



THE EVOLUTION OF THIRD PARTY REVIEWS—MORE THAN JUST STARS

Peter Troast, Founder & CEO

Energy Circle Webinar Series

January 22, 2020

Energy Circle On The Road

02/04 - 02/06: **Better Buildings by Design: Efficiency Vermont** | Burlington, VT

02/11 - 02/12: **Building Performance Association Northeast Regional** | Saratoga Springs, NY

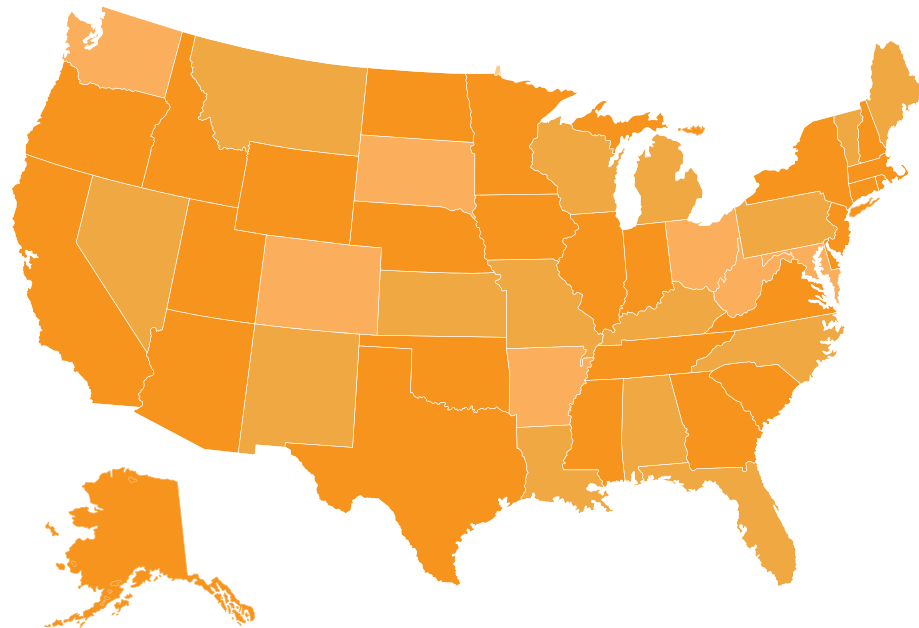
02/24 - 02/26: **RESNET** | Scottsdale, AZ

03/09 - 03/11: **Better Building Better Business WI** | Wisconsin Dells, WI

03/17 -03/18: **Building Science Conference & Expo** | Knoxville, TN

03/18 - 03/21: **JLC Live** | Providence, RI

04/27 - 04/30: **2020 Building Performance Association National Conference** | New Orleans, LA



Upcoming Webinars

January 29, 5pm EST

Going Deeper on Proximity: PlacesScout Research

February 19, 5pm EST

How to Confront Common Customer Objections in Home Performance

What We'll Discuss

Quick Review: The 3rd Party Review Landscape in 2020

Beyond Stars—What Matters Most:

- 1** First Party Reviews as Local Content
- 2** The Importance of Review Content (Keywords & Quality Terms)
- 3** Mining the Sentiment of Reviews—Improving Your Service & Differentiating Your Company



QUICK REVIEW: THE 3RD PARTY LANDSCAPE IN 2020

Reviews are Everywhere

Home Solar Power | Southern Energy Management

www.southern-energy.com/ (919) 604-8229

45% Discount on the cost of solar. Take advantage of these limited solar incentives today! Founded in 2001. Over 1,000 Solar Installs. Free Solar Quotes. B Corp. Services: Home Solar Installer, Tesla Powerwall Installer, B Corp.

101 Kitty Hawk Dr, Morrisville, NC

Why Southern Energy?

15 Years Experience and Over 1,400 Solar Systems Installed

Why Go Solar?

Clean Energy, Big Savings, and a Power Incentives.

Southern Energy Management | Solar Energy + Energy Efficiency

<https://southern-energy.com/>

Southern Energy Management, based in Raleigh, NC, is the Southeast's rooftop solar and building performance expert. Founded in 2001, our mission is to ...

Our Team

Meet our team! Our highest aspiration for this company is ...

About Us

We're passionate about continuously innovating and ...

Contact

Southern Energy Management ...
Contact Us ... laurie ...

More results from southern-energy.com »

Home Solar

By generating your own home solar power you'll save money ...

Office Pets

To help spread the joy we've created biographies for each of ...

News & Happenings

News & Happenings on Southern Energy Management.

Southern Energy Management - Home | Facebook

<https://www.facebook.com/Places/Raleigh,NorthCarolina/SolarEnergyService/>

★★★★★ Rating: 4.8 - 10 votes

Southern Energy Management - 5908 Triangle Drive, Raleigh, North Carolina 27617 - Rated 4.8 based on 10 Reviews "SEM completed my first project with ...

Southern Energy Management - Solar Installation - 5908 Triangle Dr ...

<https://www.yelp.com/HomeServices/SolarInstallation>

★★★★★ Rating: 5 - 2 reviews

2 reviews of Southern Energy Management "We had our 6KW Bosch solar panels ... Solar PV system Photo of Southern Energy Management - Raleigh, NC, ...

Southern Energy Management, Inc | Better Business Bureau® Profile

<https://www.bbb.org/nc/raleigh/energy/southern-energy-management-inc-0593...>

BBB accredited since 7/3/2014. Solar Energy Contractors in Raleigh, NC. See BBB rating, reviews, complaints, request a quote & more.

Working at Southern Energy Management | Glassdoor

https://www.glassdoor.com/Working-at-Southern-Energy-Management-EI_IE5637...

