

Find a Local Installer



A little bit about TheGreenAge...

- 📧 TheGreenAge was set up in 2011 to provide energy saving advice to households.
- 📧 Over the past 4 years, TheGreenAge has become the second largest energy saving/renewables advice portal in the UK (after the Energy Saving Trust,) with a monthly reach of over 200,000 visitors.
- 📧 The GreenAge offers install guides and general information about energy saving and renewables in the home. It covers heating systems, insulation and more.
- 📧 To date we have been featured on the BBC, Sky News and in many major publications including The Times and The Daily Mail - <http://www.thegreenage.co.uk/media/>

Until now The Green Age has been a closed network

- ✎ As you might expect, lots of our visitors (or potential customers!) are looking for something pretty specific: a new boiler, solid wall insulation, to become self-sufficient from the grid, an energy survey – you name it, people ask about it!
- ✎ One of the challenges we have faced is trying to connect all these potential customers with decent installers. Due to the volume of enquiries we get, it has always been difficult to ensure we help everyone.
- ✎ About 6 months ago, we set out with a pretty simple aim – to find a way of easily connecting potential customers visiting our site to local installers.
- ✎ Our 'Find a local installer' map was born!

Shaping our 'Find a Local Installer' map

I myself have used Checktrade as both a customer looking for a service (double glazing) and also as a potential tradesman.

A few things struck me, that we are looking to avoid:

- 1. Price** – charging in excess of £800 per year for a listing is very expensive and there are many smaller installers who cannot make this investment.
- 2. Feedback** – I did a postcode search of electricians in my local area – 771 came up with an average rating of 9.8/10. Customers simply don't buy such a ridiculous rating system. This point was driven home when my installer asked me to fill in the feedback form – he stood over my shoulder and recommended the ratings I should give him!
- 3. Volume of enquiries** - During our talks with Checktrade as a tradesman, they attempted to wow us with traffic numbers. The traffic through their site is impressive, however for the technology we were interested in, they had just 40 people per month!

Find a local installer map

- ✂ We have waited until traffic has reached a point that installers will be certain to get interest in their services. We get close to 3m page views each year, so clearly this demand exists.
- ✂ We want anyone to be able to access our maps (both installers – provided they are good!) and users.
 - For installers we ensure all accreditations are in place.
 - For users all we use is a simple postcode to locate local installers – no big data collection!
- ✂ We charge a small fixed monthly fee for installers, ensuring that no matter how small an installer you are, you can access our directory.
- ✂ Feedback is very important, so we encourage our customers to get in touch and let us know how they get on. We also go back to installers who call us/fill in forms on the site and we pass these leads on. We do appreciate that some customers are tricky though, so we will provide a balanced view on all installers.

Why choose to advertise with us?

- We are one of the biggest free advice resources in the energy efficiency sector.
- Over the past 5 years, we have built trust with customers looking for informed, balanced advice.
- We get thousands of hits a day and are well regarded for our energy saving help and knowledge of energy efficient domestic measures.
- Our SEO ensures we are easy to find on search engines for people looking for installers.
- Both the map and your measures you install will be promoted by content and social media teams. Our page views and social media follower numbers speak for themselves.
- Our friendly, dedicated team are always on hand to answer your queries.

Website data

📄 The success of our 'Find an installer map' will come down to the traffic we get through the website, as well as the ease of use of the map itself

Audience Overview

23 Oct 2015 - 24 Oct 2016

Email Export Add to Dashboard Shortcut



All Users
100.00% Sessions

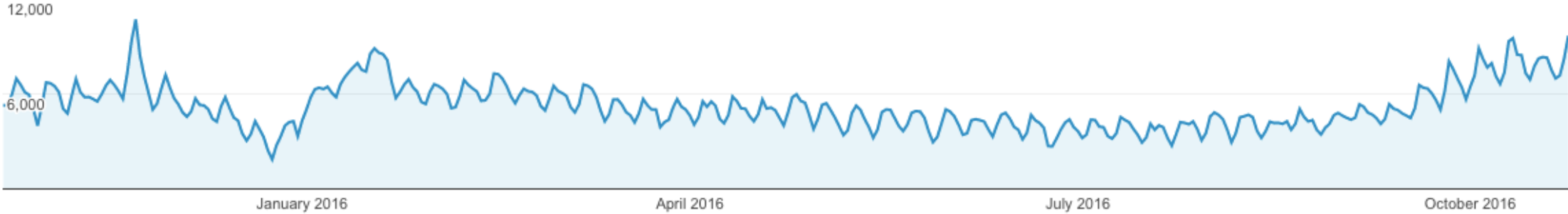
+ Add Segment

Overview

Sessions VS Select a metric

Hourly Day Week Month

Sessions



Sessions
1,912,867

Users
1,618,297

Page Views
2,728,096

Pages/Session
1.43

How does it break down by technology?

🔥 Within each section of our map (e.g. Generation, heating & Insulation) the percentage of page views by technology are as follows:

| Generation | | Heating | | Insulation | |
|---------------|-------|------------------|-------|------------------------|-------|
| Hydroelectric | 8.3% | Biomass boiler | 6.8% | Cavity wall insulation | 15.3% |
| Micro CHP | 7.7% | Electric heating | 15.7% | Double glazing | 33.3% |
| Solar PV | 70.9% | Gas/oil boiler | 56.4% | Floor insulation | 2.6% |
| Solar thermal | 2.5% | Heat pumps | 7.0% | Loft insulation | 23.0% |
| Wind turbines | 10.5% | Storage heaters | 14.1% | Solid wall insulation | 25.8% |

🔥 This is based on the top 300 pieces of content on our website.

