



WHY SOME BLOG POSTS CATCH FIRE: COMMON THREADS OF POPULAR, READABLE CONTENT

Peter Troast, Founder & CEO

Energy Circle Webinar Series

March 16, 2022



How to Handle Too Many Leads: Marketing Strategies for Busy Contractors



By Emily Silverman | February 23, 2022

If you're like most contractors, you focus your marketing efforts on growing leads. You want to bring in more customers, sell more jobs, and make more money. But what happens when you have too many leads?

That's the reality for contractors across the country right now. With interest in home improvement services growing while supply chain issues and hiring challenges persist, contractors are drowning in more leads than they can handle.

So how do you slow the flow and manage customer expectations when you're booked out for months? You may think you need to put your marketing efforts on pause while you catch up. But marketing can play a key role in managing an overflowing pipeline. Here's how:

Use Your Marketing Budget to Strengthen Your Foundation

A good portion of your monthly marketing budget probably goes towards active lead generation, like Google ads and paid Facebook ads. But during times of plenty, you don't need to be spending as much on lead generation. This frees up a significant portion of your budget which you can use to strengthen the foundational aspects of your brand, website, and online presence. Focus on:

WEBSITE	Content, Design & Conversion Audit
GOOGLE MY BUSINESS	Traffic & Conversion Review, Image/Q&A Completeness
SEARCH RANKINGS	Assessment of Traffic & Keyword Performance
SOCIAL PRESENCE	Activity, Engagement, Traffic
REVIEWS	Quantity in Google, Averages, Diversity, Content
VIDEO	Quantity, Views Data, YouTube Channel



The Latest Content Marketing Tips for Contractors in 2022



By Cory Allyn | March 9, 2022

Every home services company wants to know: How can a contractor increase sales? What are the best ways to find new leads for contractors in the HVAC, home performance, and solar industries? While there are many approaches, from paid search advertising to email, content marketing remains a key cornerstone to successful online marketing.

For many companies, “content marketing” is just a fancy way of saying “writing a couple of paragraphs every month or so and clicking publish.” But while a consistent stream of informative blog posts can generate leads for your business, digital marketing practices are evolving and you should, too.

Following up on a recent Energy Circle webinar, [“Is Your Content Still Cutting It?”](#), we’re going to highlight how you can improve your content game and transition from “pretty good” to “best in your service area” when it comes to creating content that helps grow your insulation, solar, or HVAC business.

Why Content Marketing Still Matters

In the age of Google Ads and social media marketing, it can be easy to overlook the importance of creating organic content:

1. Content marketing is the most cost-effective marketing strategy available—if you’re motivated to write and publish yourself, you can even do it for free!



Recent & Upcoming Webinars

March 9 — Looking at HVAC and Home Performance Brand Types: Are You Stuck in the Sea of Sameness?

March 16 — Why Do Some Blogs Catch Fire? Common Threads of Popular, Readable Content

March 30 — The Recruiting Challenge: Why Your Brand Matters

April 6 — Capturing Lightning in a Bottle: How to Target Electrification Customers

April 20 — Local Service Ads: Overhyped or a “Google Guaranteed” Success? With Special Guest Paid Search Manager Cassandra Hutcheson



What We'll Discuss

- 1 **DEFINING "CATCH FIRE": VIRAL vs ALGORITHMIC**
DATA WE EVALUATED
- 2 **EIGHT KILLER EXAMPLES**
- 3 **PATTERNS, TAKEAWAYS, LESSONS FOR REPEATABILITY**
- 4





DEFINING “CATCH FIRE”: VIRAL vs ALGORITHMIC

How Does a Blog Post “Catch Fire?”

VIRAL

Traffic comes primarily from
sharing

Topic People are Motivated to Share
Exponential Like a Virus

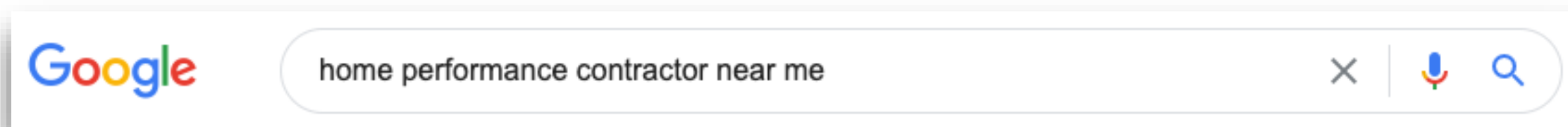
ALGORITHMIC

Traffic comes from organic
search

Topic Gains Popularity
Google Trusts the Post
Google Trusts the Website & Entity



Expertise—Authority—Trust (EAT)



