



DEVELOPING AN INTEGRATED CONTENT STRATEGY FOR SOLAR CONTRACTORS

BayWa r.e.

r.e.energize Your Digital Marketing

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July 25, 2019

r.e.energize Your Digital Marketing

Introducing a new learning series from BayWa r.e. and EnergyCircle

by Solar r.e.view | Residential Solar, Special Feature | 0 comments



Solar r.e.view Categories

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Not All Traffic is Created Equal



Lesson 4 in the r.e.energize Your Digital Marketing series

Key Pillars to Running a Healthy Solar Business – Solar Power NE Podcast



The Energy Circle Sandbox

370+ High Performance Building Businesses

Solar installers, HVAC, home performance contractors, builders/remodelers, energy auditors, architects, non-profits

50 States & Canada

64,000 Tracked Search Terms in Solar & HP

\$1 BILLION in Renewable & Performance Building Work

Significant Solar Specific Data

- Mix of integrated and pure solar contractors
- Thousands of leads generated
- Several million in marketing spend

What We'll Discuss

- 1 Quick Overview: the ROI on Content**
- 2 Start from Where Your Are: A Simple Content Audit**
- 3 Fundamental Content for Solar Websites**
- 4 Ideas for Making Content Less Difficult**
- 5 Leveraging Your Content: Getting Maximum Value**



**QUICK OVERVIEW:
WHY CONTENT IS IMPORTANT
WHAT'S THE ROI?**

Two Core Audiences for Content

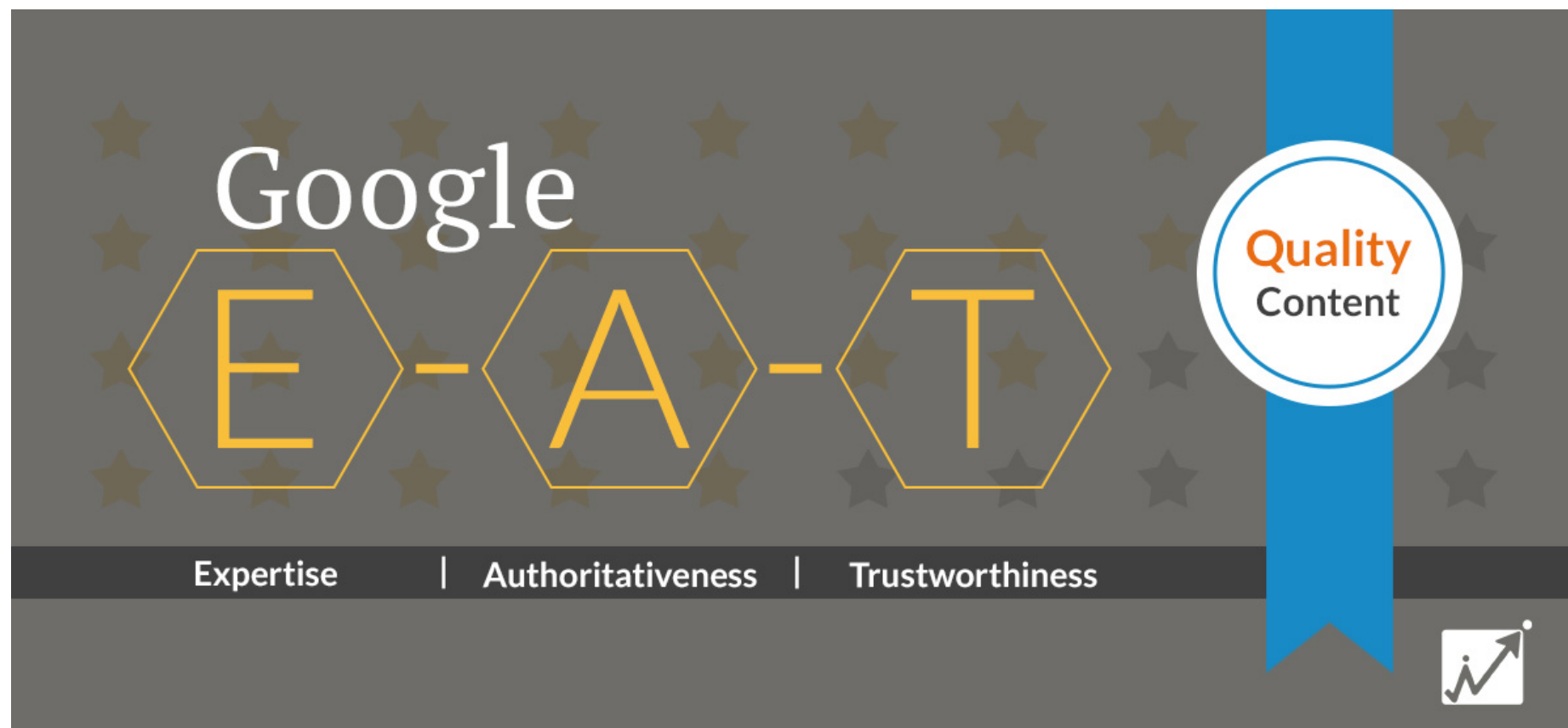
Humans

Your Services
Your Company
How to Work with You
Answers to Questions

Search Engine Robots

Keywords
Overall Website Volume
User Engagement

What Mother Google Looks For



The Importance of Content

Compelling Information for Site Visitors

Keywords for Search Engine Robots

Building Structure for Internal Linking

As Bait for External Links to Your Site

Good Stuff for Your Other Channels

The Foundation of Your Marketing Program

Freshness for Overall Website Health

Simplifying Search

Google

Google Search

I'm Feeling Lucky

Context

+

Authority

+

Engage-
ment

Simplifying Search

Google

Google Search

I'm Feeling Lucky

Context

+

Authority

+

Engage-
ment

**Site
Content**

**Incoming
Links**

**User
Interaction**



Google Loves Content

*Content Consistency is
Everyone's Challenge*

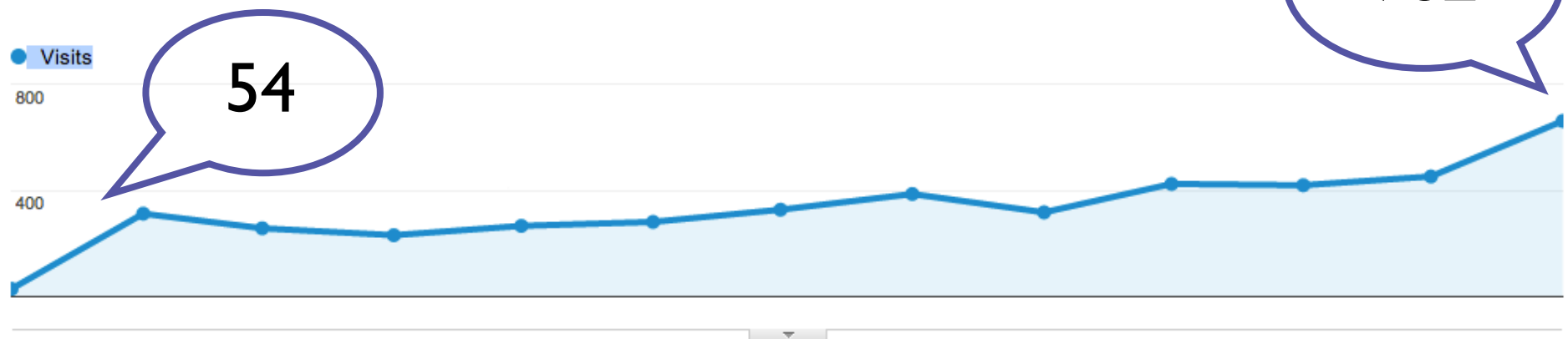
Conversational Search

"solar panels"