★★★★★ Rating: 4.6 - 11 reviews

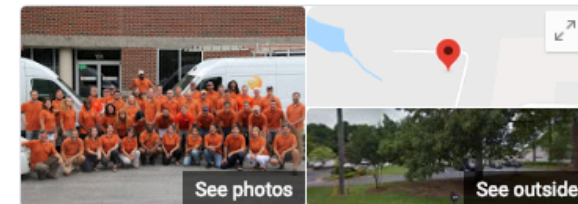
Southern Energy Management Overview. Website www.southern-energy.com. Headquarters Raleigh, NC. Size 51 to 200 employees. Founded 2001.

Southern Energy Management solar reviews, complaints, address ...

<https://www.solarreviews.com/installers/southern-energy-management-reviews/>

★★★★★ Rating: 4.6 - 52 reviews

Southern Energy Management reviews and complaints, reviews of the brands of solar panels they sell, their locations ... Based out of North Carolina, we offer energy efficiency, green building, and turn-key solar services for Raleigh, NC ...



Southern Energy Management

Website Directions Save

5.0 ★★★★★ 55 Google reviews

Solar energy company in Raleigh, North Carolina

Address: 5908 Triangle Dr, Raleigh, NC 27617

Hours: Open · Closes 5PM

Phone: (919) 836-0330

Suggest an edit

Know this place? Answer quick questions

Questions & answers

Be the first to ask a question

Ask a question

Reviews from the web

Facebook

4.8/5

10 votes

Solar Reviews

4.6/5

52 reviews

Send to your phone

Send

Reviews

Write a review

Add a photo



"Outstanding people, service, who use top quality materials."



"Professional, honest, and did great work for a fair price."



"They listened to our concerns and answered all our questions."

View all Google reviews

From Southern Energy Management

"Southern Energy Management, headquartered in Raleigh, NC, is the Southeast's rooftop solar and building performance expert. Founded in 2001, we've worked for more than a decade to improve the way people—homeowners, businesses, builders, and...More



Southern Energy Management

on Google

What is New Heading in to 2020:

Google is King

Quantity & Consistency Critical

Diversity Still Matters

(Facebook, Yelp & Beyond)

Most Company's Priorities



Clout of Google, Ranking Factors, Presence in Search, Quantity and velocity matters

2. **On Your Website**

Great content that can be localized.

3.



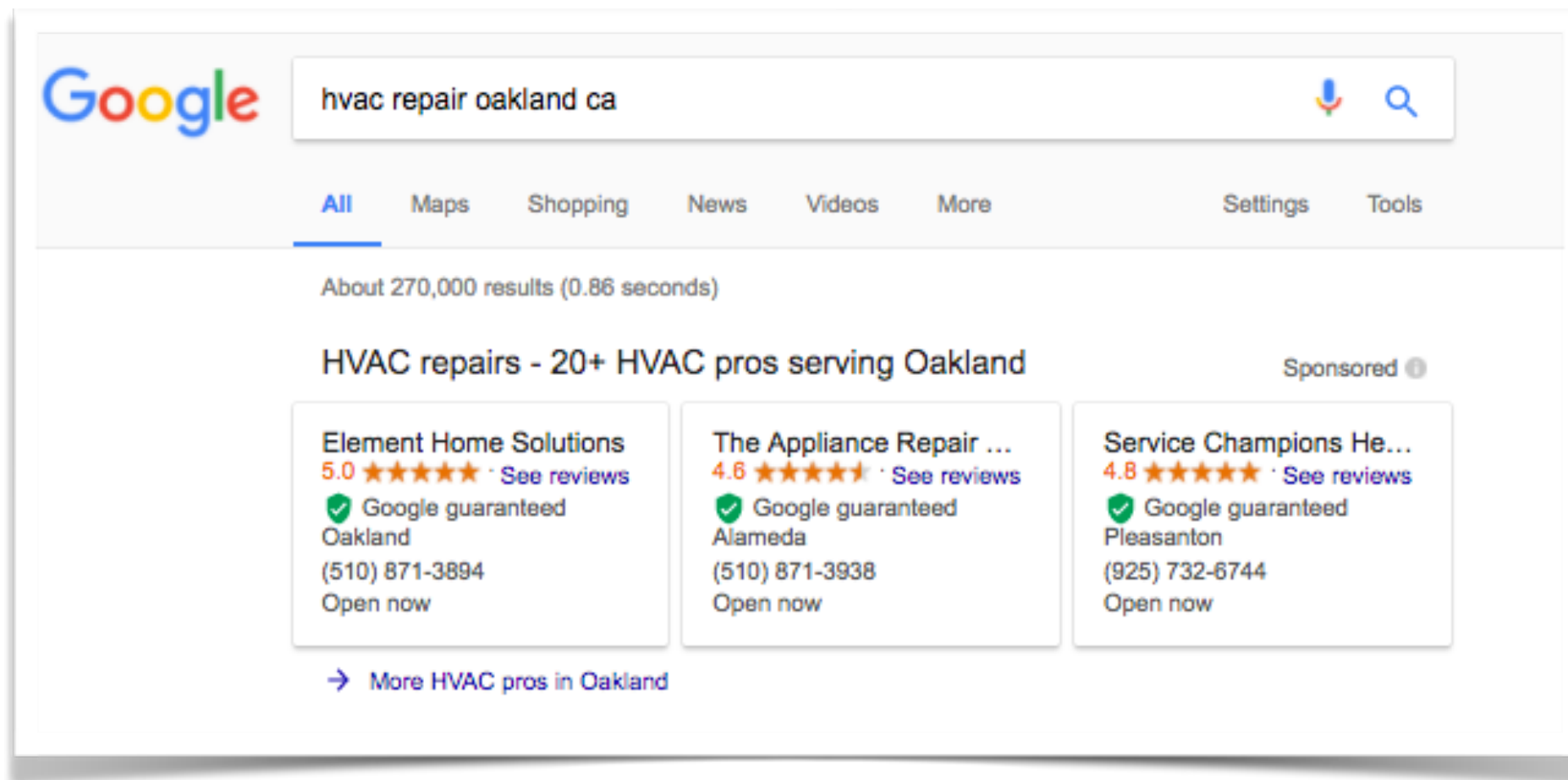
Strength in organic listings, Growing fast in Service Biz categories; more critical in tone

