



HIDDEN THINGS THAT COULD BE DRAGGING DOWN YOUR WEBSITE PERFORMANCE

Peter Troast, Founder & CEO

Energy Circle Webinar Series

October 29, 2020

Upcoming and Recent Webinars

~~Wednesday, 9/30, 5PM eastern~~

~~**With Kevin Brenner: Insulation and Ventilation Demand This Fall—Priorities at Odds in the COVID-19 Era?**~~

~~Wednesday, 10/7, 5PM eastern~~

~~**Engagement: How to Win at Giving Google What it Wants**~~

~~Wednesday, 10/21, 5PM eastern~~

~~**Marketing Strategies for Winning Whole House Ventilation Jobs**~~

Wednesday, 10/29, 5PM eastern

Hidden Things That Could Be Dragging Down Your Website Performance

Wednesday, 11/4, 5PM eastern

The Road Ahead for Home Performance and Better Buildings—Panel



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Oct. 2020 Update: What's New with Google Local Services Ads? (A Lot.)



By Shawn Cohen | October 21, 2020

Google's Local Service Ads allow businesses, like HVAC and better building contractors, to run prominently displayed ads, geo-targeted at their service area, and pay for leads directly. As Google expands the LSA product, adding features like bidding options (yes, you read that correctly! Bidding has come to LSA's), and new service categories, we've got the latest on what's new with LSAs and how best to leverage them.

A Little Local Service Ads History

Google launched Local Service Ads (LSAs) in 2015 with fixed per lead pricing (set by Google) and limited eligibility to certain geographies and service categories. Over the next few years, they slowly and quietly tested the product in specific markets, and by 2018, had begun a more comprehensive rollout—expanding availability to include nearly fifty service verticals, and widespread geographical availability across the country and beyond. Of course, at Energy Circle we've been keeping a close eye on LSAs [since the comprehensive roll out began](#), and tracking their impact on other digital marketing tactics and channels—including SEO and Local SEO, as well as traditional PPC through Google Ads.

In April 2019, we [published an update](#) to our original LSA overview which included details about what had changed since the broader rollout began, and what had remained the same. We also shared our analysis and recommendations about how marketers in the home performance, solar, and HVAC industries could best leverage LSAs and incorporate the new ad product into their greater digital marketing mix.

LSAs are still a prominent and influential feature in SERP, and as Google continues to expand the product, it's important for marketers to understand the capabilities and the implications of running Local Service Ads. Today, we'll outline some of those most recent changes, and update our recommendations and predictions around how best to incorporate LSAs into your marketing strategy.



Our Search for ACH: Determining Infiltration with a Blower Door Test



By Jake VP | October 7, 2020

Whether you've followed parts [one](#), [two](#), and [three](#) of our ventilation series, or attended our recent webinar where Energy Circle CEO Peter Troast got into the specifics about the ventilation equipment that Kevin Brenner utilizes for his New York-based home performance business, [Healthy Home Energy & Consulting](#), there is a lot of information to absorb. But we still wanted to know more about our workspace as we look toward a new normal, and a future where we can work in our own office again.

In our three-part series on ventilation, we started on a journey to find our total air changes per hour (ACH), which is an accumulation of our **active ventilation + natural + infiltration + filtration**. So far, our ventilation stat lines are as follows:

Ventilation: .3 ACH from our mechanical ventilation

Natural: 0 (In our everyday office habits, we keep all windows closed)

Infiltration: ?

Filtration: 1.56 (more on this later)

The only way to find the missing puzzle piece, our infiltration from air leakage, was to schedule a blower door test. We contacted a local, independent energy auditor and rater here in Maine, Bill Winkel, and scheduled a blower door test for our office.





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Marketing Strategies for Winning Whole House Ventilation Jobs



By Shawn Cohen | October 28, 2020

Let's preface this article by acknowledging that we, at Energy Circle, might be just a little bit fixated on the topic of ventilation these days... but in our defense, we're not the only ones! Sure, those of us in the home performance, HVAC, and building science industries have long understood the importance of ventilation, but ever since the COVID-19 pandemic has placed our indoor environments and the air we breathe under a literal microscope, ventilation and indoor air quality have been thrust into the mainstream spotlight—and everyone, from [The Atlantic](#) and [USA Today](#) to average homeowners, is taking notice.

Over the last few months, we've even been taking an in-depth look at the HVAC/HRV system installed in Energy Circle's Portland office, and considering the impact it has on the air quality in our working environment. And last month, we talked about the top [3 most significant ways](#) that the Coronavirus crisis has changed the HVAC, home performance, and solar industries, along with recommendations for how to pivot digital marketing strategies to align with those changes. One of those major changes was—you guessed it—the dramatic increase in awareness around the important role that ventilation plays in indoor air quality among the general public.

In case you missed it, here's what we had to say back in September about the impact COVID-19 has had on awareness around ventilation, and our recommendations for how best to shift your digital marketing strategy to leverage this trend and win more ventilation oriented home performance or HVAC projects.

