



KEEPING TRACK OF THE JONESES: HOW TO "SNOOP" ON YOUR COMPETITION ONLINE

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Energy Circle Webinar Series

November 8, 2023

Upcoming Webinars

November 29 - Are You Ready to Hit the Ground Running on IRA Rebates in 2024?

December 6 - Marketing Predictions for 2024

December 20 - Industry Predictions for 2024:
A Contractor Roundtable



What We'll Discuss

1

Why Is It Worth Tracking What Your Competitors Are Doing Online?

2

Online vs. Real World Competitors: An Important Distinction

3

The Tools You Need to “Snoop”



WHY IS IT WORTH TRACKING WHAT YOUR COMPETITORS ARE DOING ONLINE?



Why is It Worth Tracking What Your Competitors Are Doing Online?

- **Where the Competition is Focusing**
 - Services & Products
 - Geographies
 - Keywords
- **How They Are Messaging/Positioning**
- **Clues About Pricing Strategy**
- **Spend Levels—Increasing or Decreasing***
- **Level of Marketing Activity & Sophistication**
 - Active vs episodic management



ONLINE VS. REAL WORLD COMPETITORS



Online vs. Real World Competitors

Online Competition

Google search results for "heat pump installer near me" in Hollywood, Los Angeles. The search shows about 18,100,000 results in 0.35 seconds. Two sponsored HVAC companies are listed:

- Brody Pennell Heating and Air Conditioning**: 4.9 stars (2K reviews), HVAC Pro, 77 years in business, Serves Los Angeles, Open 24/7, (256) 253-4630, Free estimate.
- Goettl Air Conditioning and Plumbing Simi Valley**: 4.7 stars (859 reviews), HVAC Pro, 84 years in business, Serves Los Angeles, Open 24/7, (805) 257-5128, Accepts urgent jobs.

A sponsored advertisement for Mitsubishi Electric is also visible at the bottom, promoting a "Find A Diamond Contractor - Mitsubishi Electric Contractor" deal with up to \$2,000 off federal tax credits.

Real World Competition



THE TOOLS YOU NEED TO “SNOOP”



Different Categories of Tools

- 1 Website & Organic Strength
- 2 Google My Business & Reviews
- 3 Paid Search Advertising
- 4 Facebook/Instagram & Social



WEBSITE & ORGANIC STRENGTH



Domain Authority

Moz Link Explorer
Website
(Free with Limits,
Free 30 Day Trial)

The screenshot displays the Moz Link Explorer interface. On the left is a navigation sidebar with options like Moz Pro, Campaigns, Domain Overview (marked NEW), Competitive Research, Keyword Research, Link Research, and Overview. The main content area shows a breadcrumb trail: Home > Moz Pro > Link Research > Overview. A prominent banner offers a 'Start Your Free Trial' with a 'Try Moz Pro' button. Below this, the 'Overview' section for the domain 'royalriverheatpumps.com' is shown. A search bar contains 'root domain' and 'royalriverheatpumps.com', with an 'Analyze' button. A status message indicates '9 of 10 queries available until 12/02'. The main data area features four metrics: Domain Authority (18), Linking Domains (81), Inbound Links (2.1k), and Ranking Keywords (0). The Linking Domains metric includes sub-data: 'Discovered in the last 60 days: 1' and 'Lost in last 60 days: 4'. A 'Track in a Campaign' button is also visible.

Moz Pro

Home > Moz Pro > Link Research > Overview

Start Your Free Trial

Unlock additional SEO tools with a free 30 day trial.

Try Moz Pro

Overview

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time.

Track in a Campaign

root domain ▼ royalriverheatpumps.com Analyze

9 of 10 queries available until 12/02

| Domain Authority ⁱ | Linking Domains ⁱ | Inbound Links ⁱ | Ranking Keywords ⁱ |
|-------------------------------|-----------------------------------|----------------------------|-------------------------------|
| 18 | 81 | 2.1k | 0 |
| | Discovered in the last 60 days: 1 | | |
| | Lost in last 60 days: 4 | | |



Links from Other Sites (Backlinks)

