

Putting Your Website to Work:

*Best Practices for
Home Performance Professionals.*

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Web and Marketing Solutions
for the Efficiency Community

Your buildings perform. Does your website?

Everybody has a website these days.

A web presence has become as standard a tool for home performance businesses as the blower door. Homeowners remain generally uneducated about the concept of the whole house approach to comfort, efficiency and safety, and are using the web in increasing volumes to research your services. And because the initial energy audit process is one of the more invasive services of any type of contracting (mind if I open your closet, ma'am?), homeowners apply a higher level of scrutiny to our industry.

The first place they turn to do this research is your website.

How you distinguish your website, and your business, from the competition is what separates the wheat from the chaff, and is what will drive traffic and produce leads you can convert. The two most important ways to do this are:

1. Making sure people **can find your website** and that they get to yours before they get to your competition's.
2. Making sure people have a positive experience while they're visiting your site, so they'll **take some action** with you rather than abandoning your site to look for another company.

Despite the arguments of expensive consulting firms and the seeming incomprehensibility of web development, code language, etc., neither of these tasks is actually that hard. You just need to be working off a decent platform, and understand the basics. The purpose of this white paper is to give you a clear, concise guide to these basics. Throughout, we'll highlight businesses that we believe are doing an exemplary job on each metric, and explain why.

In part 1 of this paper, we'll look at the fundamentals of search engine optimization, or SEO, to give you an idea of what it takes to start ranking better in Google for a variety of keyword searches. In part 2, we'll look at strategies for optimizing the user experience of your website — from design and usability considerations, to branding your business and projecting that brand in an effective way. The third part of the paper will discuss how website analytics can help you measure your success, determine what is effective and what is not, and give you ideas for improvement.

This white paper is intended primarily for home performance contractors, energy auditors, energy raters, and other residential energy efficiency professionals — i.e. not for web developers or SEO consultants — although the principles we will espouse are fairly universal, and may be useful for a wide range of businesses looking to improve their website performance.

Part 1: Getting Found

Understanding the Basics of SEO.

SEO, or Search Engine Optimization, is the craft of tweaking a website so that it ranks highly in search results on Google, Bing, Yahoo and other search engines. While the specific algorithms that determine which pages will rank highly for a particular search term vary from search engine to search engine, there are a few universal principles that hold true across the spectrum, and understanding them is a vital part of maintaining an effective web presence.

Key points:

- People search for local businesses online. You want them to find you first.
- The most important elements of good SEO are free: you just need to grasp the basics.
- Keywords in the residential energy efficiency category are dispersed and generally low volume; a clear content strategy is a must.
- As a home performance business, most of your searches will be localized, so geographic content on your site is equally critical.

Optimizing Your Site

Constructing your site to maximize the chances of getting found is called “on-page SEO,” referring to the content and structure on your site that you have (or should have) complete control over. This generally boils down to the content and structure of your site. Content starts with keywords: you want to frequently use a variety of keywords that you would like Google and other search engines to identify your page with. If you have a page about home energy audits, for example, you want to make sure you use the term “home energy audit” on that page. But you also want to use “home energy audits,” “residential energy audits,” “energy assessments,” and a variety of synonyms that people may be searching for.

Keywords in the Home Performance Category

Because the concepts of the whole house approach are not well understood by most homeowners, there isn't a concentrated set of search terms for us to focus on. The term “energy audit” is gaining traction as this concept becomes better understood. But there is a significant fall off in volume around the words that describe the work, a reflection, frankly, of how many terms those of us in the industry use to refer to the actual efficiency measures: retrofit, weatherization, home performance, etc. We're not unified in what to call it, and our confusion is reflected in how homeowners search.

Compounding these challenges is that people tend to either 1) search based on their particular problem, such as “moldy basement” or 2) self-diagnose their solution, like “spray foam” or 3) assume that a sexy renewable technology is the place to start, as in “solar photovoltaics.”

