



Free Webinar Series

Exclusively for Energy Circle PRO Customers

5PM Eastern Wednesdays

04.09.14 Engaging Customers Through Social Media Part 2--Google+

04.16.14 Taking Customer Engagement to the Next Level

04.23.14 The CHERP Community Home Energy Retrofit Phenomenon w/Devon Hartman

04.30.14 Pay-per-Click & Call Rail Tracking: How adding a campaign can rock your world



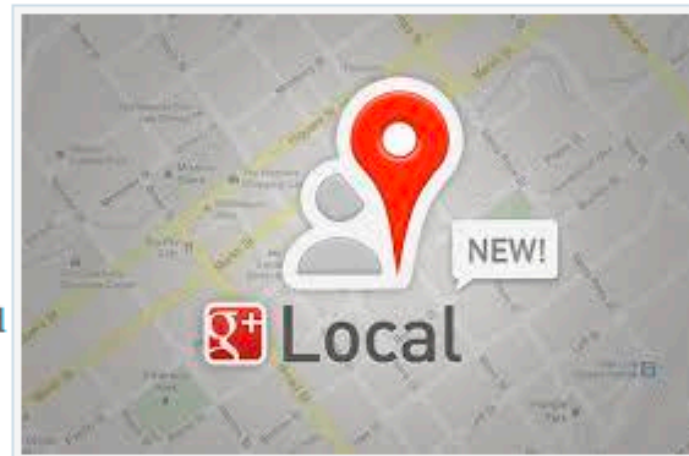
[Energy Circle](#) > [Browse](#) > [News & Trends](#) > [Survival Guide to the Google+ Local Merge](#)

Survival Guide to the Google+ Local Merge PRO

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By Will - February 20th, 2014

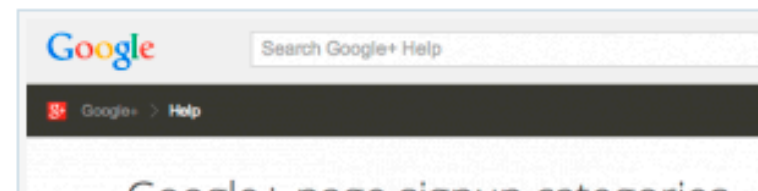
The Google Local world is one of the most important marketing channels for small businesses like yours. It's also one of the most confusing. This can make it extremely difficult for time-strapped folks trying to run a business to "do the right thing" in the eyes of Google. This post is intended to help you figure out what your next steps should be, whether you're a seasoned internet marketer trying to stay on top of the latest updates, or you haven't claimed your listing yet and are just getting started.



In this post we'll be discussing a few terms frequently and we'll clear up what they mean here: when we say "Google+ Business Page" we're referring to Google Plus pages that have been created in Google Plus and that aren't categorized as "Local." When we say "Google+ Local page," we mean pages that were brought over from Google Places (that had been creating using Google Places rather than Google Plus), or pages that were created through Google Plus but were from the beginning categorized as "Local."

The screenshot down to the left shows the difference. (When you create a page on Google+, you can categorize it as either a "product or brand," "company, institution or organization," "local business or place," "arts, entertainment or sports," or "other." Only Local Business or Place pages are considered "Google+ Local" pages, and we refer to the rest as Google+ Business pages. Remember that a Google+ Local page can also be one that was created in the Google Places for Business dashboard and that's been upgraded or "merged" into Google Plus.

Got that? Phew.



Here's an update on the state of things, and some guidance about the best steps for you to take if you're in any of the following situations:



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Call or click
for a half hour live demo

207 847 3644

Live DEMO

Why Energy Circle PRO?