vs

**"will solar panels work on a north
facing roof?"**

The Power of Organic Traffic



Primary Dimension: Source / Medium Other ▾

Plot Rows

Secondary dimension ▾

Sort Type: Default ▾

🔍

advanced

📊

🕒

☰

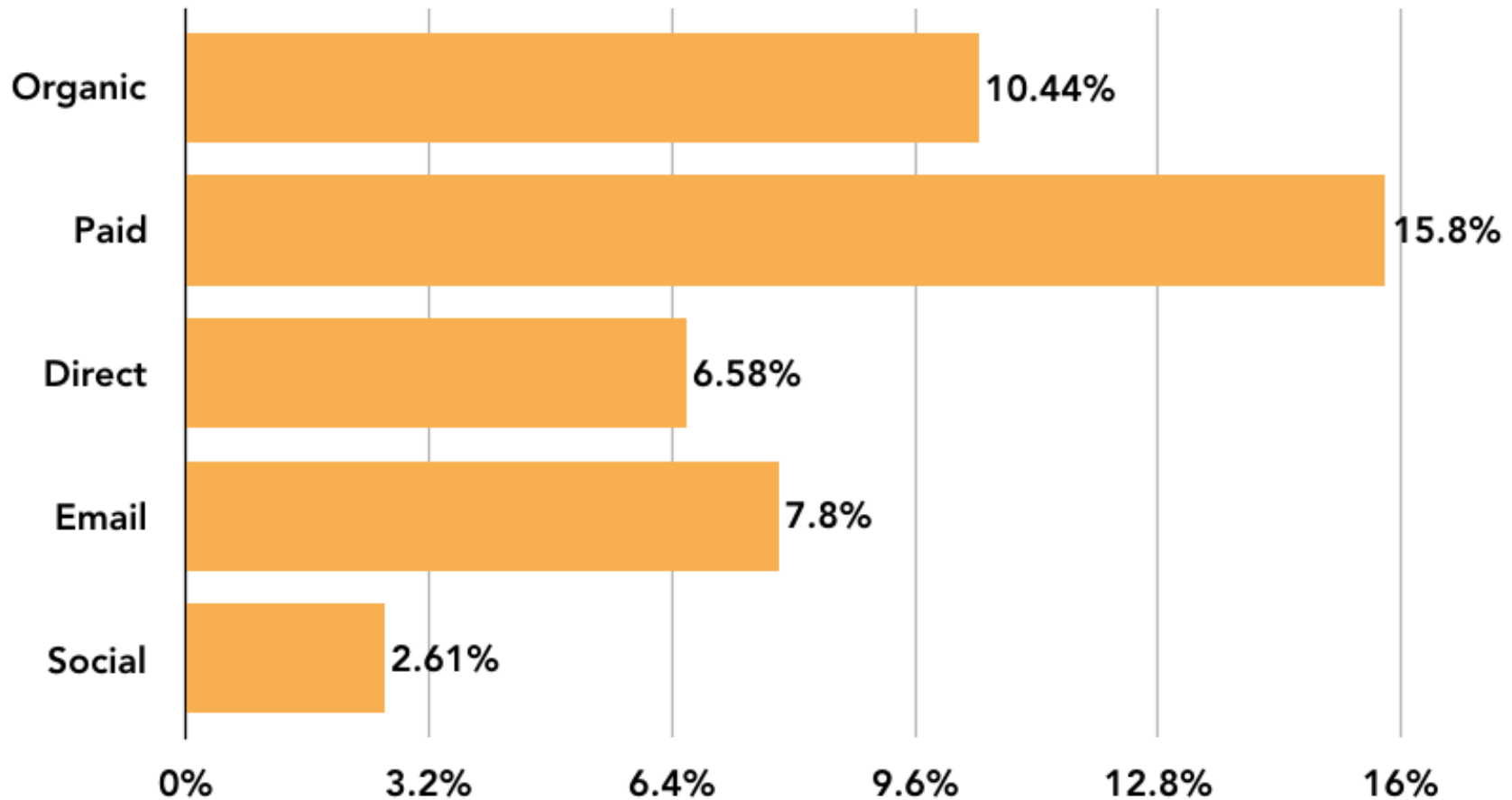
🔗

📄

📑

Source / Medium ?	Acquisition			Behavior			Conversions <div>All Goals ▾</div>		
	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	<div>4,362</div> <div>% of Total: 22.33% (19,533)</div>	<div>93.40%</div> <div>Site Avg: 88.41% (5.64%)</div>	<div>4,074</div> <div>% of Total: 23.59% (17,270)</div>	<div>57.06%</div> <div>Site Avg: 65.61% (-13.03%)</div>	<div>2.62</div> <div>Site Avg: 2.26 (16.20%)</div>	<div>00:15:49</div> <div>Site Avg: 00:13:33 (18.22%)</div>	<div>4.81%</div> <div>Site Avg: 7.37% (-34.65%)</div>	<div>210</div> <div>% of Total: 14.59% (1,439)</div>	<div>\$0.00</div> <div>% of Total: 0.00% (\$0.00)</div>
1. google / organic	4,362	93.40%	4,074	57.06%	2.62	00:15:49	4.81%	210	\$0.00

Organic (Content) = Strong Conversion



Data from 65 Energy Circle Clients, 12 months of 2018



START FROM WHERE YOU ARE: HOW TO DO A SIMPLE CONTENT AUDIT

Can Your Visitors Accomplish Their Goals?

Get a Quote or Consultation

Find Out if Their Home is Good for Solar

Check Out Your Company

Learn About Solar

Understand the Math (and Financing Options)

Evaluating Your Web Content

Are All Your **Services** Represented?

Is Your Meta Data Well **Optimized**?

How **Fresh** (or Stale) is Your Content?

How Good is Your **Internal Linking**?

Are Your Key **Geo Targets** Covered (primarily by Project Galleries)?

What Drives Website Performance?

DOMAIN AUTHORITY

Measure of Trust

Authority

DOMAIN AUTHORITY ⓘ

56 /100

PAGE AUTHORITY ⓘ

60 /100

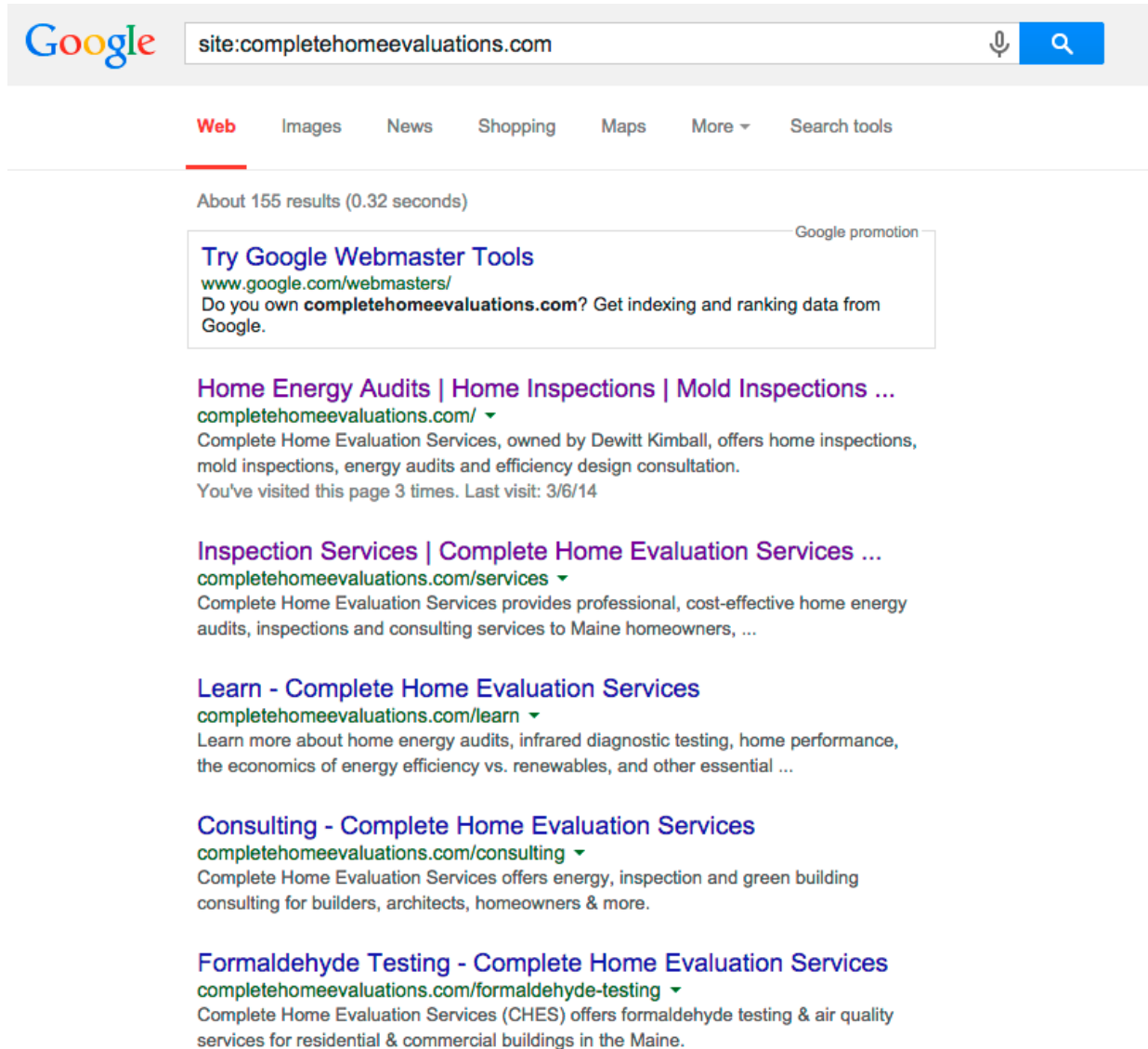
Age

Popularity (links)

Size (# Pages)

Freshness (recency)

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. Below this, several search results are listed, each with a title, a URL, and a brief description.