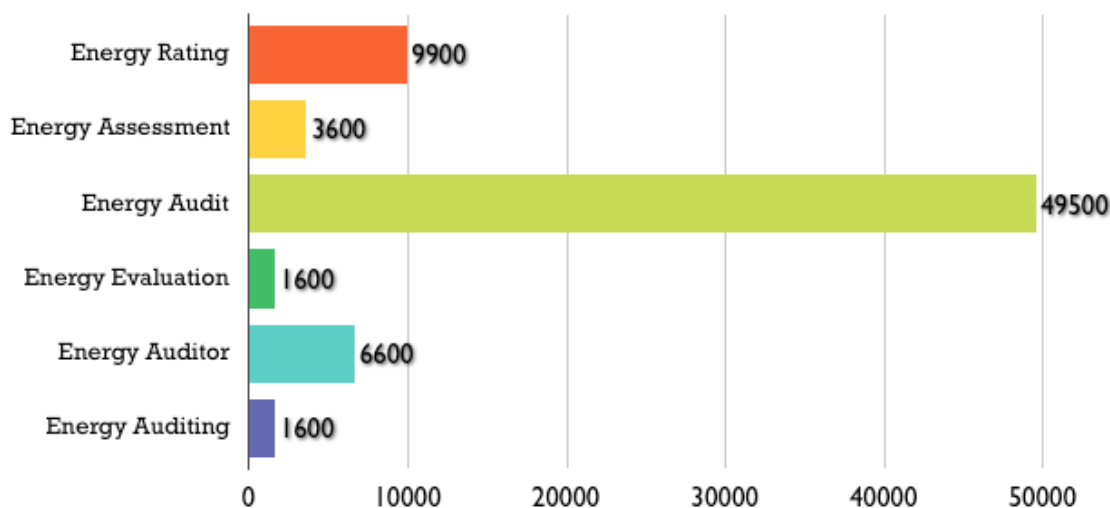
Learn to Love Keyword Research

Thanks to the magic of Google, data about which terms get more search is open, at your finger tips and costs nothing. Good web strategy begins with a clear understanding of the keyword landscape, and targeted content aimed at the search terms most relevant to your particular business strategy. Most SEO experts agree that it's best to focus your site on just a handful of keywords—5 or 6—in

order not to spread your efforts too thin. Avoid the temptation to try to win on too many keywords at first—what we call the “mile wide but inch deep problem.” Depending on your niche within the residential energy market—energy auditor, insulation contractor, home performance contractor, etc.—you’ll want to identify which keywords drive the highest volume of search traffic for your services, and focus on those. Google’s Adwords keyword tool is a very useful, free tool that can help you identify which keywords, and subtle variations of those keywords, generate the most search volume(available at <https://adwords.google.com/select/KeywordToolExternal>).