- Get to market faster
- Keep upfront costs down
- Increase your visibility
- Access best-in-class consumer content
- Take advantage of social media
- Drive qualified inbound leads
- Access a growing array of services



[Energy Circle](#) > [Browse](#) > [News & Trends](#) > [Google+ Local Update: Dealing with the "Forced March to Social"](#)

Google+ Local Update: Dealing with the "Forced March to Social" PRO

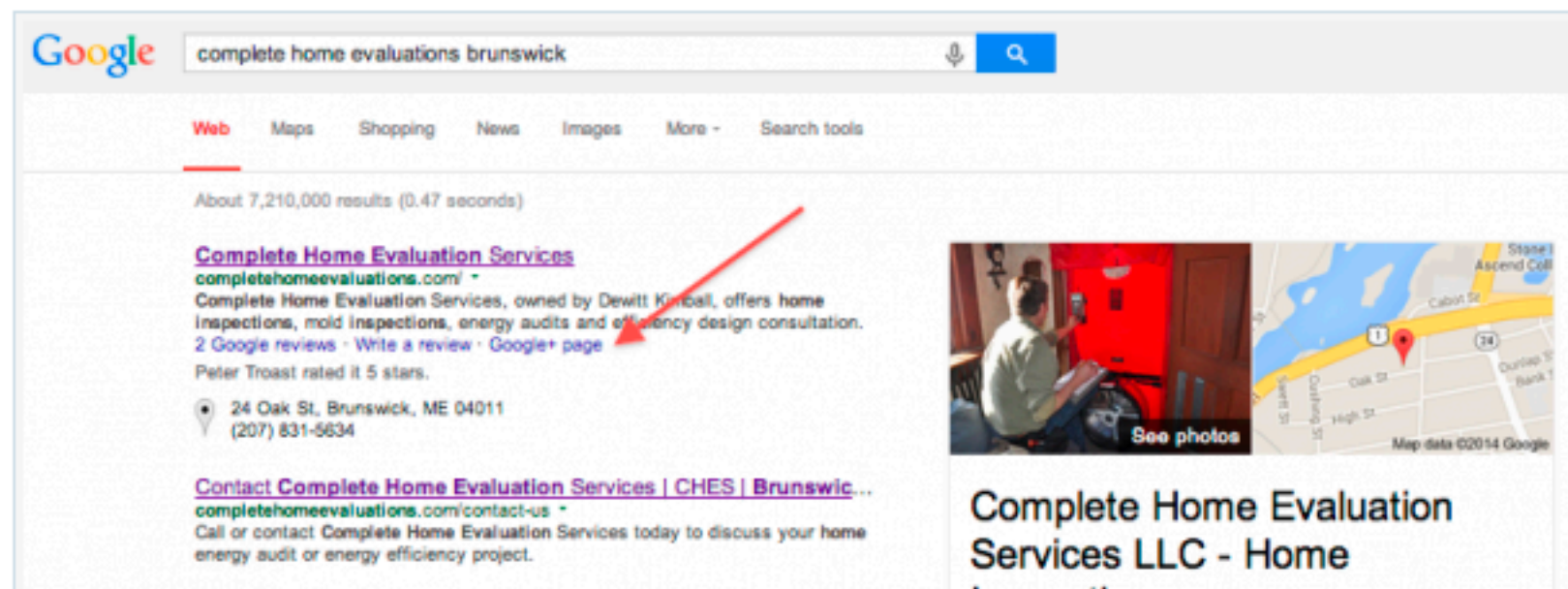
COMMENT
SHARE


By Will - March 6th, 2014

In our recent post about how to deal with the [Google Places -> Google+ merge](#), we mentioned something called the "forced march to social." We didn't coin the term, but it's a good way to describe the challenge that local business owners trying to market their businesses on Google face.

Essentially, the problem is this: Google wants to push Google+ as a social platform (arguably to compete with Facebook), and they're using their local search results to force businesses into using Google+ Local as a social platform.

Back in August Google started automatically upgrading some Google+ pages for local that had either been newly claimed with the new dashboard or converted from the old dashboard. The upgrade entailed a move from basic Places-like functionality (business info, photos, reviews), to the full social functionality of Google Plus (a "Posts" tab for sharing content, the ability to put people and other pages into circles, etc.). They also started linking directly to a company's Google+ page directly from the local search results in some cases. (See the screenshot below).



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All EnergyCircle Systems Updated

The Heartbleed Bug

The Heartbleed Bug is a serious vulnerability in the popular OpenSSL cryptographic software library. This weakness allows stealing the information protected, under normal conditions, by the SSL/TLS encryption used to secure the Internet. SSL/TLS provides communication security and privacy over the Internet for applications such as web, email, instant messaging (IM) and some virtual private networks (VPNs).