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.

How to Measure Freshness

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 result for "Energy saving products, expert advice and how-to ..." from "Energy Efficiency | Energy Circle".

Google

site:www.energycircle.com

Web Images Maps Shopping More Search tools

Any time ▾ All results ▾ Thornton, CO ▾

✓ Any time
Past hour
Past 24 hours
Past week
Past month
Past year
Custom range...

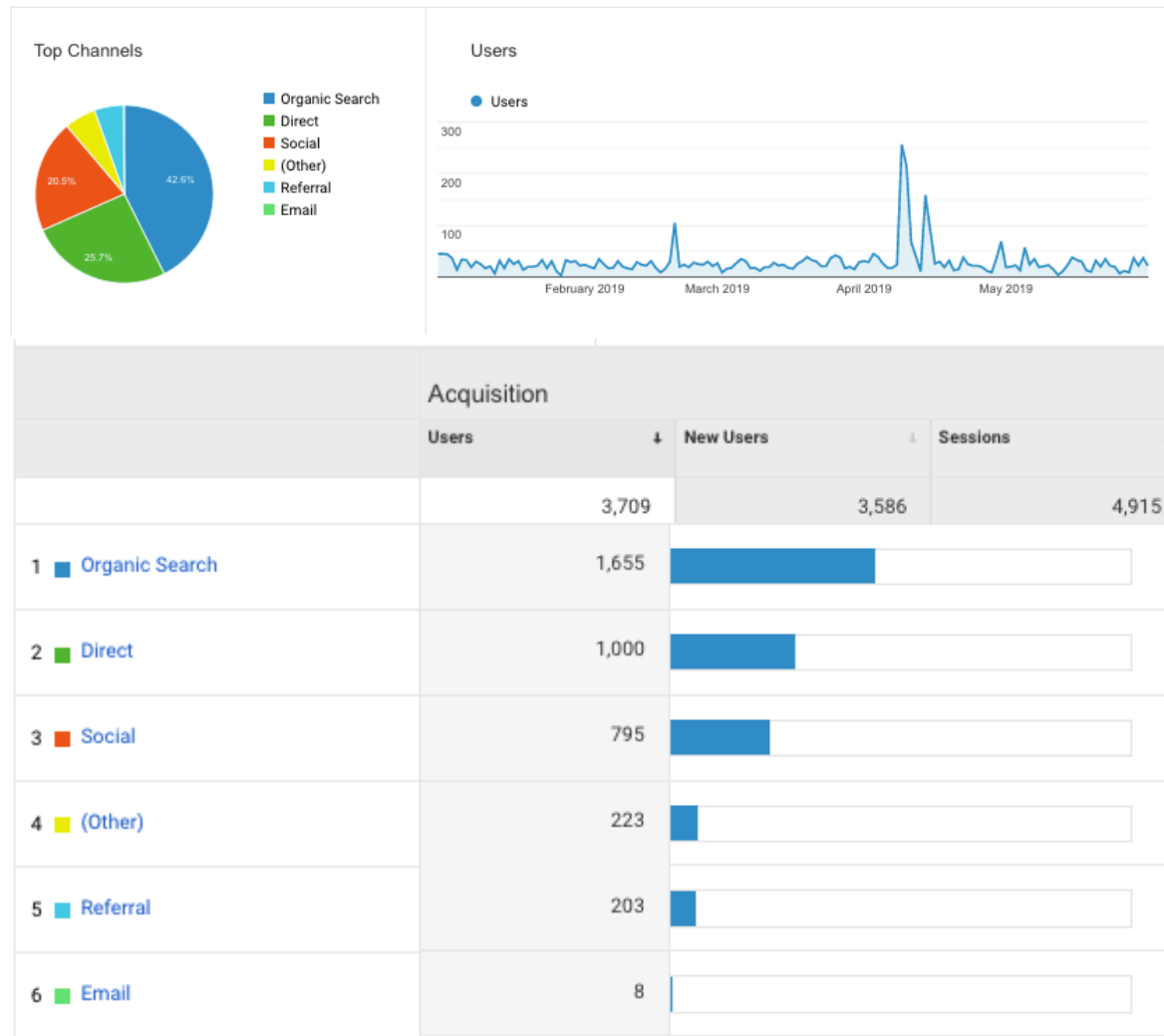
Master Tools
masters/
energycircle.com? Get indexing and ranking data from Google.

Google promotion

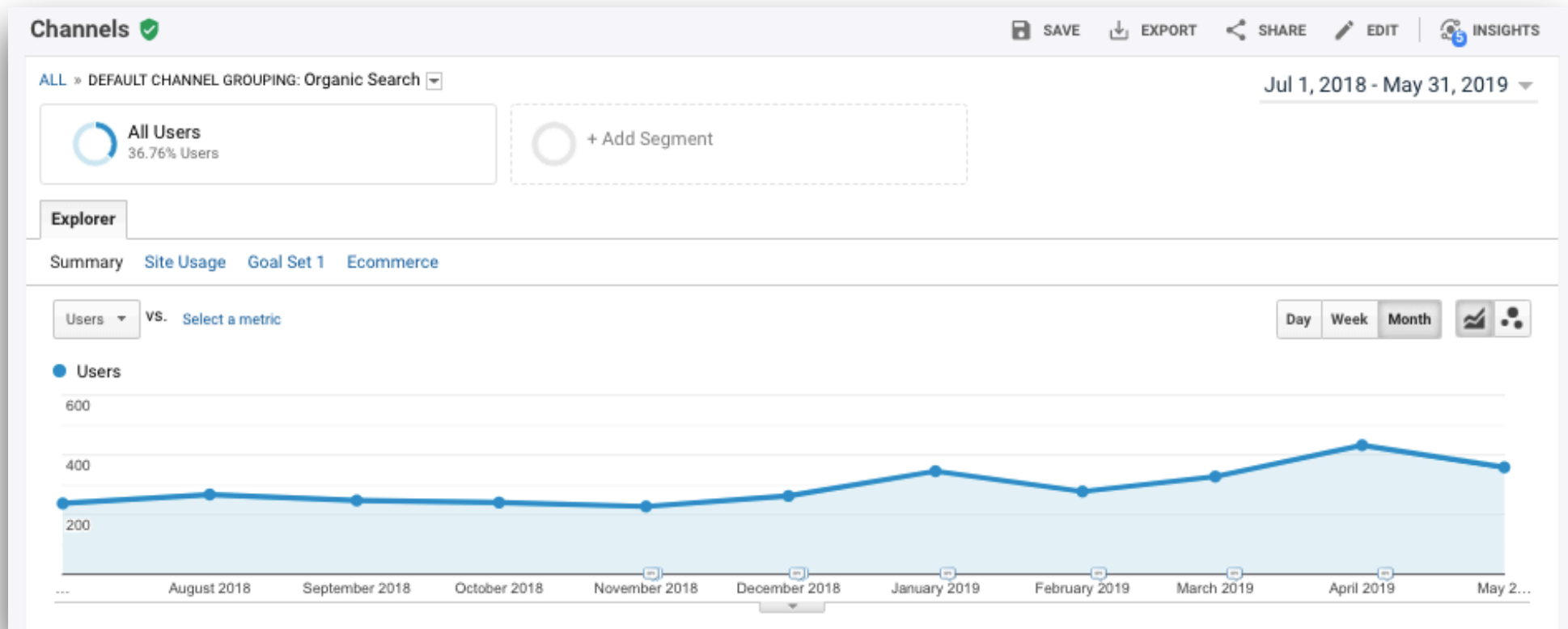
Energy saving products, expert advice and how-to ...
n/ ▾
education resource and store. Energy saving electricity
lights & bulbs, programmable thermostats.
Cutler and 2 other people +1'd this

Energy Efficiency | Energy Circle
www.energycircle.com > Learn ▾
Your resource for home energy efficiency tips: saving money & energy by making your
home greener and more comfortable with energy efficient improvements.

