

Welcome to SEO 101

Why it Really Matters to RESNET Members

Presented by Fourth Dimension
at the 2013 RESNET Conference





1. Why you need SEO
2. How search engines work
3. How people use search engines
4. Basics of design and development

1. How to promote your business and website through social
2. What RESNET does to PROMOTE YOU!

What is SEO







Home Energy Audit



Web Images Maps More ▼ Search tools

About 48, 400, 000 results (0.23 seconds)

home energy audits

Web Images Maps Shopping News More Search tools

Ads related to home energy audits

Home Energy Audits - saveenergylighting.ca

www.saveenergylighting.ca/

Energy Audit Solutions For Condos & Office Buildings. SaveOnEnergy Cert

» Map of 499 Champagne Dr, Toronto, ON

Our Services - Our Products - Energy Audit Calculator - Online Inquiry

Home Energy Audit - aurorahvaccontractor.ca

www.aurorahvaccontractor.ca/

Great Rates On Home Energy Audits! Call Today In Greater Toronto.

Home Energy Audits | Department of Energy

energy.gov > ... > Public Services > Homes > Home Weatherization

A professional technician -- often called an energy auditor -- can give your home a checkup. Items shown here include checking for leaks, examining insulation, ...

Home Energy Audits : ENERGY STAR

www.energystar.gov > Home > Home Improvement

A home energy audit is often the first step in making your home more efficient. An audit can help you assess how much energy your home uses and evaluate ...

Ministry of Energy » Home Energy Audit

www.energy.gov.on.ca/en/home-energy-audit/

Apr 16, 2012 - The Ontario Home Energy Audit Program is an energy conservation program that shows you how and where your home loses energy. Ontario ...

DIY Home Energy Audit - The Daily Green

www.thedailygreen.com > GREEN HOMES > Home Articles

Learn how to save money and practice energy conservation and energy efficiency around the house by taking this first step: conduct a home energy audit DIY.

Xcel Energy - Home Energy Audit - MN

www.xcelenergy.com > ... > For Your Home > Energy Audits

The different regulatory body for each state we serve determines what products and services we deliver in that state. Xcel Energy - Home. Contact Us · Investor ...

Ads

Energy Audit Template

www.info.com/EnergyAuditTemplate

Get Info On Energy Audit Template. Access 10 Search Engines At Once.

Energy Auditor

www.bizenergy.ca/

Save your business Energy and Money with our rebates & incentives

Power and Energy Analyzer

www.powersight.com/

1 (855) 685 2270

Record power factor, log kWh, V & I Power quality analysis & reports

Home Energy Audits

www.proudgreenhome.com/energy-audits

Want a more energy-efficient home? Start with a home energy audit.

Energy Audit

www.davidsuzuki.org/

Tips, Information & Resources to Help Reduce Your Carbon Footprint.

525 people +1'd or follow David Suzuki Foundation

Home Energy Audits

community.wwf.ca/HomeEnergyAudit/


Learn About Home Energy Savings - Top 30 Home Energy Saving Tips.

See your ad here »

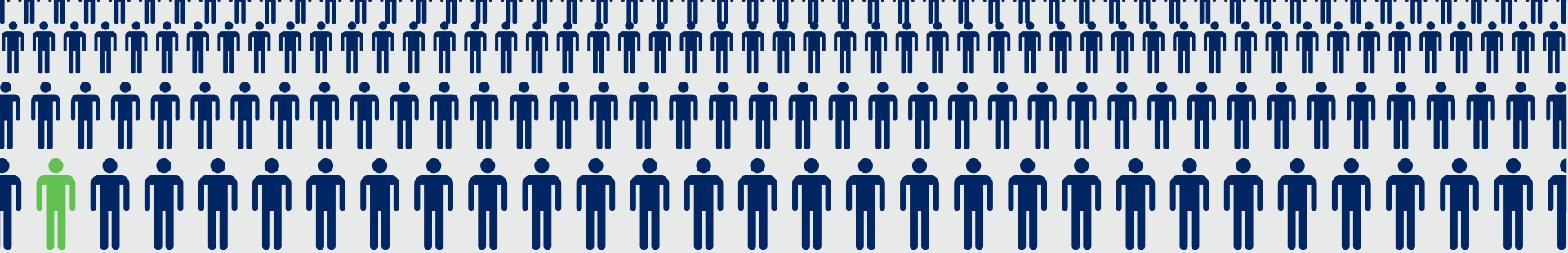


How & Why
it Works?

Home Energy Audits



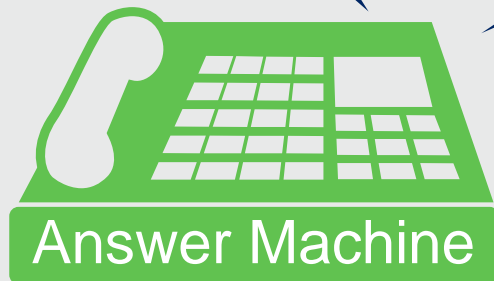
**Inquire
Within!**



Where
do I...

How
do I...

What
do I...



