



USING CASE STUDIES TO SET YOUR BUSINESS APART

Peter Troast, Founder & CEO

Energy Circle Webinar Series

July 17, 2019

What We'll Discuss

- 1 The Value of Case Studies**
- 2 Choosing the Right Format for YOUR COMPANY**
- 3 Best Practices**
- 4 Process Ideas for Consistent CS Flow**
- 5 Getting Leverage for Case Studies**



Google Loves Content

*Content Consistency is
Everyone's Challenge*



THE VALUE OF CASE STUDIES

Project Stories

Projects

Work Examples

Our Work

Houses We've Fixed

Installations

Why Case Studies?

Compelling Storytelling

Voice of the Customer

Educational

Real World

Demonstrated Expertise

Benefits & Outcomes

Comprehensive Jobs

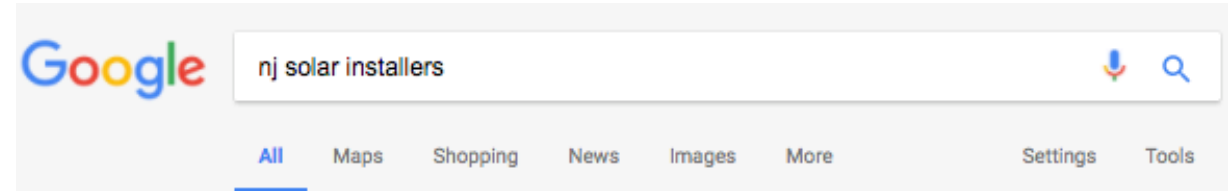
Search Engine Optimization

Geo-tagged pages in volume

Content freshness consistency

Keyword optimization

Overcoming Google's Proximity Bias



Google
Paid 2-4

About 84,700 results (0.84 seconds)

Solar Installers in NJ - Lock-In Low Solar Pricing - sunrun.com

solarpanels.sunrun.com/NJ_Solar

The Cost To Go Solar Is At An All Time Low. Get Your Free Solar Quote Today.

Solar System Installation - Get A Free Quote - vivintsolar.com

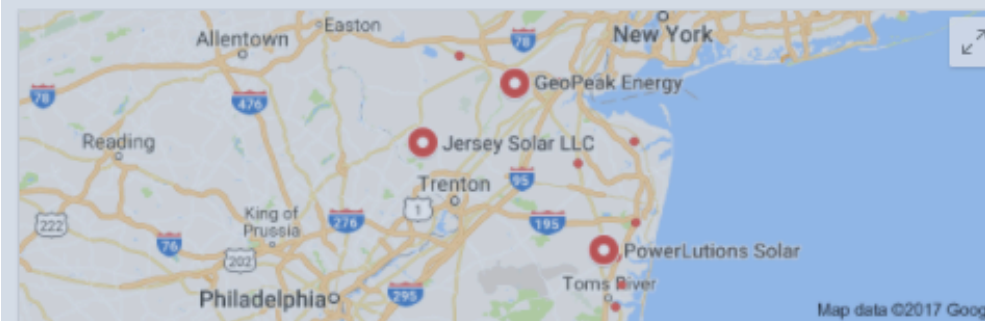
www.vivintsolar.com/installation

We make residential solar easy with panel design, installation and monitoring.

Home Solar Panels · Solar Purchase · Go Green · Solar Financing · 100,000+ Customers · Solar PPA

Services: consultation, design, permitting, installation, activation, production monitoring, 20-year warra...

New Jersey Solar Options · Service Areas · About Vivint Solar® · How Does Solar Work?



Rating ▾ Hours ▾

PowerLutions Solar

5.0 ★★★★★ (19) · Solar Energy Equipment Supplier

Lakewood, NJ · (732) 987-3939

WEBSITE DIRECTIONS

Jersey Solar LLC

No reviews · Solar Energy Equipment Supplier

Lambertville, NJ · (609) 737-6566

WEBSITE DIRECTIONS

GeoPeak Energy

4.9 ★★★★★ (42) · Solar Energy Equipment Supplier

Somerset, NJ · (732) 377-3700

WEBSITE DIRECTIONS

More places

Selecting a Contractor | NJ OCE Web Site - NJ Clean Energy

www.njcleanenergy.com > ... > Programs > SREC Registration Program > Solar ▾

Below are questions you should consider in order to make the most informed decision. Who sells and installs solar electric systems? For a list of installation ...

New Jersey Solar Installers - Clean Energy Authority

www.cleanenergyauthority.com/new-jersey-solar-installers/ ▾

New Jersey Solar Installer Directory. Find local solar installers in New Jersey to answer questions and provide quotes on residential and commercial Solar PV ...

2016 Top New Jersey Solar Contractors - Solar Power World

<https://www.solarpowerworldonline.com/2016-top-new-jersey-solar-contractors/> ▾

Rank, Company, Overall Rank, City, State, Employees, Primary Market, Primary Service, Total Megawatts

Google
Local
3 Pack

Organic

Organic Search Strategy

Case Study Titles

Search Terms to Rank For

High efficiency heating system in
Portland, ME

"efficient heating, Portland, ME"

Healthy home renovation, Spokane

"what is a healthy home?"

Solving the Problem of Stuffy Second
Floor Rooms

"how to fix stuffy second floor room"

What Mice Tell Us About Air Leakage

"removing mice inside my wall insulation"



CHOOSING THE RIGHT FORMAT FOR YOUR COMPANY

The Right Format...