The Heartbleed bug allows anyone on the Internet to read the memory of the systems protected by the vulnerable versions of the OpenSSL software. This compromises the secret keys used to identify the service providers and to encrypt the traffic, the names and passwords of the users and the actual content. This allows attackers to eavesdrop on communications, steal data directly from the services and users and to impersonate services and users.





energy circle
PRO

Engaging Customers Through Social Media: Google+

with Jeremy Begley of Nat'l Heating & Air
Energy Circle PRO Webinar Series

April 9th, 2014

Welcome Back Jeremy Begley!

- National Heating & Air
- Cinci Energy
- Credentials out his
- Social media maven
- Bengals freak



Major Trends Across All Social Media

Increasingly

...Visual

...Mobile

...Short

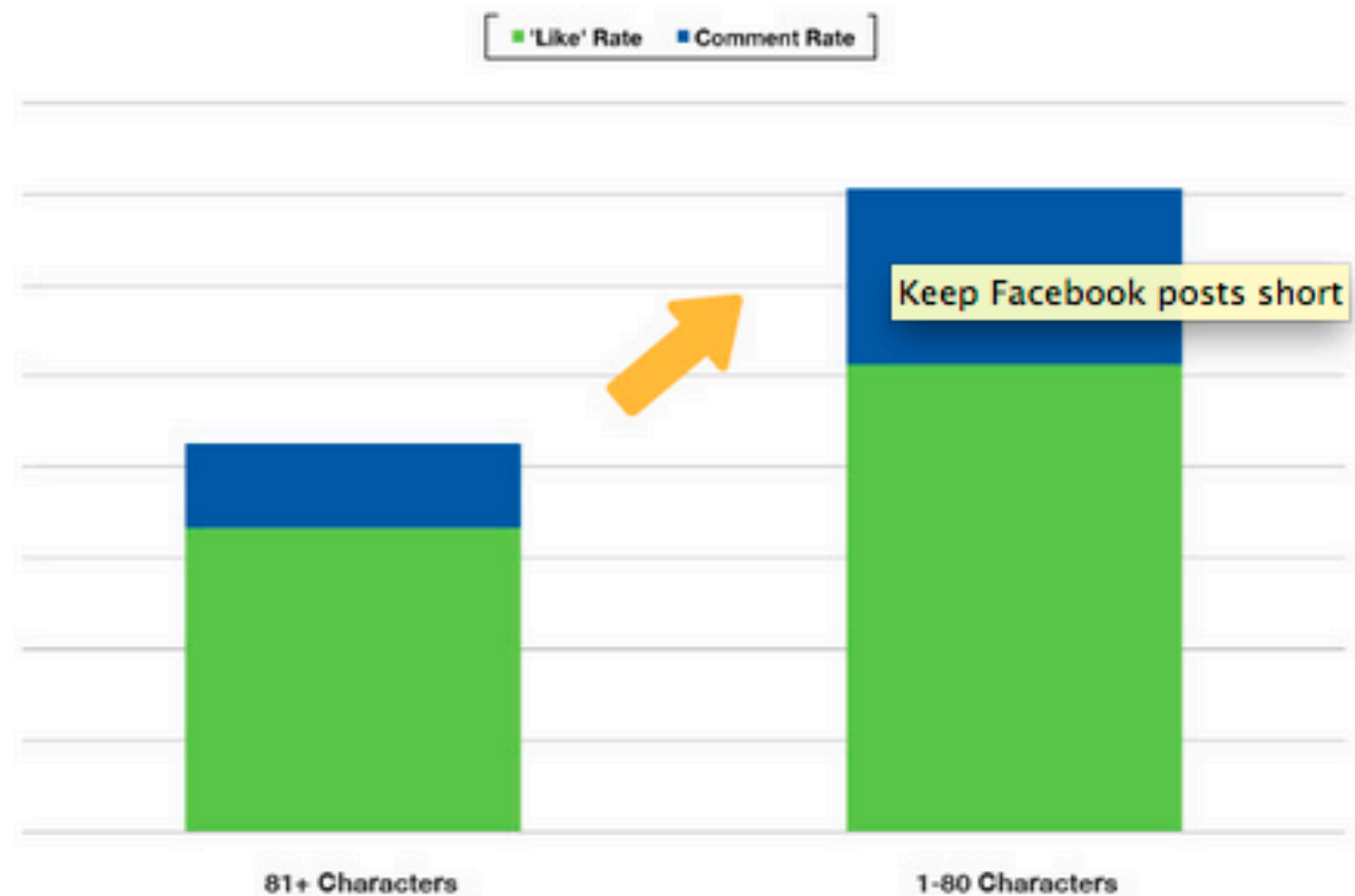
...about Storytelling

The Big 5

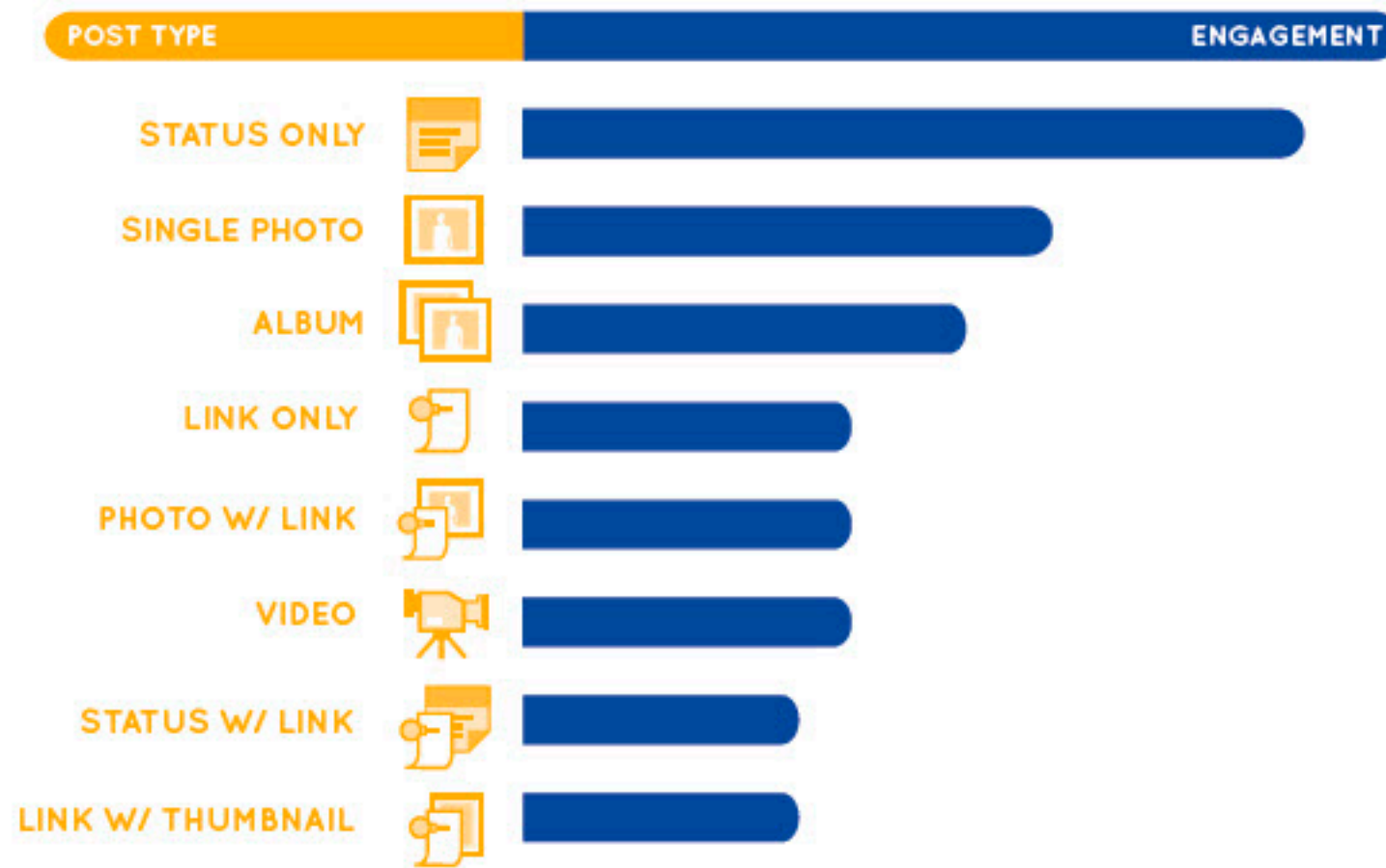
| Platform | Purpose | Strategy | Priority |
|-----------|---|--|-----------|
| Facebook | Consumer Awareness/ Conversion | Steady stream of interesting visual content, engagement boosting posts with paid | High |
| Google+ | Places Rank, Link Value | Regular posting for links, reviews | High |
| Twitter | Peer to peer; local engagement* | Post through FB, helps keep FB mobile friendly; serves dual purpose | Optional |
| LinkedIn | Peer to peer; B2B relationship bldg, new publishing plat. | Group Engagement and Targeting | Medium |
| Pinterest | Consumer Awareness/ Highly Dependent on Visuals | Beauty Shots | Optional* |