RELEVANT
CONTENT

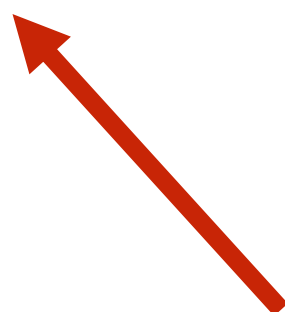
+

TRUSTED
WEBSITE

=

MORE
TRAFFIC

AKA GOOGLE LOVE



E-A-T





EIGHT KILLER EXAMPLES

Data We Evaluated

1. Publish Date
2. Total Page Views
3. % of Total Site Page Views
4. Average Time on Page
5. Bounce Rate
6. Backlinks
7. Flesch Reading Ease Score
8. Reading Level
9. Featured Snippet



Data We Evaluated

1. Publish Date
2. Total Page Views
3. % of Total Site Page Views
4. Average Time on Page
5. Bounce Rate
6. Backlinks
7. Flesch Reading Ease Score
8. Reading Level
9. Featured Snippet

Traffic that lands
and leaves from one
page



Data We Evaluated

1. Publish Date
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6. Backlinks
7. Flesch Reading Ease Score
8. Reading Level
9. Featured Snippet

Links to post on
other websites



Data We Evaluated

1. Publish Date
2. Total Page Views
3. % of Total Site Page Views
4. Average Time on Page
5. Bounce Rate
6. Backlinks
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8. Reading Level
9. Featured Snippet

Sophistication of the writing




Data We Evaluated

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8. Reading Level
9. Featured Snippet



3 Ways to Insulate Existing Walls

With a small hole ranging from ½"-2", certain types of insulation can be injected directly into a wall cavity. The three main materials used to insulate existing walls are cellulose, open cell spray foam and close cell spray foam. Jul 14, 2020



<https://www.vermontfoaminsulation.com/blog/how-ins...>

How Is Insulation Installed in Existing Walls?

[About featured snippets](#) • [Feedback](#)

People also ask

- How do you add insulation to an existing wall?
- Can you add insulation without removing drywall?
- How is insulation attached to walls?
- How do they put foam insulation in existing walls?

[Feedback](#)



“What is Dirty Sock Syndrome & How Do I Fix It?”

What Is Dirty Sock Syndrome & How Do I Fix It?

June 7, 2019

Your **air conditioning system** has just kicked on, and you're looking forward to feeling some cool, breezy air flow out of your air vents. But suddenly, you start to detect an unpleasant odor. Is that mold? Mildew? Dirty socks? Why does the house smell suddenly smell like a gym locker room?

No, your spouse's smelly gym socks didn't somehow get sucked into your air ducts. This is a common problem that we HVAC contractors have come to call "Dirty Sock Syndrome."

What Causes Dirty Sock Syndrome?

"Dirty Sock Syndrome" refers to when a foul-smelling, mold- or mildew-like odor comes from your air conditioner when you first turn it on. This happens when moisture, dust, and dirt build up on your AC system's evaporator coil, inviting bacteria and mold to multiply. That bacteria and mold then gets blown into your home when your AC system turns on.

Dirty Sock Syndrome most often occurs during the spring — when your AC system is not running as frequently and moisture, dust, and dirt have more time to accumulate on the evaporator coil in between cycles. If you cool and heat your home with a **heat pump**, you may see this problem crop up in the fall as well.

How To Fix Dirty Sock Syndrome

Dirty Sock Syndrome isn't just a stinky nuisance; it can also be dangerous for your home's **indoor air quality**. If bacteria and mold are allowed to circulate through your indoor air, members of your household who are sensitive to mold or who have allergies may start experiencing symptoms.

Fortunately, the solution for Dirty Sock Syndrome is rather straightforward. Because Dirty Sock Syndrome is caused by a dirty evaporator coil, you'll need to schedule an **air conditioning repair** with an HVAC contractor. Your AC repair will involve either cleaning your AC system's evaporator coil or replacing it, depending on