**The One You Can
Maintain with Regularity**

Super Simple Format

Problem

Solution

Voice of the Customer

Smart Content Format (Structured Data)

Before (the problem)	
Diagnosis of Problem	Problem 1 Problem 2 Problem 3 Problem 4
Solution (the project)	Service 1 Service 2 Service 3 Service 4
Testimonial	

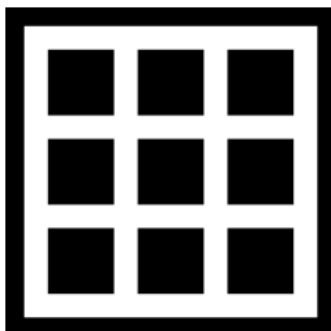


Photo Gallery

Measure	Before	After
Air Leakage		
AC in Tons		
IAQ		

NREL Database: Extreme Detail

Home » Case Studies » Mechanic Street Passive House » General »

Mechanic Street Passive House

An Affordable, Replicable Passive House

General

Building and Site Details

Energy

Envelope and Mechanicals

Design Process

Finances



Mechanic Street Passive House rainscreen detail

When the Hevenor family approached Steve DeMetrick of DeMetrick Housewrights about building their new home in Wakefield, Rhode Island, they already knew that they wanted a Passive House. This young family of four had purchased an infill lot close to the bike path, easily walkable to the grocery store and the local elementary school. They were looking to build an affordable new home, and liked the predictability that comes with building a Passive House—in many ways eliminating many of the big decisions that come with designing and building any new home.

Steve DeMetrick and architect Steve Baczek worked with the clients to design and build a simple three-bedroom, two-bath home which was builder- and supplier-friendly, using conventional and easily-available building materials. The builder-architect team worked closely with the clients from the beginning as an integrated team, and everyone on the project was committed to the goals of affordability and replicability.

The building features Schuco triple-paned windows and a finished concrete floor (beneath which lies six inches of foam with an insulating R-value of 26). Double-stud walls provide room for 12 inches of thermal insulation (totaling R-55). Blown-in cellulose insulation in the roof is calculated at R-92. By keeping the building's shape simple, the team was able to complete the project for a total construction cost of \$300,420, or \$163.00 a square foot. As the first PHIUS-certified Passive House in Rhode Island, this project sets the standard for helping to bring Passive House into the mainstream.

Quick Facts

GENERAL

Location	Wakefield, RI
Building Type	Single family residence
Project Type	Zero Energy Ready / Near Zero Energy
Basis of Performance Claim	Verified, Zero Energy Program
Bedrooms	3
Bathrooms	2.5
Conditioned Floor Area	1,804 sq ft

PROJECT TEAM



Member

Stephen DeMetrick

Builder



Member

Daniel Roy

Energy Consultant



Member

John Rodenhizer

Other Team Member

ENERGY SUMMARY

Energy Data Type	Verified, Zero Energy Program
-------------------------	-------------------------------

Builder:

Image Focused
Short Form

HIGH SCHOOL, MAINE COAST WALDORF SCHOOL



Warren Construction Group is proud to have built the first PHIUS certified Passive House High School in the United States. Working closely with the Maine Coast Waldorf School building committee and Briburn Architecture we collaboratively made decisions that carried this project forward. This addition to the Waldorf School campus in Freeport expanded the capacity of the school and brought all the students on to one campus.

Builder:

Image Focused Short Form

HOME PERFORMANCE
KITCHEN & BATHROOMS
LIVING SPACES
WHOLE HOUSE

Of Mice and Men

A Cambridge Retrofit Does More Than Save Energy

When the owners of this 1873 home came to us they were at their wits end: they couldn't stay warm in the winter no matter how high they turned up their heat; they had a major mouse problem; and the wife was suffering from health issues that she felt were exacerbated by indoor pollutants. The homeowners loved their house, with its charming period architectural details, and they loved its location in a vibrant neighborhood of Cambridge. But its poor energy performance and air quality were detrimental to their quality of life.