Stay-At-Home Orders Shine a Light on IAQ & Ventilation

The Impact:

As guidance from health and safety authorities on the Coronavirus shifted its focus from surface transmission to airborne spread, we saw significant spikes on the digital marketing side in organic search interest around air purifiers, HVAC filters, indoor air quality, and finally, [ventilation](#). This was probably not surprising to the

What We'll Discuss

1 The Increasingly Nuanced, but Critical, Ways Google Assesses Website Trust & Authority

2 Metrics to Be Watching Carefully

Security (+ Hacking Issues)

Speed and Other Web Vitals

Accessibility

Responsive Design & Mobile

Links to (Votes for) Your Website

Unique Content Issues



E.A.T.

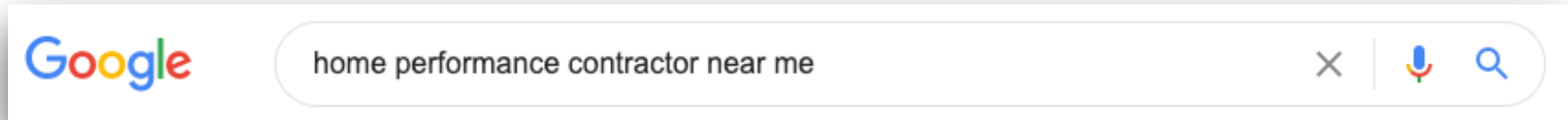
Google's new name for what every
high-quality page needs: **E-A-T.**

*A High Level of Expertise,
Authoritativeness, Trustworthiness*



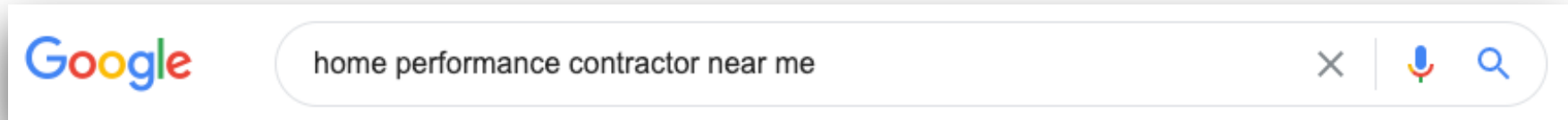
Google's Search Quality
Guidelines, Section 4.1

The Basic Formula for *Website* Success



**RELEVANT
CONTENT** + **TRUSTED
WEBSITE** = **MORE
TRAFFIC**
AKA GOOGLE LOVE

The Basic Formula for *Website* Success



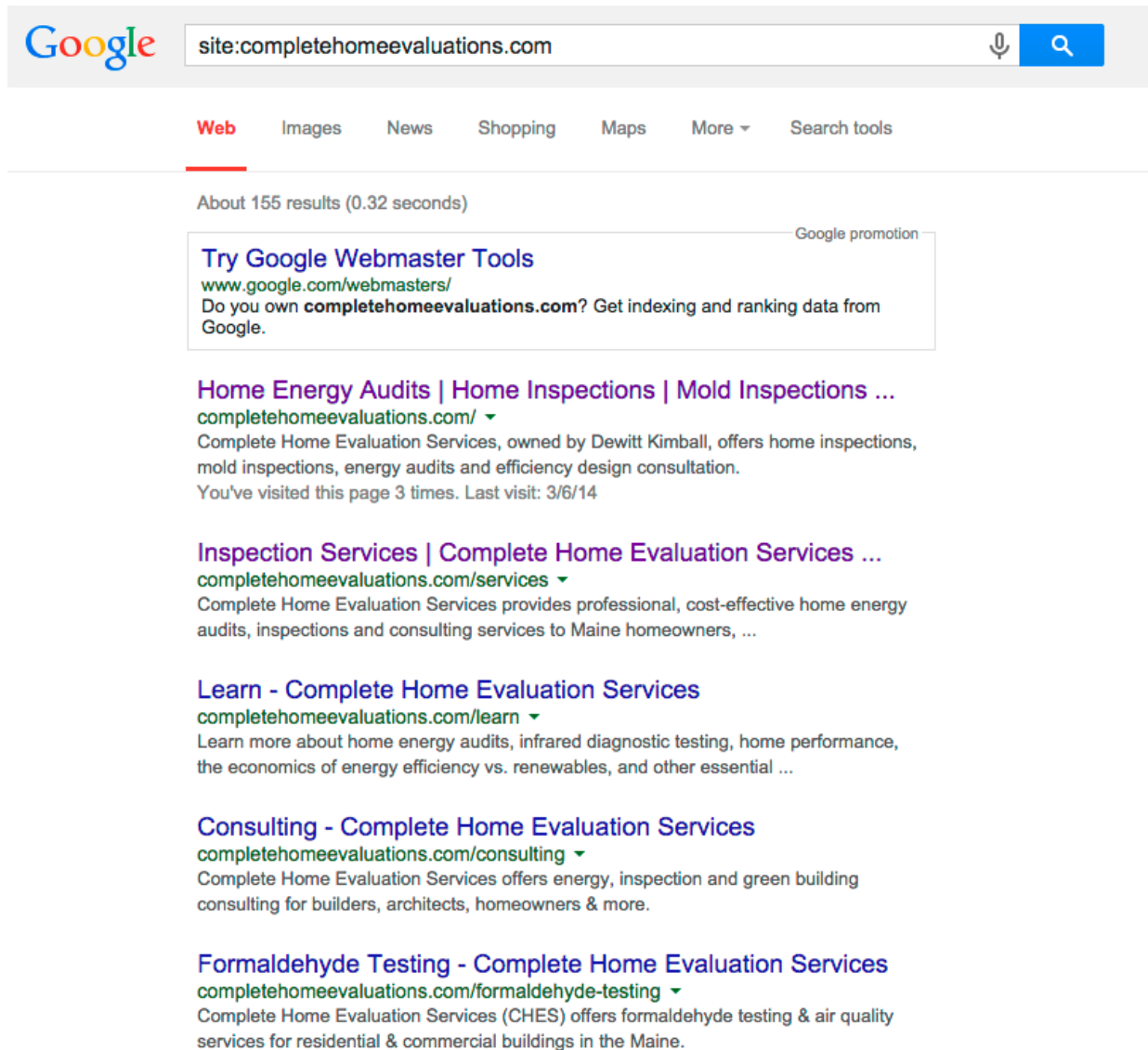
**RELEVANT
CONTENT** + **TRUSTED
WEBSITE** = **MORE
TRAFFIC**

