



Google's Recent Changes for Service Area Businesses (the Continued Proximity Battle)

Energy Circle Webinar Series

Peter Troast, Energy Circle

March 13, 2019

Energy Circle On The Road

~~02/05—02/06: **Solar Power Northeast** | Boston, MA~~

~~02/06—02/07: **Better Buildings Vermont** | Burlington, VT~~

~~02/11—02/13: **Dry Climate Forum** | Yosemite, CA~~

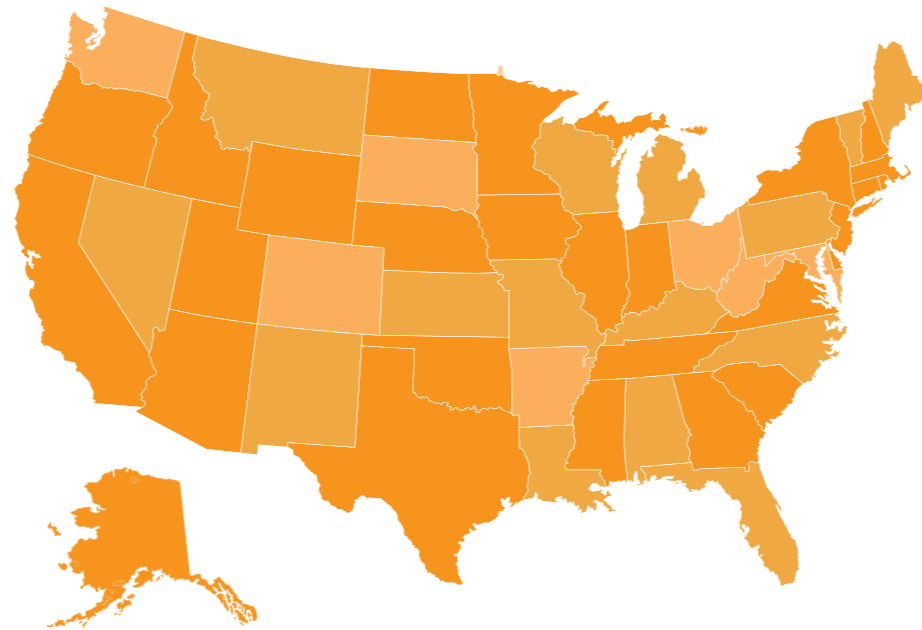
~~02/11—02/12: **Home Performance Coalition NW** | Portland, OR~~