Shorter Facebook Posts are Better According to This Research from Buddy Media (77 characters)

Posts with 80 characters or less receive 66% higher engagement.



Simple Seems to be Better



Avoid complicated Wall Posts.

Status-only Posts receive **94% higher** than average engagement.

Let's Talk Google+



Google+ Local vs Google+ Business



formerly Google Places
Critical Link in Pin Search
Results
Importance for Organic
Ranking
Most Critical Online Reviews
May exist even if you haven't
set it up



Social--Posts, Circles
New and Cutting Edge
Will Eventually Merge with
Google+ Local Page
Easy to Set Up
Low - No Engagement is
OK
Serious search juice

Merger Process is Underway

About 3,780,000 results (0.45 seconds)

Ads related to **furnace repair, maryland**

Michael & Son Heating - MichaelAndSon.com
www.michaelandson.com/Heating-Repair 1 (866) 317 3503
 Heating Repair & Service: Furnaces, Boilers & Heat Pumps. Call Us Today
 Commercial HVAC - \$69 Precision Tune Up

Repair Furnace Maryland - Residential Heat Service & Repair
www.thomaseclark.com/
 Contact Us Today For Service.
 Request An Estimate - Contact Us - Request A Service - Air Conditioning Service

Furnace Repair - Gas & Electric Heating Repairs - BlueDotMD.com
www.bluedotmd.com/
 Same Day 24/7 Service. Get \$50 Off.
 A+ Rated Business – Better Business Bureau
 Heating & A/C Install - Request an Estimate - Air Conditioning Services

MD furnace repair service & MD furnace installation heating ...
www.belaireng.com/.../furnace-repair-service-replacement-installation-he...
 MD furnace repair & MD heating furnace repair service for electric, natural gas & propane heating furnace systems. Maryland furnaces at your lowest furnace ...

Furnace Repair Maryland | Heating Repair - Grove HVAC
grovehvac.com/heating-furnace-repair-maryland/
 Grove HVAC has over 55 years experience in repairing furnace and heating issues. Contact us today to schedule an appointment to fix your heating problem.

Heating Cooling Baltimore MD | Heating, Furnace Repair
www.homeadvisor.com > Pro Ratings & Reviews > Maryland > Baltimore
 Heating and Furnace Contractors Directory for Baltimore, Maryland. Find Customer-Rated, Prescreened Home Improvement Professionals for Baltimore, MD.

- | | |
|--|---|
| Davis and Davis Air Conditioning & Heating 4.0 ★★★★★ 5 Google reviews | A Kensington, MD (301) 942-7210 |
| Clean Air Heating & Air Conditioning - Balti... 3.2 ★★★★★ 5 Google reviews · Google+ page | B 1911 Portal St Baltimore, MD (410) 633-8350 |
| Belair Engineering and Service Company I... 2 Google reviews · Google+ page | C 15881 Commerce Ct Upper Marlboro, MD (301) 249-0300 |
| Griffith Energy Services Inc 3 Google reviews | D 2510 Schuster Dr Cheverly, MD (888) 718-7309 |
| Amazing Heating And Air Conditioning Inc 3.3 ★★★★★ 6 Google reviews · Google+ page | E 1819 Belt St Baltimore, MD (410) 685-0383 |
| James A. Wheat and Sons Inc. 4.5 ★★★★★ 47 Google reviews · Google+ page | F 7834 Beechcraft Ave Gaithersburg, MD (301) 670-1944 |
| Blue Dot Services of Maryland 4.9 ★★★★★ 134 Google reviews | G 125 Industry Ln Forest Hill, MD (410) 879-9696 |