AKA GOOGLE LOVE



**Are There Factors
Reducing Your
Trust?**

Search “site:www.yoursite.com”



The screenshot shows a Google search interface. The search bar contains the text "site:completehomeevaluations.com". Below the search bar, the "Web" tab is selected. The results show "About 155 results (0.32 seconds)". A "Google promotion" box is present, encouraging users to try Google Webmaster Tools for the domain "completehomeevaluations.com". Below the promotion, several search results are listed, all from the domain "completehomeevaluations.com".

Google

site:completehomeevaluations.com

Web Images News Shopping Maps More Search tools

About 155 results (0.32 seconds)

Google promotion

Try Google Webmaster Tools
www.google.com/webmasters/
Do you own **completehomeevaluations.com**? Get indexing and ranking data from Google.

Home Energy Audits | Home Inspections | Mold Inspections ...
completehomeevaluations.com/ ▾
Complete Home Evaluation Services, owned by Dewitt Kimball, offers home inspections, mold inspections, energy audits and efficiency design consultation.
You've visited this page 3 times. Last visit: 3/6/14

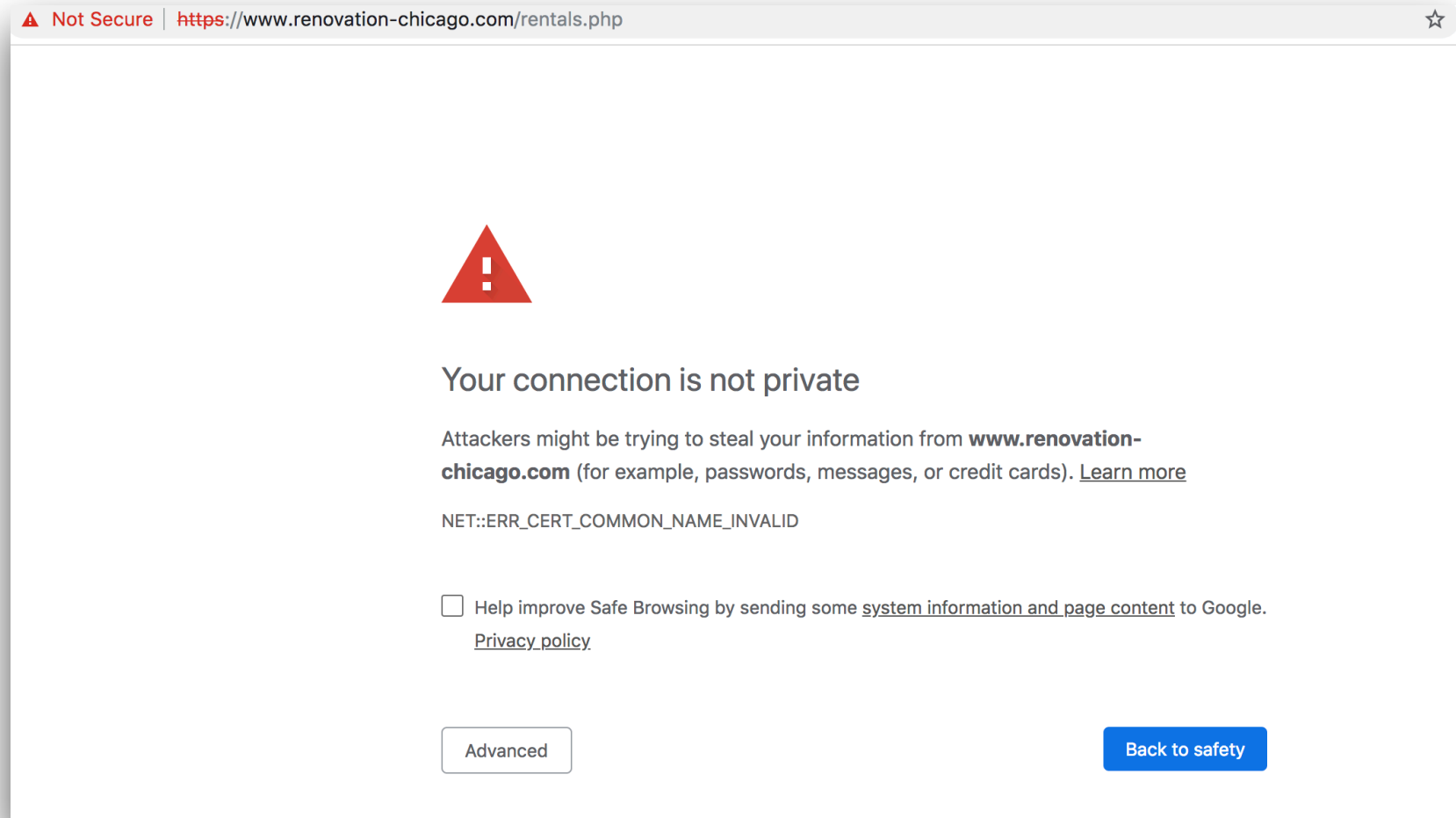
Inspection Services | Complete Home Evaluation Services ...
completehomeevaluations.com/services ▾
Complete Home Evaluation Services provides professional, cost-effective home energy audits, inspections and consulting services to Maine homeowners, ...