~~03/03—03/06: **ACCA Optimize** | San Antonio, TX~~

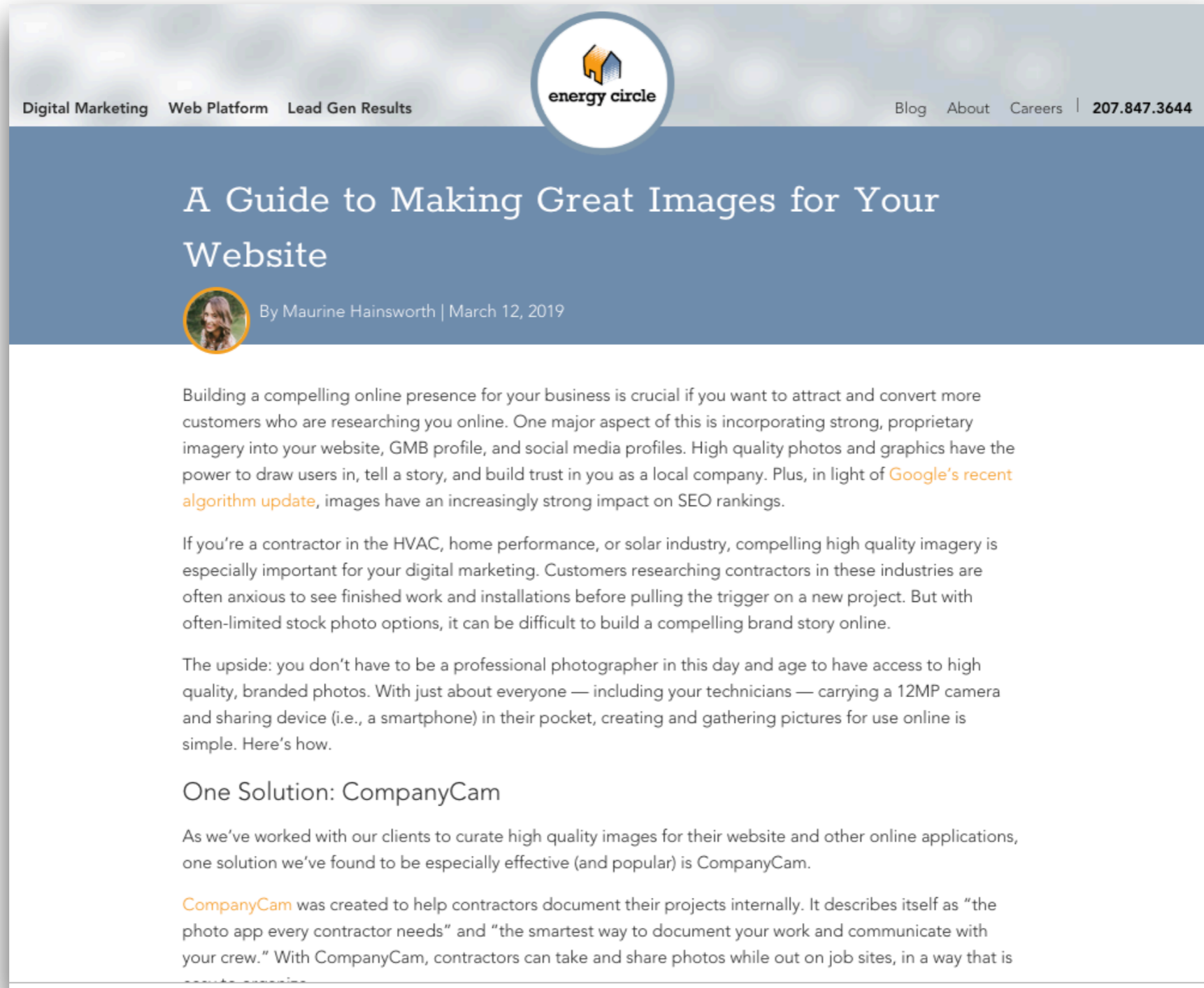
~~03/06—03/08: **BayWa r.e. Renewable Energy Business Leadership Summit** | Tamaya, NM~~

03/19 - 03/20: **Building Science Conference & Expo** | Bowling Green, KY

04/01 - 04/04: **Home Performance Coalition National** | Chicago, IL



www.companycam.com/energycircle



The screenshot shows a blog post on the energy circle website. The header includes navigation links for Digital Marketing, Web Platform, and Lead Gen Results, along with the energy circle logo and contact information (Blog, About, Careers, 207.847.3644). The main heading is "A Guide to Making Great Images for Your Website" by Maurine Hainsworth, dated March 12, 2019. The article discusses the importance of high-quality imagery for online presence and introduces CompanyCam as a solution for contractors.

Digital Marketing Web Platform Lead Gen Results

energy circle

Blog About Careers | 207.847.3644

A Guide to Making Great Images for Your Website

By Maurine Hainsworth | March 12, 2019

Building a compelling online presence for your business is crucial if you want to attract and convert more customers who are researching you online. One major aspect of this is incorporating strong, proprietary imagery into your website, GMB profile, and social media profiles. High quality photos and graphics have the power to draw users in, tell a story, and build trust in you as a local company. Plus, in light of [Google's recent algorithm update](#), images have an increasingly strong impact on SEO rankings.

If you're a contractor in the HVAC, home performance, or solar industry, compelling high quality imagery is especially important for your digital marketing. Customers researching contractors in these industries are often anxious to see finished work and installations before pulling the trigger on a new project. But with often-limited stock photo options, it can be difficult to build a compelling brand story online.

The upside: you don't have to be a professional photographer in this day and age to have access to high quality, branded photos. With just about everyone — including your technicians — carrying a 12MP camera and sharing device (i.e., a smartphone) in their pocket, creating and gathering pictures for use online is simple. Here's how.

One Solution: CompanyCam


As we've worked with our clients to curate high quality images for their website and other online applications, one solution we've found to be especially effective (and popular) is CompanyCam.