See results for **furnace repair, maryland** on a map »



Map for **furnace repair, maryland**

Ads

Maryland HVAC Repair
www.homeadvisor.com/
 ★★★★★ 1,653 seller reviews
 Find Top-Rated HVAC Professionals. Get Free Estimates And Advice Now!

Local Furnace Repairs
www.cblucashvac.com/
 1 (703) 596 9991
 Commercial & Residential Furnace Services. Call 24/7 For Repairs!

SSI Furnace Repair & Svcs
www.ssihvac.com/
 1 (703) 968 0606
 VA heating & cooling repairs. Check our site for great savings!

Furnace Repair Pros
www.localhvacquotes.com/Furnace
 Find Local Rated & Reviewed Pros. 100% Free. Submit Your Project Now.

Local Furnace Repair
www.local.com/
 Find Furnace Repair Near You. See Actual Customer Reviews!

Time For A New Furnace?
www.energymaine.com/
 Efficiency Maine Incentives Available for a Limited Time Only

Heating Contractors
www.yellowpages.com/
 Find Local Heating Contractors, Heater & Boiler Repair in Your Area

Local Furnace Repair
www.homeblue.com/furnace-repair
 Free Estimates From Pre-Screened Furnace Contactors In Your Area

See your ad here »



About 2,040,000 results (0.42 seconds)

Evergreen Home Performance | Energy Audits & Contracting | Maine

www.evergreenyourhome.com/

Evergreen Home Performance offers energy efficiency audits & contracting in Coastal Maine, with Energy Advisors in Portland, Bath, Rockland, and Belfast.

4.9 ★★★★★ 5 Google reviews · Write a review

15 Tillson Ave, Rockland, ME 04841
(207) 594-2244

Contact

Evergreen Home Performance offers energy efficiency audits ...

Careers

Evergreen Home Performance's certified energy auditors ...

Our Team

Our Energy Advisors support support three production crews ...

Case Studies

Meet Midcoast Maine homeowners who worked with Evergreen to ...

What We Do

Our full-service home performance contracting make your home ...

Free Consult

Your free one-hour consult is the first step toward making your ...

[More results from evergreenyourhome.com »](#)

Evergreen Home Performance - Rockland, ME - Home Improvement ...

<https://www.facebook.com/evergreenyourhome>

Evergreen Home Performance, Rockland, ME. 242 likes · 25 talking about this. Evergreen Home Performance is a full service home performance company ...

Evergreen Home Performance | PenBay Pilot

www.penbaypilot.com/affiliate/evergreen-home-performance/2896

Evergreen Home Performance offers energy efficiency audits & contracting throughout Coastal Maine, with Energy Advisors based in Rockland, Belfast, Bath, ...

Evergreen Home Performance | The SunriseGuide


thesunriseguide.com/listing/evergreen-home-performance/

Evergreen Home Performance offers energy efficiency audits & contracting throughout Coastal Maine, with Energy Advisors based in Portland, Bath, Rockland, ...

Evergreen Home Performance - Rockland, ME - Yelp

www.yelp.com > Home Services > Contractors

Specialties: Schedule a free consult and energy audit to learn how you can gain comfort and cut costs with energy efficiency upgrades, including: insulation; ...