Published: June 9, 2019

Total Page Views: 30,791

% of Total Site Page Views: 9.85%

Average Time on Page: 7:45

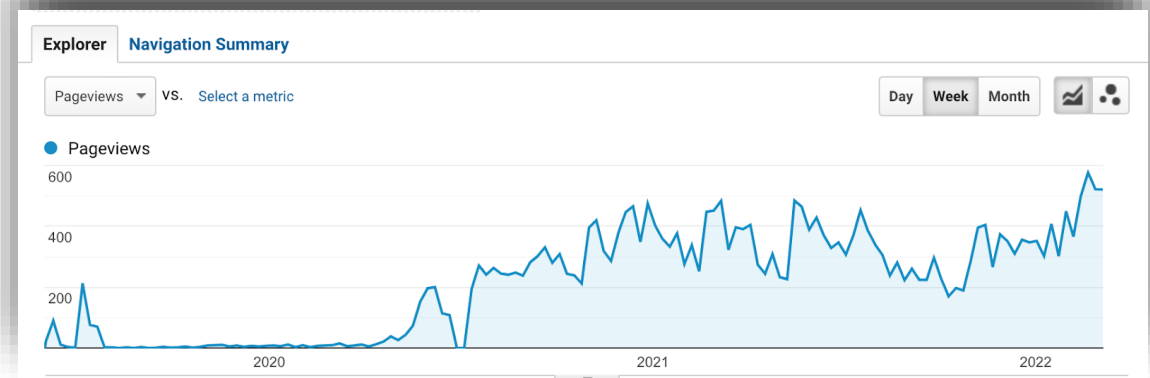
Bounce Rate: 90.51%

Backlinks: 32

Flesch Reading Ease Score: 65.6

Reading Level: 8th & 9th grade

Featured Snippet: Yes




“How Is Insulation Installed in Existing Walls?”

July 14, 2020

It's the thing you've been putting off for years. There's that one room in your home that's impossible to keep comfortable, brutally hot in the summer and freezing cold in the winter. You know that installing new **insulation** will help stabilize indoor temperatures throughout the year, but you're worried about what that might mean for your finished walls.

Well, what if we told you that you don't have to tear apart your existing walls in order to install new, much-needed insulation? Rather than removing walls and reapplying drywall, if your walls are empty, you can have insulation injected through small holes from either inside or outside.



3 Ways to Insulate Existing Walls

With a small hole ranging from 1/2"-2", certain types of insulation can be injected directly into a wall cavity. The three main materials used to insulate existing walls are cellulose, open cell spray foam and close cell spray foam.

Cellulose

Cellulose is made from recycled newspaper and comes in a loose fill form that can be

You don't have to tear down your walls to re-insulate.

Ask us about insulation for existing walls!

802-231-4609

Name *

Phone * Email *

City/Town * State *


Question or Comment

I'm not a robot

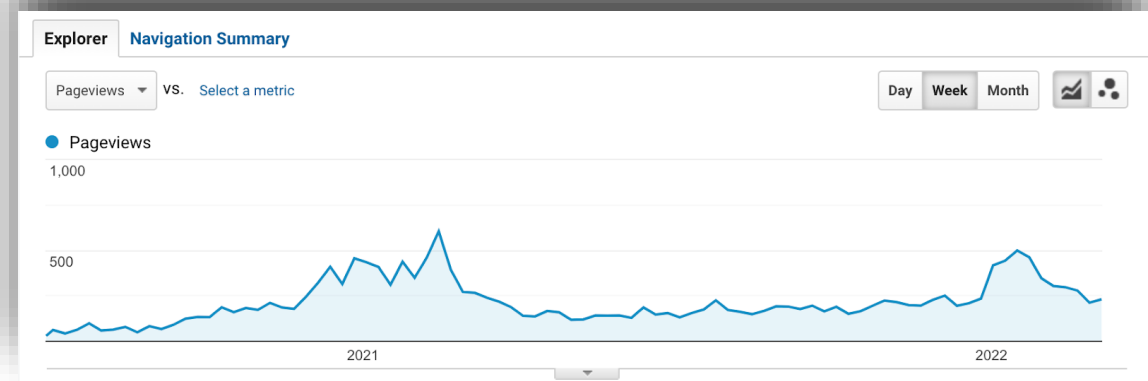
reCAPTCHA
Privacy - Terms

LEARN MORE

INSULATION REBATES WITH ENERGY STAR®



Published: July 14, 2020
Total Page Views: 21,559
% of Total Site Page Views: 31%
Average Time on Page: 6:55
Bounce Rate: 81.55%
Backlinks: 14
Flesch Reading Ease Score: 54.5
Reading Level: 10th to 12th grade
Featured Snippet: Yes



“Should I Leave the Furnace Fan On All Winter?”

SHOULD I LEAVE THE FURNACE FAN ON ALL WINTER?



December 21, 2018

Here at Kearney HVAC, we understand how complex a home's heating and cooling systems can be. That's why we're here to answer your questions and offer homeowners along the North Shore of Massachusetts peace-of-mind installation and maintenance services. One question we often hear from local homeowners has to do with one simple furnace feature: the furnace fan. Our customers ask, "Should I set the furnace fan to 'on' or 'auto' in the winter?"

Our answer is: it depends. Here's a quick look at the benefits of running the furnace fan at each setting — and how you can decide which setting is better for your home.

PROS TO RUNNING THE FAN ALL THE TIME

Better Air Circulation

The most obvious benefit to keeping the furnace fan on the "on" setting is more even heating and cooling distribution. Heat has a tendency to rise in the home during the winter due to "stack effect," and parts of the home that see greater sun exposure may also become warmer than the rest of the house. The furnace fan helps circulate heat throughout the home to eliminate hot and cold spots. Kind of like a convection oven.