[CompanyCam](#) was created to help contractors document their projects internally. It describes itself as "the photo app every contractor needs" and "the smartest way to document your work and communicate with your crew." With CompanyCam, contractors can take and share photos while out on job sites, in a way that is

What We'll Discuss

- 1 Quick Review: Local Search & the Proximity Challenge**
- 2 Google's New Recommendations for Service Area Businesses**
- 3 Recommended Next Steps & Actions**

Previous Webinar: Overcoming Proximity



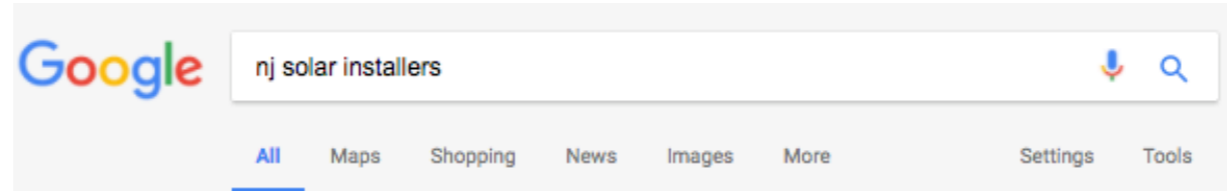
How to Succeed in Local Search and Overcome Google's Proximity Bias

Energy Circle Webinar Series
Peter Troast, Energy Circle
January 23, 2019



QUICK REVIEW: LOCAL SEARCH & GOOGLE'S PROXIMITY BIAS

Today's Typical SERP



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?

Google
Local
3 Pack

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](#)