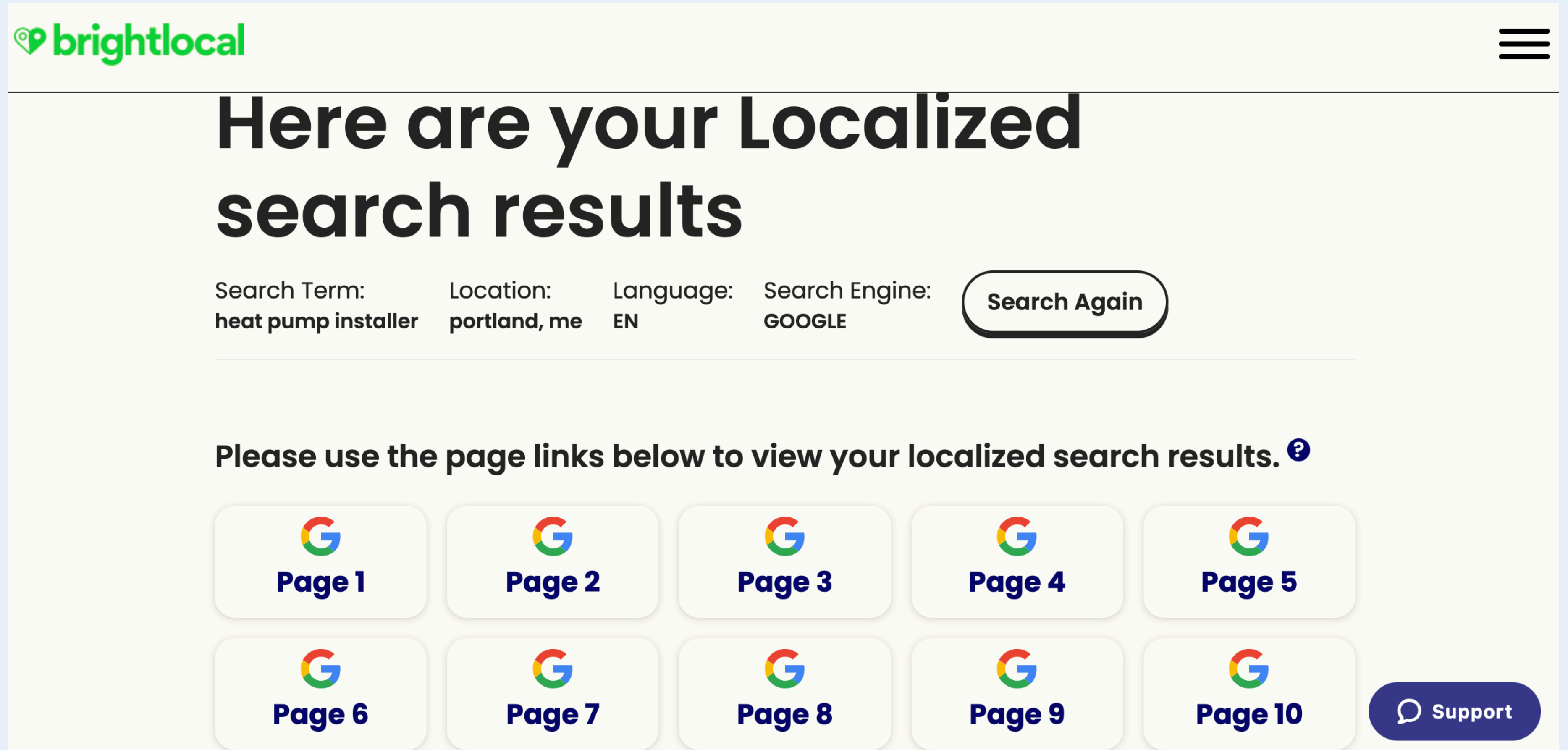
Moz Link Explorer
Website
(Free with Limits,
Free 30 Day Trial)