Benefits

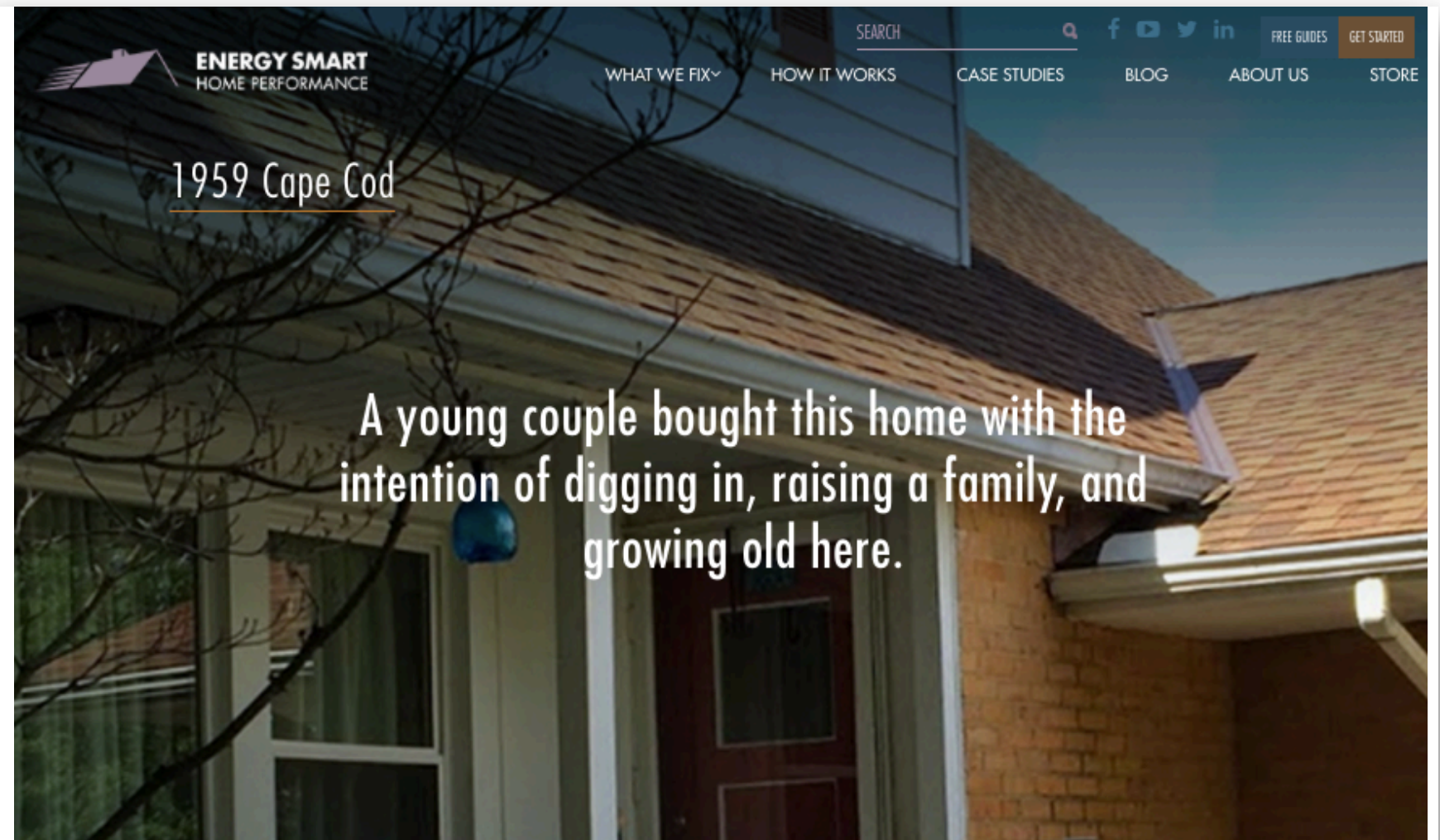
COMFORT & HEALTH
EFFICIENCY

Byggmeister's Solution

We quickly identified the basement as a major contributor to their air quality woes. The rubble foundation offered myriad entry points for mice, and the dirt floor admitted soil gases. In addition, a great deal of old wood and cardboard stored in the basement was rotting and moldy. Because the basement wasn't sealed from the rest of the house, contaminants that originated there eventually permeated the entire house.

Home Performance:

Full Story
Major Fix
Long Form



The second floor nursery was as much as 15° warmer in the summer. Not the best place for their new son.

After the audit and improvements, the difference was less than 2°.

The Background

Year Built 1956

Home Performance:

Full Story
Major Fix
Long Form

The Background

A young couple bought this home with the intention of digging in, raising a family, and growing old here. The problem was the nursery on the second floor got so hot that they were concerned about their first son sleeping there (a second son has arrived since the project!) It was as much as 15 degrees warmer in summer! In winter much of the home was uncomfortable, and during a prolonged power outage the indoor temperature dropped drastically, reminding the owners of their time in New York during Hurricane Sandy and leaving them feeling uneasy about their new home.

Problems to Fix

- During a 6 hour power outage, the indoor temperature dropped 20 degrees. Frozen pipes are a concern.
- Second floor comfort is abysmal through much of the winter and summer. Concern for kids' health.
- Guest room is above master, it's easy to hear each other through the floor.
- Icicles ripped a gutter off and damaged the air conditioner as they fell.

Results

- It took 26 hours to drop 10 degrees with similar outdoor conditions (30-40 outdoor temperatures.)
- No more than 2 degree difference between upstairs and down, most of the time is imperceptible.
- Quieter between guest and master, although there is still room for improvement (which would require a substantial upgrade.)
- Substantially reduced icicles.

The Story

Adam and Rena called us for a pretty typical Cape Cod problem - the second floor never heats or cools well. Capes are usually light on ductwork to the second floor, plus they are usually the leakiest home type.

As usual it took several trades to make the job happen. Adam and Rena wanted to add a few light fixtures, so that brought in an electrician (B to Z Home Improvements.) There was no hatch to the upper attic or an

Year Built 1956
Square Footage 2400
Energy Use Index*
Before 0000
Target 0000
After 0000
Air Leakage (cfm50)
Start 5812
Target 3500
End 3090

Case Studies

1890 Ranch – Habitat For Humanity Deep Energy Retrofit
1900 Net Zero Ready
1900 Two Story – Hiram College Tree House Deep Energy Retrofit
1915 Two Story
1917 Net Zero Ready
1959 Cape Cod
1960s Two Story Colonial
1970s Cape Cod
1998 Center Hall colonial
2016 Two Story With Tiny Furnace



A Blog post where the title is longer than most and the text extends down below where the image is shown is like this

Home Performance:

Short Story
Problem
Solution
Outcome



Building Performance Institute, Inc.
A national non-profit working for you.

[ABOUT BPI](#) [HOME PERFORMANCE](#) [WHY BPI GOLDSTAR](#) [CASE STUDIES](#) [RESOURCES](#) [BLOG](#)

Temperature Swings in Los Angeles

Building Doctors



Greg Stevens was experiencing many issues with his 1700 sq ft home in Los Angeles, CA. The Spanish-style building was built in 1932 and was extremely drafty. He was unhappy with the extreme swings in temperature and keeping the home cool or warm was a constant battle. The dust in the house was also a health concern.

ENERGY AUDIT RESULTS

After doing an energy evaluation of the home, Dan Thompsen, a BPI Gold Star Certified Contractor and owner of Building Doctors was able to identify some of the major issues causing the uncomfortable temperatures and dust. The wall furnace needed to be updated, there was absolutely no wall insulation and the house was very leaky. There was also an out of date and inefficient water heater.

SOLUTIONS

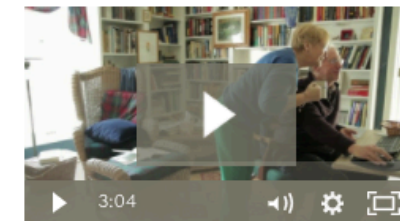
Dan and his team of professionals were able to take a whole home approach to the project and make changes that would make the entire home function more efficiently so the home was more comfortable and healthy. They air sealed many areas of the home that were causing the air to leak in and out of the home. They added attic insulation and wall insulation where there was none before. They combined the home's hydronic heating and air conditioning system installed a Rinnai tankless water heater.