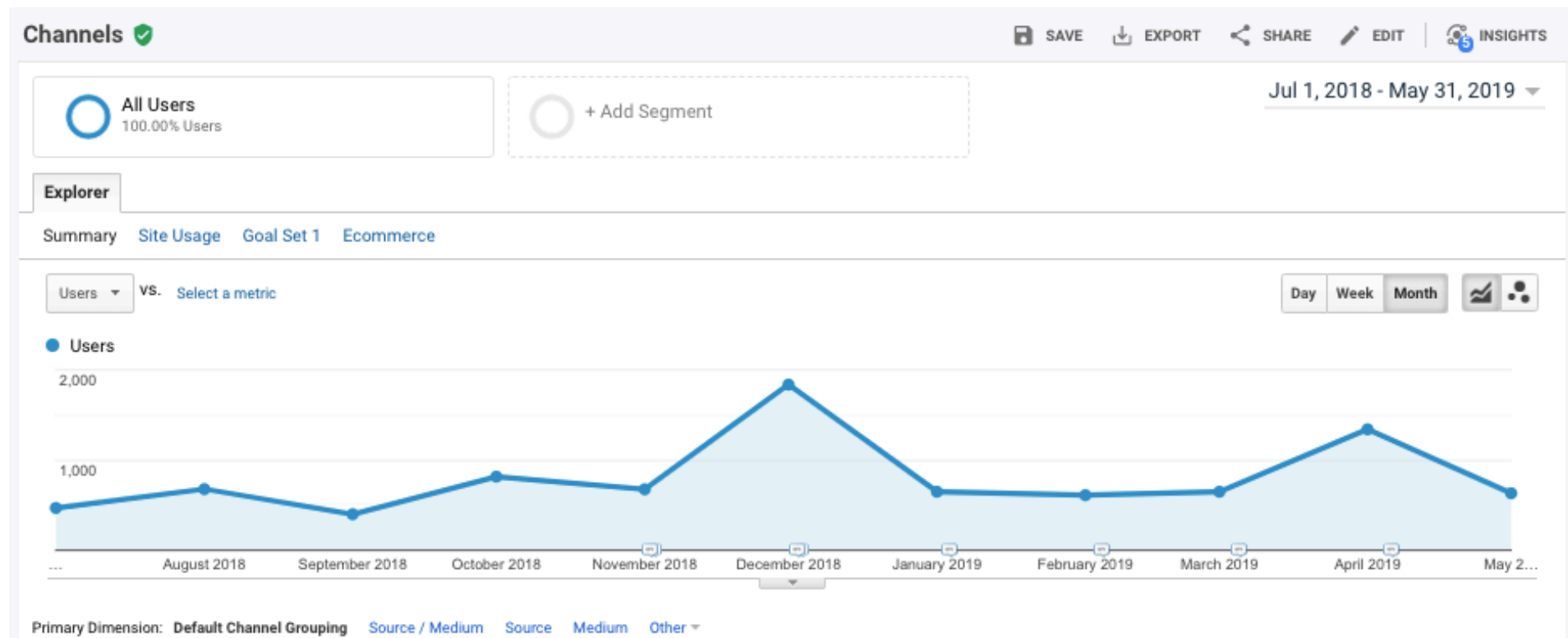
Where's Your Traffic Coming From?



Organic Traffic Over Time?

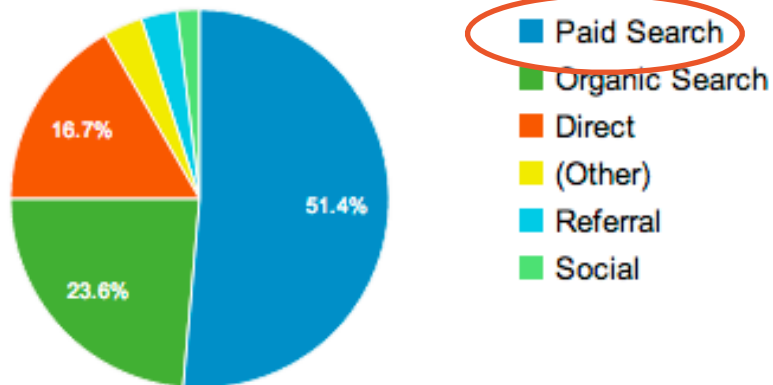


Very Often: It's Lumpy

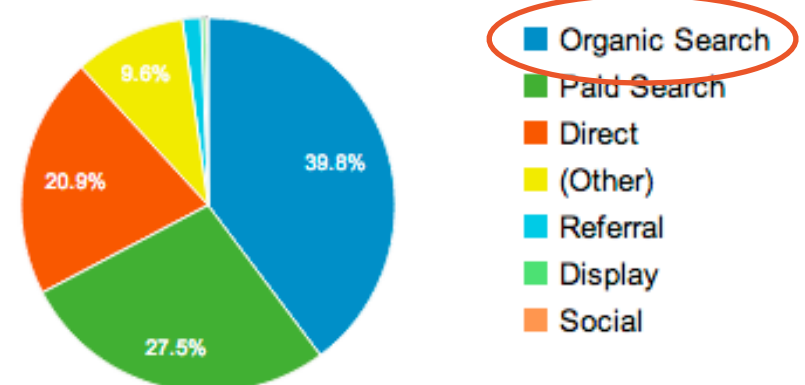


Improved Lead Mix = Lower Cost

Before Steady Content



After Steady Content



Assess Your Traffic & Engagement

Page ?		Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
		10,154 % of Total: 100.00% (10,154)	8,381 % of Total: 100.00% (8,381)	00:01:43 Avg for View: 00:01:43 (0.00%)	4,859 % of Total: 100.00% (4,859)	60.67% Avg for View: 60.67% (0.00%)	47.85% Avg for View: 47.85% (0.00%)
1. /		2,725 (26.84%)	2,177 (25.98%)	00:01:32	2,071 (42.62%)	38.02%	40.88%
2. /projects		721 (7.10%)	472 (5.63%)	00:00:50	44 (0.91%)	65.91%	22.33%
3. /about-us		636 (6.26%)	523 (6.24%)	00:01:41	120 (2.47%)	47.93%	39.47%
4. /blog/gross-metering-dead		547 (5.39%)	488 (5.82%)	00:03:32	467 (9.61%)	94.00%	85.19%
5. /contact-us		517 (5.09%)	427 (5.09%)	00:02:12	108 (2.22%)	69.64%	58.99%
6. /career-opportunities		340 (3.35%)	299 (3.57%)	00:03:31	127 (2.61%)	78.46%	68.53%
7. /service-category/solar-electricity		274 (2.70%)	236 (2.82%)	00:01:28	51 (1.05%)	82.35%	43.80%
8. /service/grid-tied-pv		235 (2.31%)	197 (2.35%)	00:02:05	40 (0.82%)	77.50%	34.04%
9. /blog		221 (2.18%)	163 (1.94%)	00:01:09	40 (0.82%)	60.98%	27.60%
10. /service/off-grid-solar-pv		220 (2.17%)	194 (2.31%)	00:02:14	85 (1.75%)	67.06%	50.45%
11. /blog/inside-guts-maine-solar-policy-gross-metering-timeline		208 (2.05%)	193 (2.30%)	00:04:33	166 (3.42%)	80.36%	78.37%
12. /service/heat-pumps		194 (1.91%)	168 (2.00%)	00:01:21	49 (1.01%)	81.25%	42.78%
13. /service/ev-charging		169 (1.66%)	154 (1.84%)	00:01:35	27 (0.56%)	70.37%	36.69%
14. /service/heat-pump-installation		136 (1.34%)	123 (1.47%)	00:01:41	30 (0.62%)	76.67%	39.71%
15. /service-category/solar-heating		135 (1.33%)	119 (1.42%)	00:00:44	30 (0.62%)	83.33%	39.26%
16. /blog/maine-solar-policy-gross-metering-more-costly-initially-anticipated		127 (1.25%)	119 (1.42%)	00:05:34	103 (2.12%)	75.70%	80.31%
17. /thank-you		118 (1.16%)	96 (1.15%)	00:01:39	78 (1.61%)	47.44%	44.07%
18. /blog/winter-special-save-300-preordering-your-solar-shed-feb-15-2019-spring-delivery		107 (1.05%)	98 (1.17%)	00:02:09	68 (1.40%)	76.47%	71.96%
19. /service/solar-pool-heating		102 (1.00%)	88 (1.05%)	00:00:57	56 (1.15%)	77.19%	61.76%
20. /service/solar-radiant-heating		101 (0.99%)	91 (1.09%)	00:02:20	21 (0.43%)	76.19%	34.65%
21. /blog/great-match-solar-energy-and-home-performance		100 (0.98%)	41 (0.49%)	00:02:10	18 (0.37%)	83.33%	27.00%
22. /service/solar-water-heating		99 (0.97%)	94 (1.12%)	00:01:06	25 (0.51%)	84.62%	47.47%