| <input type="checkbox"/> Root Domain | DA ⁱ ▾ | Linking Domains ⁱ | Spam Score ⁱ ▾ | Top Links |
|---|-------------------|------------------------------|---------------------------|-----------|
| <input type="checkbox"/> constantcontact.com ⁱ | 90 | 374,201 | 1% | ▾ |
| <input type="checkbox"/> pressherald.com ⁱ | 83 | 82,139 | 1% | ▾ |
| <input type="checkbox"/> local.yahoo.com ⁱ | 79 | 64,340 | 16% | ▾ |
| <input type="checkbox"/> newscentermaine.com ⁱ | 78 | 28,946 | 2% | ▾ |
| <input type="checkbox"/> yudu.com ⁱ | 71 | 49,346 | 43% | ▾ |
| <input type="checkbox"/> superpages.com ⁱ | 70 | 66,621 | 4% | ▾ |
| <input type="checkbox"/> soundflare.xyz ⁱ | 55 | 313 | 61% | ▾ |
| <input type="checkbox"/> best-seo-domains.com ⁱ | 54 | 12,738 | 12% | ▾ |
| <input type="checkbox"/> theforecaster.net ⁱ | 52 | 3,663 | 1% | ▾ |
| <input type="checkbox"/> mitsubishicomfort.com ⁱ | 51 | 6,990 | 1% | ▾ |



Ranking Results by Keyword & Geo


Bright Local
Website
(Free with Limits)














 

Here are your Localized search results

Search Term: **heat pump installer** Location: **portland, me** Language: **EN** Search Engine: **GOOGLE** [Search Again](#)

Please use the page links below to view your localized search results. 

| | | | | |
|--|--|--|--|---|
|  Page 1 |  Page 2 |  Page 3 |  Page 4 |  Page 5 |
|  Page 6 |  Page 7 |  Page 8 |  Page 9 |  Page 10 |

 [Support](#)



Ranking Results by Keyword & Geo

**Bright Local
Website
(Free with Limits)**

Google search results for "heat pump installer" in Portland, ME. The search shows approximately 15,200,000 results in 0.34 seconds. The top results are sponsored listings for HVAC Pros in Portland, ME. The first listing is for Pine State Services, a Google Guaranteed HVAC Pro with a 4.7-star rating from 654 reviews, 29 years in business, and open 24/7. The second listing is for Laird's HVAC, an HVAC Pro with a 5.0-star rating from 74 reviews, serving Portland and open 24/7. A "More HVAC pros" button is visible below the listings. A sponsored result for "Heat Pumps of Maine" is also shown at the bottom, featuring a link to their website and a description of their services.

HomeAdvisor search results for "Heat Pump Installation Contractors in South Portland, ME". The page shows a map of South Portland, ME, with several contractors marked. Below the map, there are filters for "Rating" and "Hours". The top listing is for Casco Bay Heat Pump, a heating contractor with a 4.8-star rating from 23 reviews, phone number (207) 808-9629, and closing at 5 PM. The second listing is for Goggin Energy, a heating equipment supplier with a 4.7-star rating from 29 reviews, phone number (207) 772-7557, and closing at 5 PM. Goggin Energy also provides Geothermal Heat Pump services. Website and Directions buttons are visible for the Goggin Energy listing.



Keyword Rankings by Site vs. Competitors

Moz PRO Competitive Research Keyword Gap

(Free with Limits, Free 30 Day Trial)

| Site Overview | | Ranking Distribution | | |
|--------------------|------------------|--|----------------|------------------|
| Site Overview | | More Info | | |
| Site | Ranking Keywords | Top Positions | Page Authority | Domain Authority |
| davesworld.com | 285 | 12 keywords in #1-3 41 keywords in #4-10 | 32 | 23 |
| valleymaine.com | 766 | 24 keywords in #1-3 89 keywords in #4-10 | 28 | 19 |
| revisionenergy.com | 2.1k | 55 keywords in #1-3 208 keywords in #4-10 | 45 | 47 |



Keywords to Improve Over Competitors

Moz PRO
Competitive
Research Keyword
Gap
(Free with Limits,
Free 30 Day Trial)

Keywords to Improve

[Export](#)

Identify areas for improvement based on your competitors' most prominent ranking keywords. View their top keywords that you also rank for (by default, we've filtered your rank between #2-20). Or filter by 51+ to see new keyword opportunities.

[+ Add to Campaign](#) [+ Add to Keyword List](#) [Filters](#) [Columns](#) [More Info](#)

| <input type="checkbox"/> | Keyword | ↓ Traffic Lift | Volume | Difficul... | ▼ Your Rank | valley |
|--------------------------|----------------------------|----------------|--------|-------------|-------------|--------|
| <input type="checkbox"/> | heat pump maine | 6 | 142 | 38 | #14 | |
| <input type="checkbox"/> | maine heat pump setti... | 1 | 27 | 24 | #14 | |
| <input type="checkbox"/> | heat pump repair serv... | 1 | 38 | 37 | #14 | |
| <input type="checkbox"/> | mini split heat pump ... | 1 | 5 | 21 | #9 | |
| <input type="checkbox"/> | cost effective central ... | 1 | 27 | 28 | #11 | |
| <input type="checkbox"/> | heat pumps in bangor ... | - | 1 | 20 | #16 | |
| <input type="checkbox"/> | who installs heat pumps | - | 1 | 33 | #14 | |



Active Content Development?