Published: December 21, 2018

Total Page Views: 34,852

% of Total Site Page Views: 17.8%

Average Time on Page: 7:03

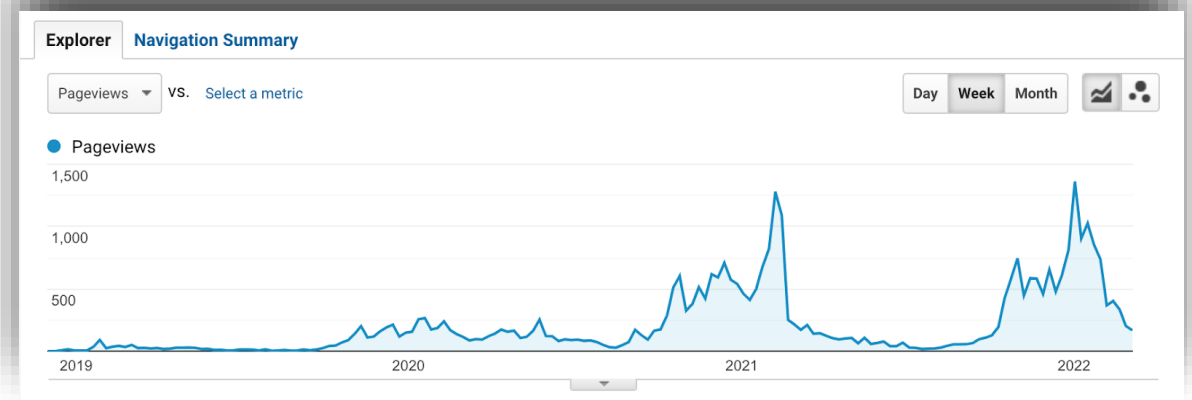
Bounce Rate: 95.51%

Backlinks: 11

Flesch Reading Ease Score: 74.2

Reading Level: 7th grade

Featured Snippet: No



“Replacing an AC Fan Motor — How Much Will It Cost?”

Replacing an AC Fan Motor — How Much Will It Cost?



June 27, 2017

With temperatures already skyrocketing past 100°F in the greater Sacramento area, your home's **air conditioner** needs to be working flawlessly in order to keep you cool and comfortable this summer. Unfortunately, around this time of year, many homeowners are already experiencing AC failure. One of the most common issues our technicians see is a broken fan motor.

What is a Fan Motor & What Does it Do?

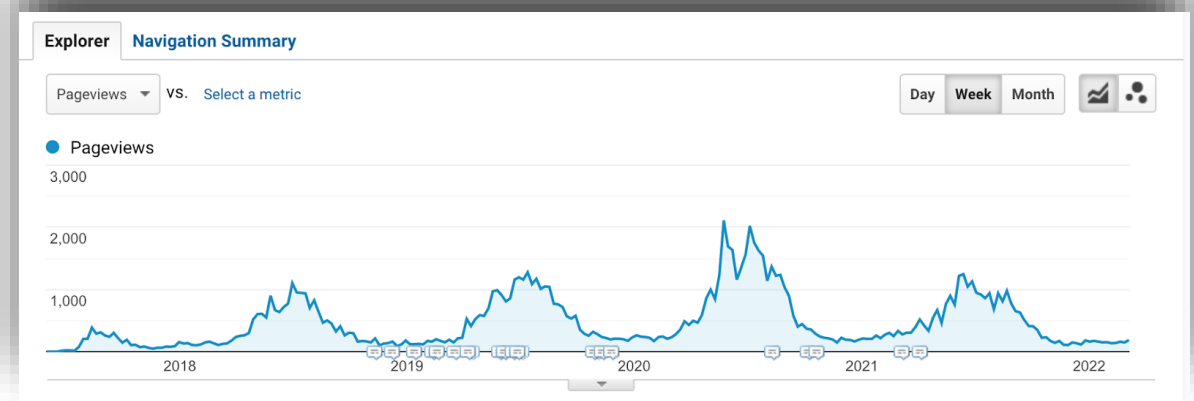
The purpose of your air conditioner's condenser fan motor is to keep the compressor from overheating. Its job is to cool the superheated refrigerant that moves through the condenser coils of your AC unit, which helps to cool your home. Without a working fan motor, additional parts in your air conditioner can quickly stop working, resulting in even more required repairs and frustration over a home that's unbearably hot.

How Much Does it Cost for an AC Fan Motor Replacement?

When your air conditioner's fan motor breaks, it will typically cost about \$300 to \$600 to replace. It's imperative to get this fixed quickly, since without a working fan motor your air conditioner's compressor can be the next domino to tumble. Its repair is even more significant — usually running closer to \$2,000.