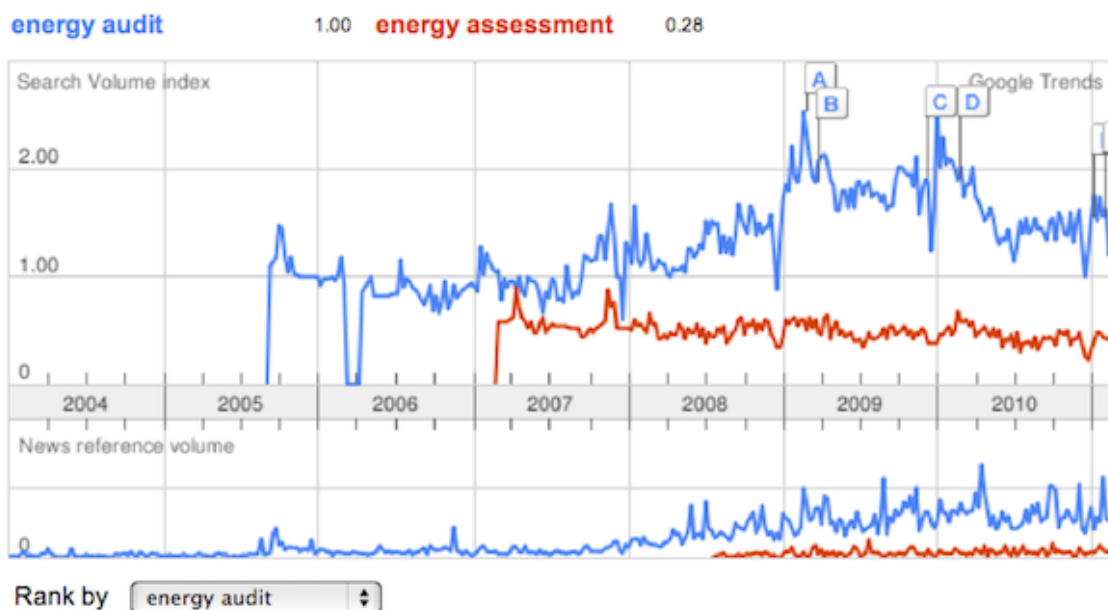
| | | | | | | | |
|--------------------------|-------------------------|------------------------|-------------------------|--------------|------------------------|----------------------------------|---------|
| + Add keywords | | Download | Estimate search traffic | View as text | More like these | Sorted by Local Monthly Searches | Columns |
| <input type="checkbox"/> | Keyword | Competition | Global Monthly Searches | | Local Monthly Searches | | |
| <input type="checkbox"/> | ☆ insulation | <div><div></div></div> | | 2,240,000 | 1,220,000 | | |
| <input type="checkbox"/> | ☆ solar energy | <div><div></div></div> | | 823,000 | 368,000 | | |
| <input type="checkbox"/> | ☆ foam insulation | <div><div></div></div> | | 201,000 | 165,000 | | |
| <input type="checkbox"/> | ☆ insulation foam | <div><div></div></div> | | 201,000 | 165,000 | | |
| <input type="checkbox"/> | ☆ home energy | <div><div></div></div> | | 201,000 | 110,000 | | |
| <input type="checkbox"/> | ☆ spray insulation | <div><div></div></div> | | 110,000 | 74,000 | | |
| <input type="checkbox"/> | ☆ spray on insulation | <div><div></div></div> | | 110,000 | 74,000 | | |
| <input type="checkbox"/> | ☆ spray foam insulation | <div><div></div></div> | | 90,500 | 60,500 | | |
| <input type="checkbox"/> | ☆ foam insulation spray | <div><div></div></div> | | 90,500 | 60,500 | | |
| <input type="checkbox"/> | ☆ attic insulation | <div><div></div></div> | | 74,000 | 60,500 | | |
| <input type="checkbox"/> | ☆ insulation attic | <div><div></div></div> | | 74,000 | 60,500 | | |
| <input type="checkbox"/> | ☆ weatherization | <div><div></div></div> | | 49,500 | 49,500 | | |
| <input type="checkbox"/> | ☆ energy audit | <div><div></div></div> | | 90,500 | 49,500 | | |

Keyword search volume data may surprise you. The chart below shows some of the deviations in volume on some of the assessment related terms. Many programs around the country are discouraging use of the term “audit” but this flies in the face of what people are searching for. Note as well the variation in subtle permutations on a term: audit vs auditing, for example.



(Data source: Google Adwords External Keyword Tool, March 2011)

Google Trends is another (<http://www.google.com/trends>) that allows you to compare historic search volume of multiple terms at least in relative terms.



Here's the global search volume comparison between "energy audit" and "energy assessment" from Google Trends. As you can see, "energy audit" is a much more searched-for term than "energy assessment," so as a general rule it would be a good idea to use "energy audit" in your on-page content more frequently than "energy assessment." Do a little research with the tools mentioned above to see how these terms compare with others. (Source: Google Trends)

Developing Your Keyword Strategy

The content strategy for your site needs to integrate your business approach and services with consideration for the most related and relevant keywords in the field. Just as integrated design produces efficient buildings, a similarly integrated approach is required for high performance web sites. Determine an outline for pages on your site, marry these with your chosen keyword focus, and build strong, authoritative pages around those keywords.

The Most Important Site Content

Optimizing your site content for your chosen keywords sounds like it might be intimidating, but it doesn't have to be. Make these three things your priority:

1. Taking control of your page Titles and Descriptions
2. Focusing your page content on your chosen keywords
3. Finding a sustainable publishing pace to keep content on your site fresh

Titles and Descriptions

The title and description of each page on your site, also known as "meta data," are among the most important elements of SEO. While having good, keyword-rich titles and descriptions is an important factor for where your page will show up in search results, an equally important element of your titles and descriptions is their length, and their relevance to your page.