Google
Site: search
(Free)

The screenshot shows a Google search interface with the search bar containing 'site:pinestateservices.com'. Below the search bar are navigation tabs for Images, Shopping, Videos, News, Maps, Books, Flights, and Finance. On the right, there are links for 'All filters', 'Tools', and 'SafeSearch'. The search results are displayed on a white background. The first result is a 'Google promotion' for 'Try Google Search Console' with the URL 'www.google.com/webmasters/'. Below this is a search result for 'Pine State Services: Portland Plumbing, Electrical, Heating & AC' with a description: 'At Pine State Services, our team offers top-quality Portland plumbing, electrical, heating and AC solutions. Call to schedule an estimate today!'. The second result is for 'Financing Options' with a description: 'Pine State has teamed up with a financing partner to offer project financing. We understand that system replacements can be unexpected.' On the right side of the search results, there is a dropdown menu for 'Any time' with options: 'Any time', 'Past hour', 'Past 24 hours', 'Past week', 'Past month', 'Past year', and 'Custom range...'. The 'Past week' option is currently selected.



GOOGLE MY BUSINESS & REVIEWS



Google Business Profile Categories

GMB Spy
Google Chrome
Extension
(Free)

The screenshot shows a Google Maps page for Buffalo Energy, Inc. The browser address bar displays the URL: <https://www.google.com/maps/place/Bufalo+Energy,+Inc./@42.8252552,-78.6909888...>. The browser tabs include "EC Admin links", "Useful links", "Music links", "My Drive - Google...", "Blank Google Doc", and "Selected".

The main content area shows the business profile for Buffalo Energy, Inc. with a 4.5-star rating (78 reviews) and the primary category "HVAC contractor". The secondary categories listed are: Air conditioning contractor, Construction company, Energy equipment and solutions, Environmental consultant, Heating contractor, and Insulation contractor. A "Download as CSV" link is visible below the categories.

A "GMB SPY" extension overlay is present in the top right corner of the map area, displaying the business name "Buffalo Energy, Inc." and a "Find this tool useful? \$ Donate \$" button. The extension also lists "Brought to you by Generations Digital".

The map shows the location of Buffalo Energy, Inc. at 5800 Seneca St, Elma, NY 14059. The map includes labels for "Cazenovia Creek", "TSG BBQ", "Alisa Spring B", and "Fireman Park". The "Layers" button is visible in the bottom left corner of the map.



Google Business Profile—Actively Managed?

Review
Recency

Online
Booking

See photos

See outside

Ideal Air Conditioning and Insulation

Website Directions Save Call

4.9 ★★★★★ 729 Google reviews

Air conditioning contractor in Phoenix, Arizona

BOOK ONLINE

Service options: Online estimates · Onsite services

Address: 4127 E University Dr, Phoenix, AZ 85034

Hours: Open 24 hours ▾

Phone: (480) 839-0082

Appointments: idealairaz.com

Suggest an edit · Own this business?

Products [View all](#)

- Blown In Cellulose Home Performance
- Blower Door Test... Home Performance
- Home Automation Other Products

Explore categories

- Home Performance
- Other Products
- Air Conditioning
- Heating

Questions & answers

See all questions (2)

Send to your phone

Ask a question

Send






Using
Products?

Using
Categories?