Answer Machine

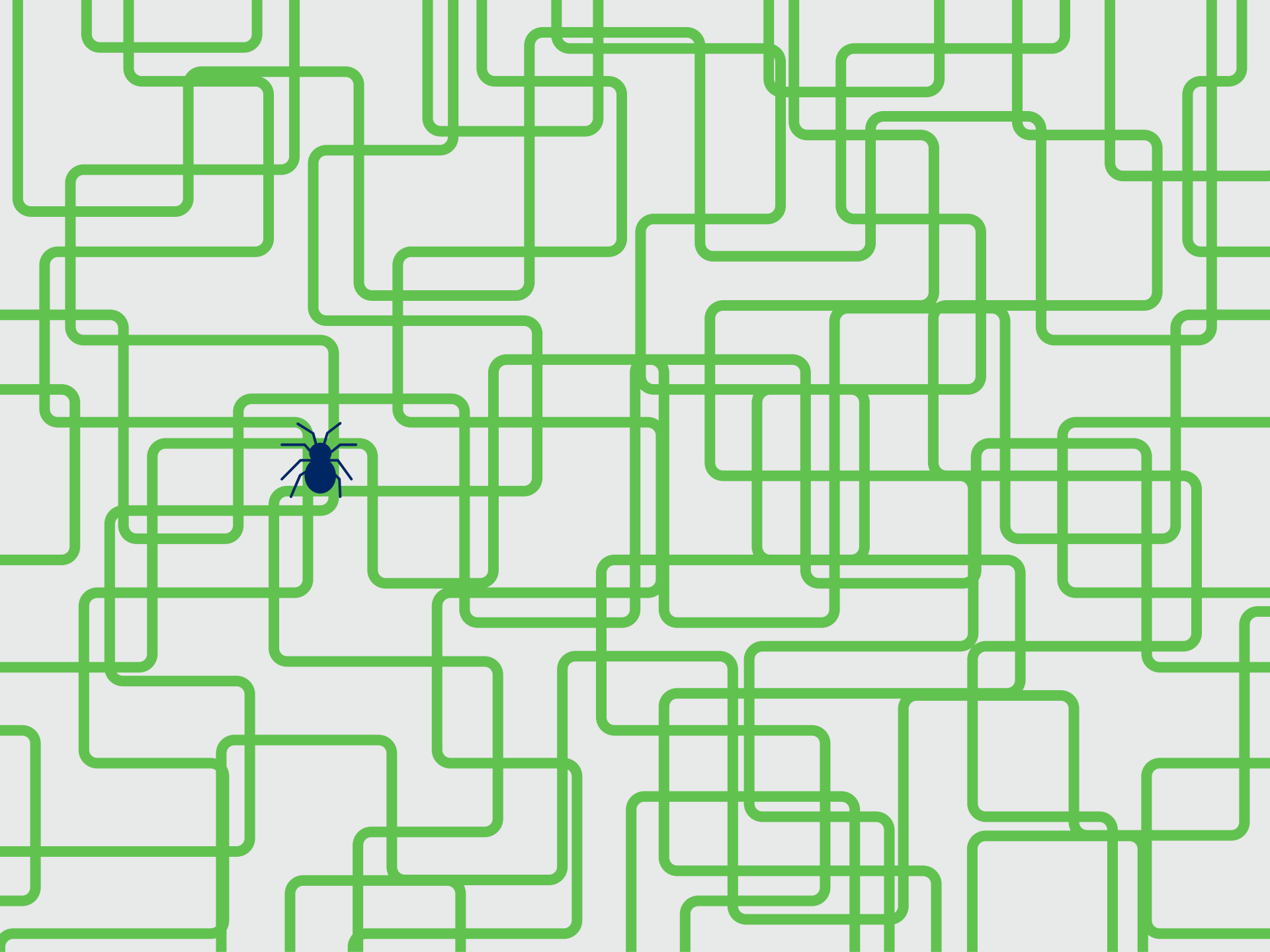
+ Right Fit
+ Popular Choice

Search Results

A Venn diagram consisting of two overlapping circles. The left circle is labeled 'SEO Relevance' and the right circle is labeled 'Social Media Importance'. The circles overlap in the center.

**Social
Media**
Importance

SEO
Relevance



Meat & Potatoes of SEO

Top 5 Search Engines (Worldwide)*



- *Google sends 90.62% of traffic.*
- *Yahoo! sends 3.78% of traffic.*
- *Bing sends 3.72% of traffic.*
- *Ask Jeeves sends .36% of traffic.*
- *Baidu sends .35% of traffic.*

**StatCounter Global Stats*

Click-through Traffic (Google)

- *#1 position - receives 18.2% of all click-through traffic.*
- *#2 position - 10.1%*
- *#3 position - 7.2%*
- *#4 position - 4.8%*
- *All others - >2%.*

Page Rank – Built by Google

- PHD Thesis by Larry Page and Sergey Brin @ Stanford (1998)
- Complex algorithm to calculate importance of a webpage
- Hundreds of factors:
 - how fast a site is gaining links (trending)
 - the click through rate (CTR) of Google's search results, cached pages, favorites on the Google Toolbar (relevant)
 - Age of page vs age of the site – newer page on an older site get faster recognition (well established)
 - keywords used in title, URL, headers, throughout the body, etc (accuracy)