Avoiding Air Conditioning Breakdown

Published: June 27, 2017
Total Page Views: 114,983
% of Total Site Page Views: 23.7%
Average Time on Page: 6:28
Bounce Rate: 83.27%
Backlinks: 87
Flesch Reading Ease Score: 54.3
Reading Level: 10th to 12th grade
Featured Snippet: No



“Outside AC Unit Won't Turn On? What to Do Before Calling for Repairs”

Outside AC Unit Won't Turn On? What to Do Before Calling for Repairs



September 14, 2020

Is your outside **AC unit** not running? Perhaps the fan inside the furnace unit runs, but you aren't feeling cool air coming out of your vents? Before you scramble to phone to call a residential AC repairman near you, there are a few things you can do to get your air conditioner back up and running.

DIY Ways to Fix an Air Conditioner

Before you bring in the home comfort and HVAC repair professionals, try these DIY AC tips:

Make sure the thermostat is set to COOL

A repair person will check this first, so you might as well, right? Ensure that your **thermostat** is set to COOL and then set the temperature setting at least 5 degrees below the current

Published: December 4, 2015

Total Page Views: 1,305,422

% of Total Site Page Views: 20.8%

Average Time on Page: 8:02

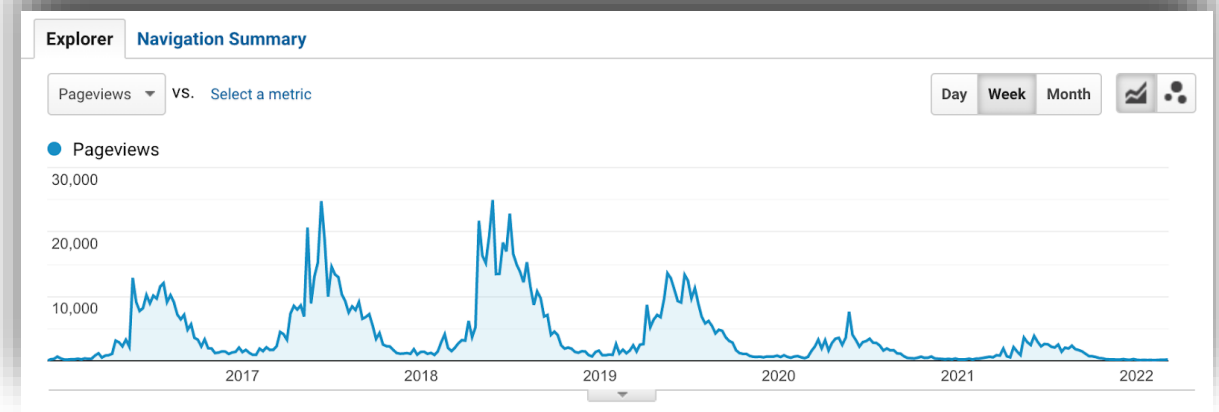
Bounce Rate: 91.31%

Backlinks: 40

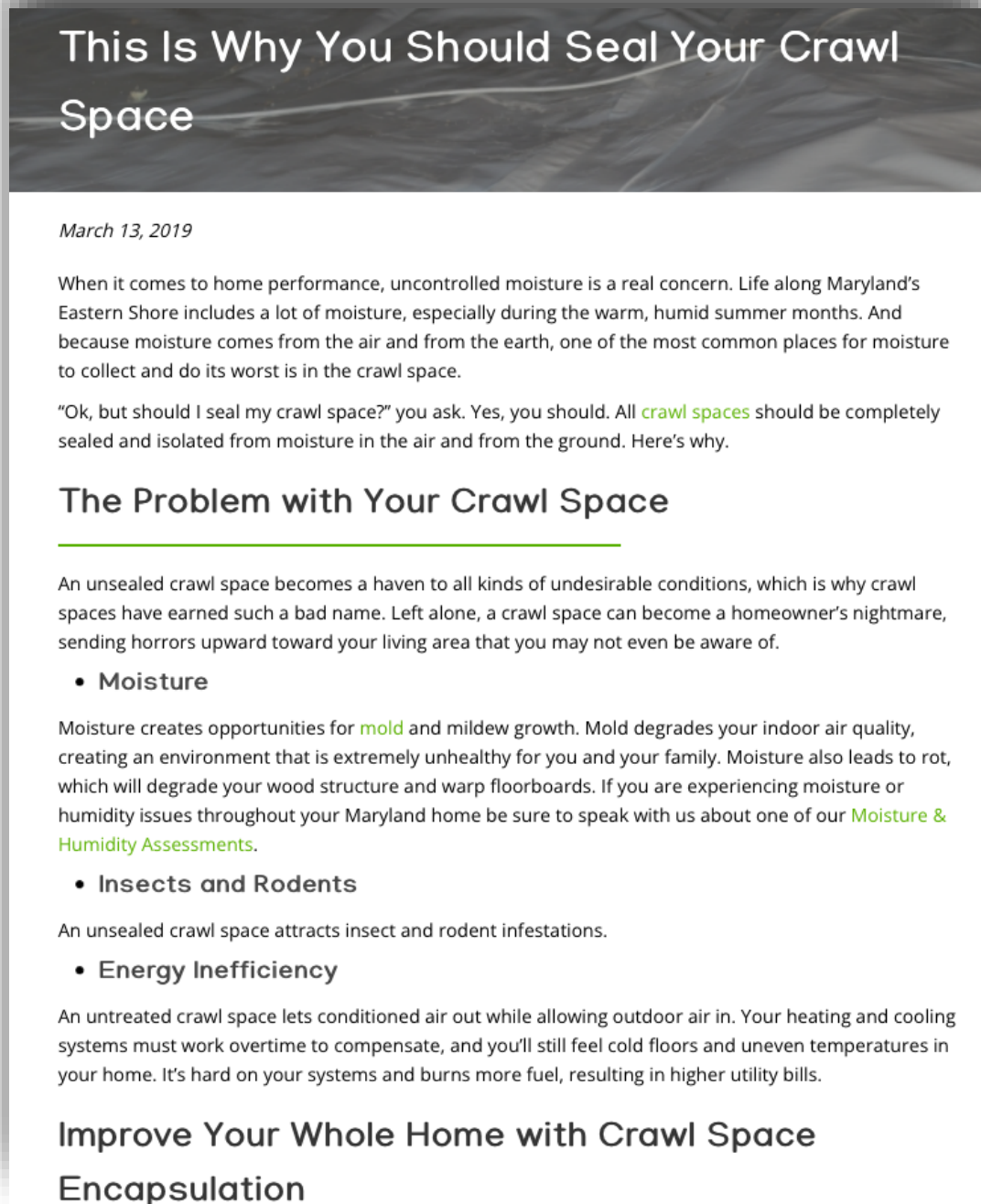
Flesch Reading Ease Score: 74.8

Reading Level: 7th grade

Featured Snippet: Yes



“This Is Why You Should Seal Your Crawl Space”