Active with
Q&A



Google Review Quantities vs. Competition

| | | |
|--|--|---|
| <p>Goggin Energy 4.7 ★★★★★ (29) · Heating equipment supplier Portland, ME · (207) 772-7557 Closed · Opens 9 AM Fri ✔ Provides: Heat pump water heater installation</p> |  Website |  Directions |
| <p>Pine State Services 4.7 ★★★★★ (655) · HVAC contractor 10+ years in business · Westbrook, ME · (207) 883-1200 Closed · Opens 7:30 AM Fri 👤 "Dustin did annual maintenance on our heat pumps."</p> |  Website |  Directions |
| <p>Casco Bay Heat Pump 4.8 ★★★★★ (23) · Heating contractor (207) 808-9629 Closed · Opens 8 AM Fri Online estimates</p> |  Website | |



Our Guidance—Google Review Quantities

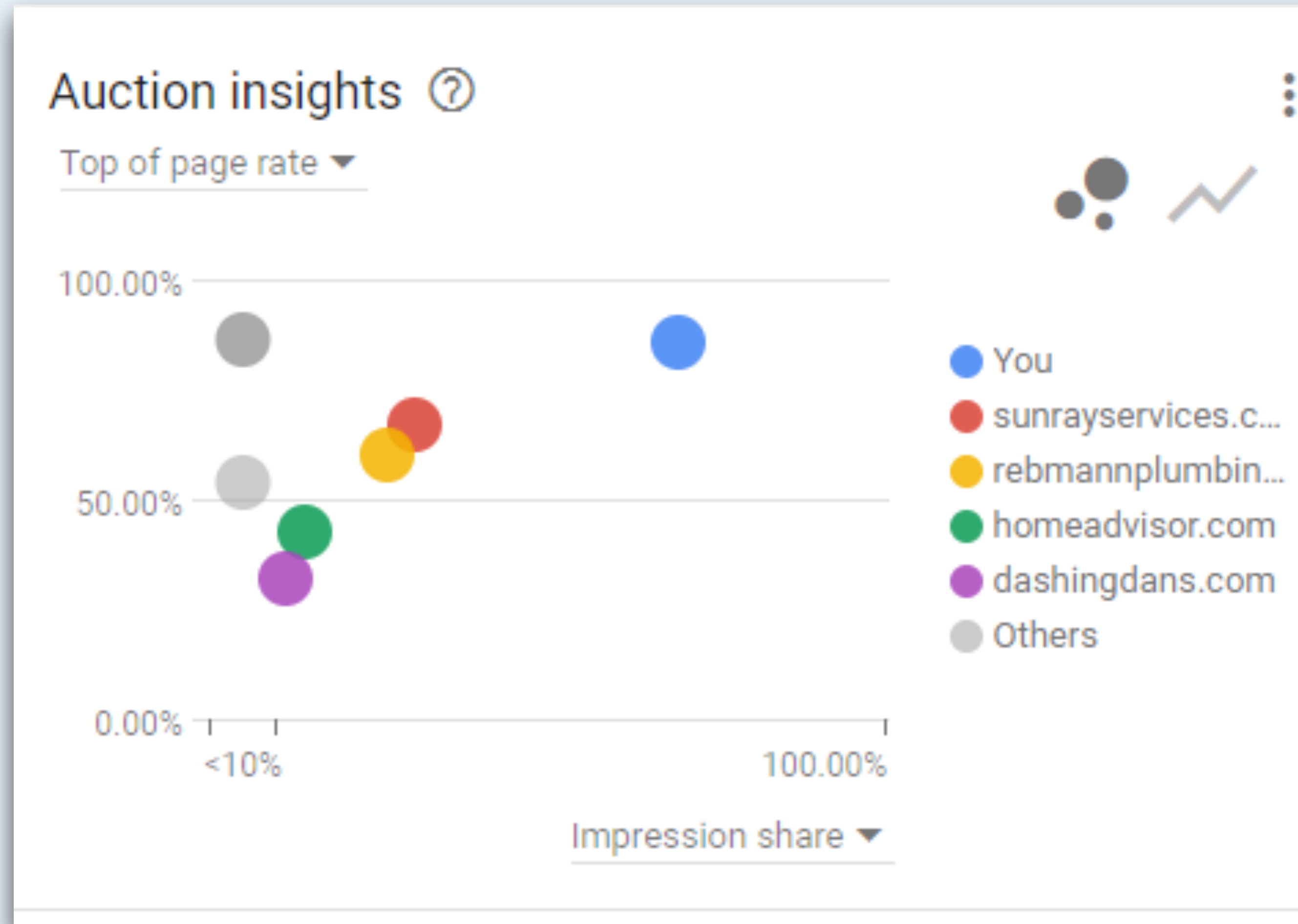
| | January 2020 | November 2023 |
|-------------------------|--------------|---------------|
| Solar | 50+ | 100-200 |
| HVAC | 40+ | 100 |
| Home Performance | 25+ | 80-100 |
| Insulation | 15+ | 50 |
| Builder | 10+ | 30 |
| Remodeler | 25+ | 50 |