Google's Guidelines

- Make a site with a clear hierarchy and easy to navigate.
- Every page should be reachable
- Create a useful, information-rich site, and write pages that clearly and accurately describe your content
- Make sure that each page has a title which is descriptive and accurate.
- Use keywords to create descriptive, human friendly URLs (i.e. <http://www.resnet.us/energy-saving-tips>)

Clear Hierarchy (Sitemap)

- Allows spiders to browse the pathways of a website
- Every page should be accessible within 4 clicks



Content for SEO

- Create new and interesting content
- Blog experiences
- Write “how-to” articles
- Take Pictures (i.e. Workplace / On-site, equipment)
- Use Infographics
- Post Videos
- Post Questions and Responses

Duplicate Content

- Content that appears on the Internet in more than one place
- Will affect the overall page ranking
- Google will not show duplicates
- Google will determine the original source

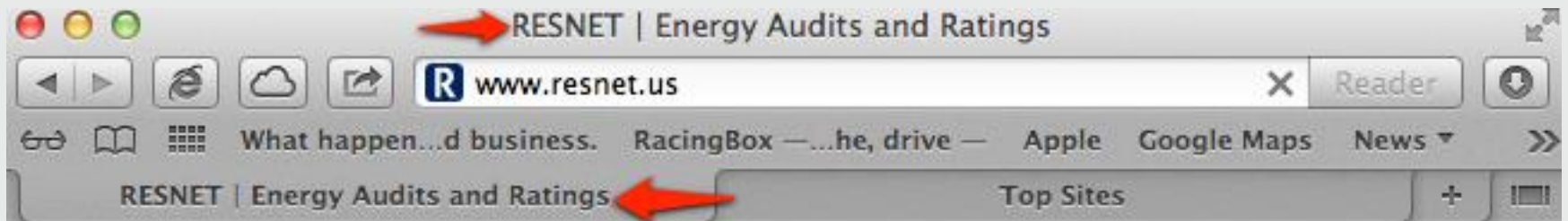


Title Tags

Code Sample

```
<head>
<title>Example Title</title>
</head>
```

- The main text that describes an online document
- Single most important on-page SEO element
- Be mindful of length (65-75 chars max)
- Appears in 3 key places:
 - Browser



Title Tags

Code Sample

```
<head>
<title>Example Title</title>
</head>
```

- Search Engines

[RESNET | Energy Audits and Ratings](http://www.resnet.us/) 


www.resnet.us/

As America's leading home energy efficiency network, **RESNET** home energy raters & contractors can help make your home more comfortable & save you ...

Certified Home Energy Rater ... - RESNET Professionals - Energy Ratings - Our Staff

- External (i.e. Facebook, Bookmarks/Favorites, etc)



RESNET | Energy Audits and Ratings 

<http://www.resnet.us/>

As America's leading home energy efficiency network, RESNET home energy raters & contractors can help make your home more comfortable & save you money.



1 of 2 Choose a Thumbnail

No Thumbnail



Public ▼

Post

Meta Descriptions

Code Sample

```
<head> <meta name="description" content="This is an example of  
a meta description. This will often show up in search  
results."> </head>
```

- Serves the function of advertising copy
- Compelling description that a searcher will want to click.

[Energy Efficient Home - Get an Energy Rating | RESNET](#)

[www.resnet.org/energy-ratings](#)

Find out how an Energy Rating can help in determining whether you have an energy efficient home. Understand **the HERS Index Score** and its benefits.

- Not important to search engine rankings
- Extremely important in gaining user click-through
- Recommended: 160 characters

Keywords & On-page Optimization

- Determine your keywords to use on the page (*i.e. HERS Index*)
- Search engines measure the ways keywords are used on pages
- At least once in the meta description tag.
- At least once in the alt attribute of an image on the page
- At least 2-3 times, including variations, in the body copy
- Once in the URL
- Once prominently near the top of the page.
- Use the keyword in the title tag at least once. Try to keep the keyword as close to the beginning of the title tag as possible.

Keywords & On-page Opt.

The screenshot shows the RESNET website with several on-page optimization elements highlighted in yellow boxes:

- Navigation:** "Find a Professional", "About RESNET", "Articles", "Contact", "Search", and "RESNET Professionals".
- Header:** "RESNET RESIDENTIAL ENERGY SERVICES NETWORK" logo and a background image of houses.
- Main Content:**
 - Section title: "What is the **HERS Index**?"
 - Social sharing: "+1", "7", "Tweet", "65", "Like", "112".
 - Text: "The Home Energy Rating System (HERS) Index is the **INDUSTRY STANDARD** by which a home's energy efficiency is measured. It's also the **NATIONALLY RECOGNIZED system** for inspecting and calculating a home's energy performance."
 - Section title: "What does a HERS Rating say about a house?"
 - Text: "The **HERS Index** MEASURES A HOME'S ENERGY EFFICIENCY and there are a lot of **great reasons** to have a home energy assessment performed on your house."
 - Text: "It can tell you so much about the home you live in, like how efficiently it's operating and where you can make modifications for **greater energy savings**. When you're selling your home, a low HERS rating can command a higher resale price. And when you're buying a home you can anticipate the costs of energy bills and efficiency upgrades."
 - Section title: "How does the **HERS Index** work?"
 - List of bullet points:
 - "A certified Home Energy Rater assesses the energy efficiency of a home, assigning it a relative performance score. The lower the number, the more energy efficient the home."
 - "The U.S. Department of Energy has determined that a typical resale home scores 130 on the **HERS Index** while a standard new home is awarded a rating of 100."
 - "A home with a **HERS Index** Score of 70 is 30% more energy efficient than a standard new home"
 - "A home with a **HERS Index** Score of 130 is 30% less"
- Right Sidebar:**
 - Menu items: "Making your Home Energy Efficient", "The **HERS Index**", "Energy Saving Tips", "Home Energy Solutions", "What are Ratings and Assessments?", "Why use a RESNET Professional?", "Tips and Articles on Energy Efficiency", "About RESNET", "Contact RESNET".
 - Call to action: "Find a Local RESNET Professional Near You".
 - Text: "Increase home comfort while saving energy and money when you work with a certified RESNET Professional!".
 - Form: "ZIP Code" and "SEARCH".
- HERS Index Visual:** A vertical thermometer graphic with a score of 100 highlighted in a yellow circle. Text next to it says: "Discover how the HERS Index works for yourself! Launch our Interactive HERS Index Model and find out what the numbers could mean for you! Click and drag the Score Indicator Watch the Index scores change Find out the potential impact on your home and bank account! LAUNCH NOW!"
- Footer:** "More than 1 MILLION American homes have received their..."

Keywords & On-page Opt.

Ad related to hers index

[RESNET Certification](#) 1 (866) 701 5293

www.cleannedison.com/

We Guarantee You'll Pass the Exam. Award Winning Curriculum. Sign Up!

[Get offers](#)

[Privacy](#)

[What is the HERS Index? | RESNET](#)

www.resnet.us/hers-index

The **HERS Index** is the industry standard for measuring a home's energy efficiency.

[HERS Index Score Card](#)

The RESNET HERS Index is the industry standard by which a ...

[Interactive HERS Index Model](#)

The HERS Index is the industry standard for measuring a home ...

[More results from resnet.us »](#)

[Energy Efficient Home - Get an Energy Rating | RESNET](#)

www.resnet.us/energy-ratings

Find out how an Energy Rating can help in determining whether you have an energy efficient home. Understand the **HERS Index** Score and its benefits.

[Home energy rating - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Home_energy_rating

Ratings provide a relative energy index called the HERS Index - HERS Index of

Page Structure

Find a Professional About RESNET Articles Contact Search RESNET Professionals

RESNET[®] RESIDENTIAL ENERGY SERVICES NETWORK

What is the HERS Index? <H1>

The Home Energy Rating System (HERS) Index is the INDUSTRY STANDARD by which a home's energy efficiency is measured. It's also the NATIONALLY RECOGNIZED system for insulating and calculating a home's energy performance. <H2>

What does a HERS Rating say about a house? <p>

The HERS Index MEASURES A HOME'S ENERGY EFFICIENCY and there are a lot of great reasons to have a home energy assessment performed on your house.

It can tell you so much about the home you live in, like how efficiently it's operating and where you can make modifications for greater energy savings. When you're selling your home, a low HERS rating can command a higher resale price. And when you're buying a home you can anticipate the costs of energy bills and efficiency upgrades.

How does the HERS Index work?

- A certified Home Energy Rater assesses the energy efficiency of a home, assigning it a relative performance score. The lower the number, the more energy efficient the home.
- The U.S. Department of Energy has determined that a typical resale home scores 130 on the HERS Index while a standard new home is awarded a rating of 100.
- A home with a HERS Index Score of 70 is 30% more energy efficient than a standard new home
- A home with a HERS Index Score of 130 is 30% less

Discover how the HERS Index works for yourself!

Launch our Interactive HERS Index Model and find out what the numbers could mean for you!

Click and drag the Score Indicator

Watch the Index scores change

Find out the potential impact on your home and bank account!

LAUNCH NOW!

More than 1 MILLION American homes have received their

Making your Home Energy Efficient

- The HERS Index
- Energy Saving Tips
- Home Energy Solutions
- What are Ratings and Assessments?
- Why use a RESNET Professional?
- Tips and Articles on Energy Efficiency
- About RESNET
- Contact RESNET

Find a Local RESNET Professional Near You

Increase home comfort while saving energy and money when you work with a certified RESNET Professional!