This Is Why You Should Seal Your Crawl Space

March 13, 2019

When it comes to home performance, uncontrolled moisture is a real concern. Life along Maryland's Eastern Shore includes a lot of moisture, especially during the warm, humid summer months. And because moisture comes from the air and from the earth, one of the most common places for moisture to collect and do its worst is in the crawl space.

“Ok, but should I seal my crawl space?” you ask. Yes, you should. All **crawl spaces** should be completely sealed and isolated from moisture in the air and from the ground. Here's why.

The Problem with Your Crawl Space

An unsealed crawl space becomes a haven to all kinds of undesirable conditions, which is why crawl spaces have earned such a bad name. Left alone, a crawl space can become a homeowner's nightmare, sending horrors upward toward your living area that you may not even be aware of.

- **Moisture**

Moisture creates opportunities for **mold** and mildew growth. Mold degrades your indoor air quality, creating an environment that is extremely unhealthy for you and your family. Moisture also leads to rot, which will degrade your wood structure and warp floorboards. If you are experiencing moisture or humidity issues throughout your Maryland home be sure to speak with us about one of our **Moisture & Humidity Assessments**.

- **Insects and Rodents**

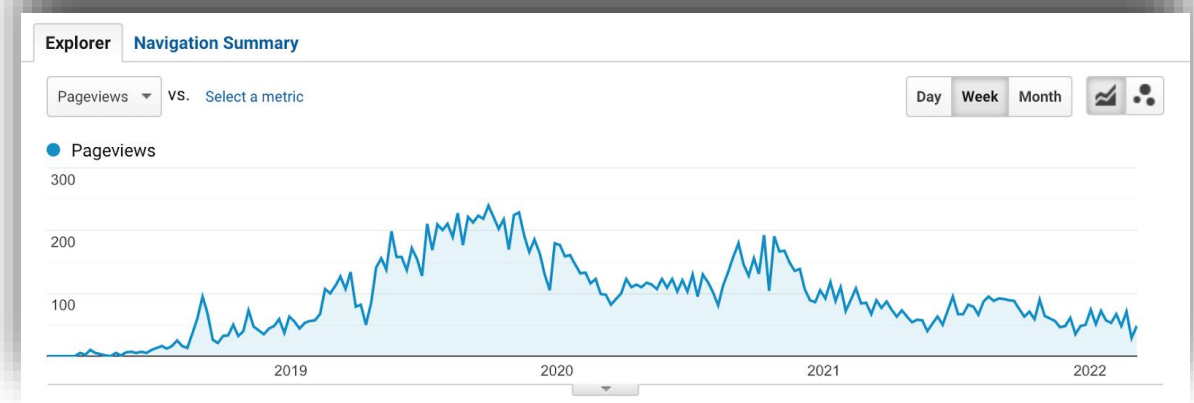
An unsealed crawl space attracts insect and rodent infestations.