PAID SEARCH ADVERTISING



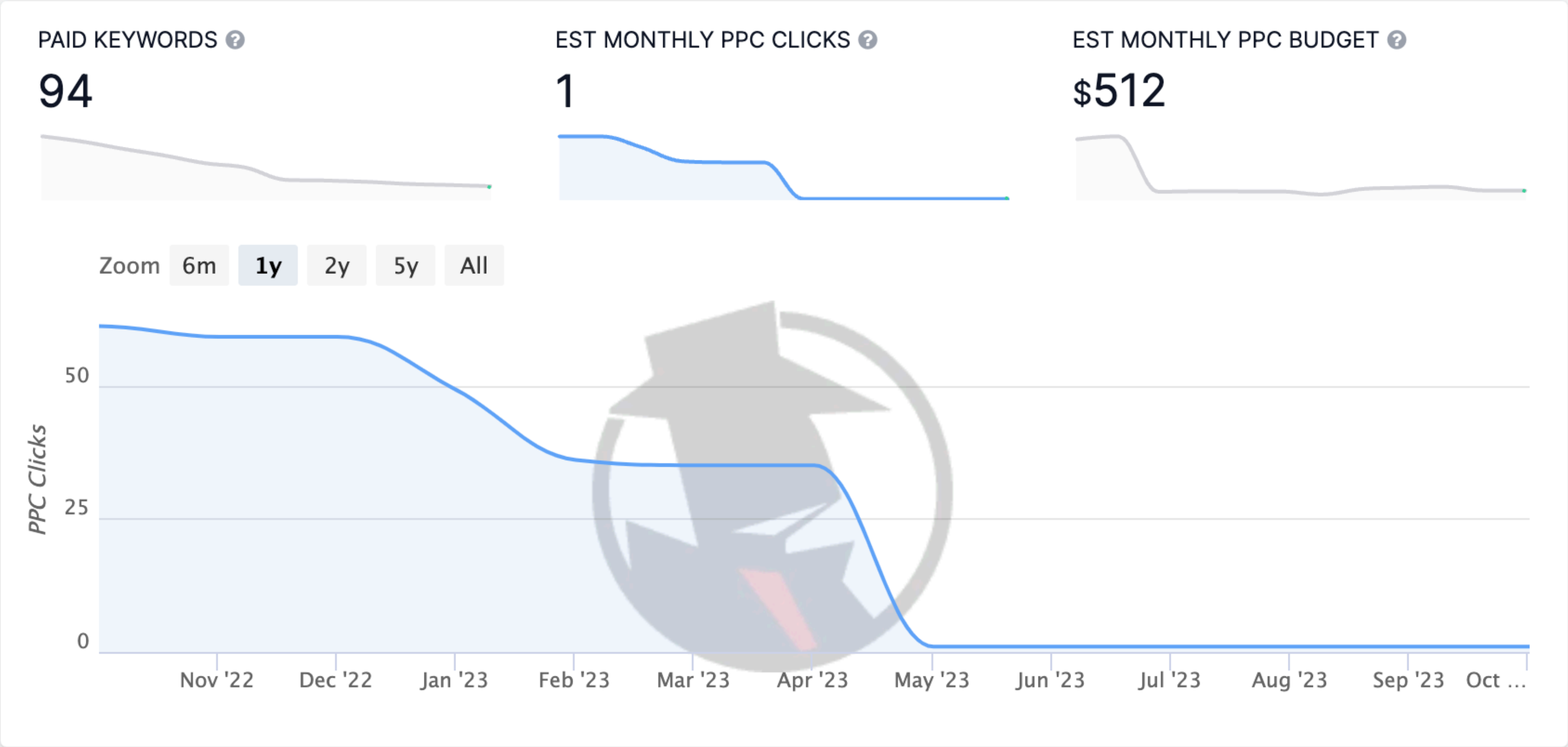
Auction Insights in Google Ads



Paid Search—Ad Spend & Target Keywords

Monthly PPC Overview - [revisionenergy.com](#)


SpyFu
Website
(Free with Limits)



Paid Search—Actual Ads

SpyFu
Website
(Free with Limits)

Highlight Ad Copy

 Screenshot

ME's Solar System Experts - Calculate Rooftop Solar Saving

<http://revisionenergy.com/>

"I Love How Easy You Made This For Us" - Homeowners Rave About How Easy It Is To Go Solar. Now Offering Virtual Site Visits To Calculate Energy Savings And Rooftop Solar Potential.