Evergreen Home Performance



2 circles

Contact info

From Evergreen Home Performance's profile

Phone (207) 594-2244

Address 15 Tillson Avenue, Rockland, ME 04841

Evergreen Home Performance

Directions
Write a review

Address: 15 Tillson Ave, Rockland, ME 04841

Phone: (207) 594-2244

Hours: Wednesday 9:00 am – 5:00 pm - [See all](#)

Reviews

4.9 ★★★★★ 5 Google reviews

More reviews: [superpages.com](#), [pageinsider.com](#), [pageglimpse.com](#), [rankinsider.com](#)

Are you the business owner?
Feedback

Merged "Social" Page

The screenshot shows a Google+ profile for "Building Doctors" located at 5042 Wilshire Blvd #268 Los Angeles, CA 90036. The navigation menu at the top includes "About", "Posts", "Photos", and "YouTube", which is circled in red. The profile features a "Contact Information" section with a map, address, and phone number. A "Review Summary" shows a 4.9 star rating from 5 reviews. The "People" section lists individuals in common, in their circles, and those who have them in circles. The "All reviews" section displays three detailed reviews from Energy Circle, Anne Gaw, and Fabiola Hensley, all giving 5-star ratings.

Contact Information

5042 Wilshire Blvd #268 Los Angeles, CA 90036
(323) 646-2534 - buildingdoctors.com

Review Summary

4.9
5 stars
5 reviews

Photos

People

All reviews

Energy Circle reviewed 8 months ago
★★★★★
We have the distinct pleasure of knowing Dan Thompsen and his team as part of the national home performance community. Amongst the thousands of contractors around the country doing this kind of energy efficiency upgrade work, Building Doctors is one of the most passionate, committed, and quality oriented companies in this business. They are deeply knowledgeable about building science and vigilant about ...

Anne Gaw reviewed 4 months ago
★★★★★
Everyone I've interacted with at Building Doctors has been extremely helpful and patient with all of my questions. I contacted them several times for information - I needed advice on insulation and the Energy Upgrade California rebates, and didn't know who else to call. If they weren't able to address my issue immediately, they called me back when they said they were going to. Finally, I hired the Building Doctors for my Green Point Rating. ...

Fabiola Hensley reviewed 4 months ago
★★★★★
I want to tell everyone how happy I'm about the Building Doctors. We just participated in the Energy Upgrade California Program through LA County and received \$8500 towards my home energy upgrades. Our heater and air conditioner were 20 years old and not doing the job that they use to do and our bills were going through the roof (literally since the it turned out my ducts were leaking over 40%). So I found the Building Doctors after ...

Unmanaged Google+ Page

The screenshot shows a Google+ profile for Fred Hopps. The profile picture is a circular logo with a house and a person. The name 'Fred Hopps' is displayed below the profile picture. Underneath the name, it says 'Worked at The Worthmore Group'. There is a green button labeled 'EC PRO Customers' with a white circle icon. Below that, it says '7 have them in circles'. The background of the profile header is a colorful geometric pattern of blue, green, yellow, and red triangles. The navigation tabs are 'About', 'Posts', 'Photos', and 'Videos', with 'Posts' being the active tab. Below the navigation tabs, there are two main sections: a green 'Hangouts' section on the left and a white 'Have them in circles' section on the right. The 'Hangouts' section has the text 'Bring conversations to life with photos and video calls' and a 'Say hi to Fred' button. The 'Have them in circles' section shows 7 people, with 5 profile pictures visible.

Fred Hopps

Worked at The Worthmore Group

EC PRO Customers

7 have them in circles

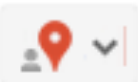
About Posts Photos Videos

Hangouts

Bring conversations to life with photos and video calls

Say hi to Fred

Have them in circles 7 people



Connecticut Home Insulation Co 334 State St North Haven, CT 06473



+1

13



About

Photos

Contact Information

334 State St North Haven, CT 06473
(203) 281-4992

Insulation Contractor

Edit details

Review Summary

Write a review

1 review

Is this your business?



Manage this page

Photos



Upload first public photo

All reviews

Most helpful



A Google User

★★★★★ reviewed 2 years ago

I requested someone meet me at the house for some information and a quote. Their first email said they could not meet me the requested day, so I asked them to select a date/time and I would meet them. Then, heard nothing for a week. I wrote three more times and got no replies. If this is their first impression, I'd hate to see their actual work.

**The Page is
Not as Important
as the Data**
(it goes everywhere)

More Categories But...