PROJECT OUTCOME

The comprehensive work that was done made a substantial difference in the comfort of the

[FIND A BPI GOLDSTAR CONTRACTOR](#)

MEET THE LEETS. SEE HOW WELL THEIR HOME PERFORMS.

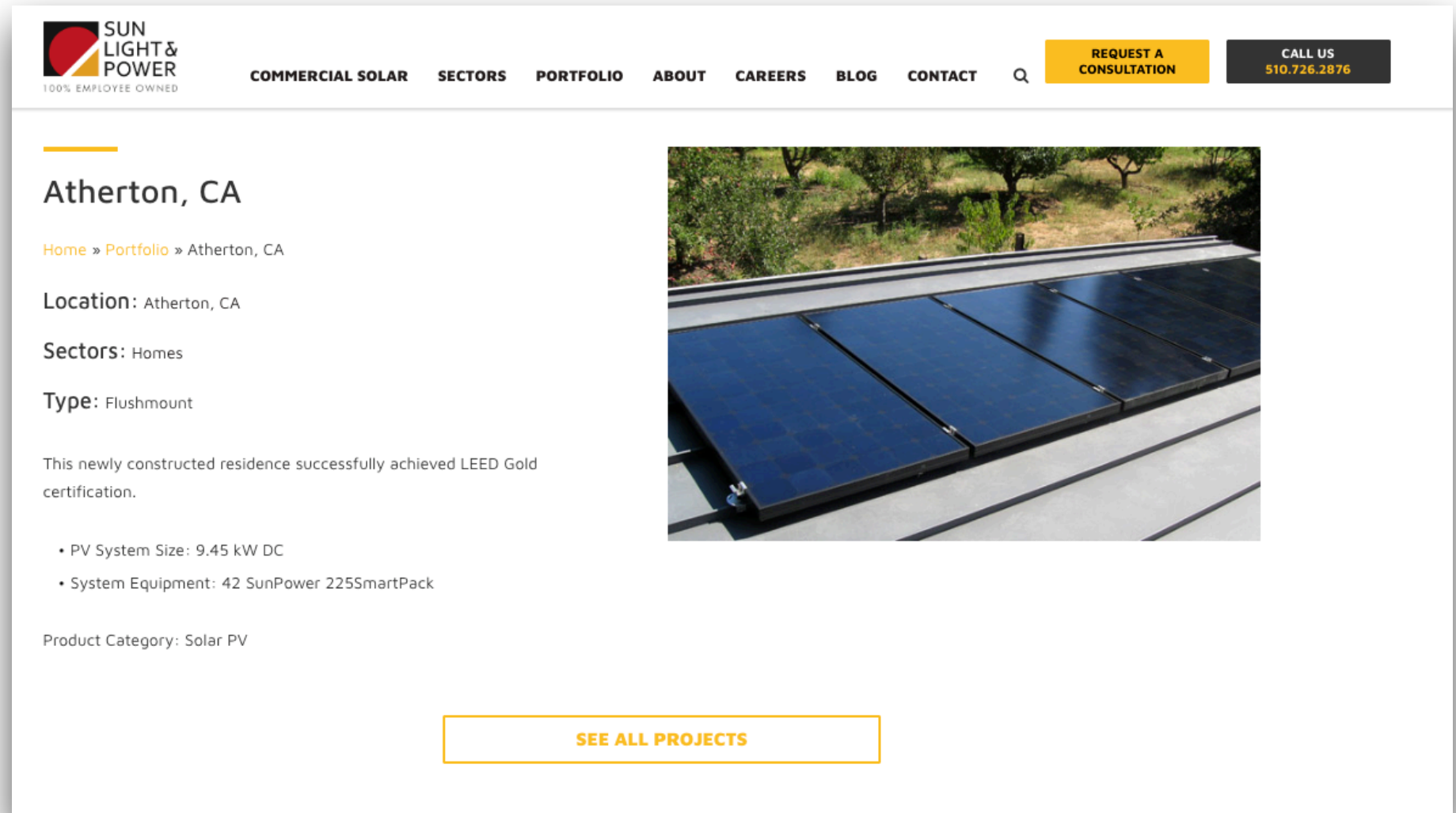


Does your home live up to the Home Performance challenge?

[TAKE THE HOME QUIZ](#)

Solar:

Super Simple
High Volume



The screenshot shows the Sun Light & Power website. The header includes the company logo (Sun Light & Power, 100% Employee Owned), navigation links (COMMERCIAL SOLAR, SECTORS, PORTFOLIO, ABOUT, CAREERS, BLOG, CONTACT), a search icon, and two call-to-action buttons: "REQUEST A CONSULTATION" and "CALL US 510.726.2876".

The main content area features a project titled "Atherton, CA". Below the title is a breadcrumb trail: "Home » Portfolio » Atherton, CA". The project details are as follows:

- Location:** Atherton, CA
- Sectors:** Homes
- Type:** Flushmount

A paragraph of text states: "This newly constructed residence successfully achieved LEED Gold certification."

Below this text is a bulleted list of specifications:

- PV System Size: 9.45 kW DC
- System Equipment: 42 SunPower 225SmartPack

The product category is listed as "Solar PV".

To the right of the text is a photograph of a residential roof with several dark blue solar panels installed in a flushmount configuration. The background shows green trees and a clear sky.

At the bottom center of the page is a yellow button with the text "SEE ALL PROJECTS".



BEST PRACTICES

There is an
Ideal Format
but
Getting it Done
Outweighs
Perfection

Our Company Web Page

http://

Our Logo About Us Blog FAQ Testimonials Past Projects Contact Us 800-887-8017

Energy Audit Insulation Heating & Cooling Healthy Home Solar

Crawl Space Encapsulation under Retail Store in Elliot, ND

Featured Project Photo

We love working on SERVICE!
Let us show you, today!