4. **Your Specific Priorities Based on Research.**

Our Guidance—Google Review Quantities

	June 2019	January 2020
Solar	50+	100
HVAC	40+	75
Home Performance	25+	40
Insulation	15+	30
Builder	10+	30
Remodeler	25+	50

Ranking Factor for Local Services Ads



Within Google My Business

Google Review Quantity & Averages



Reviews from the Web



Review Snippets



Website Directions Save

4.9 ★★★★★ 83 Google reviews

Air conditioning contractor in Phoenix, Arizona

[REQUEST A QUOTE](#)

Address: 4127 E University Dr, Phoenix, AZ 85034

Hours: Open · Closes 5:30PM ▾

Phone: (480) 839-0082

Appointments: [idealenergyaz.com](#)

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers [Ask a question](#)

Be the first to ask a question

Reviews from the web

Facebook	Angie's List	BuildZoom
5/5	4/5	5/5
14 votes	16 reviews	1 review


[Send to your phone](#) [Send](#)

Reviews [Write a review](#) [Add a photo](#)

- C** "He was extremely knowledgeable and honest about what his **company** could offer."
- R** "You will receive **excellent work** and great **service** from Ideal Energy!"
- [Profile Picture]** "Or be easiest to push onto a **customer**)."

[View all Google reviews](#)

New Carousel: Reviews, Q&A, Posts



← Rating ▾ Hours ▾

Blue Sky Plumbing,
Heating, Cooling & Electric ▾
Ad 4.8 ★★★★★ (579) · Plumber
4765 Independence St
Open 24 hours · (303) 238-5900

WEBSITE

DIRECTIONS

Premier Heating and
Air ▾
Ad 4.7 ★★★★★ (266) · HVAC ...
1695 W Sheri Ln
Open · Closes 8PM · (303) 993-9060

WEBSITE

DIRECTIONS

Applewood Plumbing
Heating & Electric
4.6 ★★★★★ (2,827) · Plumber
5000 W 29th Ave
Open · Closes 10PM
· (303) 232-6611

WEBSITE

DIRECTIONS

Allied Services, Water Heater/plumbing, Heating & Air
5.0 ★★★★★ (5) · Plumber
Open · Closes 8PM · (720) 481-1976

WEBSITE

DIRECTIONS

Time Plumbing

WEBSITE

DIRECTIONS

Applewood Plumbing Heating & Electric


Website Directions Save

4.6 ★★★★★ 2,827 Google reviews
Plumber in Denver, Colorado

Related to your search


Q:Water heater is on
but no hot water, just
warm. How much t...

A:On hot water
heaters there is two
elements that heat
the water sounds...

 Bae minecraft
Apr 18, 2018


★★★★★

...the button inside
the panel and
PRESTO! **We have
hot water!** He wrote
up 3 estimates and
was very thorough...

 Rita Cayou
Mar 11, 2019


★★★★★

**Blaine did an
excellent job of
explaining what
happened to our hot
water heater and
quickly and...**


 Michael Tyra
Sep 17, 2017

★★★★★

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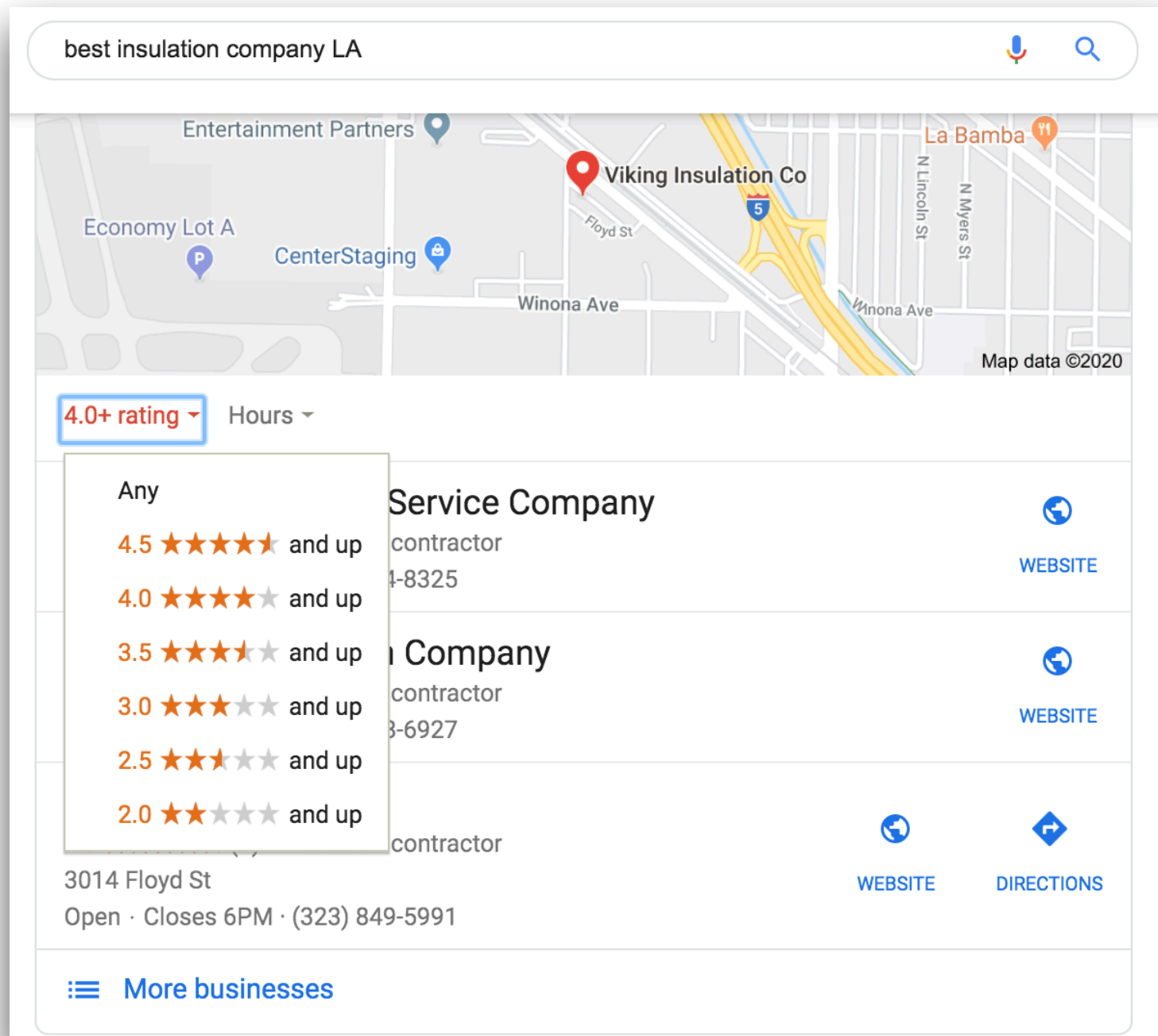
Address: 5000 W 29th Ave, Denver, CO 80212