[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

Titles are the most important places on your site for keywords. Think of descriptions as more focused on the humans viewing your search result—but the two must work in harmony with each other to provide a clear, understandable and compelling description of that particular page on your site.

Consider the three search results here: if you were to see them in your search results, which would you be more likely to click? Clearly, the page that has a good, succinct description and a title that matches what you were looking for. The other two show what happens when you don't control your description-- Google will find some content and insert it for you.

The Good

[Home Energy Consultants | Energy Audit in Northwest Arkansas](#) ☆ 🔍

Home Energy Consultants is the Northwest Arkansas source for a professional energy audit for home energy saving improvements and for green home programs.

arkansasenergyconsultants.com/ - Cached

The Bad

[CMC Energy Services | Find an Energy Auditor Near You](#) ☆ 🔍

Contact an auditor below to schedule your Home Energy Tune-up® Having a Tune-up energy inspection ... Arkansas Home Energy Solutions, (870) 403-6253, Email ...

www.cmcenergy.com/find.html - Cached - Similar

The Ugly

[Automatic Bank Draft - City of Bentonville, Arkansas](#) ☆ 🔍

Energy Audit. Request energy audits at ... 117 W Central Avenue Bentonville, AR 72712; Ph: 479-271-3100. Fax: 479-271-5917; Utility Office hours: ...

www.bentonvillear.com/utbc_egov_main.html - Cached - Similar

At Energy Circle PRO, we recommend the following formats to optimize each:

Titles: 70 Characters Max (try to use every darn one)

Keyword 1, Keyword 2 | Brand Name | Geography

such as: Energy Audits | Horizon Residential Energy | Portland, ME

Descriptions: 156 Characters Max

Complete sentence ending in a period. Write for humans first. Smart use of keywords. Unique and relevant to the content on the particular page.

The SEO site SEOMofo has a good tool for counting the characters in your titles and descriptions and viewing the search result (<http://www.seomof.com/snippet-optimizer.html>).

Focusing Page Content

The first rule of writing for the web is to keep in mind that people tend to scan content rather than read it start to finish. Structure your pages with sections and headers to make the scanning process easy. Use the header settings on your content management system to highlight these sections and use your keywords in your headers. When a search engine robot scans a page, your headers are the way to signify that a particular term is more important than others. So your headers (called header tags in geek language) are important places for your keywords.

Resist the temptation to overly “stuff” your pages with too many keywords. The search engines have sniffed out this old tactic and it no longer works. We like the human test: if you’re overusing a keyword to the point of a page being awkward to read, you’re probably guilty of stuffing. However, do be sure to cover the range of variations of a particular term, as in: energy audit, energy audits, energy auditor, energy auditing.

As you develop the strategy for your site, decide which few pages are the most important ones on your site, the ones you most want to be found by searchers. If “dense pack insulation” is one of your priority keywords, make sure the page dedicated to that is a strong one. If possible, include the key pages in your primary navigation. And use the other pages of your site to create internal links to that page, both as an aid to helping your users find their way around your site and a signal to the search robots that this is a particularly important page.

Keeping Your Content Fresh:

Google and other search engines like websites that are frequently updated with fresh content: a website that’s regularly updated will tend to perform far better in search results than a static website that hasn’t been touched for months. Fresh, interesting content also gives potential customers a reason to visit your site: say you write an educational blog post about why it’s important to air seal before insulating your attic. Tell your friends, family and colleagues about it. Share it on Facebook and Twitter. If readers like what they see, they may share it themselves on social networks or through email or word of mouth. Content drives traffic, search engines like traffic, and all of a sudden your site is on the map.

But don’t assume that the requirement of fresh content means you need to become a regular blogger. Blogging is without a doubt a great content strategy, but we know it’s not for everyone. You’re busy. You’re in buildings all day. We know.

In our view, the most important thing is to put yourself on a content regime that you can sustain. If a new page or article or post every month is realistically what you’re capable of, commit to that and live up to it. Try to resist the tendency all of us have of being overly ambitious at the outset but gradually fading from twice a week to once a week to once a month.