NAME
EMAIL
PHONE
MESSAGE

SUBMIT 800-887-8017

Salient Benefit as lead-in headline.
The owner of this convenience store was afraid of mold becoming a problem. Doug Bramkringle has owned the store for a few weeks, and is investing in infrastructure improvements, such as air sealing, insulation, and crawl space encapsulation. He also hired us to install Solar HW plumbing for a thermal system she plans to install next year.

Crawl Space SF: 2300 Location: Elliot, North Dakota
Year Built: 1843

Project LOCATION:

Case Study Gallery 1 Case Study Gallery 2

Project Diagnosis and Issues to Address

Before Photo

Project Outcome

Energy use before: 453 btu/day
Energy use after: 383 btu/day

After Photo

NEARBY Case Studies:

- Case Study 1
- Case Study 2
- Case Study 3

Blog Articles about this particular SERVICE

- Blog Post 1
- Blog Post 2
- Blog Post 3

Show me more case studies:

- New Construction
- Attic Insulation
- Crawl Space Prep.
- Crawl Space Pubs
- Furnace upgrades
- Preparing for Encap.
- Bat Sealing
- Swamp Coolers

“TESTIMONIAL from this LOCATION or about this SERVICE...”

Doug L, in East Wykagyl

Our Logo 800.777.8017 ABOUT US WATER DAMAGE RESTORATION
info@circlesisters.com BLOG MOLD REMEDIATION
Instagram Icon FAQ BUILDING & RECONSTRUCTION
Circle Sisters Energy & Consulting TESTIMONIALS CARPET CLEANING
900 Elm Circle PAST PROJECTS HOME PERFORMANCE CONTRACTING
Wykagyl, NY 09999 CONTACT US

Link Case Studies to Key Service Pages



Single family green building certification continues to expand in the marketplace through a combination of consumer demand and code requirements. Several local municipalities are either requiring or incentivizing certification for new homes and major renovation projects. Contrary to common wisdom, when green building and energy efficiency techniques are considered early in the design phase, additional expenses are minimized or eliminated, and projects are assured a smooth path to certification. We work with developers, architects, and contractors to make sure that their projects meet program requirements, helping them to create affordable, comfortable, healthy, and efficient homes that their clients love and improve their reputation.

HOW SK COLLABORATIVE CAN HELP YOU BUILD AND RENOVATE BETTER HOMES

- Consult with you early in the design process to plan for certification from the start
- Help you make the best decisions first
- Avoid mistakes during construction that cost time and money
- Green building means happier clients and fewer callbacks
- When you plan green from the start, it is easy and doesn't have to cost more

SOME OF OUR CURRENT AND RECENT PROJECTS:



DECATUR, GEORGIA SUSTAINABLE HISTORIC DISTRICT INFILL HOUSE

This new home was designed to both fit seamlessly into this beautiful historic district and meet the highest standards of energy efficiency and sustainability. Designed by [Thomas Bateman Hood Architects](#), and built and owned by SK Collaborative... [Read More](#)



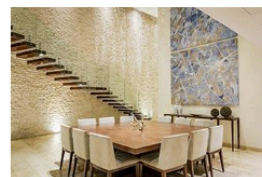
EARTHCRAFT PLATINUM RENOVATION

This renovation of a historic bungalow achieved EarthCraft Platinum certification for a renovation project and was awarded the Earthcraft Project of the Year in 2013. Featuring a full spray foam building envelope, high efficiency HVAC, windows, and appliances, this house was expanded and... [Read More](#)



DOMAIN CUSTOM HOMES

SK Collaborative provides EarthCraft certification for Domain Custom Homes project to meet the City of Decatur High Performance Building Ordinance. Features in these homes include high performance windows and glass doors, enhanced whole house ventilation, ENERGY STAR bath exhaust fans, improved... [Read More](#)




CASA ECO MAYA

Only the 2nd LEED certified home in Mexico, this custom home is located in Merida, the capital of the state of Yucatan. The project incorporated several technologies unique in the area including insulated cement block construction, waste recycling, high performance glazing, low VOC finishes... [Read More](#)

Embedded Google Map

Insorce Renewables is Maine's newest worker cooperative!

INSOURCE RENEWABLES PROJECTS SOLAR PV HEAT PUMPS SOLAR HEATING EV CHARGING WHO WE ARE




Contact Us For A Free Consultation
(207) 424-2281

First Name *

Last Name *

Email *

Phone *

Enter Captcha *
 Reload

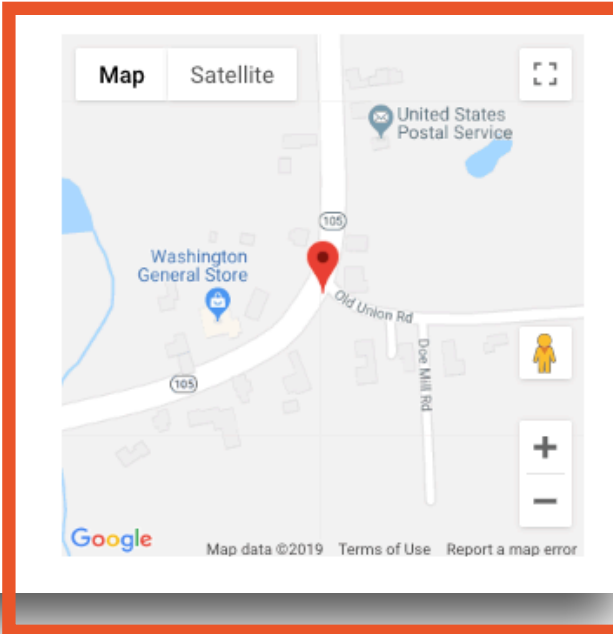
SUBMIT RESET

About the Project Equipment Specifications

In an effort to move their operations toward net zero, the owners of [Black Locust Farm](#) installed eighty (80) American-made SolarWorld Sunmodules and installed two ducted heat pumps. Black Locust Farm is home to cashmere goats and serves as a bed and breakfast.