 energy circle

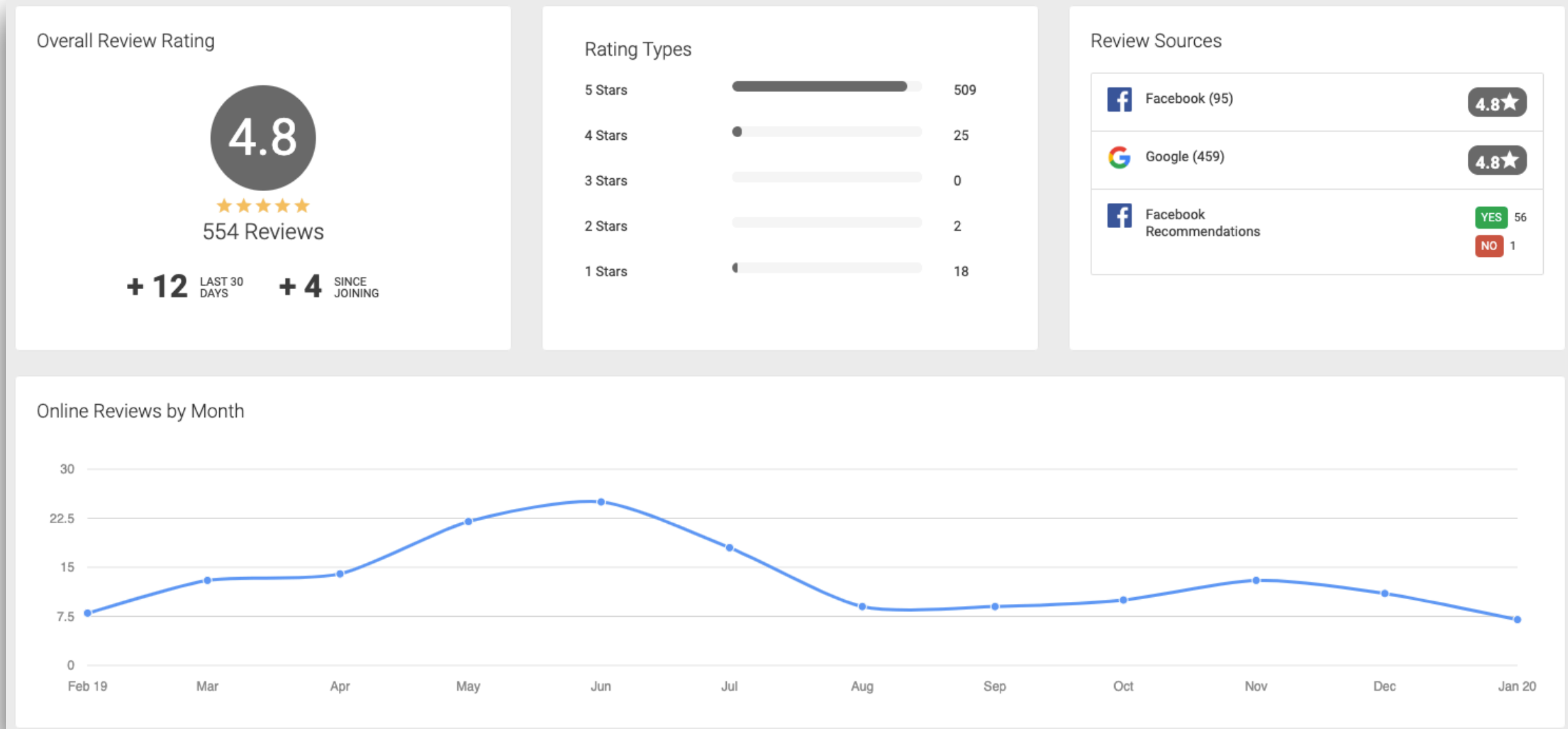
1/22/20

12

Review Filtering within 3 Pack



Review Consistency (Velocity)






1

FIRST PARTY DATA FOR WEBSITE: BATTLING GOOGLE'S PROXIMITY BIAS

#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](#)

Geo-Tagging Onsite Reviews

I'm writing to thank you for your work in providing air conditioning for my house. Given the particular structure and setting of this modernist, flat-roofed house, with its open rooms and glass walls, it was unclear what type of system would work here. You guided me to the ductless, split system that your work crew installed last month, and it works perfectly. Within minutes the house starts to cool off and become comfortable. Furthermore, as you promised, it is very quiet: move a short distance away from the inside unit, and it can't be heard at all. It's not the prettiest wall attachment in the house but it does the job!