Organic

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

#1 Ranking Factor: Proximity to Searcher



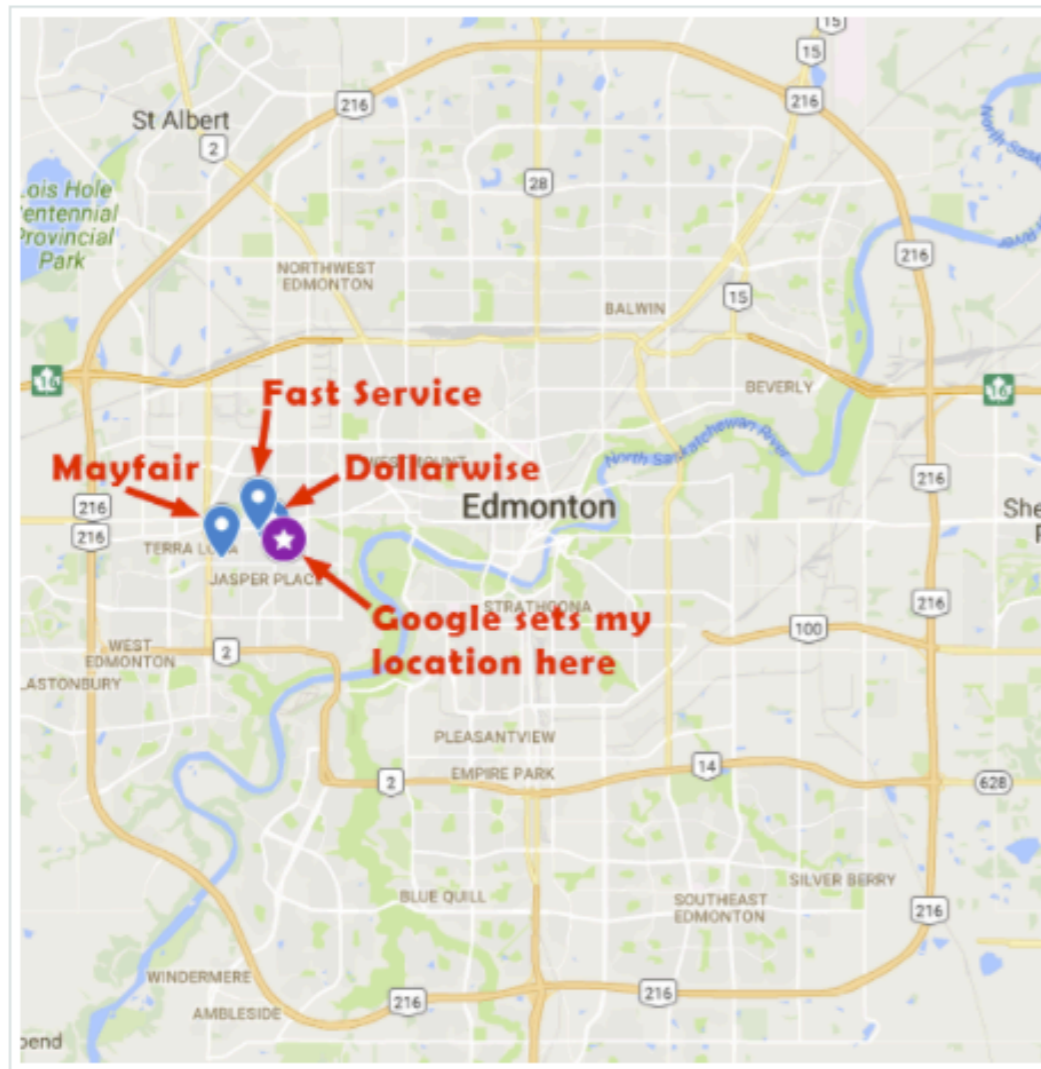
Map data ©2018 Google

Rating ▾ Hours ▾

ReVision Energy 4.9 ★★★★★ (13) · Solar Energy Equipment Supplier Portland, ME · (207) 221-6342 "Revision Energys installation was done without a glitch.They gave a..."	WEBSITE	DIRECTIONS
Goggin Energy 5.0 ★★★★★ (2) · Solar Energy Equipment Supplier Portland, ME · (207) 772-7557 "from obtaining the quote to the post- installation help was handled ..."	WEBSITE	DIRECTIONS
Assured Solar Energy 4.5 ★★★★★ (8) · Solar Energy Equipment Supplier North Yarmouth, ME · (207) 221-2916 "Great job with solar panel installation Sept. 2013. The whole crew was..."	WEBSITE	

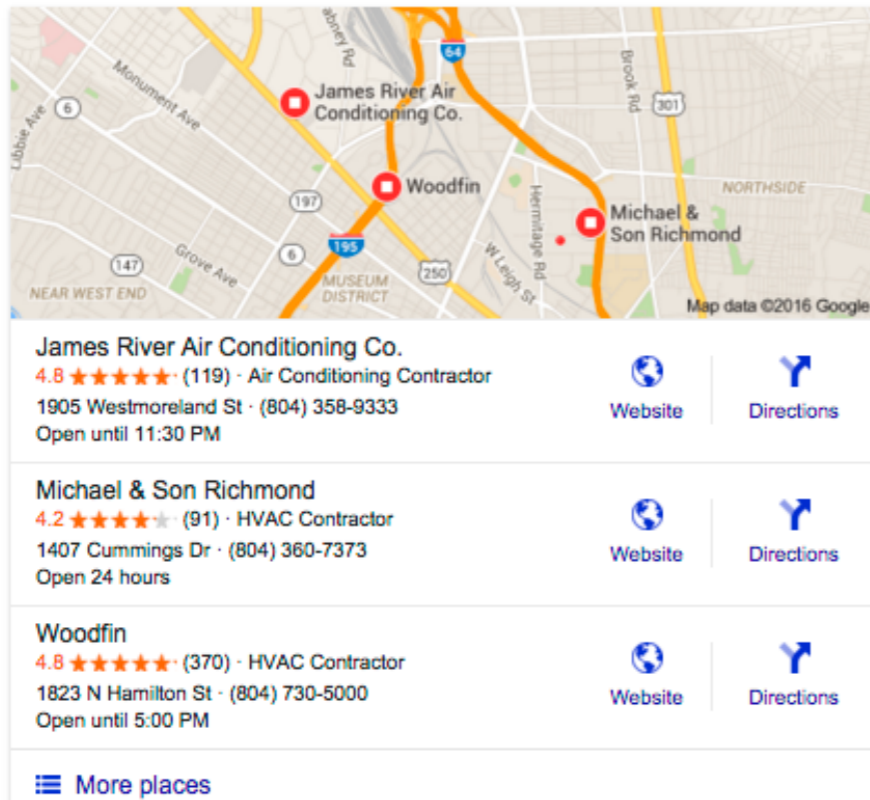
[More places](#)