Due to the scale of the project, the owners opted for a ground-mounted system. The site is uneven and has shallow ledge, which somewhat limited our options for installation a foundation for the array. We utilized a Schletter PV Max ballasted ground frame to alleviate these challenges. The system utilizes poured-in-place concrete grade beams which sit upon crushed stone to provide drainage and minimize the effects of frost.

This project includes four (4) SMA Sunnyboy transformerless inverters, each connected to the internet to allow for remote monitoring of system performance and functionality. The inverters are capable of exporting a total of 24,000 watts of power to the grid. In order to integrate this system into the existing electrical system, we were required to install a line side interconnection between CMP's meter and the main service panel. We also needed to coordinate the replacement of the transformer at the site to accommodate the magnitude of electricity that could be delivered to the grid.



Aggregate Google Map

REVISION ENERGY

BLOG VIDEOS EVENTS MERCH CUSTOMERS Search...

For Home For Business For Nonprofits About ReVision Project Gallery **Get Started →**

Project Map

ReVision Energy has installed over 7,000 commercial, residential, and institutional solar energy projects in Maine and New Hampshire since 2003. Here are samples of our work based on town. Projects we have featured in our blog have their own photo albums. Click on any map point to see a thumbnail and brief description of the project – click again to see a full write-up and a link to more photos in our solar photo gallery!

[Switch to Community Solar Farm Map](#)

commercial residential schools / nonprofit / municipal

Will Solar Work for My Home?

111 Enter a location **GET STARTED →**

Case Studies Index

PROJECTS SOLAR PV HEAT PUMPS SOLAR HEATING EV CHARGING WHO WE ARE

Mini-split heat pumps Roof-mounted Solar Pool Heating





PROCESSES TO ASSURE CONSISTENT CASE STUDY FLOW

Simplifying Data Collection for your Team

SES Solar Case Study Intake Form

* Required

Email address *

Your email

Location of Job *

Your answer

Customer name (if ok to use)

Your answer

Why did they want to go solar? [Why SES?](#)

Your answer

Style of Home & Year Built (if known)

Your answer

Total KW of Project *

Your answer

Location *

- Roof
- Ground
- Other:

Panels (brand and numbers) *

Your answer

Battery / Storage if applicable (brand and capacity)

Your answer

Inverter & monitoring system

Your answer

Additional system features (EV charging etc)

Your answer

Energy use (Before) *

Your answer

Were additional energy efficiency measures performed?

Your answer

Project Outcome & any additional details *

Your answer

What made this project unique?

Your answer

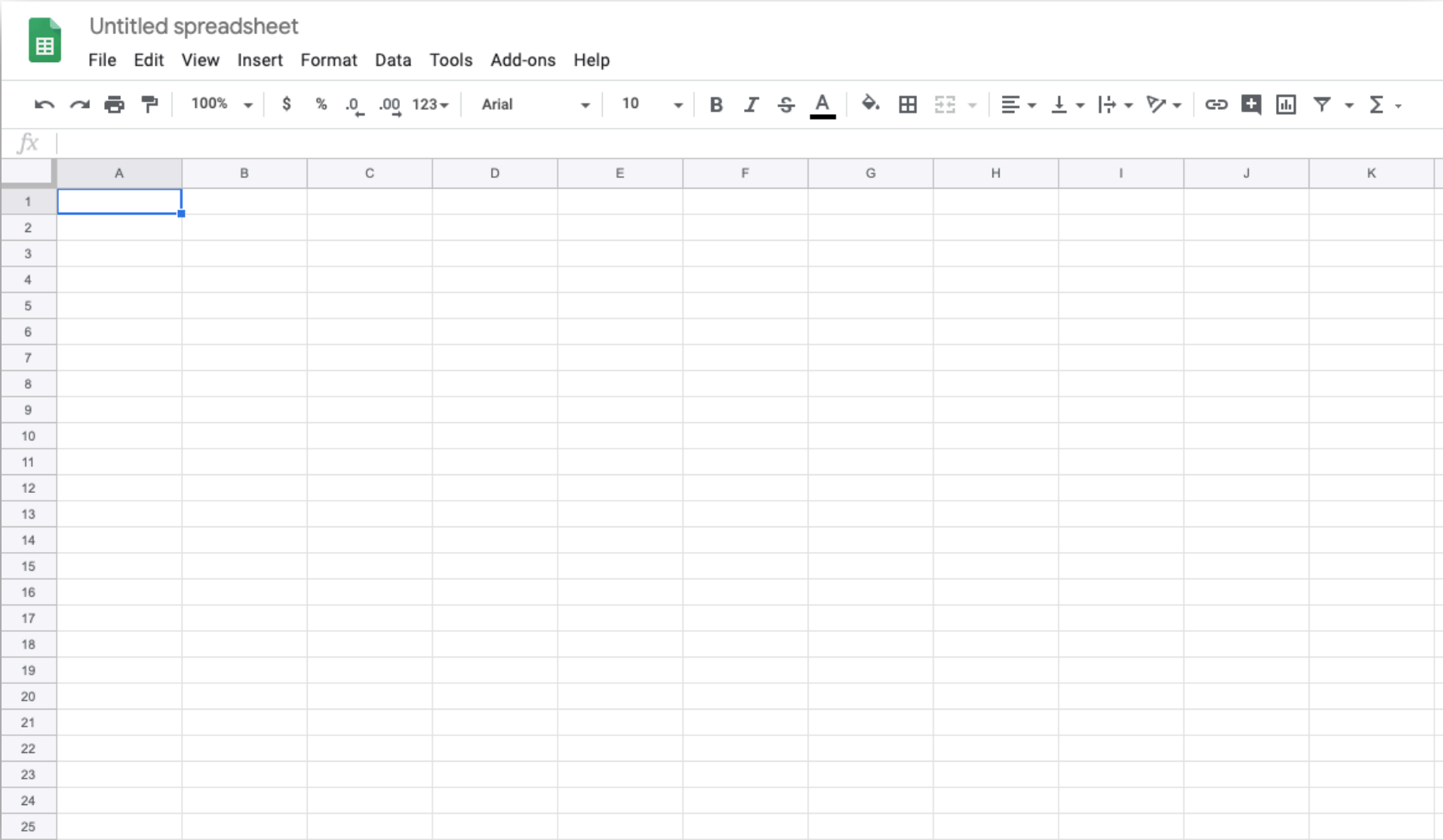
Testimonial from Customer (if available)

Your answer

SUBMIT

Never submit passwords through Google Forms.