Top Destination Pages from Organic

Keyword ?	Destination Page ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		18,670 % of Total: 16.87% (110,670)	17,565 % of Total: 15.96% (110,034)	22,230 % of Total: 13.88% (160,103)	72.91% Avg for View: 82.51% (-11.64%)	1.68 Avg for View: 1.31 (27.94%)	00:01:24 Avg for View: 00:00:43 (96.75%)
1. (not provided)	/	4,222 (15.48%)	3,505 (19.95%)	5,351 (24.07%)	45.41%	1.33	00:02:38
2. (not provided)	/blog/how-start-solar-farm	1,626 (5.96%)	1,614 (9.19%)	1,780 (8.01%)	83.60%	1.15	00:00:56
3. (not provided)	/how-to-start-a-solar-farm/	1,070 (3.92%)	1,013 (5.77%)	1,141 (5.13%)	80.02%	1.13	00:01:15
4. (not provided)	/blog/living-grid-texas	1,012 (3.71%)	1,002 (5.70%)	1,075 (4.84%)	86.79%	1.12	00:00:42
5. (not provided)	/blog/what-are-solar-windows	879 (3.22%)	874 (4.98%)	1,028 (4.62%)	85.51%	1.18	00:01:09
6. (not provided)	/how-to-connect-solar-panels-to-the-grid/	743 (2.72%)	711 (4.05%)	774 (3.48%)	91.09%	1.08	00:00:28
7. (not provided)	/residential-solar-panels-for-homes/	708 (2.60%)	56 (0.32%)	147 (0.66%)	63.95%	6.75	00:02:38
8. (not provided)	/blog/how-connect-solar-panels-grid	702 (2.57%)	696 (3.96%)	718 (3.23%)	94.01%	1.05	00:00:19
9. (not provided)	/living-off-grid-texas/	677 (2.48%)	632 (3.60%)	709 (3.19%)	82.37%	1.13	00:00:54
10. (not provided)	/denver/	648 (2.38%)	398 (2.27%)	598 (2.69%)	53.01%	1.70	00:02:06
11. (not provided)	/can-homeowners-association-prohibit-solar-panels-in-texas/	646 (2.37%)	581 (3.31%)	645 (2.90%)	87.60%	1.13	00:00:39
12. (not provided)	/contact/	623 (2.28%)	85 (0.48%)	161 (0.72%)	37.27%	5.67	00:03:03
13. (not provided)	/what-are-solar-windows/	592 (2.17%)	561 (3.19%)	737 (3.32%)	86.16%	1.15	00:01:06
14. (not provided)	/about/	546 (2.00%)	94 (0.54%)	167 (0.75%)	49.10%	4.93	00:02:16
15. (not provided)	/about-us	485 (1.78%)	97 (0.55%)	153 (0.69%)	66.01%	4.46	00:01:54
16. (not provided)	/contact-us	420 (1.54%)	45 (0.26%)	114 (0.51%)	65.79%	5.76	00:00:52
17. (not provided)	/service-category/homeowners	384 (1.41%)	18 (0.10%)	51 (0.23%)	52.94%	10.55	00:02:30
18. (not provided)	/blog/can-homeowners-associations-prohibit-solar-panels-texas	347 (1.27%)	342 (1.95%)	366 (1.65%)	92.35%	1.07	00:00:23
19. (not provided)	/how-long-does-it-take-to-install-solar-panels/	344 (1.26%)	334 (1.90%)	355 (1.60%)	90.70%	1.10	00:00:16
20. (not provided)	/do-solar-panels-work-on-cloudy-days/	343 (1.26%)	285 (1.62%)	495 (2.23%)	92.73%	1.17	00:00:29
21. (not provided)	/our-solar-projects	327 (1.20%)	0 (0.00%)	16 (0.07%)	56.25%	28.25	00:01:14
22. (not provided)	/blog/how-use-peak-sun-hours-maximize-solar-efficiency	297 (1.09%)	294 (1.67%)	314 (1.41%)	90.45%	1.09	00:00:33

Search Queries for which Site Pages Rank on Page 1 (Organic)

- Volume of Unique Keywords
- Shows Comprehensiveness of Content
- Site Content is Relevant to Diverse Set of Search Terms
- Reaching Broader Audience

The screenshot displays the SEMrush Organic Research dashboard for the domain 'gocamsolar.com'. The left sidebar contains a navigation menu with categories like SEO Dashboard, COMPETITIVE RESEARCH, KEYWORD RESEARCH, LINK BUILDING, RANK TRACKING, ON PAGE & TECH SEO, and MANAGEMENT. The 'Organic Research' section is currently selected. The main content area shows the 'Organic Research' overview for the domain, including filters for country (US, UK, CA), device (Desktop), date (Jun 19, 2019), and currency (USD). The dashboard displays key metrics: 1.1K keywords, 895 traffic, and \$6.2K traffic cost. Below these metrics is a table titled 'Organic Search Positions 1 - 100 (1,057)' showing a list of search queries, their positions, volumes, and the corresponding URLs. The table includes columns for checkboxes, keywords, positions, volumes, and URLs. The queries listed include 'how to hook up solar panels to the grid', 'connecting solar panels to the grid', 'how to connect solar panels to the grid', 'living off the grid in texas', 'energy of the sun in joules', 'hoa solar panels texas', 'how to start a solar farm', 'how on grid solar system works', 'how much does it cost to start a solar farm', 'hooking solar panels to the grid', 'active solar design', 'passive vs active solar energy', 'how to start a solar farm business', 'how to set up a solar farm', 'passive solar vs active solar', 'what is active solar', and 'enerov outout of the sun in ioules'.

SEMRUSH

Features Pricing Help News Academy Community 4 Company

SEO Toolkit

Organic Research

Dashboard > Domain Analytics > Organic Research

Send feedback User manual PDF

US 1.1K UK 60 CA 28 ... Device: Desktop Date: Jun 19, 2019 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Positions Filter by keyword Volume Advanced filters

Keywords 1.1K 0.57% Traffic 895 40.06% Traffic Cost \$6.2K 102.51%

Organic Search Positions 1 - 100 (1,057)

Manage columns 4/15 Export

	Keyword	Pos.	Volume	URL
>	how to hook up solar panels to the grid	3 → 3	20	https://www.gocamsolar.com/blog/how-connect-s... grid
>	connecting solar panels to the grid	3 → 3	40	https://www.gocamsolar.com/blog/how-connect-s... grid
>	how to connect solar panels to the grid	4 → 4	20	https://www.gocamsolar.com/blog/how-connect-s... grid
>	living off the grid in texas	4 → 4	210	https://www.gocamsolar.com/blog/living-grid-texas
>	energy of the sun in joules	4 → 4	30	https://www.gocamsolar.com/blog/how-much-ene... rate
>	hoa solar panels texas	4 → 4	30	https://www.gocamsolar.com/blog/can-homeown... exas
>	how to start a solar farm	4 → 4	260	https://www.gocamsolar.com/blog/how-start-solar-farm
>	how on grid solar system works	5 → 5	40	https://www.gocamsolar.com/blog/how-grid-conn... work
>	how much does it cost to start a solar farm	5 → 5	30	https://www.gocamsolar.com/blog/how-start-solar-farm
>	hooking solar panels to the grid	5 → 5	40	https://www.gocamsolar.com/blog/how-connect-s... grid
>	active solar design	5 → 5	50	https://www.gocamsolar.com/blog/passive-vs-acti... olar
>	passive vs active solar energy	5 → 5	170	https://www.gocamsolar.com/blog/passive-vs-acti... olar
>	how to start a solar farm business	5 → 5	50	https://www.gocamsolar.com/blog/how-start-solar-farm
>	how to set up a solar farm	5 → 5	20	https://www.gocamsolar.com/blog/how-start-solar-farm
>	passive solar vs active solar	5 → 5	70	https://gocamsolar.com/passive-vs-active-solar/
>	what is active solar	5 → 5	20	https://www.gocamsolar.com/blog/passive-vs-acti... olar
>	enerov outout of the sun in ioules	5 → 5	40	https://www.gocamsolar.com/blog/how-much-ene... rate

Meta Titles & Descriptions

Title

ReVision Energy | Solar in Maine, New Hampshire, Massachusetts

<https://www.revisionenergy.com/> ▼

Professional solar installers offering full service solar electric installation, heat pumps, water heating, electric vehicles and battery storage.