Given what you’re typically doing all day—crawling around in buildings—you’ve got lots and lots of fodder for interesting content. There are many ways to keep your content fresh that don’t require a tremendous effort on your part, or an outlandish time commitment. A few ideas:

Photo galleries: Take shots of the horror stories you encounter in houses every day. Make sure you use relevant titles for your photos, and use keyword-rich alternate descriptions, as well, so Google can infer what they’re about.

Add a “News” section to your site: A News page can function similarly to a blog, but it doesn’t require the time commitment that the word “blog” suggests. Short blurbs of 100 words on interesting trends, successful techniques, or the latest news are great.

YouTube Videos: There are thousands of videos on YouTube related to various topics in home energy. Double check the rights, but most of the ones on YouTube are available for you to embed on your site. Write a few words about why you chose it.

Your Own Videos: Videos are the medium of the day, and with low-cost tools they're easier to make than ever. You don't need to hire a professional videographer, just shoot quick videos from job sites that explain what your crew is working on, and why. Add them to your site with a short caption describing the video's content, and a good title, and you're good to go.

Key Tips for Localizing Your Content:

Most searches in our category will either be localized by the user, as in "Energy Auditor, Topeka" or by the search engine when it recognizes a search term as a local service. So just as it is important to have a clear keyword focus, it's equally critical that you have a clear strategy around the geographic service area you want to win. The challenge, of course, is that few of us concentrate our business in just one city or town—we have service areas—so we need to win in multiple places. There isn't much to be done about the physical location of your company. That address is the primary one Google will use to "locate" you. List your address clearly on your Contact Us page and in your footer.

When you need to spread your content out, to cover more geographies, try as much as possible to keep your town specific content on individual pages. The typical convention of putting all your towns in a footer that appears on every page may not be effective. How does a search engine distinguish the local focus of a site if every page has 50 towns listed on it?

Better approaches are to use testimonials with unique locations in the customer's signature, like Agatha J, Topeka, KS. Or, if there are unique incentives based on city or county, create dedicated pages for that.

[Note: the topic of Local Search, particularly as related to offsite listings such as Google Places and other citation sites, is a fast changing part of the search landscape, and will be the subject of a future Energy Circle PRO white paper.]

Part 2: Make Your Visitors Happy And They'll Take Action

So we've covered the basics of how to get visitors to your site. The next question is: how do you keep them on your site? And how do you turn site visits into sales? A few considerations:

Design & Usability

This may come as a surprise, but in some cases a clunky or poorly designed website can actually do more harm than good. If a visitor gets the impression that your company is not well established, or not organized, or unprofessional — an impression that can be created by a bad website, even if it's not true of the company — they're likely to go back to their search results and click on the other guy's link.

That's not to say a successful website needs to be a work of art; but it should at least meet some minimum requirements. Check out your website right now and consider these questions:



- Do you have a good, professional-looking logo?
- Do you have good, well-written content that's useful and informative for visitors?
- Does it tell the visitor who you are?
- Does it tell the visitor what, exactly, you do?
- Is it easy to navigate, or is the best content buried?
- Do you have a consistent format across your pages, or do they look like they were each thrown together willy-nilly?
- Is there a clear and easy way for the user to get in touch with you?

1. Professional looking logo
2. Clear, purposeful masthead
3. Prominent tagline
4. Ubiquitous contact info and forms
5. Easily found About Us
6. Multiple mentions of core services
7. Clear value proposition for contact
8. Trust symbols
9. Alternative navigation paths to priority content

The Most Important Pages on Your Site

In analyzing traffic across websites in the Energy Circle PRO network, the most visited pages on almost every site are the “About Us” and “Our Services” pages. These pages typically get 70% or more of all clicks from home pages. And they’re also the most likely places that visitors will leave your site if they don’t like what they see. This makes sense: your first questions when visiting the website of a person or company that you were considering hiring to come into your home would most likely be “Who are these people?,” and “What do they do?”

Maximizing your “About Us”

As obvious as this sounds, a great many sites we’ve benchmarked fail to take full advantage of the opportunity of a great “About Us” page. A good one will incorporate the following:

- **Pictures** (owner, and team)
- **Staff biographies** (at the very least, a brief bio of the management team or the owner)
- **Personality** - you want your customers to know that you are a real person, and that you have real people working for you. A little color goes a long way.
- **Certifications/Partnerships** - your About page (or a sub-page) should highlight the fact that you are qualified. Consider placing BPI, RESNET, Energy Star, Efficiency First, LEED AP and other logos in prominent positions.

