Power of the Internet

What a Unified Internet Presence Can Do for the Geothermal Industry

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Agenda

1. Industry Concerns
   - Geothermal Searches online

2. Company Websites
   - Search Engine Results

3. Geothermal Industry & the Web
   - Ideas for growth
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Link to 2008 Report
The key barriers to rapid growth of the GHP industry are the following:

1. High first cost of GHP systems to customers
2. Lack of consumer knowledge and/or trust or confidence in GHP system benefits
3. Lack of policymaker and regulator knowledge of and/or trust or confidence in GHP system benefits

Streamline & Deploy REC Programs for Loops
Grow GHP Infrastructure
Tax credits
Rebates
2 out of 10 home owners know what a GHP system is

CorCom Inc. Market Research
Survey of 500 Pittsburgh Home Owners
9 out of 10 home owners know what a Solar Panel is
seeing the problems is the easy part

- Public Awareness
- Consumer Confidence in Technology (Incorrect Installations)
- High First Cost to consumers
- Lack of Policy Maker and Regulator knowledge/confidence
- Installation Infrastructure
- Incorrect Information

Power of the Internet
1 Billion Internet Users

People on the internet

12,500 ≈ 1,000,000,000

Visiting 29,000,000,000 WebPages

73% of Americans use the Internet

Individually on Average...
• 59 different websites per month
• 25 Hours spend online per month
• Spends >7 seconds deciding to stay on a page or not
• Spends 45 seconds per page

http://www.internetworldstats.com/
77.4% of people start searching with Google

http://www.internetworldstats.com/
Every 7 seconds geothermal is searched

4,558,044 annually
379,837 per month
12,661 times per day
528 times per hour
9 times every minute
1 time every 7 seconds

Where is this traffic going?

Source: Google Keyword Tool External
The Geo Customer sees...

Geothermal Heat Pumps

Energy Savers: Geothermal heat pumps
Feb 24, 2009... Geothermal heat pumps (sometimes referred to as GeoExchange, earth-coupled, ground-source, or water-source heat pumps) have been in use ...
www.energysavers.gov/your...heating.../mytopic=12640 - Cached - Similar

Energy Savers: Types of Geothermal Heat Pump Systems
Mar 24, 2009... Geothermal Heat Pumps Geothermal Technologies Program ...
Geothermal Heat Pumps California Energy Commission’s Consumer Energy Center ...
www.energysavers.gov/your...heating.../mytopic=12650 - Cached - Similar

Geothermal heat pumps are similar to ordinary heat pumps, but instead of using heat found in outside air, they rely on the stable, even heat of the earth to ...
www.consumerenergycenter.org/.../heating.../geothermal.html - Cached - Similar

Shopping results for geothermal heat pumps
Geothermal heat pump 3 ton
$3,455.00 new - Ingrams Water And Air...
The Geo Customer sees...

**Energy Savers: Types of Geothermal Heat Pump Systems**
Mar 24, 2009 ... Geothermal Heat Pumps Geothermal Technologies Program ...
Geothermal Heat Pumps California Energy Commission’s Consumer Energy Center ...
www.energysavers.gov/your...heating.../geothermal.html - Cached - Similar

Geothermal Heat Pumps
Geothermal heat pumps are similar to ordinary heat pumps, but instead of using heat found in outside air, they rely on the stable, even heat of the earth to ... www.consumerenergycenter.org/.../heating.../geothermal.html - Cached - Similar

Geothermal Technologies Program Geothermal Heat Pumps
Jul 7, 2009 ... Information from the US Department of Energy on ground source heat pump systems for domestic use. www1.eere.energy.gov/geothermal/heatpumps.html - Cached - Similar

Geothermal Heat Pumps ENERGY STAR
Geothermal heat pumps are similar to ordinary heat pumps, but use the ground instead of outside air to provide heating, air conditioning and, in most cases, ... www.energystar.gov/index.cfm?c=geo_heat...heat_pumps - Cached - Similar

**Groundheat Systems Int.**
Ground source heating and cooling energy saving, geothermal systems www.groundheat.com

**Geothermal Heat Pumps**

**Heat Pump Estimates**
Get Up to a $1500 Tax Credit on a New Energy Efficient Heat Pump. Heatpumps.Reply.com

**Geothermal Heat Pumps**
Optimization 101

“Organic” – Full time job
1. Incoming Links
2. Content

“Paid”
1. Daily Pay per click budget $$$

Avg. CPC: $0.89 - $2.56
Clicks/day: 39 – 62
Cost/day: $34 - $158
Cost/week: $238 - $1106
A website visitor chooses to stay on that site in 7 seconds or less.
Company Websites are key

Average price of a website: $500 - $2000/year

Steps of the process
1. Domain name registration
2. Webhosting selection
3. Web Site design
4. Email
5. Metrics

Other aspects
1. Editing/updates
2. Monthly dues

87% of Potential Geothermal Customers Start their research on the internet
Qualities of a good HVAC website

- easy to read
- reflects professionalism
- has an action step (contacts = leads)
- current and updated appropriately
- contains correct, dependable information
- contains accurate grammar, spelling, etc.
- contains appropriate effects (backgrounds, images, etc.)
- links to other resources for further information

The Halo Effect

People carry over of first impressions to other attributes of products. Users search for confirming evidence and ignore evidence contrary to their initial impression. People want to be right, and tend to look for clues that validate their initial hypothesis.

Translation: If your website isn’t professional, then your service must not be professional either.

123-456-1234 Call Us Now
Fill out the contact form below
View a list of services
Email Questions to...
SEO Ideas for the general contractor

• Go Local
  • “Geothermal In east Greenville”
  • “Town Geothermal

• Be in the databases!
  • IGSHPA

• Try a Google Adwords account but only for your specific operating area

• Participate in industry forums
How the Internet can boost Geothermal

Build Consumer Confidence in the Technology
• Case Studies
• Customer satisfaction reports
• Expert Reviews

Relatively Inexpensive Marketing reaching a large audience
• Create a buzz for the industry
• Direct homeowners to contractors
• Educate an unreached audience

Increase the number of annual installations
• Measureable performance
• Great metrics
1990’s Milk Dilemma

Versus
1990’s Milk Dilemma

What Happened

got milk?

Increasing milk sales for 20+ years

What didn’t Happen

Joe’s Diary

We make the best milk

Each dairy pays for ineffective advertising

Milk Sales Remain Constant
Geothermal Market Today

Versus
Reaching the Residential Market Online

- Learn the Benefits of Geothermal
  - Quickly!
- Build Consumer Confidence
  - Examples homes in their specific area
- Increase consumer knowledge
  - Choosing a contractor

Opportunity for Membership Growth & Branding
Increasing industry awareness, growth, and profit

To Truly compete online the industry needs a collaborative effort
7 out of 10 home owners know what a GHP system is.
Industry effort vs. individual effort

Properly educated about geothermal technology

4,558,044 annually

X 30% talked with an Installer after learning online

1,367,413 potential geo jobs

20% closure rate

273,483 more installations annually

Cost to the Industry: Collaboration
Industry Resource

GEOTHERMAL GENIUS.org
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