Bulk Upload from Spreadsheet





LEVERAGING CASE STUDIES

Story Blogs

Up Hill House

Building a Net Positive House in Upstate New York

[Blog](#) [About](#)

◀ Second quarter 2016 performance
38,323 hours of solar and usage data visualization

Third quarter 2016 performance

Published 23-October-2016 Performance, Solar [Leave a Comment](#)

Q3 2016 summary: 10% cooler, 3% less usage and about the same amount of sun as compared to Q3 2015.

This is part of our quarterly home performance reporting. All data is posted at netplusdesign.com

Nothing exciting to report, which is normal for 3rd quarters.

At 7am on May 31st we became net positive for the year. As of the end of September, we have a surplus of 1,900 kWh heading into the final months of 2016.

Overall, here's how this quarter compared to 2015.

Featured on

Green Building Advisor.com

Latest Uphill Tweets

Decided this morning that yes, I will breath for one minute. Thank you #applewatch 4 hours ago

Voted! 1 day ago

RT @jllbrks: Cleaver Kitty. Happy Halloween!

[instagram.com/p/BMPprAy8QPP/](#) 1 week ago

RT @jllbrks: At the opening reception for the Artists of the Mohawk Hudson Region juried exhibition at the...

[instagram.com/p/BMKIA7dhPnp/](#) 1 week ago

RT @marcesher: I read stories like this, which are amazing, and I think: why does Twitter make it so damn hard to read them? [https://t.co/h...](#) 1 week ago

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Follow Blog via Email

Enter your email address to follow this blog and receive notifications of new posts by email.

Join 260 other followers

Enter your email address

[Follow](#)

Categories

[Air sealing](#) (13)

Easy Facebook Content

Mallett Deep Energy Retrofit, 57 Depot St, Freeport, ME

Home

About

Photos

Likes

Notes

Posts

Create a Page

Liked Following Message More

Status Photo / Video

Write something on this Page...

This post is now hidden from your timeline. Undo

I don't want this photo on Facebook

Mallett Deep Energy Retrofit, 57 Depot St, Freeport, ME

March 26, 2013 ·

The Mallett House Case Study is now up on the Building Science Corporation website. (Our consultants and the world's leading building scientists.)

Building Science Consulting

The Mallett House Retrofit is a deep energy retrofit of 57 Depot Street; one of several worker cottages built in 1886 for employees of the local shoe factory. In 2010, BSC was retained by Freeport Community Services to propose retrofit enclosure assemblies.

BUILDINGSCIENCECONSULTING.COM

Non-Profit Organization

Search for posts on this Page

206 people like this

Ray Muldaur and 99 other friends

Invite friends to like this Page

ABOUT

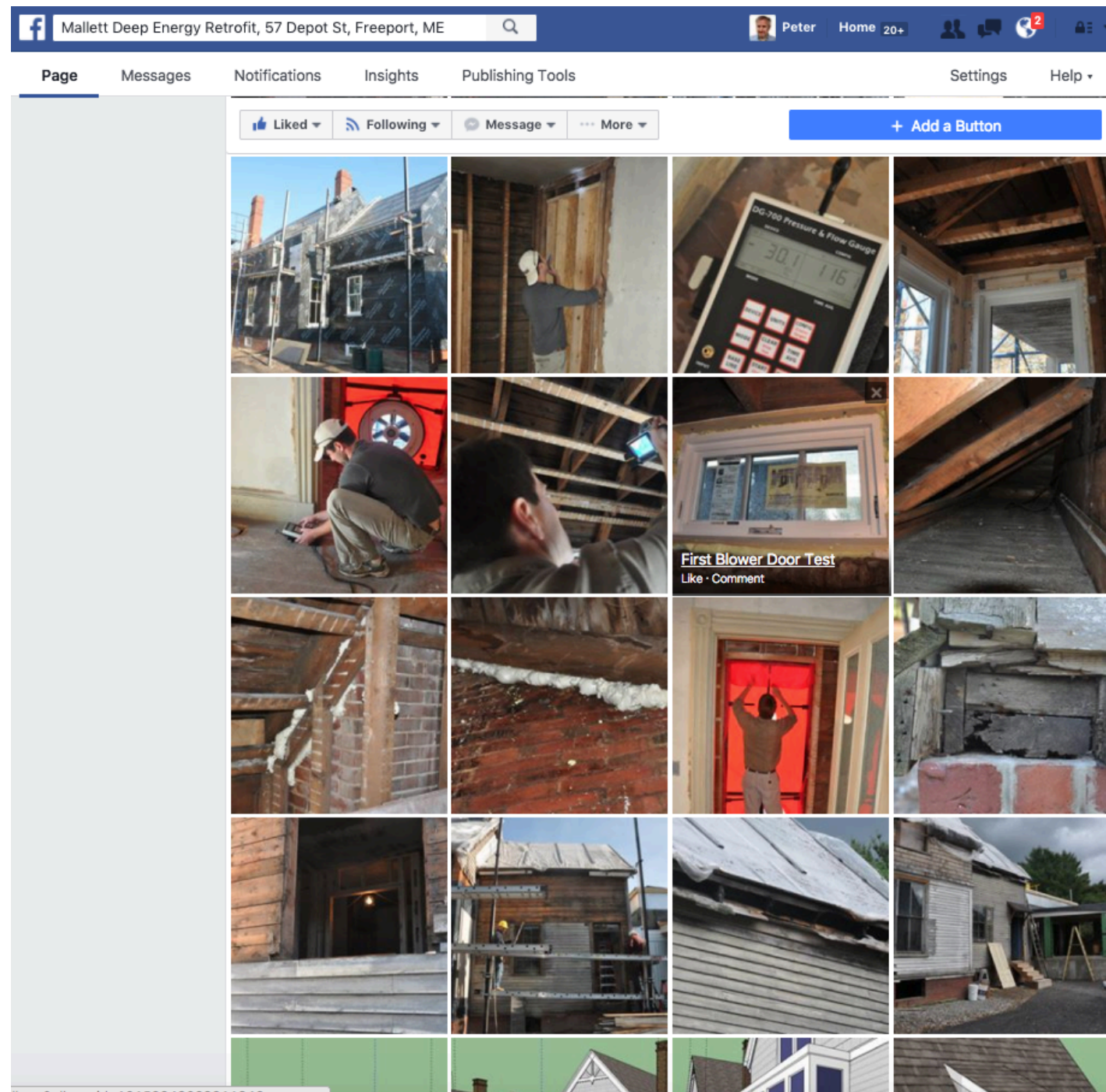
Ask for Mallett Deep Energy Retrofit, 57 Depot St, Freeport, ME's address