[For Home](#) · [For Business](#) · [For Nonprofits](#) · [About ReVision](#)

Description

Titles: ~55-60 Characters Max (try to use every darn one)

Keyword 1, Keyword 2 | Brand Name | Geography

such as: Solar Energy | Insource Renewables | Maine

Descriptions: 155 Characters

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

Screaming Frog

	A	E	F
1	Address	Title 1	Title 1 Length
2	http://completehomeevaluations.com/sites/default/files/ec_pro/completehomeevaluations/SampleInspection.pdf		0
3	http://completehomeevaluations.com/	Home Energy Audits Home Inspections Mold Inspections Brunswick, ME	72
4	http://completehomeevaluations.com/indoor-air-quality-testing	Indoor Air Quality Testing Complete Home Evaluation Services Maine	70
5	http://completehomeevaluations.com/commercial-energy-audits	Commercial Energy Audits Energy Assessments Brunswick, ME	61
6	http://completehomeevaluations.com/home-energy-audit-packages	Home Energy Audit Packages Complete Home Evaluation Services ME	67
7	http://completehomeevaluations.com/about-us	About DeWitt Kimball & Complete Home Evaluation Services Brunswick, ME	72
8	http://completehomeevaluations.com/lead-dust-testing	Lead Dust Testing Complete Home Evaluation Services Brunswick, ME	69
9	http://completehomeevaluations.com/additional-resources	Home Energy Resources Links & Resources Brunswick, ME	57
10	http://completehomeevaluations.com/learn/can-a-home-be-too-tight	Can a Home Be Too Tight? Complete Home Evaluation Services Brunswick, ME	76
11	http://completehomeevaluations.com/construction-renovation-consulting	New Construction Energy Consulting Renovation Energy Efficiency Consulting Brunswick, ME	92
12	http://completehomeevaluations.com/home-energy-audits	Home Energy Audits Home Energy Assessments Brunswick, ME	60
13	http://completehomeevaluations.com/pro-site/8207/about/certifications	DeWitt Kimball's Certifications Home Energy Certifications Brunswick, ME	75
14	http://completehomeevaluations.com/questions-ask-your-energy-auditor	Questions to Ask Your Energy Auditor Energy Audits Energy Efficiency	72
15	http://completehomeevaluations.com/independent-energy-audit-vs-sales-pitch	Chart: Sales Pitch Energy Audit vs. Independent Energy Audit	60
16	http://completehomeevaluations.com/learn/the-importance-of-air-sealing	The Importance of Air Sealing. Complete Home Evaluation Services Brunswick, ME	82
17	http://completehomeevaluations.com/consulting	Energy, Green Building & Real Estate Consulting Brunswick, ME	63
18	http://completehomeevaluations.com/about/certifications	DeWitt Kimball's Certifications Home Energy Certifications Brunswick, ME	75
19	http://completehomeevaluations.com/home-inspections	Certified Home Inspector New Home Inspections Brunswick, ME	63
20	http://completehomeevaluations.com/radon-testing	Radon Testing Complete Home Evaluation Services	49
21	http://completehomeevaluations.com/conflict-free-analysis	Conflict Free Energy Audit Follow Up Energy Audits Brunswick, ME	68
22	http://completehomeevaluations.com/commercial-municipal	Commercial & Municipal Energy Efficiency Projects Brunswick, ME	65
23	http://completehomeevaluations.com/learn/what-is-a-whole-house-energy-audit	What is a Whole House Energy Audit? Complete Home Evaluation Services Brunswick, ME	87
24	http://completehomeevaluations.com/shop	Our Favorites from Energy Circle Complete Home Evaluation Services Brunswick, ME	84
25	http://completehomeevaluations.com/contact-us	Contact Complete Home Evaluation Services CHES Brunswick, ME	64
26	http://completehomeevaluations.com/shop/todol-pur-fill-1g-foam.html	Redirecting to Energy Circle	28
27	http://completehomeevaluations.com/hers-rating	Certified HERS Rater Home HERS Ratings Brunswick, ME	56
28	http://completehomeevaluations.com/gallery/2012/01/17/commercial-municipal	Commercial & Municipal Inspections, Energy Audits Brunswick, ME	67
29	http://completehomeevaluations.com/gallery/2013/01/12/first-parish-church-yarmouth	First Parish Church, Yarmouth, ME Complete Home Evaluation Services Brunswick, ME	85
30	http://completehomeevaluations.com/home-inspection-pricing	Home Inspection Pricing Building Inspection Pricing Brunswick, ME	69
31	http://completehomeevaluations.com/air-quality-and-combustion-safety-testing	Air Quality and Combustion Safety Testing Brunswick, Maine	60
32	http://completehomeevaluations.com/indoor-air-quality	Indoor Air Quality Complete Home Evaluation Services Brunswick, ME	70
33	http://completehomeevaluations.com/pre-sale-home-inspections	Pre-Sale Home Inspections Complete Home Evaluation Services Maine	69
34	http://completehomeevaluations.com/learn/what-is-home-performance	What is Home Performance? Complete Home Evaluation Services Brunswick, ME	77
35	http://completehomeevaluations.com/learn	Home Energy Efficiency Information Learn About Home Energy Efficiency Brunswick, ME	87

	A	E	F	H	I
1	Address	Title 1	Title 1 Length	Meta Description 1	Meta Descrip M
2	http://completehomeevaluations.com/sites/default/files/ec_pro/completehomeevaluations/SampleInspection.pdf		0		0
3	http://completehomeevaluations.com/	Home Energy Audits Home Inspections Mold Inspections Brunswick, ME	72	Complete Home Evaluation Services, owned by Dewitt Kimball, offers home inspections, mold in	153
4	http://completehomeevaluations.com/indoor-air-quality-testing	Indoor Air Quality Testing Complete Home Evaluation Services Maine	70	Complete Home Evaluation Services (CHES) offers indoor air quality testing services for resident	134
5	http://completehomeevaluations.com/commercial-energy-audits	Commercial Energy Audits Energy Assessments Brunswick, ME	61	Complete Home Evaluation Services offers commercial energy audits and comprehensive energy	150
6	http://completehomeevaluations.com/home-energy-audit-packages	Home Energy Audit Packages Complete Home Evaluation Services ME	67	A description of the home energy audit packages available from Complete Home Evaluation Serv	114
7	http://completehomeevaluations.com/about-us	About DeWitt Kimball & Complete Home Evaluation Services Brunswick, ME	72	CHES owner Dewitt Kimball is one of Maine's foremost experts in the building sciences, with dec	156
8	http://completehomeevaluations.com/lead-dust-testing	Lead Dust Testing Complete Home Evaluation Services Brunswick, ME	69	Complete Home Evaluation Services offers lead dust testing to help minimize the impacts of lead	153
9	http://completehomeevaluations.com/additional-resources	Home Energy Resources Links & Resources Brunswick, ME	57	Find out more about home energy efficiency and the various programs and organizations that pro	134
10	http://completehomeevaluations.com/learn-can-a-home-be-too-tight	Can a Home Be Too Tight? Complete Home Evaluation Services Brunswick, ME	76	Sometime during your crusade to seal those energy robbing cracks and holes in your home, you'	218
11	http://completehomeevaluations.com/construction-renovation-consulting	New Construction Energy Consulting Renovation Energy Efficiency Consulting Brunswick, ME	92	DeWitt Kimball offers energy efficiency consulting services for home owners, new home buyers, a	189
12	http://completehomeevaluations.com/home-energy-audits	Home Energy Audits Home Energy Assessments Brunswick, ME	60	Complete Home Evaluation Services offers comprehensive, independent home energy audits fea	151
13	http://completehomeevaluations.com/pro-site/8207/about/certifications	DeWitt Kimball's Certifications Home Energy Certifications Brunswick, ME	75	Owner DeWitt Kimball holds several professional certifications including mold inspection, energy	158
14	http://completehomeevaluations.com/questions-ask-your-energy-auditor	Questions to Ask Your Energy Auditor Energy Audits Energy Efficiency	72	Questions to ask your energy auditor before the audit is completed, in order to minimize hassle, r	150
15	http://completehomeevaluations.com/independent-energy-audit-vs-sales-pitch	Chart: Sales Pitch Energy Audit vs. Independent Energy Audit	60	This handy chart describes the difference between an independent, third-party home energy audi	148
16	http://completehomeevaluations.com/learn/the-importance-of-air-sealing	The Importance of Air Sealing. Complete Home Evaluation Services Brunswick, ME	82	Learn why air sealing is one of the most important home energy efficiency improvements you can	123
17	http://completehomeevaluations.com/consulting	Energy, Green Building & Real Estate Consulting Brunswick, ME	63	Complete Home Evaluation Services offers energy, inspection and green building consulting for b	134
18	http://completehomeevaluations.com/about/certifications	DeWitt Kimball's Certifications Home Energy Certifications Brunswick, ME	75	Owner DeWitt Kimball holds several professional certifications including mold inspection, energy	158
19	http://completehomeevaluations.com/home-inspections	Certified Home Inspector New Home Inspections Brunswick, ME	63	Complete Home Evaluation Services (CHES) takes home inspections to a new level, with peerles	148
20	http://completehomeevaluations.com/radon-testing	Radon Testing Complete Home Evaluation Services	49	CHES uses the RadStar 300 Continuous Radon Monitor, which provides an hourly radon measur	145
21	http://completehomeevaluations.com/conflict-free-analysis	Conflict Free Energy Audit Follow Up Energy Audits Brunswick, ME	68	Learn how the home energy audits provided by DeWitt Kimball are free from conflict and fully cor	180
22	http://completehomeevaluations.com/commercial-municipal	Commercial & Municipal Energy Efficiency Projects Brunswick, ME	65	Previous commercial & municipal energy efficiency projects completed by DeWitt Kimball and Co	125
23	http://completehomeevaluations.com/learn/what-is-a-whole-house-energy-audit	What is a Whole House Energy Audit? Complete Home Evaluation Services Brunswick, ME	87		0
24	http://completehomeevaluations.com/shop	Our Favorites from Energy Circle Complete Home Evaluation Services Brunswick, ME	84		0
25	http://completehomeevaluations.com/contact-us	Contact Complete Home Evaluation Services CHES Brunswick, ME	64	Call or contact Complete Home Evaluation Services today to discuss your home energy audit or	119
26	http://completehomeevaluations.com/shop/todol-pur-fill-1g-foam.html	Redirecting to Energy Circle	28		0
27	http://completehomeevaluations.com/hers-rating	Certified HERS Rater Home HERS Ratings Brunswick, ME	56	DeWitt Kimball is a certified HERS rater for new homes and existing homes in the greater Southe	119
28	http://completehomeevaluations.com/gallery/2012/01/17/commercial-municipal	Commercial & Municipal Inspections, Energy Audits Brunswick, ME	67	A photo gallery featuring a selection of commercial & municipal buildings that have had inspectio	152
29	http://completehomeevaluations.com/gallery/2013/01/12/first-parish-church-y	First Parish Church, Yarmouth, ME Complete Home Evaluation Services Brunswick, ME	85		0
30	http://completehomeevaluations.com/home-inspection-pricing	Home Inspection Pricing Building Inspection Pricing Brunswick, ME	69	Information about pricing for home inspections and building inspections, including mold testing, o	154
31	http://completehomeevaluations.com/air-quality-and-combustion-safety-testing	Air Quality and Combustion Safety Testing Brunswick, Maine	60	We offer air quality and combustion safety testing throughout Maine, including ventilation testing,	143
32	http://completehomeevaluations.com/indoor-air-quality	Indoor Air Quality Complete Home Evaluation Services Brunswick, ME	70	Complete Home Evaluation Services offers indoor air quality testing & mold testing for homes, m	150
33	http://completehomeevaluations.com/pre-sale-home-inspections	Pre-Sale Home Inspections Complete Home Evaluation Services Maine	69	CHES offers pre-sale home inspections for real estate professionals & homeowners interested in	130
34	http://completehomeevaluations.com/learn/what-is-home-performance	What is Home Performance? Complete Home Evaluation Services Brunswick, ME	77		0
35	http://completehomeevaluations.com/learn	Home Energy Efficiency Information Learn About Home Energy Efficiency Brunswick, ME	87	Learn more about home energy audits, infrared diagnostic testing, home performance, the econo	167