Recommendations for your “Services” pages

Given the challenges discussed earlier with respect to how we describe and name the work we do, a clear, understandable set of services pages is essential. Best practices for services pages include:

- Keyword-rich descriptions of individual services you offer (all of them). If you install insulation, write a short paragraph about insulation. If you do air sealing, write a paragraph about air sealing. This has SEO goodness in addition to being useful for your visitors.
- Start out with a single comprehensive page and add subpages as you expand content for each.
- Explanation of your philosophy or approach (e.g. “We look at the whole house first, and make recommendations based on what our expert building analysts view as the greatest opportunities for return on investment.”)
- Don’t be a slave to keyword volumes, but be aware of the realities. “Air sealing” gets only 3,600 monthly searches, a clear indicator that most homeowners have no clue of the relationship of insulation and reducing air leakage rates. Make sure your “Air Sealing” page educates, and amply uses the range of keywords around insulation, which are much larger search terms.

Landing Pages:

Do you use landing pages on your website? You should. Landing pages are standard practice on sophisticated websites and one of the best conversion tools at your disposal.

A landing page is a unique page, often not findable in the normal architecture of your site, that is devoted to a specific link or ad. It should have content specific to a particular campaign or offer, so that visitors are given, upfront, exactly the information they were looking for when they clicked the link or typed in the URL to your site. Landing pages enable you to deliver highly relevant information tailored exactly to a particular type of visitor. They also let you strip away distractions in order to maximize conversion—in most cases for our industry the completion of a lead form requesting additional information or followup.

For example: Here in our home state Efficiency Maine oversees the Home Energy Savings program, which provides up to \$1,500 in rebates and incentives for homeowners that make energy efficient home improvements. Their website has a list of participating contractors, complete with basic contact information and a link to each contractor's website. These listings generate significant traffic. Best practice would be to create a unique link on their site and a landing page on the contractor's site that highlights the fact that he is a participating contractor with Efficiency Maine's Home Energy Savings program. It should feature the Efficiency Maine logo, details about the program, contact information and testimonials from past clients who have been happy with the Home Energy Savings program and the contractor that helped them take advantage of the incentives.

Landing pages are useful in a variety of other circumstances, as well. To name a few:

- Links from Social media campaigns
- Special offers, discounts and coupons
- PPC (Pay-per-click) advertising campaigns

Landing pages should be customized for the visitors that will be viewing the page, but there are a few elements that you should always incorporate. Among them:

- A strong, highly relevant headline
- Logos relevant to the campaign (e.g. local or state efficiency program logos, BPI/RESNET credentials, etc.)
- A clear and prominent call to action, such as "complete this form for a free phone consultation on your rebate eligibility"

Trust Symbols:

Trust symbols are a simple, easy and yet incredibly effective way of establishing your business's credibility on your website. Research indicates that while consumers may not understand precisely what each symbol means, their presence on websites adds credibility and enhances conversion.

Consider including the following trust symbols in your footer or sidebar:

- BPI Certified? Include a "BPI Building Analyst" or "Certified Contractor" logo.
- RESNET Certified? Add the RESNET or the HERS Rater logo.
- Member of Efficiency First? Demonstrate your involvement in our industry's policy voice.
- Energy Star Partner? ES has the strongest brand recognition in our industry.
- State or utility incentive program? Be sure that you prominently display that you're part of the program.
- Local organizations and associations. Nothing like local cred.
- Non-profit and pro-bono work like Habitat? Community involvement sells.



Visitors to your site will recognize these established, national brands, and associating your company with them will help establish your business's legitimacy and increase conversion.

Part 3: Know Your Web Analytics

Because Data Rules

Analytics are the measuring stick of your website's success. But that's not all: properly interpreted, they can give you a roadmap for improving your site, increasing conversion rates, and improving business.