I also want to commend your work crew. They were very efficient as well as pleasant in their interaction with me. They did such a good job that my next-door neighbor, after watching them at work, told me that he has decided to hire your firm to install a new heating system for his house. I also believe that your charge for the job is quite reasonable.

I can now anticipate the hot weather ahead without dreading the days and evenings of 90 degree inside temperatures endured in the past.

Thank you very much.

☆☆☆☆☆
No votes yet

Marilyn B.

Kensington CA

Marilyn B.

Display Title

General **Location Info**

Testimonial City

Kensington CA

Content Geo Data

Get location

Suggestions
Not found

Enter an address / location / Google map URL in the textfield or you can also click on the map to set a marker, or use your browser geolocation system by clicking this link: [My Location](#)



Latitude: Longitude:

Geo Tagged Reviews—City Pages

[RESIDENTIAL HEATING & COOLING](#) [PLUMBING SERVICES](#) [ELECTRICAL SERVICES](#) [COMMERCIAL HVAC SERVICES](#) [HOME EFFICIENCY SERVICES](#) [TIPS](#)

Offering Air Conditioners, Ductless Mini-Split Heat Pumps, Furnaces, Plumbing Services, Electrical Services in the Norfolk, VA area



Heating, Cooling Plumbing & Electrical Services in Norfolk

Living between the Atlantic Ocean and the James River, water plays an enormous role in Norfolk VA weather. Humidity is an ever-present challenge, no matter if it's the height of summer heat or the increasingly frosty nights of winter. As the summer heat index increases, and winter weather becomes less mild, it's important to keep your home and family comfortable year round.

Whether you make your home in the Ocean View, Janaf or Ghent neighborhoods of Norfolk, one HVAC company can keep your home comfortable and efficient all year long. And let's face it, with so many terrific places to be out and about, the last thing Norfolk residents want to fret over is whether their AC will go on the fritz or their insulation isn't performing. Since 1977, Norfolk homeowners have relied on the top-notch services of Russell's for all their [air conditioning](#), [heating](#), [plumbing](#) and [electrical](#) services. In addition, Russell's expertise in improving [home efficiency](#) makes them a convenient single resource for your entire home.

Guaranteed Local AC & Heating Repairs

When you need HVAC service, it's important to have the right people on the job, Our "Service Today or It's Free" guarantee and highly trained service technicians provide Norfolk homeowners with peace of mind that's unmatched in the area. No

Need AC or heating services in Norfolk?

Our team of professional HVAC technicians is standing by!

(VA) 757-785-9127 / (NC) 252-421-9264

Name *

Phone *

Email *

I need...

Heating & Cooling Service

MAKE A SERVICE APPOINTMENT

*Not one single idea for improvement.
Keep doing what you do.
OUTSTANDING!*

CHARLES J. - NORFOLK, VA

PRIMARY SERVICES WE PROVIDE:

- [Air Conditioners](#)
- [Ductless Mini-Split Heat Pumps](#)

Prominence on Website

The screenshot displays the Sun Light & Power website. At the top, the company logo is on the left, and a navigation menu includes 'Blog & News', 'Resources', 'Solar Financing', 'Careers', 'Projects', 'Testimonials', 'Contact', and a phone number '510.949.8658'. A 'Request an Energy Analysis' button is on the right. Below the navigation is a grey bar with categories: 'HOUSING', 'BUSINESS', 'NON-PROFITS', 'SOLAR SOLUTIONS', 'BENEFITS', and 'OUR COMPANY'. The main content area features a review carousel. On the left, it shows an overall rating of 4.7 out of 5 stars based on 246 1st-party reviews, with a 'View Filters' link. The carousel contains three review cards, each with a 5-star rating and a share icon. The first card is from Chris H (January 17, 2020), praising SL&P's performance. The second is from Gary A (December 16, 2019), mentioning the quality of work and crew. The third is from Tony E (September 24, 2019), stating it was a pleasure working with them. Navigation arrows and a page indicator '1 2' are at the bottom of the carousel. Below the carousel, a banner reads 'PROVIDING EXCEPTIONAL SOLAR SOLUTIONS FOR BUSINESSES FOR OVER 40 YEARS'. On the left of the banner is a Google 5-star rating from Dave G. (05/29/18). On the right is a 'Certified' logo. The background of the website is a faded aerial view of a residential neighborhood.

SUN LIGHT & POWER
100% EMPLOYEE OWNED

Blog & News Resources Solar Financing Careers Projects Testimonials Contact 510.949.8658 Request an Energy Analysis

HOUSING BUSINESS NON-PROFITS SOLAR SOLUTIONS BENEFITS OUR COMPANY

HOUSING BUSINESS NON-PROFITS SOLAR SOLUTIONS BENEFITS OUR COMPANY

4.7 Out of 5 Stars
★★★★★
Overall rating of 246 1st-party reviews
View Filters

← →

★★★★★
5 out of 5 stars
Chris H
January 17, 2020
SL&P's performance was exemplary every step of the way through our solar project.