Proximity to Searcher

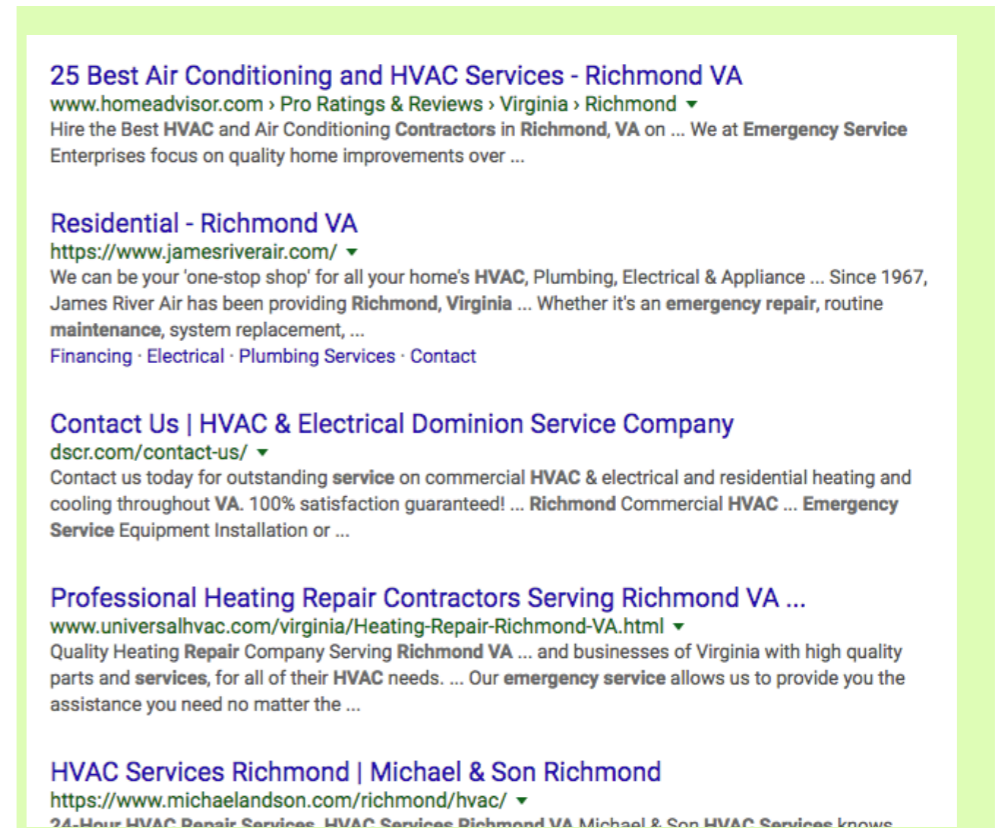


	Dollarwise Plumbing	Fast Service	Mayfair Plumbing
Rank	1	2	3
Claimed?	No	No	No
Content Quality	No website	Decent	No website
Linking Domains	0	41	0
Citations	58	19	18
Reviews	0	0	0
Proximity	600m	800m	2100m

Local Pack



Organic



Proximity

Website

Links

Google My Business
Reviews

Engagement

Metadata

Citations



GOOGLE'S NEW RECOMMENDATIONS FOR SAB's

What Google is Saying

☰ Google My Business Help

Add or edit your service area

If your business serves customers within a specific local area, you can list your service area on your Google My Business listing. Listing your service area helps let customers know where you'll go to visit or deliver to them.

The service area feature is designed for businesses who visit or deliver to local customers. For example, it can be used by:

- A business that visits or delivers to customers, but doesn't serve customers at its business address (e.g. a plumber or cleaning service).
- A business that serves customers at its business address, but also visits or delivers to customers (e.g. a restaurant that also delivers food).

How it works

You can set your service area based on the cities, postal codes, or other areas that you serve.

Note: You can no longer set your service area as a distance around your business. If you previously entered a distance around your business, you won't be able to edit it. Instead, you'll need to specify your service area by city, postal code, or other area(s).