- **Energy Inefficiency**

An untreated crawl space lets conditioned air out while allowing outdoor air in. Your heating and cooling systems must work overtime to compensate, and you'll still feel cold floors and uneven temperatures in your home. It's hard on your systems and burns more fuel, resulting in higher utility bills.

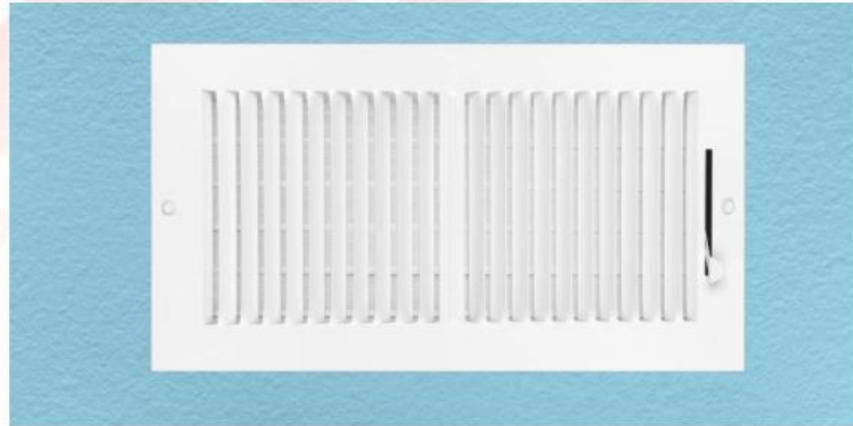
Improve Your Whole Home with Crawl Space Encapsulation

Published: March 13, 2018
Total Page Views: 19,986
% of Total Site Page Views 10.63%
Average Time on Page: 3:45
Bounce Rate: 90.19%
Backlinks: 15
Flesch Reading Ease Score: 67.2
Reading Level: 8th & 9th grade
Featured Snippet: No



“Adding a Second Return Is Almost Always a Good Idea”

Adding a Second Return Is Almost Always a Good Idea



June 15, 2016

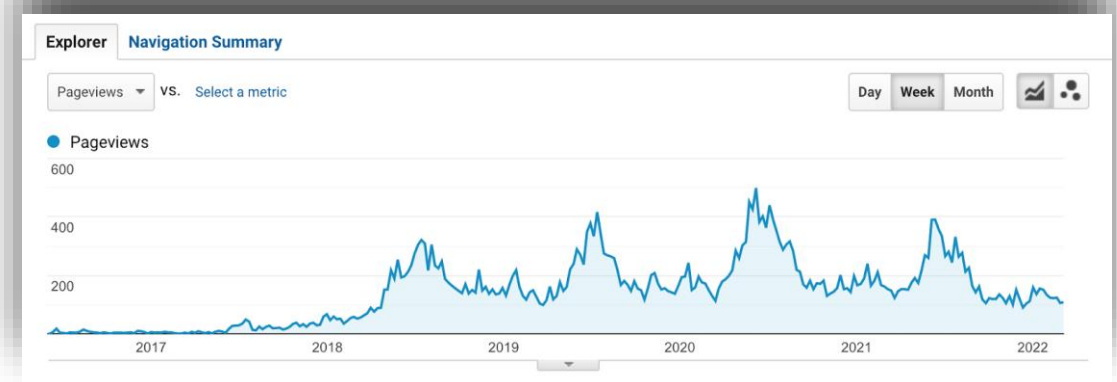
Author: Blake Shurtz

Much like the recommendation to install dampers, I almost always emphasize adding a second return when replacing ductwork. During a major energy upgrade that we recently completed, we had two return ducts- a 14" in the main house and a 12" return duct in the master bedroom. That was for a 1.5 ton system and the static was 0.33 inches of water column (IWC). We went with smaller sized ducts for better insulation burial and higher velocity. The less time the cool air is in the hot attic the less heat gain.



Remember, statistically speaking, the bottleneck on high static pressure systems is on the return side. This can be caused by undersized returns, long return duct lengths (with bends or "sound attenuating loops"), or a poor choice of air filtration.