Ad Position: 2 Date: February 2023



Paid Search—Actual Ads

Google
Ads Transparency
Center
(Free)

The screenshot shows the Google Ads Transparency Center interface. At the top, the header reads "Google Ads Transparency Center" with a settings gear, a grid icon, and a user profile picture. The main heading is "Ads transparency for a safe and open internet" with the subtitle "Find active ads published through Google". Below this is a search filter bar containing: "Any time" (calendar icon), "Shown in the United States" (location pin icon), "All formats" (dropdown arrow), and a selected filter "gogginenergy.com" (blue pill with close icon). A search input field contains "All topics" (magnifying glass icon and dropdown arrow) and the placeholder text "Search by advertiser or website name". On the right side, it says "Sorting by most recent". Two identical sponsored ad cards are displayed. Each card has a "Sponsored" label, the Goggin Energy logo (a globe icon), the name "Goggin Energy", and the URL "www.gogginenergy.com/". The main headline of the ad is "Goggin Energy - Solar Experts" in blue. The body text reads: "With energy costs on the rise, Goggin Energy's team of solar experts is here to help." At the bottom of each card, the advertiser name "The Goggin Company" is listed.



FACEBOOK & SOCIAL



Activity Level on Social Media

Profiles



Facebook



Instagram



LinkedIn



Twitter



YouTube



Facebook Ads Library

www.facebook.com/ads/library
(Free)

The screenshot shows the Facebook Ads Library interface. At the top, the Meta logo is on the left, and navigation links for 'Ad Library', 'Ad Library Report', 'Ad Library API', and 'Branded Content' are on the right. The main heading is 'Ad Library', followed by a description: 'Search all the ads currently running across Meta technologies, as well as:'. Below this are two bullet points: 'Ads about social issues, elections or politics that have run in the past seven years' and 'Ads that have run anywhere in the EU in the past year'. A note says 'To find an ad, search for keywords or an advertiser.' with a 'See what's new' button.

The 'Search ads' section includes a location dropdown set to 'United Sta...' and an 'All ads' category dropdown. A search bar contains the text 'heat pump'. Below the search bar, there are suggestions: 'heat pump' and '"heat pump" Search this exact phrase'. Underneath, there are sections for 'Related searches' (listing 'heat pump water heater') and 'Advertisers'. The 'Advertisers' list includes:

- MAC Heat Pumps**: @MACHeatPumps · 2.1K follow this · Heating, Ventilating & Air Conditioning Service. Includes an Instagram link: @macheatpumpsme · 6 followers.
- Keith Pumper Plumbing & Heating**: 252 follow this · Plumbing Service.
- Twin City Heat Pumps**: @TwinCityHeatPumps · 838 follow this · Heating, Ventilating & Air Conditioning Service.

On the right side of the advertiser list, there are partial labels: 'y Report tiser and' and 'ads'. At the bottom left of the search results area, there is an illustration of a house with a sun.





Facebook Ads Library

www.facebook.com/ads/library
(Free)


Library ID: 2337210286467092 ...

✓ Active

Started running on Jan 30, 2023

Platforms  


[See ad details](#)

 **MAC Heat Pumps**
Sponsored

One-third of MAC customers are on the Renewal Plan, our no-obligation maintenance plan. Are you?

Call 947-3851 today to sign up and keep your heat pump running at peak performance!

Customers not installed by MAC are welcome!...





MAC Heat Pumps
Appliance Repair

[Send messa...](#)


Library ID: 887986152349809 ...

✓ Active

Started running on Jan 27, 2023

Platforms  



[See ad details](#)

 **MAC Heat Pumps**
Sponsored

One-third of MAC customers are on the Renewal Plan, our no-obligation maintenance plan. Are you?

Call (207)947-3851 today to sign up and keep your heat pump running at peak performance!

Customers not installed by MAC are welcome!...



MAC Heat Pumps [Call Now](#)

MAC Heat Pumps [Call Now](#)



QUESTIONS?

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