Google Analytics is free, stunning in its depth and as intuitive as any tool out there. Pages on your site need to be coded to capture the data, but once they are, a complete history of traffic to your site will be yours whenever you have time to look. (Imagine some instrument permanently located in a home that generated performance data 24/7!) Still, it can be a little intimidating for newcomers because of the depth of data that it provides. It's worth overcoming that initial hesitation and diving into the data. Here's why:

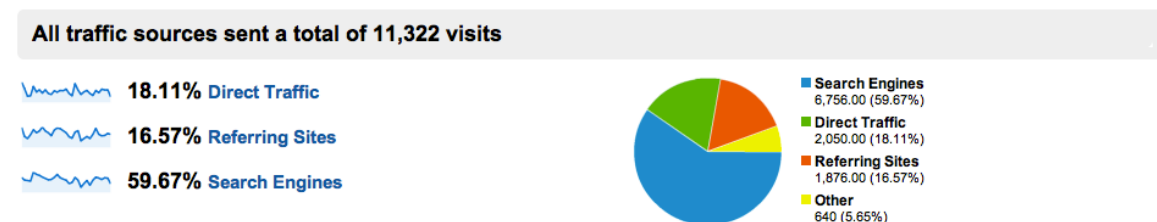
Find out where your traffic is coming from

Google Analytics not only tell you how many visits your site is getting, and how those visits compare to historical patterns (showing, in graphical form, spikes and valleys in site visits), but tell you where those visitors are coming from. The major grouping of traffic fall into three categories:

Direct Traffic (where people enter your web address)

Referring Sites (links to you from other web sites)

Search Engines (including the exact terms people used to find you)

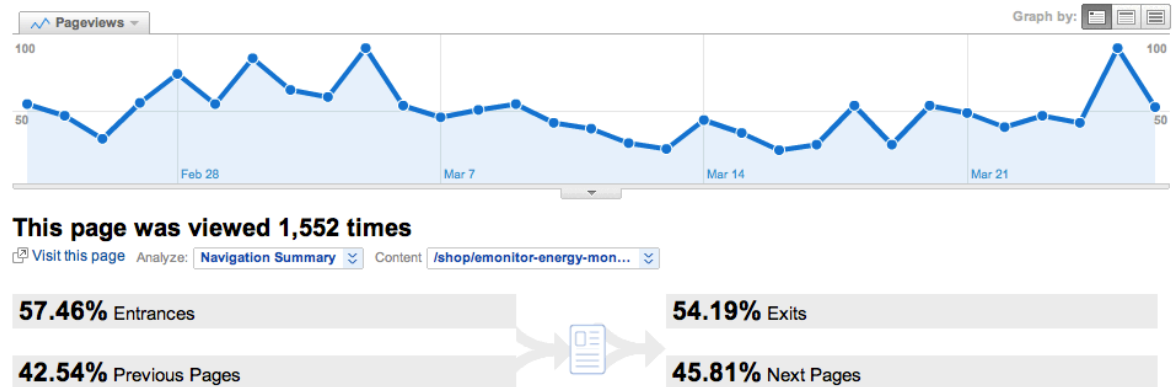


This is extremely powerful. If you realize that the majority of your traffic is direct traffic (meaning visitors simply typed your site address into the URL bar and hit "enter"), then you've done a good job with branding and people remember your web address. Conversely, you'll know that you should step up your link-building and SEO efforts to get more visitors from other sites or search engines. If you realize that the majority of your visitors are coming from a state energy efficiency agency's website, you can create a landing page for those visitors and customize it to provide the best user experience for them.

Perhaps most importantly, you can tell how many visits were driven by search engines, and what specific search terms got visitors to your site. If you notice that, by some fluke of copywriting, the majority of your visits were driven by the term "boiler," and you don't sell or service boilers, you know that you should re-evaluate your site content.

Find out where your traffic is going

Analytics not only gives you information about how people got to your site, but where they went once they got there. Within the Energy Circle PRO system, we've used this functionality to learn that the vast majority of visitors to pages on the Energy Circle PRO network immediately go to the "About Us" page — teaching us that, in order for a contractor or auditor to get leads, they better have a good "About Us" page.



You're also able to determine at which point visitors leave your site. Leaving your site is completely fine, of course, but ideally a visitor wouldn't leave your site without first filling out completing some action: filling out a contact form, signing up for a newsletter, or in some other way putting their name into your system to let you know that they may be a potential future customer. If you get consistent abandonment from a particular page, you'll know to go fix it.