What to Look for in Meta Data

Length

Keywords

Geography

Missing

Duplicates



CONTENT FUNDAMENTALS FOR SOLAR

Content Fundamentals in Solar

- **Your Services: PV Install, Storage, EV Charging (Etc)**
- **About Your Company**
- **Frequently Asked Questions (FAQ's)**
- **Case Studies (Project Galleries, Portfolio)**
- **Financing & Incentives**
- **Testimonials & Trust**
- **Working with Us (Free Quote, Process, Steps)**

Content Fundamentals in Solar

- **The Service: PV Install, Storage, EV Charging (Etc)**
- **About Your Company**
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- **Case Studies (Project Galleries, Portfolio)**
- **Financing**
- **Testimonials & Trust**
- **Working with Us (Free Quote, Process, Steps)**

Sustain



Elements of a Simple Content Plan

Identify Core Themes & Narratives

Ways to Save Energy, Growing the Value of Your Home,
Utility Independence

Establish Your Keyword Priorities

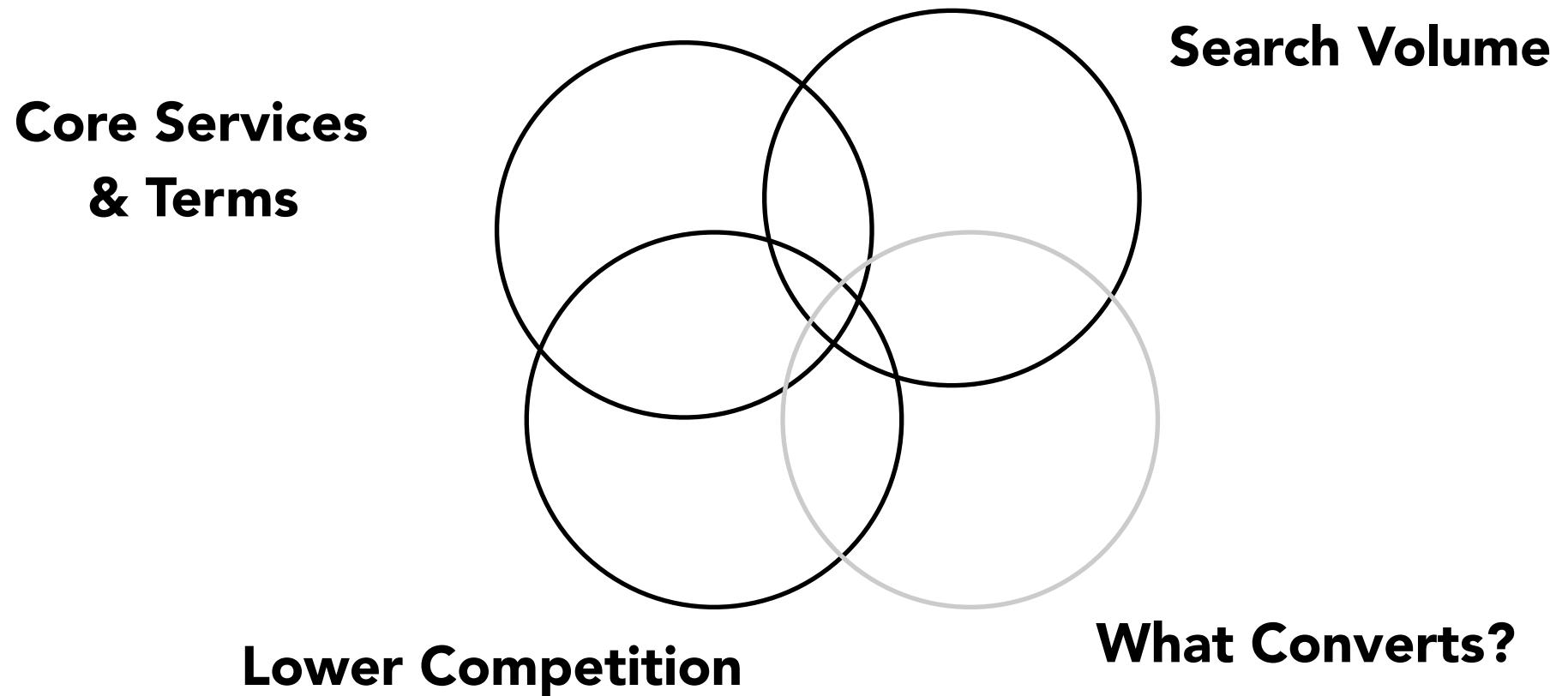
Solar PV, Solar Panels, Battery Storage, EV Charging,
Solar [insert geography]

Have a Place to Log Ideas












Share Responsibility

Sustainable Schedule

Choosing Keywords



Volume in the Real World

<input type="checkbox"/>	Keyword ▾		Volume ▾	Trend	KD ▾	CPC ▾	Com. ▾	SERP Feat. ▾	Results in SERP ▾
<input type="checkbox"/>	mini split ac	≡+	27,100		73.06	2.64	1	2	6.4M
<input type="checkbox"/>	mitsubishi mini split	≡+	14,800		58.78	2.41	1	0	17.4M
<input type="checkbox"/>	mini split	≡+	14,800		59.65	2.35	1	1	489M
<input type="checkbox"/>	mini split system	≡+	12,100		n/a	1.94	1	n/a	n/a
<input type="checkbox"/>	mini split heat pump	≡+	9,900		66.78	3.09	1	1	1.3M
<input type="checkbox"/>	mini split air conditioner	≡+	8,100		65.12	3.68	1	1	16.9M
<input type="checkbox"/>	fujitsu mini split	≡+	8,100		69.16	2.12	1	1	2.1M
<input type="checkbox"/>	ductless mini split	≡+	8,100		65.54	3.01	1	1	4M
<input type="checkbox"/>	daikin mini split	≡+	5,400		63.47	2.09	1	1	519K
<input type="checkbox"/>	lg mini split	≡+	3,600		63.65	2.19	1	1	89
<input type="checkbox"/>	mini split installation	≡+	1,900		58.33	5.01	1	2	33.6M

SEM Rush Keyword Tool

CTA's: Strong, Informative, Compelling

We help you capture the money-saving benefits of clean solar energy

Is solar right for you? Will solar work on your roof or land? How much would solar cost for you? How much could you save? We make it easy to get the answers to all your solar questions.

Simply fill out the form to schedule a call with one of our non-commissioned solar experts.

Residential or Commercial (Choose One)*

First Name*

Last Name*


Phone*

Email*


Zip*

GET STARTED

Free Consultation & Quote is the Standard



Set up a Free On-Site Solar Consultation



Get Started Today!