ZIP Code

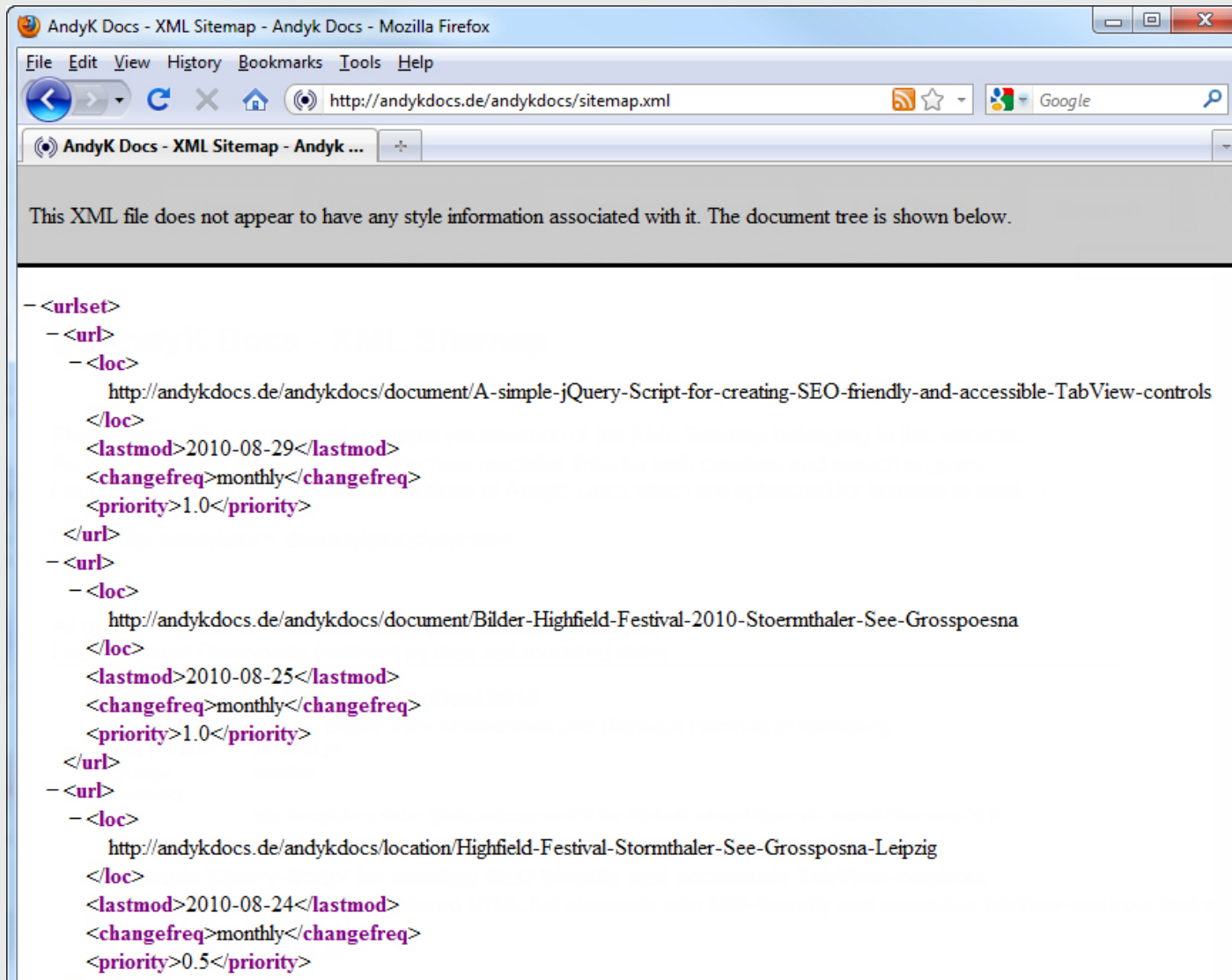
URL Structures

- Place yourself in the mind of a user and look at the URL
- Shorter is better - Use hyphens to separate words
 - BAD: www.resnet.us/what-are-the-benefits-of-an-energy-audit
 - GOOD: www.resnet.us/energy-audit-benefits
- Keyword use is important (but overuse is dangerous)
- Go static
 - BAD: www.resnet.us/blog/page.php?id=39883&se=22083
 - GOOD: www.resnet.us/blog/hot-news-2013

XML Sitemaps

- WHAT - List of pages that the Google Bot should index (even if they're hidden or behind a form)
- Created by Google, but also used by Bing, Yahoo, Ask.com
- Formatted document – XML (Structure)
- RESNET manages multiple sitemaps (Professional RESBlog, Library, Directory Profiles, Videos) and are updated daily

XML Sitemaps



AndyK Docs - XML Sitemap - Andyk Docs - Mozilla Firefox

File Edit View History Bookmarks Tools Help


http://andykdocs.de/andykdocs/sitemap.xml

AndyK Docs - XML Sitemap - Andyk ...