Ask for Mallett Deep Energy Retrofit, 57 Depot St, Freeport, ME's phone

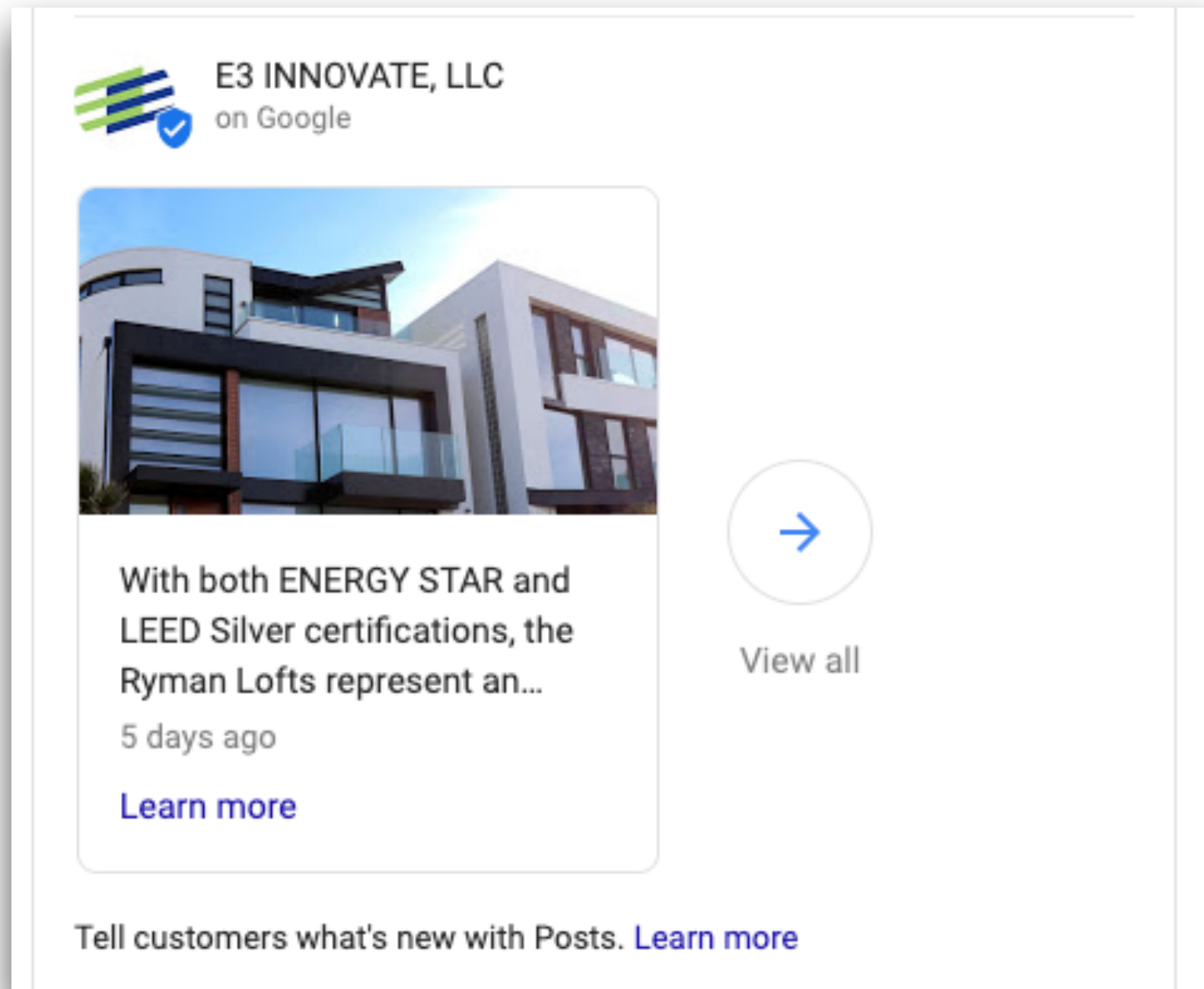
Ask for Mallett Deep Energy Retrofit, 57 Depot St, Freeport, ME's hours


<http://www.energycircle.com/>


Image Storytelling in Facebook



Content for Google Posts



 **E3 INNOVATE, LLC**
on Google



With both ENERGY STAR and LEED Silver certifications, the Ryman Lofts represent an...
5 days ago
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[View all](#)

Tell customers what's new with Posts. [Learn more](#)



QUESTIONS?

Peter Troast

peter@energycircle.com