Our advertising offers

- We offer two advertising opportunities on our 'Find an Installer' map
 1. An installer listing – rates can be seen on the next page
 - 📌 Benefits include a local personalised listing
 - 📌 A backlink back through to the website.
 - 📌 A 200 word description detailing your business.
 2. A map sponsor - £499 + VAT per month
 - 📌 A prominent advert under the map (visible to all users of the map)
 - 📌 A back link to your website
 - 📌 Potential to offer your service / product to our installers

Installer Listing

Get started by entering your postcode

BE CONSTRUCTIVE LTD
373 Kingston Road, Epsom, Surrey, KT19 0BS
0208 819 3882
info@beconstructiveltd.com
www.BeConstructiveLtd.com
[SEE MORE](#)

COMPANY INFO

We have been carrying out installation of external wall insulation systems for a number of years. Experienced in a number of render and facade finishes, including silicone renders, dashes and brickslips. No job is too small for us. Provide free no obligation quotes for interested customers. Have installed projects all around the Greater London area, Surrey, Berkshire, Buckinghamshire, Hertfordshire, Essex and Suffolk.

BE CONSTRUCTIVE LTD

Address: 373 Kingston Road, Epsom, Surrey, KT19 0BS
Phone: 0208 819 3882
E-Mail: info@beconstructiveltd.com
Website: www.BeConstructiveLtd.com

CHOOSE INSTALLER TYPE

- GENERATION**
 - Battery Storage
 - Hydroelectric
 - Micro CHP
 - Solar PV
 - Solar Thermal
- HEATING**
 - Biomass Boiler
 - Gas / Oil Boiler
 - Heat Pumps
 - Infrared Heating
 - Storage Heaters
- INSULATION**
 - Cavity Wall Extraction
 - Cavity Wall Fill
 - Floor Insulation
 - Loft Insulation
 - Solid Wall Insulation
- SURVEYS**
 - Air Con Surveys
 - Asbestos Surveys
 - Commercial EPC
 - GreenAge Plus
 - Residential EPC

[FIND LOCAL INSTALLERS](#)

When people hit 'Find Local Installers' it will display all the installers offering that particular service in the local area.

The 'See More' listing describes your company in more detail, offering more information on the services you offer. It also includes a backlink to your site as well as your main contact details.

Installer listing – Price list

🔥 We have a fixed pricelist for each technology – this is a recurring monthly payment paid in advance to be listed on the map. We have tried to keep prices as low as possible to ensure all installers can access our map (all prices are ex. VAT).

| Generation | | Heating | | Insulation | |
|-----------------|--------|------------------|--------|------------------------|--------|
| Battery Storage | £12.99 | Biomass boiler | £9.99 | Cavity wall insulation | £8.99 |
| Hydroelectric | £6.99 | Infrared heating | £3.99 | Cavity wall extraction | £12.99 |
| Micro CHP | £6.99 | Gas/oil boiler | £7.99 | Windows / Doors | £10.99 |
| Solar PV | £12.99 | Heat pumps | £13.99 | Floor insulation | £2.99 |
| Solar thermal | £7.99 | Storage heaters | £3.99 | Loft insulation | £3.99 |
| Wind turbines | £4.99 | Wood Burner | £9.99 | Solid wall insulation | £18.99 |




🔥 For surveyors wanting to appear in the survey section of the website, the cost here is just £2.99 per month.

🔥 If you would like to pay for 12 months in advance, we offer a 25% discount based on the fees above.

Map sponsor

- ▶ Becoming one of our major Local Installer map sponsors is a fantastic way to gain brand recognition amongst installers and homeowners alike.

CHOOSE INSTALLER TYPE

| | | | | |
|---|--|---|--|---|
|  GENERATION |  HEATING |  INSULATION |  SURVEYS |  |
| <input type="checkbox"/> Battery Storage <input type="checkbox"/> Hydroelectric <input type="checkbox"/> Micro CHP <input type="checkbox"/> Solar PV <input type="checkbox"/> Solar Thermal <input type="checkbox"/> Wind Turbines | <input type="checkbox"/> Biomass Boiler <input type="checkbox"/> Gas / Oil Boiler <input type="checkbox"/> Heat Pumps <input type="checkbox"/> Infrared Heating <input type="checkbox"/> Storage Heaters <input type="checkbox"/> Wood Burner / Stove | <input type="checkbox"/> Cavity Wall Extraction <input type="checkbox"/> Cavity Wall Fill <input type="checkbox"/> Floor Insulation <input type="checkbox"/> Loft Insulation <input type="checkbox"/> Solid Wall Insulation <input type="checkbox"/> Windows / Doors | <input type="checkbox"/> Air Con Surveys <input type="checkbox"/> Asbestos Surveys <input type="checkbox"/> Commercial EPC <input type="checkbox"/> GreenAge Plus <input type="checkbox"/> Residential EPC | |

- ▶ The cost of a slot on our Map Sponsor widget is £499 + VAT per month

- ▶ The sponsors appear in a random order and we will have a maximum 6 per month.

- ▶ This advertising spot will provide a back link back to your website (or preferred destination).

OUR PARTNERS



FEEDBACK ON OUR INSTALLER NETWORK

In an effort to ensure our installers are on their game, it is really important we hear from you, our community. If you are happy with an installer, let us know and we will sing their praises. Likewise, if you had a bad experience let us know that too – we only want the very best!

If you have any questions, you can always give us a call on 0208 1440897 and one of the team will be able to help. If you'd like to send an email – send it to enquiries@thegreenage.co.uk and we will get back to you.