Other Key Metrics:

Apart from these basic functions, there are a few other very important metrics that you should be keeping an eye on. Among them:

- **Bounce Rate:** What percentage of visitors are leaving your site immediately upon entering it? If you have a very high bounce rate, you can brainstorm ways to fix it: does your site load too slowly? Is it ugly? Are people getting to your site from a keyword unrelated to your services or your content?
- **Pages per visit / Time on site:** Are your visitors sticking around a while when they get to your website? Are they looking around, checking out your services, and reading your content? Or are they all just looking at your homepage and leaving after 10 seconds? These are all important questions. If the answers aren't what you like, that would suggest that it's time to make some changes.
- **New Visits vs. Returning Visits:** This metric is slightly more nuanced than some of the others, because there's not a definitely clear answer to which is better. Of course you want new visitors to your site; but if they only stick around for a few seconds and jet, that doesn't do much good for your business. A good community of visitors that return frequently to read your blog, check in on any news updates, and look out for new photos and videos is most likely a good community of loyal customers. And that's a beautiful thing.

Thank You, and Good Luck.

Thank you for taking the time to read this white paper. To learn more about how you can make your website work for you, feel free to contact the Energy Circle PRO team for a free phone consultation. In about a half hour, we can evaluate your current site and show you the inner workings of the system. Last, but not least, we wish you and your company the best of success. Keep up the good work.

About Energy Circle PRO

What We Believe. Our belief is that the residential building energy efficiency opportunity will be led by a new breed of service providers—knowledgeable about building science, skilled in construction, exceptional at customer service, working house by house and developing custom approaches—that will succeed by building long term consultative relationships with homeowners. Our mission at Energy Circle is to use our team's deep past experience in business strategy, strategic marketing, brand creation, web and software development, design and writing to support these emerging companies. We recognize that it's very difficult to maintain a solid business development effort while spending long days diagnosing and fixing buildings.

Our Solution. We've built Energy Circle PRO as a smart, low-cost set of tools and services that help energy auditors, home performance contractors and other energy efficiency professionals drive their businesses. The platform enables contractors to easily manage their marketing, maintain a dynamic online presence, qualify leads, and take advantage of online inbound and outbound marketing opportunities without wasting time or learning a new and complex skill set. We aim to charge as little upfront as possible (just enough to try to recoup our development costs) and will build our business on providing cost effective, powerful modules and services charged on an affordable monthly subscription basis. Fixed prices, no surprises. We're listeners. We use Agile development as our software philosophy, and the agile mandate extends throughout our organization. We're perpetually curious--constantly probing the world and our customers for their needs, sorting out the best ideas, and acting quickly.



About the Authors

Peter Troast, Founder/CEO, leads the Energy Circle team, is a passionate advocate for energy efficiency and drives innovation for both Energy Circle PRO and the growing selection of hand picked products within the Energy Circle store. He contributes to the popular Energy Circle blog for home performance professionals nationally, maintains the EnergyCircle presence on twitter, and is a frequent presenter at national conferences on topics of energy efficiency marketing and communication, use of social media and energy monitoring. He currently serves on the marketing and/or communications committees of the Maine Association of Building Efficiency Professionals (MABEP), Northeast Sustainable Energy Association (NESEA) and Efficiency First.

Will Mallett is Energy Circle's lead writer, crafting custom and premium content for the Energy Circle PRO marketing platform while contributing to the popular Energy Circle blog. Will's articles focus on bridging the gap between home performance contractors and homeowners by a) demystifying building science for homeowners, and b) providing web marketing and new media insights for home energy professionals. A graduate of Middlebury College, where he majored in History and graduated with honors after writing a thesis on Ralph Waldo Emerson's influence on 20th Century European philosophy, Will worked as a residential construction laborer in Northern Maine. Will has since relocated to Portland (Maine's cultural epicenter) to start an Americana/rock band with his older brother. He continues to play shows throughout the Northeast with The Mallett Brothers Band while writing for Energy Circle, sleeping very little, and feeding his hunger for adventure by embarking on hunting, fishing and camping trips in the Maine woods.