★★★★★
5 out of 5 stars
Gary A
December 16, 2019
quality of work and work ethic of work crew was great.

★★★★★
5 out of 5 stars
Tony E
September 24, 2019
It's been a pleasure working with Sun Light & Power

← 1 2 →

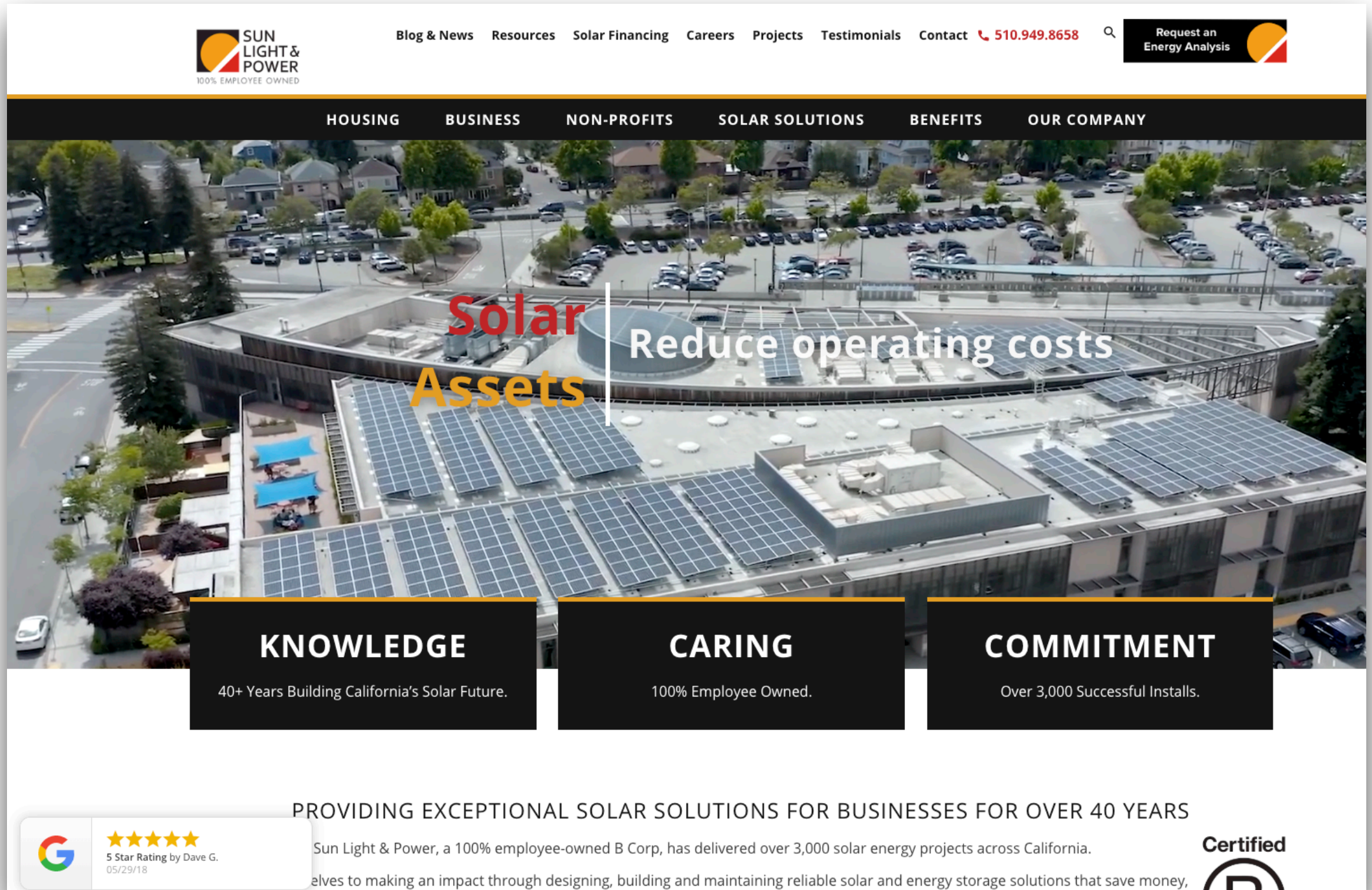
PROVIDING EXCEPTIONAL SOLAR SOLUTIONS FOR BUSINESSES FOR OVER 40 YEARS

★★★★★
5 Star Rating by Dave G.
05/29/18

Sun Light & Power, a 100% employee-owned B Corp, has delivered over 3,000 solar energy projects across California. elves to making an impact through designing, building and maintaining reliable solar and energy storage solutions that save money,

Certified

Prominence on Website



The screenshot shows the Sun Light & Power website homepage. At the top is a navigation bar with links: Blog & News, Resources, Solar Financing, Careers, Projects, Testimonials, Contact, and a phone number 510.949.8658. A search icon and a 'Request an Energy Analysis' button are also present. Below the navigation bar is a dark banner with white text: HOUSING, BUSINESS, NON-PROFITS, SOLAR SOLUTIONS, BENEFITS, and OUR COMPANY. The main visual is an aerial view of a large commercial building with a flat roof covered in solar panels. Overlaid on this image is the text 'Solar Assets' in red and orange, and 'Reduce operating costs' in white. Below the image are three black boxes with white text: 'KNOWLEDGE' (40+ Years Building California's Solar Future.), 'CARING' (100% Employee Owned.), and 'COMMITMENT' (Over 3,000 Successful Installs.). At the bottom, there is a section titled 'PROVIDING EXCEPTIONAL SOLAR SOLUTIONS FOR BUSINESSES FOR OVER 40 YEARS' followed by a paragraph about the company's history and mission. To the left of this text is a Google review snippet showing a 5-star rating. To the right is a 'Certified' logo.