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
- <urlset>
- <url>
  - <loc>
    http://andykdocs.de/andykdocs/document/A-simple-jQuery-Script-for-creating-SEO-friendly-and-accessible-TabView-controls
  </loc>
  <lastmod>2010-08-29</lastmod>
  <changefreq>monthly</changefreq>
  <priority>1.0</priority>
</url>
- <url>
  - <loc>
    http://andykdocs.de/andykdocs/document/Bilder-Highfield-Festival-2010-Stoermthaler-See-Grosspoesna
  </loc>
  <lastmod>2010-08-25</lastmod>
  <changefreq>monthly</changefreq>
  <priority>1.0</priority>
</url>
- <url>
  - <loc>
    http://andykdocs.de/andykdocs/location/Highfield-Festival-Stormthaler-See-Grossposna-Leipzig
  </loc>
  <lastmod>2010-08-24</lastmod>
  <changefreq>monthly</changefreq>
  <priority>0.5</priority>
```

RESNET Directory Results

Google 

[Web](#) [Images](#) [Maps](#) [Shopping](#) [More ▾](#) [Search tools](#)

About 8,510 results (0.28 seconds)

[Ecotelligent Homes](#)
ecotelligenthomes.com/
ECO SOLUTIONS · INTELLIGENT SAVINGS, Educate homeowners on cost effective energy efficiency improvement opportunities around their **home** and ...

Contact Us Schedule your energy audit today to start enjoying improved ...	Testimonials See reviews from our happy customers learn about all the ...
Our Team Meet the Ecotelligent Homes' staff of experts. Learn about our rolls ...	About Us RESNET and BPI Certified Home Energy Audits, and Certified ...

[More results from ecotelligenthomes.com »](#)

[Ecotelligent Homes | LinkedIn](#)
www.linkedin.com/company/ecotelligent-homes Share
Welcome to the company profile of **Ecotelligent Homes** on LinkedIn. Since **Ecotelligent Homes** was founded in 2009, we have been performing RESNET and ...

[Ecotelligent Homes Company Profile | RESNET](#)
www.resnet.us/directory/ecotelligent-homes/amanda-godward
At **Ecotelligent Homes** we help Metro Detroit homeowners reduce their utility costs, improve the comfort of their home and lessen their environmental impact with ...

[Creating Ecotelligent Homes | Kettering University](#)
www.kettering.edu/news/creating-ecotelligent-homes
Nov 5, 2012 – After spending eight years working for various OEMs, Amanda Godward '05 founded **Ecotelligent Homes** [<http://ecotelligenthomes.com/>], ...

RESNET Directory Results

Google

[Web](#) [Images](#) [Maps](#) [Shopping](#) [More ▾](#) [Search tools](#)

About 3,580,000 results (0.32 seconds)

[Paradigm Energy Services | Facebook](#)
www.facebook.com/.../Paradigm-Energy-Services/256890417...
Paradigm Energy Services, Ellsworth, MI. 290 likes · 0 talking about this.

[Paradigm Energy Services | Facebook](#)
www.facebook.com/.../Paradigm-Energy-Services/256890417...
Paradigm Energy Services, Ellsworth, MI. 291 likes · 5 talking about this.

[Paradigm Energy Services - Ellsworth, MI](#)
www.yelp.com > [Home Services](#) > [Home Inspectors](#)
★★★★★ Rating: 5 - 1 review
1 Review of **Paradigm Energy Services** "We had **Paradigm Energy Services** do an energy audit on our place late last year. Ric Evans is a total professional, ...

[Paradigm Energy Services Company Profile | RESNET](#)
www.resnet.us/directory/paradigm-energy-services/ric-evans
We offer **energy** analysis and weatherization **services** for the residential and commercial markets, as well as HERs ratings and EnergyStar certifications.

[Paradigm Energy Services | Traverse City Area Chamber of ...](#)
tcchamber.org/member/paradigm-energy-services/
About **Paradigm Energy Services**. At **Paradigm Energy Services**, we are passionate about Sustainable Energy Solutions. Our mission is to provide you, our ...

[Ric Evans, Paradigm Energy Services, joins Dave | Investigating ...](#)
ir.nrec.org/.../ric-evans-paradigm-energy-services-joins-dave
energy. This weeks guest is Ric Evans owner of **Paradigm Energy Services**, a local business that offers energy audits for home owners and commercial property ...

RESNET Directory Results

Google Eastern Home Energy Consultants

Web Images Maps Shopping More Search tools

About 4,000,000 results (0.54 seconds)

Ads related to Eastern Home Energy Consultants ⓘ

[Energy Consulting - bentekenergy.com](#)