Published: June 15, 2016
Total Page Views: 42,521
% of Total Site Page Views: 15.9%
Average Time on Page: 5:56
Bounce Rate: 93.10%
Backlinks: 20
Flesch Reading Ease Score: 68.1
Reading Level: 8th & 9th grade
Featured Snippet: Yes



“What Happens When You Sell or Buy a Home with Solar Panels”

What Happens When You Sell or Buy a Home with Solar Panels

Jun. 05, 2019

Blog Post Categories & Tags

Residential Solar Incentives Real Estate Home Improvement Lifestyle Solar 101

Solar is an important investment you make in your home and offers long term benefits like significantly lower electricity bills, reduced reliance on fossil fuels, and protection from rising energy prices. But what if you decide to sell your home after installing solar panels on your roof or property? Will solar still be a good thing for your bottom line? And what if you are looking to purchase a home that already has a solar PV system installed?

The good news is that the benefits of solar kick in immediately, and solar panels can lend a significant boost to home resale value. So, if you are considering installing solar but may sell your home in the near future, solar is still likely to increase your bottom line. Similarly, if you are a home buyer, buying a house with solar panels allows you to tap into the benefits of solar as soon as you move in.

In this article, we're exploring some of the most common questions our customers in Massachusetts ask about selling or buying a home with solar.

How Do Solar Panels Affect Home Resale Value?

A number of studies have demonstrated the positive impact that solar panels have on home resale value. According to a recent [Zillow](#) report, homes with solar panels sell on average for 4.1% more than comparable homes without solar across the US. A [study conducted by Berkeley Lab](#), also found that homes with solar panels tend to sell faster than those without.

One of our own customers saw similar benefits when she decided to sell her house two years after installing a solar energy system. During the two years she had solar panels on her home, her system almost eliminated her electricity bills. Then, when she sold her house, the house sold for \$16,000 more than the expected selling price.

Published: June 5, 2019

Total Page Views: 27,808

% of Total Site Page Views: 3.67%

Average Time on Page: 8:32

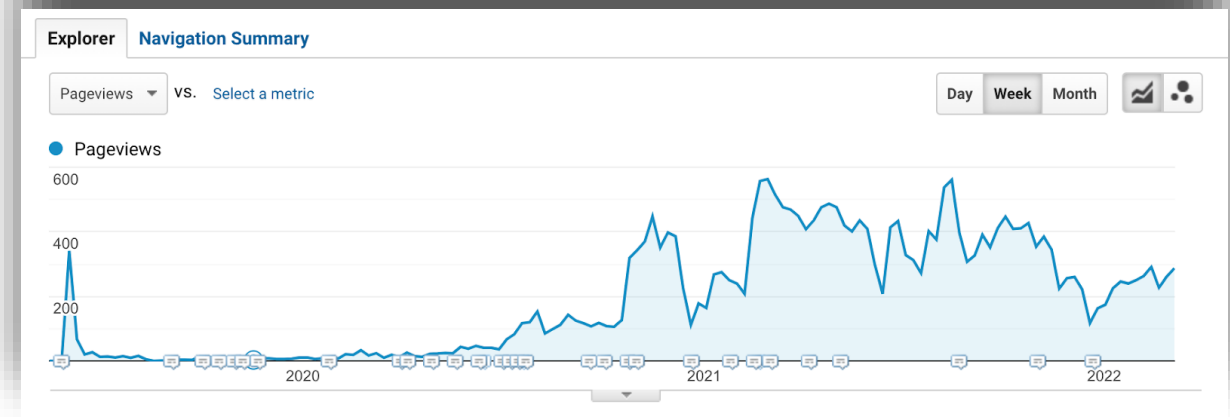
Bounce Rate: 70.28%

Backlinks: 30

Flesch Reading Ease Score: 61.4

Reading Level: 8th & 9th grade

Featured Snippet: No





PATTERNS, TAKEAWAYS, LESSONS FOR REPEATABILITY

Traffic Outside Your Service Area

Why Should You Care?

- Trusted Content translates to Trusted Website/Entity
- Rising tide lifts all boats - more overall website traffic will boost your overall organic rankings
- CTR, Backlinks, Time on Site, and other metrics for your website can affect both organic and local search (GMB) rankings
- Increases the odds that when someone inside your service area does search for a keyword you now rank for, they'll discover your business



Takeaways

- Success can take time—some took years to gain steam
- “Long arm of content” —content written YEARS ago can pay off consistently for a long time - several are peaking now and require no additional work once they’re published
- 6 of 8 blog titles are questions asked in very homeowner-like language
- No significant correlation with Reading Levels



Why Our Batting Average is High

- Focus on user intent: What problems or issues are homeowners trying to solve?
- Specific is OK—secondary topics have less competition
- At Bats Matter—be patient and keep writing quality content!
- Keyword research tools are about the past—they're a guide to interest. (And what all the other sheep will follow.)
- Where do the best topic ideas come from?
 - Questions customers are asking
 - News and current events (solar buying & selling aligned with housing market)
 - First mover advantage on emerging topics—and anticipating the homeowner mindset





QUESTIONS?

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