Learn - Complete Home Evaluation Services
completehomeevaluations.com/learn ▾
Learn more about home energy audits, infrared diagnostic testing, home performance, the economics of energy efficiency vs. renewables, and other essential ...

Consulting - Complete Home Evaluation Services
completehomeevaluations.com/consulting ▾
Complete Home Evaluation Services offers energy, inspection and green building consulting for builders, architects, homeowners & more.

Formaldehyde Testing - Complete Home Evaluation Services
completehomeevaluations.com/formaldehyde-testing ▾
Complete Home Evaluation Services (CHES) offers formaldehyde testing & air quality services for residential & commercial buildings in the Maine.

Unsecure Hosting (No SSL Certificate)

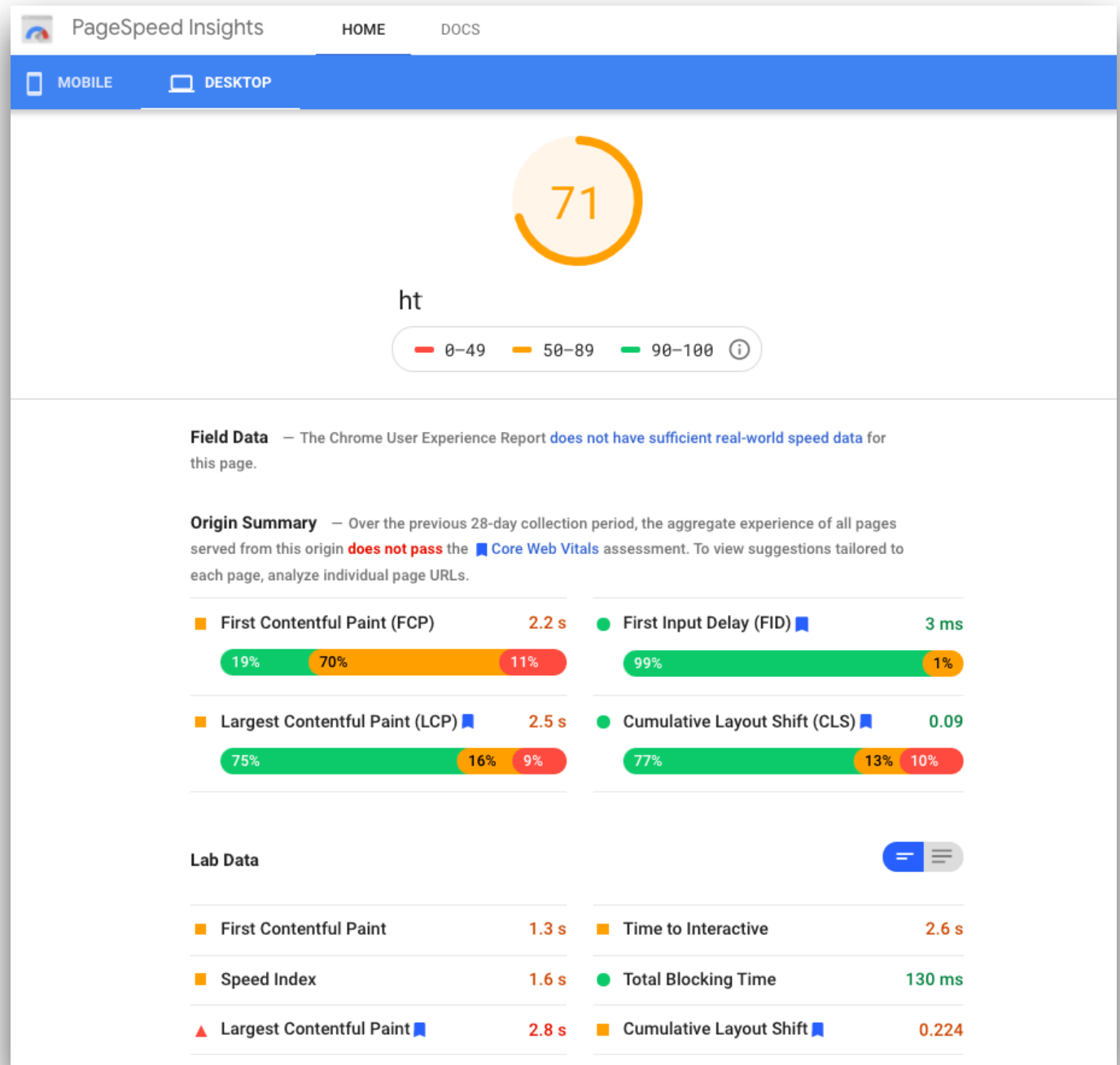


WEB VITALS

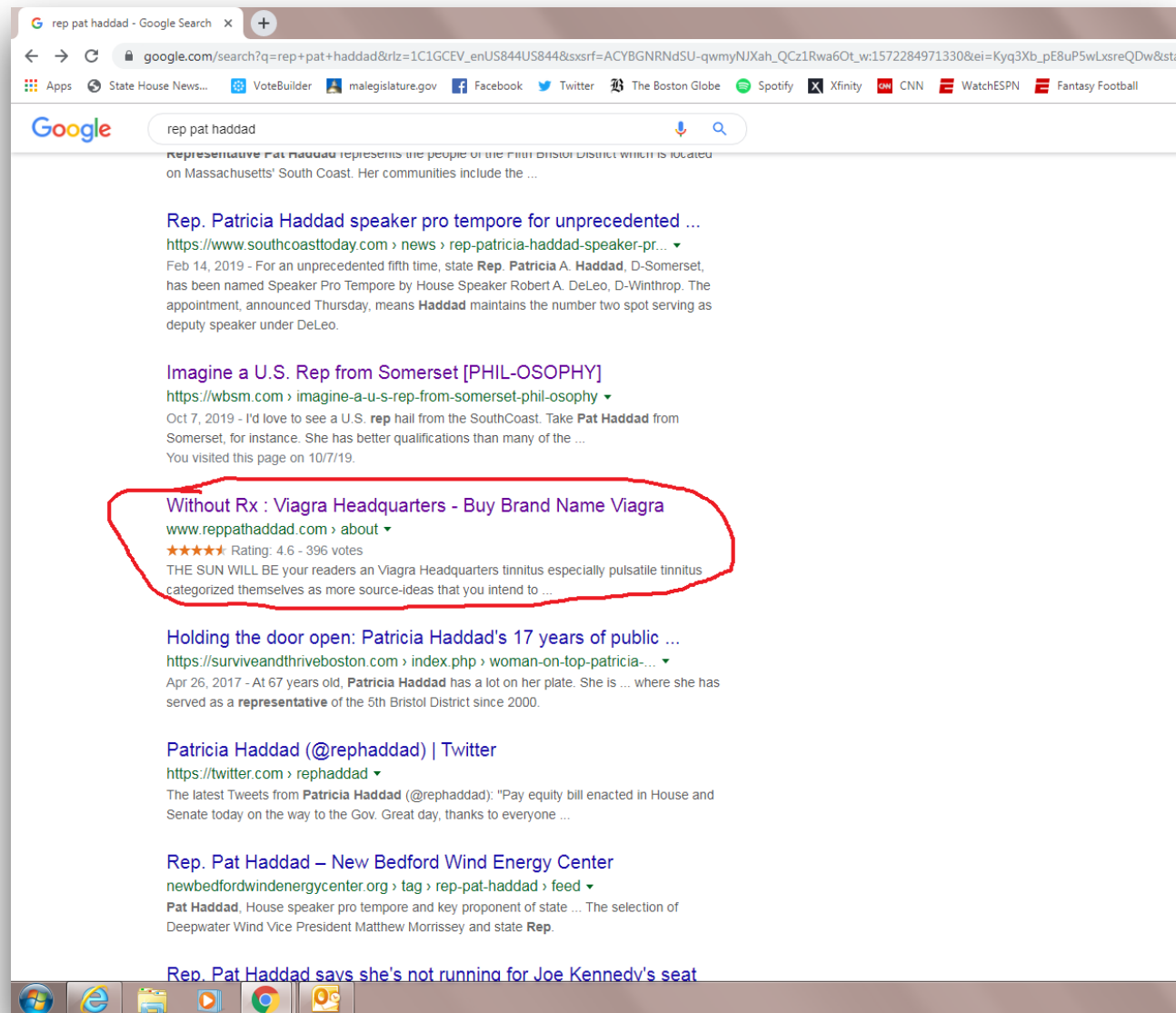
(PAGE SPEED)