www.bentekenergy.com/energy-consulting
Tailored energy consulting to help your business get ahead

[Find an Energy Consultant - BizEnergy.ca](#)
www.bizenergy.ca/
Save your business Energy and Money with our rebates & incentives

[Eastern Home Energy Consultants Company Profile | RESNET](#)
www.resnet.us/.../eastern-home-energy-consultants/alan-averet...
Eastern Home Energy Consultants offers testing and consulting services to residential homeowners and contractors for existing and new construction homes.

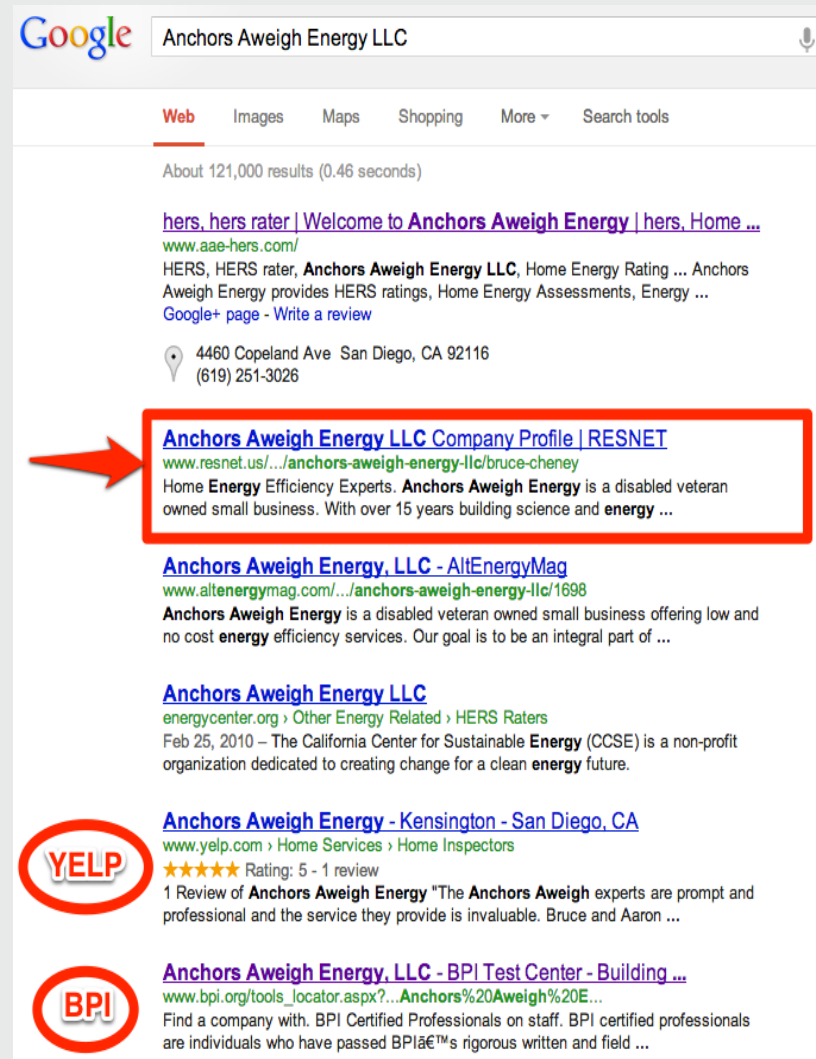
[Eastern Propane :: Ask an Eastern Energy Consultant](#)
www.eastern.com/energy-consultant/
At the same time, the global energy crisis, economic turmoil, and the green movement ... and protecting the environment, particularly when making home energy decisions. ... Please contact an Eastern energy consultant by phone, email, or by ...

[Eastern Propane :: Ask an Energy Consultant](#)
www.eastern.com/forms/smart2.aspx
Your Home. A Propane Home is Elegant & Efficient · Heating Your Home With Propane ... Ask an Energy Consultant ... Becoming an Eastern Propane Customer ...

[Home Energy Auditing Business Opens in Colorado; Will Help ...](#)
edison.proenergyconsultants.com/pressitems/show/2702/807
He says a home energy audit should always be the first step in making a home ... and one in eastern Utah battling such home performance issues like comfort, ...

[Category - Pro Energy - Pro Energy Consultants](#)

RESNET Directory Samples



Google Anchors Aweigh Energy LLC

Web Images Maps Shopping More Search tools

About 121,000 results (0.46 seconds)

[hers, hers rater | Welcome to Anchors Aweigh Energy | hers, Home ...](#)
www.aae-hers.com/
HERS, HERS rater, **Anchors Aweigh Energy LLC**, Home Energy Rating ... Anchors Aweigh Energy provides HERS ratings, Home Energy Assessments, Energy ...
Google+ page - Write a review

4460 Copeland Ave San Diego, CA 92116
(619) 251-3026

Anchors Aweigh Energy LLC Company Profile | RESNET
www.resnet.us/.../anchors-aweigh-energy-llc/bruce-cheney
Home Energy Efficiency Experts. **Anchors Aweigh Energy** is a disabled veteran owned small business. With over 15 years building science and energy ...

Anchors Aweigh Energy, LLC - AltEnergyMag
www.altenergymag.com/.../anchors-aweigh-energy-llc/1698
Anchors Aweigh Energy is a disabled veteran owned small business offering low and no cost energy efficiency services. Our goal is to be an integral part of ...

Anchors Aweigh Energy LLC
energycenter.org > Other Energy Related > HERS Raters
Feb 25, 2010 – The California Center for Sustainable Energy (CCSE) is a non-profit organization dedicated to creating change for a clean energy future.

Anchors Aweigh Energy - Kensington - San Diego, CA
www.yelp.com > Home Services > Home Inspectors
★★★★★ Rating: 5 - 1 review
1 Review of **Anchors Aweigh Energy** "The **Anchors Aweigh** experts are prompt and professional and the service they provide is invaluable. Bruce and Aaron ...

Anchors Aweigh Energy, LLC - BPI Test Center - Building ...
www.bpi.org/tools_locator.aspx?...Anchors%20Aweigh%20E...
Find a company with. BPI Certified Professionals on staff. BPI certified professionals are individuals who have passed BPI's rigorous written and field ...

Page Speed & Availability

- The longer it takes to load a page, the lower the rank the page receives
- Reliability / Speed = Trust = More Traffic
- RESNET uses Content Delivery Networks (CDN) to distribute image, flash files, videos, javascript code, CSS stylesheets
- Page Rank will be affected if website is down often (daily) or page is intermittently available

RESNET Quick Stats

- Key Facts about the RESNET website (2012):
- Pageviews:
 - 930,000+ Total
 - 70,000+ Directory Searches
- 59% of Traffic from Search Engines

SEO Tools & Resources

- seobrowser.com – can view your website, as the GoogleBot see's it
- seomoz.org – great resource to learn more about SEO
- Google Analytics – measure traffic, conversion & sales
- Google Webmaster Tools – control how Google Indexes and crawls your website, monitor page errors, learn how to make improvements
- Bing Webmaster Tools – control how Bing Indexes and crawls your website