When updating your business information, you have the option of entering your [address](#), service area, or both.

- If you don't serve customers at your business address, leave the address field blank and only enter your service area.
- If you serve customers at your business address but also have a service area, enter both your address and service area.

“Clear Address” Option. We Say DON’T

Business location

Let customers see your business location on Google by adding a street address. You can leave this empty if you don't have a location such as a storefront or office.

Country / Region
United States

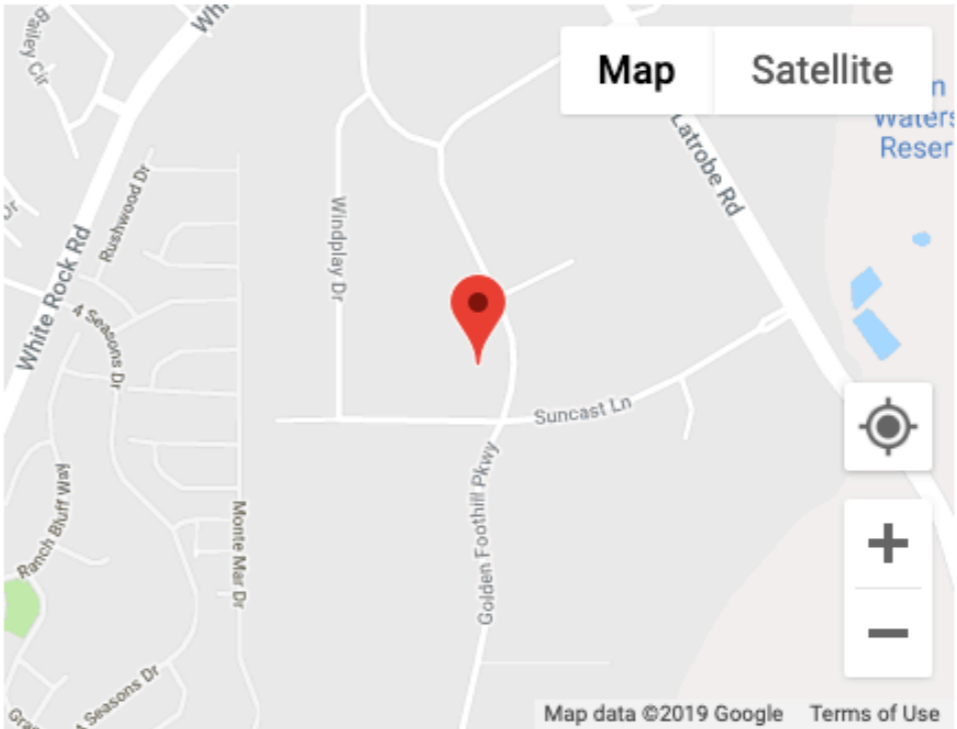
Street address
4905 Golden Foothill Parkway A

City
El Dorado Hills

State ZIP code
California 95762

[Clear address](#)

Drag pin to reposition



Map data ©2019 Google Terms of Use

Cancel [Apply](#)

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)



Service Area Screen

Contractor

Your bus

Service area

Let customers know where your business provides deliveries or services

Update to service area selection: Choose specific cities, postal codes, and other areas. [Learn more](#)

Select to add areas

Add cities, postal codes, or other areas

Within 150 miles of my business

[Clear service areas](#)

Cancel [Apply](#)

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

(800) 433-4330



ENERGY CIRCLE RECOMMENDATIONS

What We Know Now

The Proximity Bias Has Not Changed (Yet)