SUN LIGHT & POWER
100% EMPLOYEE OWNED

Blog & News Resources Solar Financing Careers Projects Testimonials Contact 510.949.8658 Request an Energy Analysis

HOUSING BUSINESS NON-PROFITS SOLAR SOLUTIONS BENEFITS OUR COMPANY

Solar Assets | Reduce operating costs

KNOWLEDGE
40+ Years Building California's Solar Future.

CARING
100% Employee Owned.

COMMITMENT
Over 3,000 Successful Installs.

PROVIDING EXCEPTIONAL SOLAR SOLUTIONS FOR BUSINESSES FOR OVER 40 YEARS

Sun Light & Power, a 100% employee-owned B Corp, has delivered over 3,000 solar energy projects across California.elves to making an impact through designing, building and maintaining reliable solar and energy storage solutions that save money,

5 Star Rating by Dave G. 05/29/18

Certified



2

THE IMPORTANCE OF REVIEW CONTENT

(Keywords & Quality Terms)

5 Star Reviews are Not Created Equal

About the Customer Experience

Great work from a great company! Very professional and responsive!

if you live in the Pines, you need this done!
noticed a change in days!

Very professional and explained all that was being done. They were courteous of our home and put down drop clothes so they weren't tracking stuff in and also swept at the end of the day. Our crew was joe, sally , bill and agatha. These guys are assets to your company and great with customers. We would highly recommend them and use them again if needed

Great quality work. Very competitive pricing. Management and all employees are polite and willing to help you. PROFESSIONAL operation

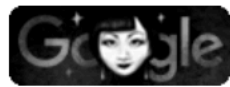
Experience AND the Work

They are a very professional organization. I can tell immediately that the *extra insulation they placed in the attic* is doing its job by *reducing our utility bills*.

We hired _____ to *encapsulate our crawlspace* about 5 years ago. They did a fantastic job. The *house is warmer* and the *crawl space is clean* and dry with *no condensation problems*. This was one of the best decisions we made for our home.

_____ is my trusted source for *mold, moisture, crawlspace, attic* and related issues. They have done multiple projects for me to improve my recently purchased *historic home*, which had numerous *moisture and mold problems* resulting from years of neglect and improper work.

Google Highlighting Qualification Terms



great hvac company VA



Related to your search



...sent Mike out and they were very timely and professional.
Easiest company I've ever worked with.



Matthew McCle...
Sep 7, 2018



Excellent company.
They installed a complete Ruud heat pump system in my house today. The workers were very...



Rick Handel
Jun 3, 2019



...We've been **incredibly happy we found this company and are more than happy to recommend them t...**



Courtney Coster
2 weeks ago

Building Your Entity Profile

Google Entity
(Your Company)



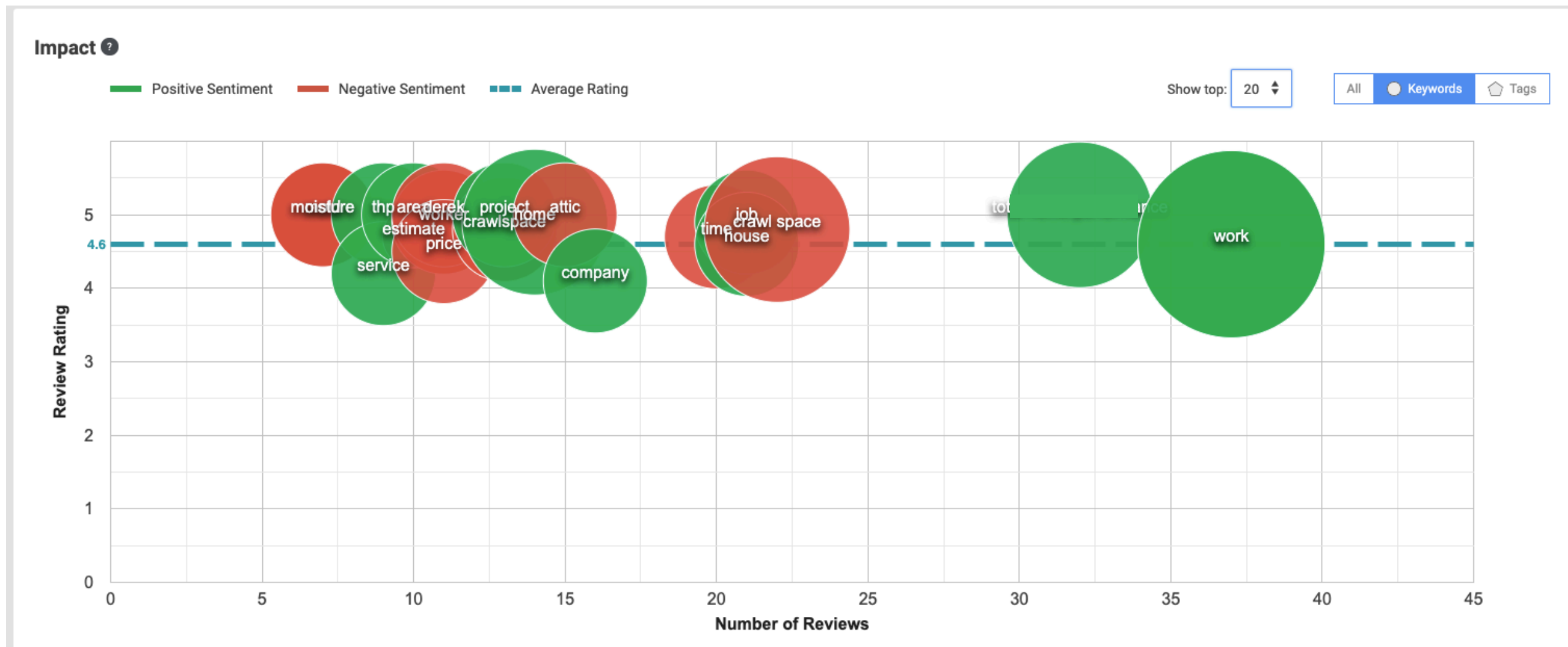
**Keywords &
Services**



SENTIMENT ANALYSIS

(Improving your service &
differentiating your company)

Keywords/Volumes/Ratings



Limitations within Our Industry

Sentiment ?