- Google Locals – Add your business to the Google Business Directory
- Google Adwords – estimate traffic for specific keywords

What is Social Media

Why You Should Do Social Media

310

Million People Use
facebook[®]

22

Million People Use
twitter

1. It's already happening
2. It's where your new customers are
3. It works with your existing marketing

Benefits of Social Media

+ Right Fit
+ Popular Choice

Search Results



How to Do Social Media

Why?

Define Your Objective



Who?

What will your company's
social media personality be?

Where?



What?

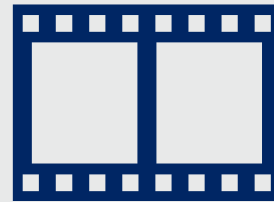
Blogs



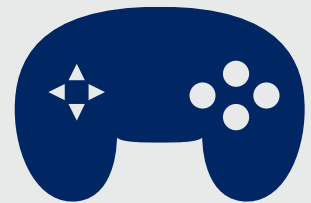
Pictures



Videos



Games





RESNET.[®]
SmartHome

The measurement of your home's energy efficiency. Find out how it works, why it's important to you, and how it could save you money!

[TAKE THE TOUR](#)



RESNET.[®]
HERS
INDEX

Find out what it is, how it works and why it's important to you!

[LEARN MORE](#)



When?

How?

Your social media identity should:

- Positively reflect your business
- Provide information and support to your audience
- Respond to questions and comments quickly

Find RESNET SmartHome on

facebook® and **twitter**



RESNET SmartHome shared ecoHOME's photo.

February 14

Estimated monthly energy costs + a HERS score well below that of a standard new home.

Wouldn't you love to have this kind of insight for your home?



Like · Comment · Share

Tammy Thompson, Randy Swartz and 2 others like this.



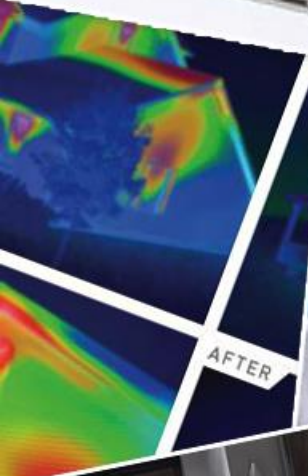
Marlo Burch I found the right builder...so I actually got this for our new house. amazing! 😊

February 16 at 7:22am · 1



RESNET SmartHome That's awesome Marlo! Has it affected the way you think about the money you spend on energy bills? Has it changed the way you look at houses?

February 19 at 3:58pm



RESNET
RESIDENTIAL ENERGY SERVICES NETWORK

How to Use the Estimated Year

Hey Valentine, You warm my heart like R-30 insulation.

RESNET
RESIDENTIAL ENERGY SERVICES NETWORK



RESNET SMARTHOME TIPS

Listen to What Your Home Inspection & Energy Audit is Telling You!

When it comes to your home, what you see is not what you get. That's why it's so important to look beyond the surface to see if your dream home is as healthy as it looks. A combination of a home inspection and an energy audit will reveal problem areas that could end up costing you dearly if you're not careful!

ENERGY AUDITS & HOME INSPECTIONS

PROCESS—Home inspections and home energy audits look at heating, cooling, and ventilation systems, electrical and plumbing, appliances and lighting, and insulation. The combination of the visual home inspection with the diagnostic testing of an energy audit provides you with a complete picture of your home.

Inspection using high tech equipment.

Qualify for tax credits and rebates at state and federal level.

Comprehensive visual inspection from top-to-bottom.

Fresh coat of paint could indicate problems underneath.

RESNET SMARTHOME TIPS

BANISH JANUARY'S CHILL

KEEP YOUR HOME WARM

January is always a chilly time of year, but you can keep the cold out and the warmth of your home snugly inside.

Chills
should be inspected: attic, garage, mudroom.



THE RESNET INTERACTIVE H

...to the pledge. It costs energy at home! Join with millions of Americans to test great, individual ideas that make a big difference in the fight against climate change. Click on the link to better Home Energy Saving Tips.

THERMAL BO

A home's exterior is like your "envelope" or "shell" which, however, or a skills 1 percent up to 13% on total annual energy costs.

- Do it yourself sealing and weatherstripping.
- Or hire a contractor who'll seal cracks or install foam.
- **Learn more**
- **Check to know your local weather stripping or sealant.**

So, what's your **HERS Index Score?**



Engagement

Influencers

will speak on behalf of your brand, but they're not your customers.

Advocates

are people who are your customers and who will recommend you to their network.

External
(linkbacks)

Regular Member Profile

&

Premium Member Profile

Wrap Up

Questions