Situation is Very Fluid

“Location Sensitivity” is a Google Patent

Many Ways to Define Service Area

Country, State, County, City, Zip Code

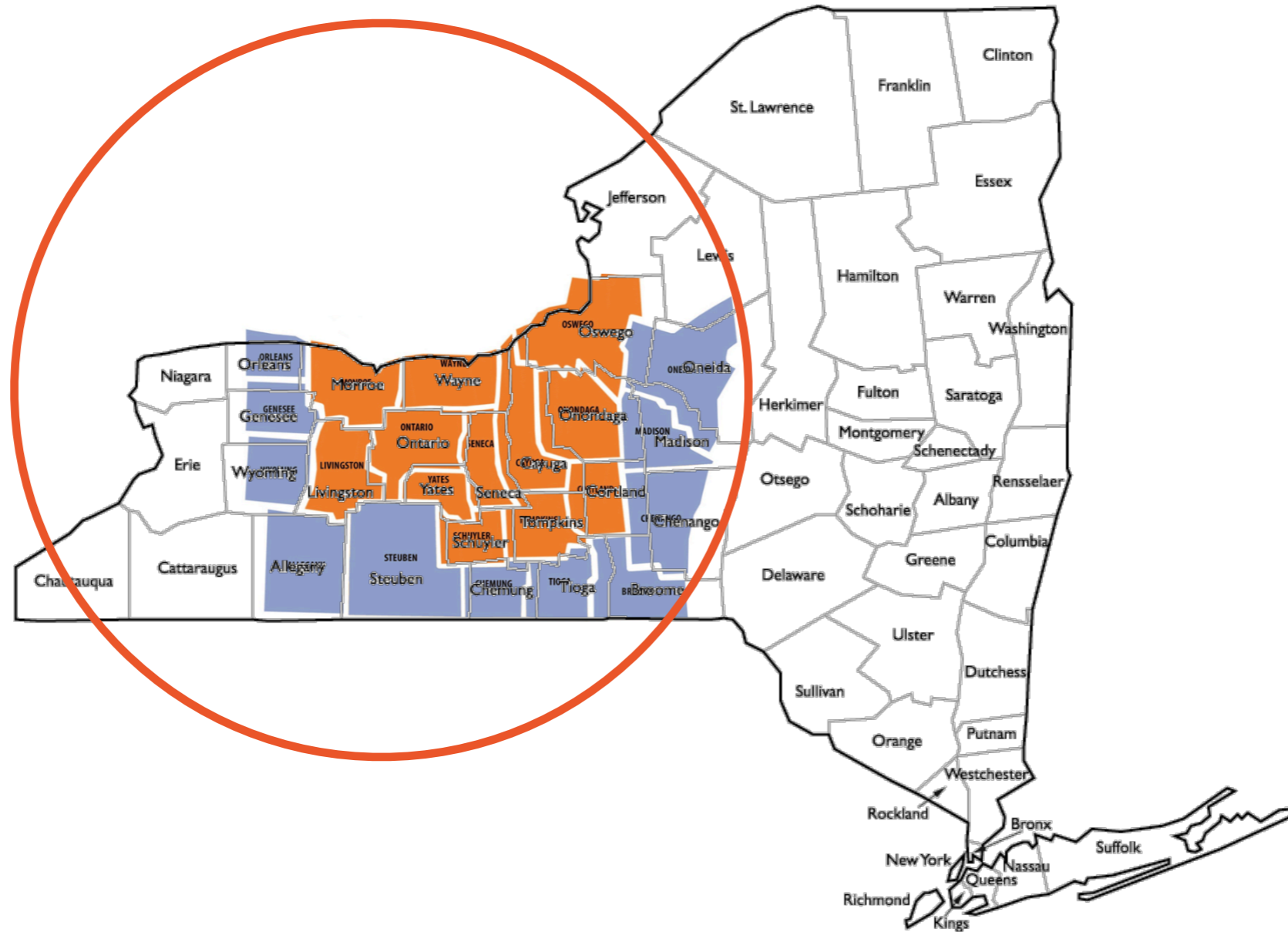
You Should Continue to Optimize Web Content for Key Geographic Priorities

Location Tagged Testimonials

Location Tagged Case Studies

City Pages

Detailed Service Area vs Radius



Multiple Options

Service area

Let customers know where your business provides deliveries or services

Update to service area selection: Choose specific cities, postal codes, and other areas. [Learn more](#)

[Select to add areas](#)