Category

Categories describe what your business is, **not** what it does or what it sells.

| <input type="radio"/> Correct examples: | <input checked="" type="radio"/> Incorrect examples: | Hide |
|---|--|----------------------|
| Italian Restaurant | Pizza & pasta | |
| Pet Supply Store | Pet food and toys | |
| Wedding Photographer | Photos for events | |

| | | |
|---------------------------|-------------------------------------|---------|
| Computer Repair Service | <input type="checkbox"/> | Primary |
| Computer Store | <input checked="" type="checkbox"/> | X |
| Computer Software Store | <input checked="" type="checkbox"/> | X |
| Used Computer Store | <input checked="" type="checkbox"/> | X |
| Internet Service Provider | <input checked="" type="checkbox"/> | X |
| Type a category | <input checked="" type="checkbox"/> | X |
| Type a category | <input checked="" type="checkbox"/> | X |
| Type a category | <input checked="" type="checkbox"/> | X |
| Type a category | <input checked="" type="checkbox"/> | X |
| Type a category | <input checked="" type="checkbox"/> | X |

We've combed through the whole list and these are the categories that are most closely aligned (sadly, this reflects zero change from the old list):

- Air conditioning contractor
- Air conditioning repair service
- Air duct cleaning service
- Bathroom remodeler
- Building restoration service
- Construction company
- Consultant
- Contractor
- Electrician
- Environmental consultant
- Furnace repair service
- Handyman
- Heating contractor
- Home inspector
- HVAC contractor
- Insulation contractor
- Kitchen remodeler
- Siding contractor
- Solar energy equipment supplier
- Window installation service

New: Mother of All Review Dashboards

The screenshot shows the Google Places for Business review dashboard for 'Complete Home Evaluation Services LLC'. The dashboard is divided into several sections:

- Left Sidebar:** Contains navigation options: Places for Business, Listing (with a notification badge), Reviews, AdWords Express, Google+ page, Offers, Insights, and a 'New! Download the Android app' notification.
- Header:** Shows the business name 'Complete Home Evaluation Services LLC -...' and a location pin icon. Below the name, it says 'Serving customers within 150 miles of 24 ...'.
- Review Management:** Includes tabs for 'Review inbox' and 'Review analytics'.
- Reviews from Google users:** A section titled 'Reviews from Google users' (1-2 of 2) with a table of reviews. The table has columns for Rating, Reviews, and Date.

| Rating | Reviews | Date |
|--------|--|--------------|
| ★★★★★ | Sage Friedman Dewitt provided a mold inspection for my family's hundred year old lakeside cottage. In one visit Dewitt was able to... | Mar 15, 2012 |
| ★★★★★ | Peter Troast Dewitt did our energy audit, guided us to the ideal contractor (Upright Frameworks) for the unique aspects of our job... | Mar 6, 2011 |
- Reviews from around the web:** A section titled 'Reviews from around the web' (1-5 of 12) with a table of reviews. The table has columns for Rating, Source, Reviews, and Date.

| Rating | Source | Reviews | Date |
|--------|---------------|--|--------------|
| ★★★★★ | Insider Pages | Insider Pages user Professional home inspector, knowledgeable, with latest analysis technology. Rapid response to questions and report ge... View full review on Insider Pages | Jun 16, 2010 |

New: Mother of All Review Dashboards

Google

Places for Business

Listing 3

Reviews

AdWords Express

Google+ page

Offers

Insights

New! Download the Android app

Complete Home Evaluation Services LLC -... Serving customers within 150 miles of 24 ...

Review inbox | **Review analytics**

Volume of reviews

All time

14
Total Reviews

| Source | Count |
|-------------------|-------|
| Google | 3 |
| bbb.org | 2 |
| Insider Pages | 2 |
| superpages.com | 3 |
| merchantcircle... | 4 |

Rating stats

All time

5.0
Average Rating

| Rating | Count |
|---------|-------|
| 5 stars | 1 |
| 4 stars | 1 |
| 3 stars | 1 |
| 2 stars | 1 |
| 1 star | 0 |

From around the web | Google

The Social Side of Google+

Social Layer of Everything Google

Even More Visual Than Facebook

Forced March to Social

Value of Links

Critical Importance of Reviews

The Data is More Important Than the Page

Google+ 'ers Doing it Right