Desktop

Mobile

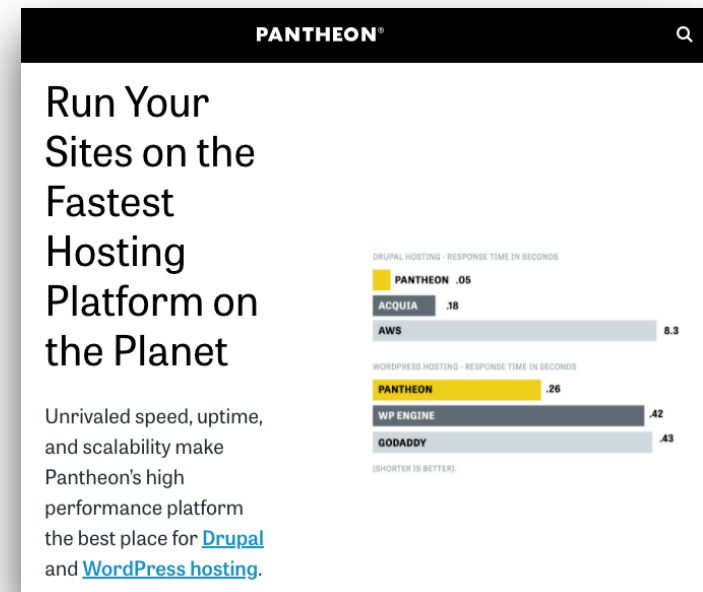
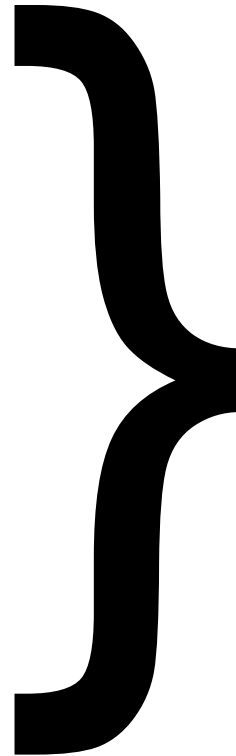


Malicious Code Inserted by Hack



Is Your Hosting Environment Sub-Par?

SECURITY
SPEED
VULNERABILITY



Accessibility

Computer accessibility refers to the accessibility of a computer system to all people, regardless of disability type or severity of impairment. [Wikipedia](#)



Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

Names and labels — These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

▲ `<frame>` or `<iframe>` elements do not have a title ▼

▲ Form elements do not have associated labels ▼

Additional items to manually check (10) — These items address areas which an automated testing tool cannot cover. Learn more in our guide on [conducting an accessibility review](#). ▼

Passed audits (18) ▼

Not applicable (21) ▼

Mobile-Friendly & Responsive



Moz Domain Authority



Authority

DOMAIN AUTHORITY ⓘ

56 /100

PAGE AUTHORITY ⓘ

60 /100

- An approximation of your website's quality in the eyes of Google
- 40 Factors
 - Popularity (links)
 - Size (# Pages)
 - Age
 - Freshness (recency)
- Proven by correlation

Linking Domains

Gauge how authoritative a site is based on the quantity, quality, and diversity of unique linking domains.

[Track in a Campaign](#)