Add cities, postal codes, or other areas

Hartford, CT

Connecticut

Litchfield County, CT

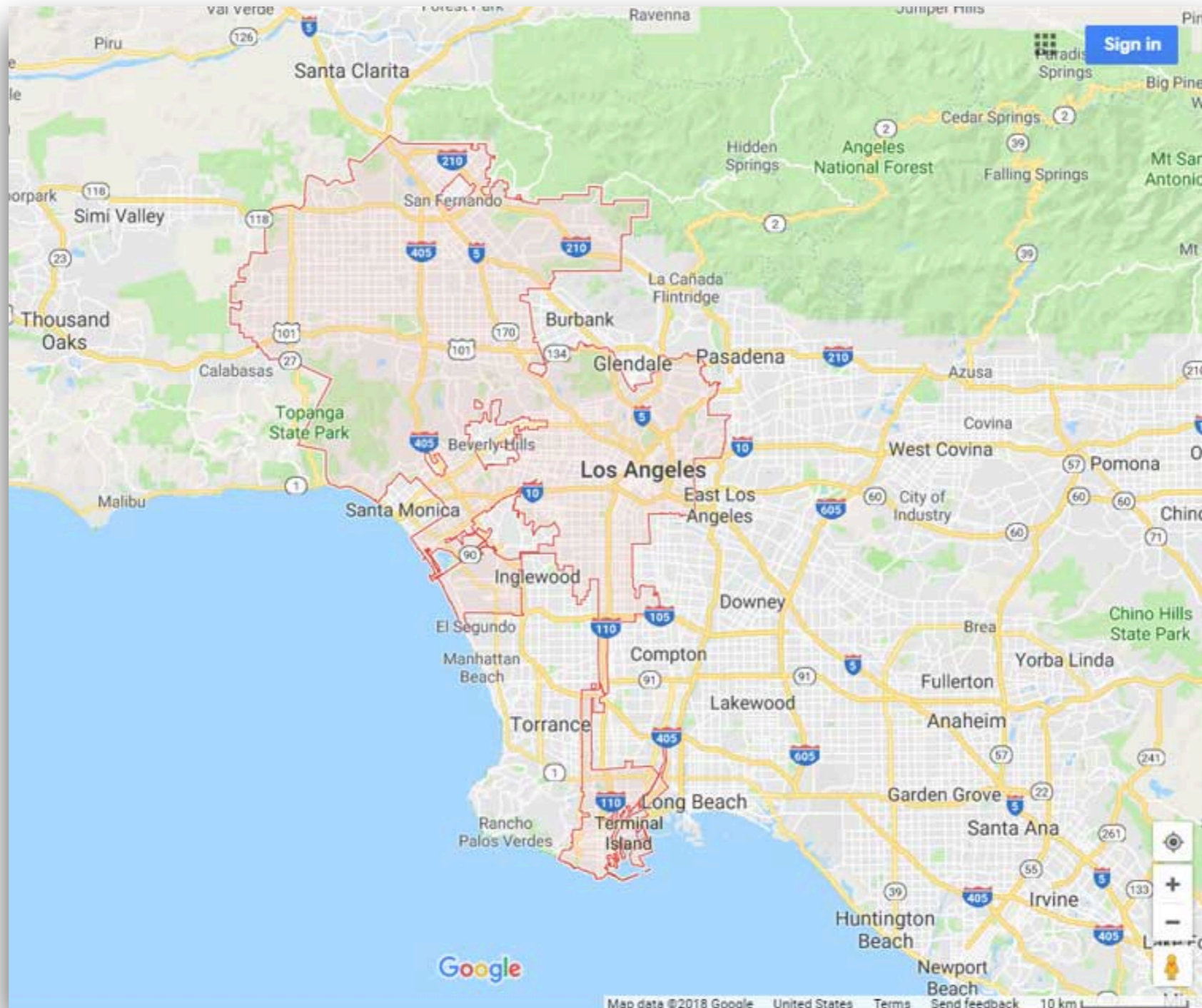
06759, Litchfield, CT

Within 150 miles of my business

[Clear service areas](#)

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Beware of Weird Boundaries



Our Recommendations

Check Regularly to See if Google Has Cleared Address

Do NOT Clear Address on Your Own (at least yet)

If No Address Now, Don't Add

Will Trigger Re-verification

Change Service Area from Radius to Precise Boundary

Exactness is Always Better

Stay Tuned and Keep Us Posted

Big Fat Caveat

**GOOGLE STILL RANKS ON
SEARCHER → OFFICE
PROXIMITY**

(but there is hope on the horizon)



QUESTIONS?

Peter Troast

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