Tom and I have been clients of THP for many years. We have found them to be, under the leadership of Matt Hargrove, outstanding in every aspect of this demanding business. Their customer care is personal and their follow-up is beyond compare. |
| google | 5 | We have recommended THP to several of our friends and we know that they too were satisfied. |
| yelp | 5 | I have read the other review and yes, MORE EXCEEDED EXPECTATIONS!!! These guys are so friendly, so accomodating and, while we're at it, AMAZING at what they do! I had bathroom vent fans, a dryer, an attic fan, insulation and a vapor barrier all installed in my home. These guys went above and beyond every single day! I work for a company who believes the "Devil is in the Details"; and nothing is more true! I came home expecting it to look like contractors had been in my home and there was no sign left behind except for phenomenal work! While they were there they also installed downspout extensions that I never expected and today my cameras caught them in the act!!! They were putting new light bulbs in the cans on my front porch! THANK YOU, THANK YOU, THANK YOU, Total Home Performance, for understanding what it takes to give great customer service, for exceeding expectations and for doing it all as just a regular part of what you do every day!!! #ThankYou !! You have given this hard-working Single Mom a whole lot to be thankful for!!! |
| google | 5 | Total Home Performance far exceeded expectations! All of the staff involved in providing a whole house insulation service was outstanding, from the office project coordinators, managers, inspector, installers and quality check inspector. Outstanding! They were prompt, courteous, and extremely knowledgeable at all times. They discovered asbestos in the crawlspaces of my home when they conducted the weatherization inspection. The installers were prompt, courteous, knowledgeable and careful not to track anything in my home. All dirt and debris was meticulously removed. They worked over to complete the job, even working during snow on a late Friday afternoon. By far, they provided the very best service I have ever received in over 30 years of home ownership, in three different locations. It is a pleasure to highly recommend Total Home Performance for any work that they are contracted to complete. |
| yelp | 5 | Total Home Performance far exceeded expectations! All of the staff involved in providing a whole house insulation service was outstanding, from the office project coordinators, managers, inspector, installers and quality check inspector. Outstanding! They were timely, courteous, and extremely knowledgeable at all times. They discovered asbestos in the crawlspaces of my home when they conducted the weatherization inspection. The installers were prompt, courteous, knowledgeable and careful not to track anything in my home. All dirt and debris was meticulously removed. They worked over to complete the job, even working during snow on a late Friday afternoon. By far, they provided the very best service I have ever received in over 30 years of home ownership, in three different locations. It is a pleasure to highly recommend Total Home Performance for any work that they are contracted to complete. |
| google | 5 | We bought a house we knew had crawlspace issues and needed a new HVAC system. During the home inspection process, Derek came out and gave us two estimates for how to deal with the crawlspace, and made it clear he could probably save us more money than the (very reasonable) estimates showed, depending on the rebates that were available when the work got done. After we closed (at a very nice price, thanks to those crawlspace issues), Derek came and did an energy audit for BGE. Once that happened, he and his crew replaced our aging HVAC, insulated our attic, and encapsulated our crawlspace, all for just a little more than the retail cost of the HVAC system, thanks to the rebates the audit made available. |
| google | 5 | |
| google | 5 | They did a great job. My house had had a crawlspace, and that created a mold and fungus farm, they came and remediated, and encapsulated the entire space. It now stays a steady 57° all year round, so I only have to heat the floor from 57° up, and don't have to Pay anything for air conditioning as the floor is cooler than The air. That even came back and put some tape down on tour in spots after some plumber had punctured the enclosure at no charge. I super appreciated the high level of customer service. I would completely recommend them. |

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**



THANK YOU!
QUESTIONS?

Peter Troast

peter@energycircle.com

207.847.3644