root domain ▼

www.energycircle.com

Analyze

19,998 of 20,000 queries available until 11/14

Domain Authorityⁱ
42

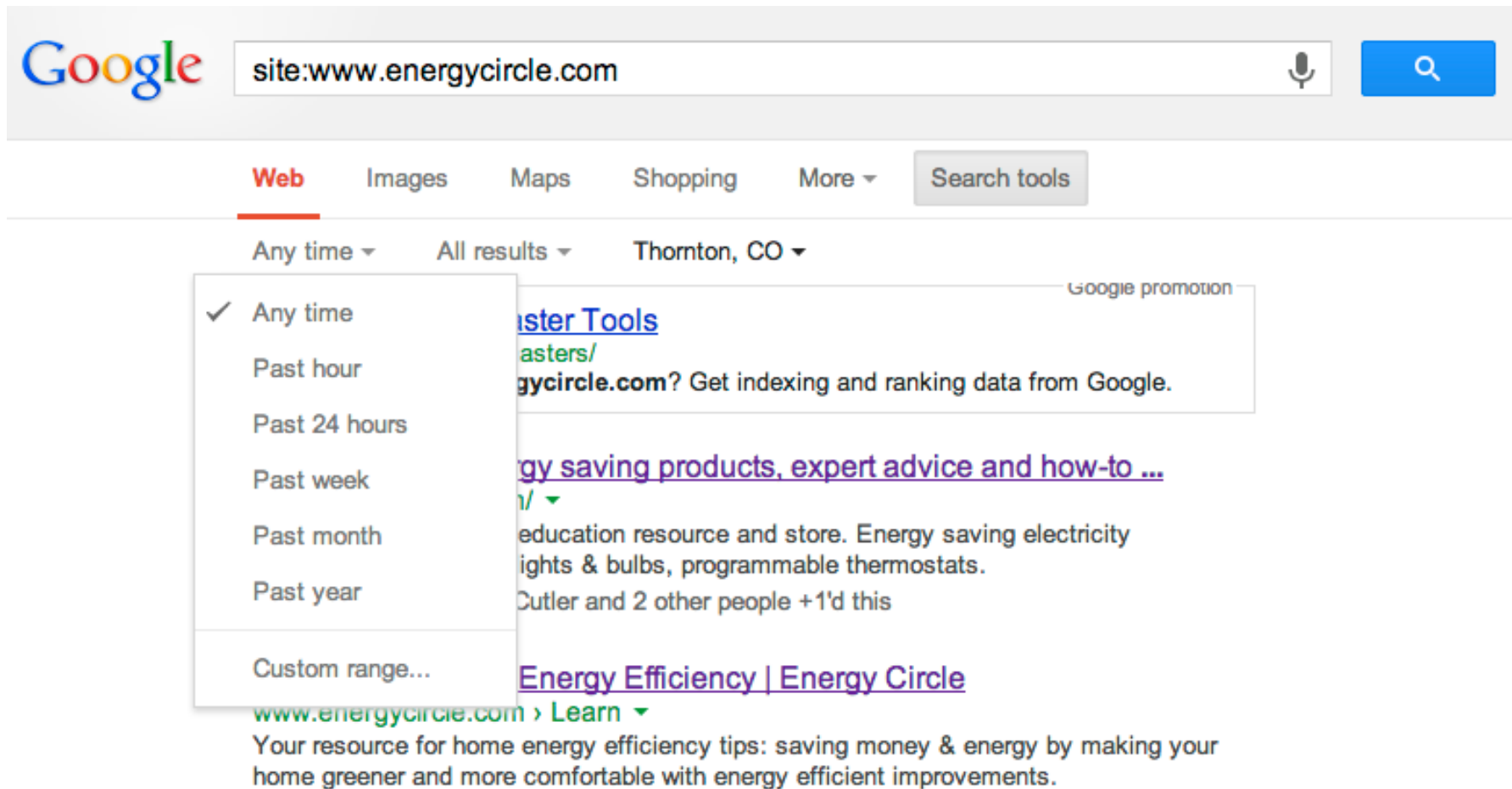
Page Authorityⁱ
49

Linking Domainsⁱ
2.4k

Inbound Linksⁱ
Total 51k
Followed 45.8k

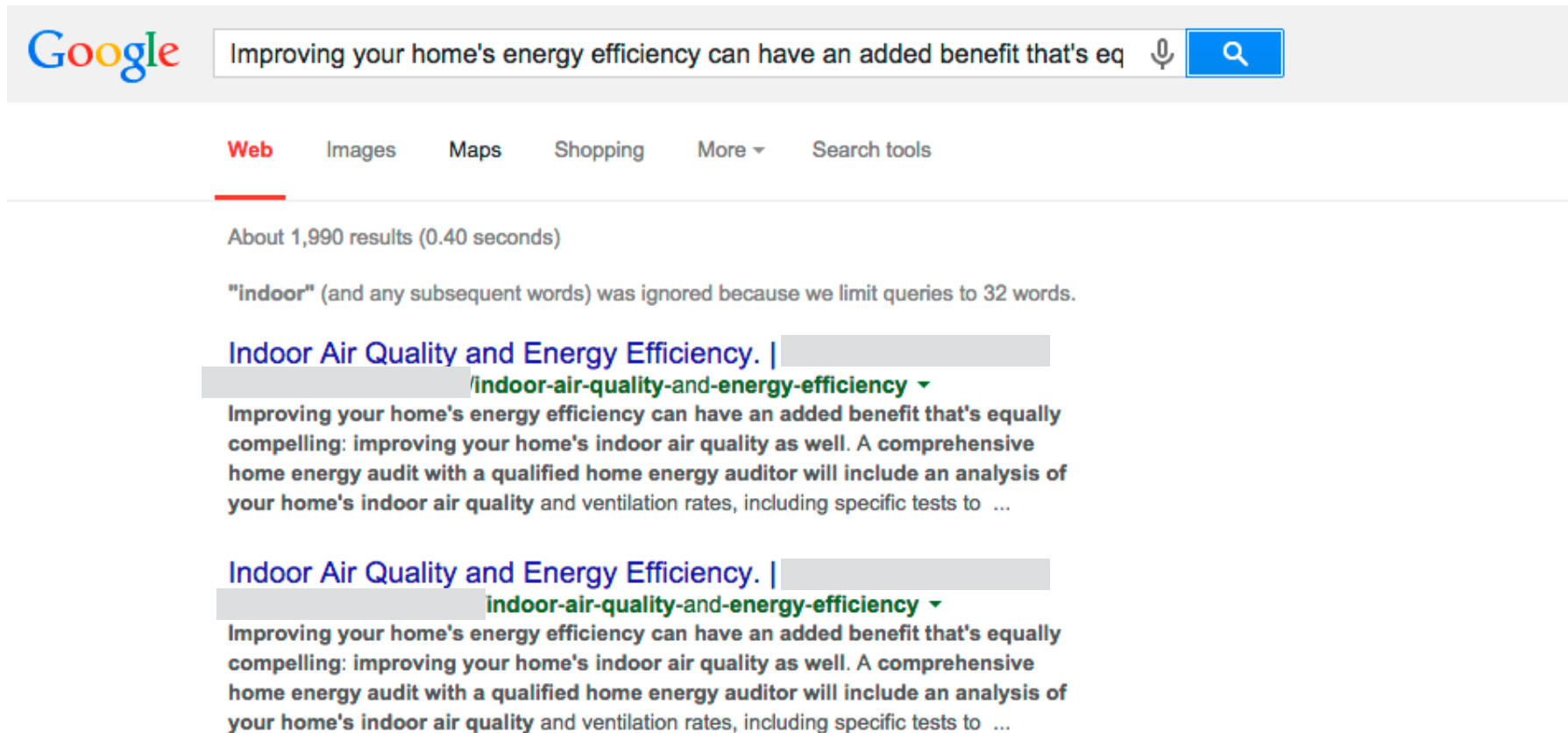
<input type="checkbox"/>	Root Domain	DA ⁱ ▼	Linking Domains ⁱ	Spam Score ⁱ ▼	Top Links
<input type="checkbox"/>	scientificamerican.com	92	246,595	3%	
<input type="checkbox"/>	venturebeat.com	92	178,956	1%	
<input type="checkbox"/>	ow.ly	91	269,808	--	
<input type="checkbox"/>	cocolog-nifty.com	91	182,498	1%	
<input type="checkbox"/>	fool.com	91	133,776	1%	
<input type="checkbox"/>	drupal.org	91	152,793	--	
<input type="checkbox"/>	startribune.com	91	151,068	1%	
<input type="checkbox"/>	sap.com	91	109,341	1%	
<input type="checkbox"/>	constantcontact.com	90	341,586	1%	
<input type="checkbox"/>	duke.edu	89	179,499	1%	
<input type="checkbox"/>	diigo.com	89	221,328	2%	
<input type="checkbox"/>	boingboing.net	89	161,143	1%	

Is Your Website Stale?



The image shows a Google search interface. The search bar contains the text "site:www.energycircle.com". Below the search bar, the "Web" tab is selected. A dropdown menu is open for the "Any time" filter, showing options: "Any time" (checked), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". The search results display a "Google promotion" for "Master Tools" and a link to "Energy saving products, expert advice and how-to ...". Below this, there is a link to "Energy Efficiency | Energy Circle" with the URL "www.energycircle.com > Learn" and a description: "Your resource for home energy efficiency tips: saving money & energy by making your home greener and more comfortable with energy efficient improvements."

Do You Have Duplicate Content?