Positive +

Keywords Tags

Keyword	# Of Mentions	Sentiment Rating ?
work	71	3
total home performance	38	2.9
home	34	3.4
job	30	3.4
house	26	3
company	20	3.1
project	13	2.7
area	13	3.4
thp	12	3.4
service	12	3.3

Negative -

Keywords Tags

Keyword	# Of Mentions	Sentiment Rating ?
worker	18	1.1
mold	13	1.1
moisture	14	1.4
crawl space	39	1.6
estimate	11	1.7
price	12	1.9
attic	20	2
crawlspace	27	2.2
time	21	2.3
derek	18	2.5

A More Straightforward Approach

google	5	Matt and the THP team do great work and are always available when you need them. Thanks THP!
google	5	Great quality work. Very competitive pricing. Management and all employees are polite and willing to help you. PROFESSIONAL operation
google	1	Had an aduit done for EA in months ago. Was told i would be getting an updated refrigerator. Its now almost summer and contacted this company several times and keep getting put off.
google	5	This company is first class all the way!!! They made every step of the process easy. After the completed job my energy bill went from over \$500 a month to under \$200 a month just like that! Thanks THP!!!
google	5	Total Home Performance has resolved the rising water in the crawl space to our complete satisfaction. The men digging the trench for the drain pipe were friendly, and efficient. They have a strenuous job in difficult conditions. They were careful with the various electrical, plumbing and HVAC lines and ducts. The office staff kept me informed of the schedule and checked-in via email. The project started and finished consistent with the schedule plan. First rate business, recommend THP to anyone with crawl space issues.
google	5	Tom and I have been clients of THP for many years. We have found them to be, under the leadership of Matt Hargrove, outstanding in every aspect of this demanding business. Their customer care is personal and their follow-up is beyond compare. We have recommended THP to several of our friends and we know that they too were satisfied.
yelp	5	I have read the other review and yes, MORE EXCEEDED EXPECTATIONS!!! These guys are so friendly, so accomodating and, while we're at it, AMAZING at what they do! I had bathroom vent fans, a dryer, an attic fan, insulation and a vapor barrier all installed in my home. These guys went above and beyond every single day! I work for a company who believes the "Devil is in the Details"; and nothing is more true! I came home expecting it to look like contractors had been in my home and there was no sign left behind except for phenomenal work! While they were there they also installed downspout extensions that I never expected and today my cameras caught them in the act!!! They were putting new light bulbs in the cans on my front porch! THANK YOU, THANK YOU, THANK YOU, Total Home Performance, for understanding what it takes to give great customer service, for exceeding expectations and for doing it all as just a regular part of what you do every day!!! #ThankYou !! You have given this hard-working Single Mom a whole lot to be thankful for!!!
google	5	Total Home Performance far exceeded expectations! All of the staff involved in providing a whole house insulation service was outstanding, from the office project coordinators, managers, inspector, installers and quality check inspector. Outstanding! They were prompt, courteous, and extremely knowledgeable at all times. They discovered asbestos in the crawlspaces of my home when they conducted the weatherization inspection. The installers were prompt, courteous, knowledgeable and careful not to track anything in my home. All dirt and debris was meticulously removed. They worked over to complete the job, even working during snow on a late Friday afternoon. By far, they provided the very best service I have ever received in over 30 years of home ownership, in three different locations. It is a pleasure to highly recommend Total Home Performance for any work that they are contracted to complete.
yelp	5	Total Home Performance far exceeded expectations! All of the staff involved in providing a whole house insulation service was outstanding, from the office project coordinators, managers, inspector, installers and quality check inspector. Outstanding! They were timely, courteous, and extremely knowledgeable at all times. They discovered asbestos in the crawlspaces of my home when they conducted the weatherization inspection. The installers were prompt, courteous, knowledgeable and careful not to track anything in my home. All dirt and debris was meticulously removed. They worked over to complete the job, even working during snow on a late Friday afternoon. By far, they provided the very best service I have ever received in over 30 years of home ownership, in three different locations. It is a pleasure to highly recommend Total Home Performance for any work that they are contracted to complete.
google	5	We bought a house we knew had crawlspace issues and needed a new HVAC system. During the home inspection process, Derek came out and gave us two estimates for how to deal with the crawlspace, and made it clear he could probably save us more money than the (very reasonable) estimates showed, depending on the rebates that were available when the work got done. After we closed (at a very nice price, thanks to those crawlspace issues), Derek came and did an energy audit for BGE. Once that happened, he and his crew replaced our aging HVAC, insulated our attic, and encapsulated our crawlspace, all for just a little more than the retail cost of the HVAC system, thanks to the rebates the audit made available.
google	5	They did a great job. My house had had a crawlspace, and that created a mold and fungus farm, they came and remediated, and encapsulated the entire space. It now stays a steady 57° all year round, so I only have to heat the floor from 57° up, and don't have to Pay anything for air conditioning as the floor is cooler than The air. That even came back and put some tape down on tour in spots after some plumber had punctured the enclosure at no charge. I super appreciated the high level of customer service. I would completely recommend them.



THANK YOU! QUESTIONS?

FREE
Review Sentiment Report

Peter Troast

peter@energycircle.com

207.847.3644