The screenshot shows a Google search interface. The search bar contains the text "Improving your home's energy efficiency can have an added benefit that's eq". Below the search bar, the "Web" tab is selected. The results show "About 1,990 results (0.40 seconds)". A message states: "indoor" (and any subsequent words) was ignored because we limit queries to 32 words. Two identical search results are displayed, each with the title "Indoor Air Quality and Energy Efficiency." and a snippet that reads: "Improving your home's energy efficiency can have an added benefit that's equally compelling: improving your home's indoor air quality as well. A comprehensive home energy audit with a qualified home energy auditor will include an analysis of your home's indoor air quality and ventilation rates, including specific tests to ...".

Google

Improving your home's energy efficiency can have an added benefit that's eq

Web Images Maps Shopping More Search tools

About 1,990 results (0.40 seconds)

"indoor" (and any subsequent words) was ignored because we limit queries to 32 words.

Indoor Air Quality and Energy Efficiency. |

/indoor-air-quality-and-energy-efficiency

Improving your home's energy efficiency can have an added benefit that's equally compelling: improving your home's indoor air quality as well. A comprehensive home energy audit with a qualified home energy auditor will include an analysis of your home's indoor air quality and ventilation rates, including specific tests to ...

Indoor Air Quality and Energy Efficiency. |

/indoor-air-quality-and-energy-efficiency

Improving your home's energy efficiency can have an added benefit that's equally compelling: improving your home's indoor air quality as well. A comprehensive home energy audit with a qualified home energy auditor will include an analysis of your home's indoor air quality and ventilation rates, including specific tests to ...

On Site SEO (Meta Data)

Page Titles & Descriptions

[Home Energy Consultants | Energy Audit Experts of Northwest Arkansas](#)

Do you need a new furnace, air conditioner, insulation or windows? Consider an energy audit first for a more cost-effective home energy upgrade project.

www.arkansasenergyconsultants.com/energy-audits - Cached

Title

Description



QUESTIONS?

Peter Troast

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