Whether you want solar, a heat pump, or have no idea what solutions will work for you, the first step is the same: getting one of our highly-trained energy consultants out to your home for a free evaluation.

During the free 1-2 hour consult, you'll get a wealth of information about your home's usage of energy, and a customized proposal, including return on investment calcs including financing options. Our goal is to help you come to an educated decision on why solar is right for your home.

What Will I Learn From a Free Consultation?

- Which clean energy technologies will best meet your family's energy goals
- What size solar array will fit on your roof and expected output for that system
- Ways to finance solar and other improvements – such as our zero money down "Own Your Power" loan or upfront purchase option
- How solar will improve the value of your home
- How solar works in tandem with heat pumps and other solutions to offer huge savings over fossil fuel alternatives

We provide this service free of cost and free of pressure. We listen to you so we can understand your goals related to energy in your home. Based on what you tell us, and a professional technical evaluation of your site, we custom

Curious about solar? Let's talk!

Absolutely no obligation, no pushy salespeople, just high-quality information on whether your home/business/institution is right for solar, and what the next steps would be.

Name *

First Name **Last Name**

Email *

Phone

Address

Street Address

City **State**

ZIP Code

Sign up for monthly solar update *

☐ Yes

☐ No Thanks

How Did You Hear About Us?

How Can We Help?



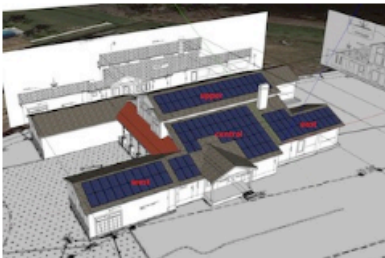
Step 1: Phone Consultation

The first step is to speak to one of our energy specialists to see if solar is right for you. We'll discuss your expectations of a solar energy system, evaluate your house through satellite imagery and review your best options. You can call us, fill out our contact form or stop in at our office to begin the process.



Step 2: Site Visit

An on-site visit is necessary to ensure that every variable is accounted for prior to the design of your solar energy system. It's important to look at sun access, your home's mechanical and electrical systems and construction drawings if the system is going in during construction or remodeling.



Step 3: System Design

Our engineers will analyze the data gathered from the site visit, determine the constraints and attributes of your home and design a system to maximize your energy output needs. At the end of the design process we'll present you with a complete design, including drawings, system specifications and a final quote.



Step 4: Installation

Once we obtain the necessary permits and assemble your customized solar components, installation will begin. Our installation technicians are the most highly trained in the field. Our systems routinely outperform our competitors, resulting in the lowest cost of ownership in the business.


Get a Free Analysis & Quote

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email*	Phone Number
<input type="text"/>	<input type="text"/>
Street Address*	
<input type="text"/>	
Zip Code*	
<input type="text"/>	
How Did You Hear About Us?*	
<input type="text" value="- Please Select -"/>	
Interested in:*	
<input type="checkbox"/> Electric Solar (PV) <input type="checkbox"/> Battery Backup	
<input type="checkbox"/> Pool Heating Solar	
<input type="checkbox"/> In-Home Hot Water Solar <input type="checkbox"/> Other	
Service Type	
<input type="radio"/> Residential <input type="radio"/> Commercial	
<input type="checkbox"/> I want to receive monthly deals & info via email!	
GET YOUR FREE ANALYSIS	

[illegible][illegible]

Statistical Confidence 98%

Key to Local Search: Project Portfolios



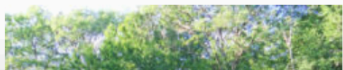

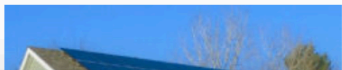









BLOGVIDEOSEVENTSCAREERSCONTACT

For HomeFor BusinessFor NonprofitsAbout ReVisionProject GalleryGet Started →


Search...

Residential Solar

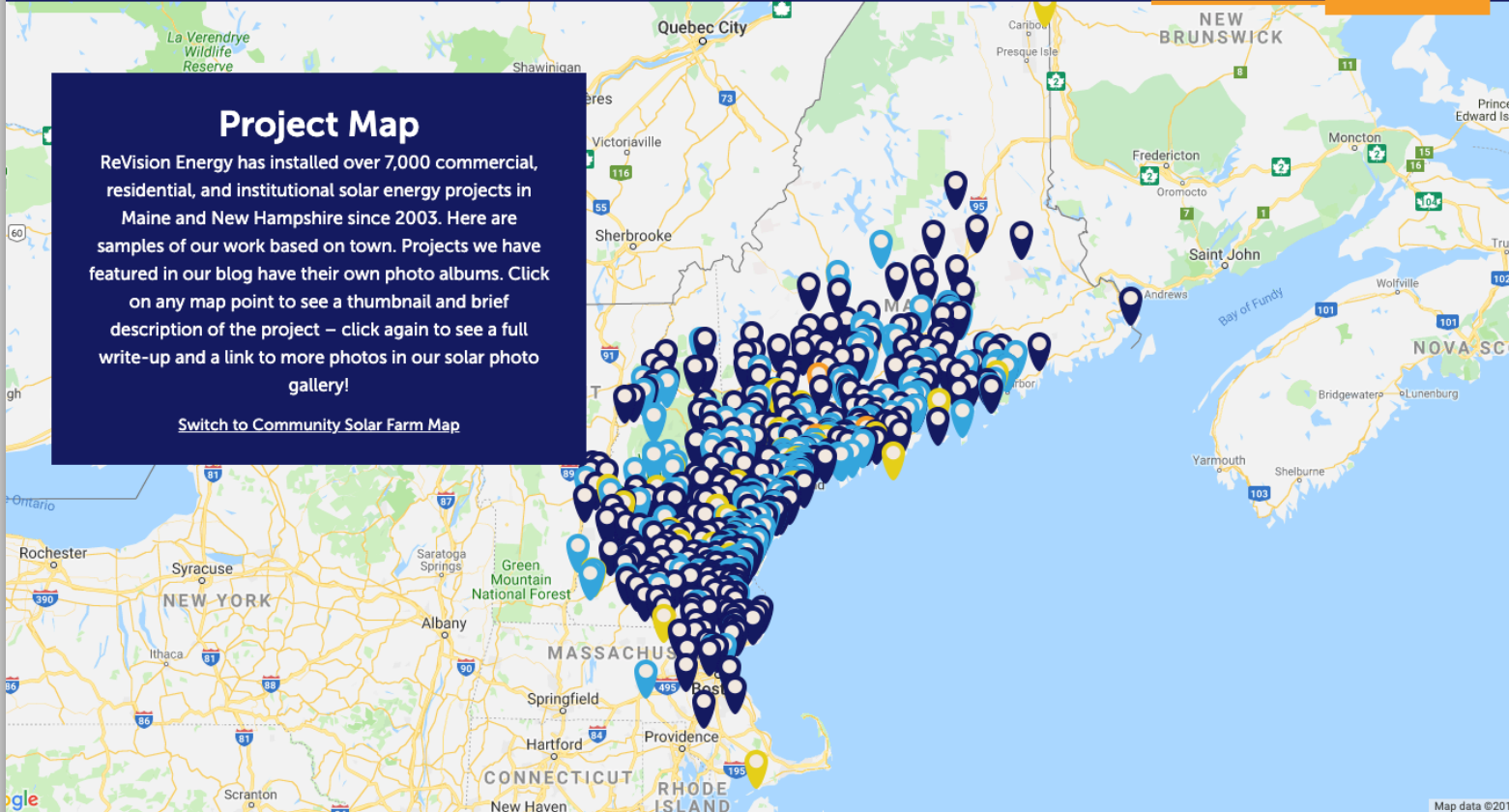
Some great project examples of homeowners using solar to increase their independence, reduce energy bills, and improve the environment. For a complete listing by town, see our [Town-by-Town Solar project gallery](#) here!



Aggregate Google Map

[BLOG](#)[VIDEOS](#)[EVENTS](#)[MERCH](#)[CUSTOMERS](#)

[For Home](#)[For Business](#)[For Nonprofits](#)[About ReVision](#)[Project Gallery](#)[Get Started →](#)





Project Map

ReVision Energy has installed over 7,000 commercial, residential, and institutional solar energy projects in Maine and New Hampshire since 2003. Here are samples of our work based on town. Projects we have featured in our blog have their own photo albums. Click on any map point to see a thumbnail and brief description of the project – click again to see a full write-up and a link to more photos in our solar photo gallery!

[Switch to Community Solar Farm Map](#)

☒ commercial☒ residential☒ schools / nonprofit / municipal



Will Solar Work for My Home?

[GET STARTED →](#)

Solar is a Question-Rich Category

RESULTS FOR SOLAR PANELS (TOP)

QUESTIONS 110

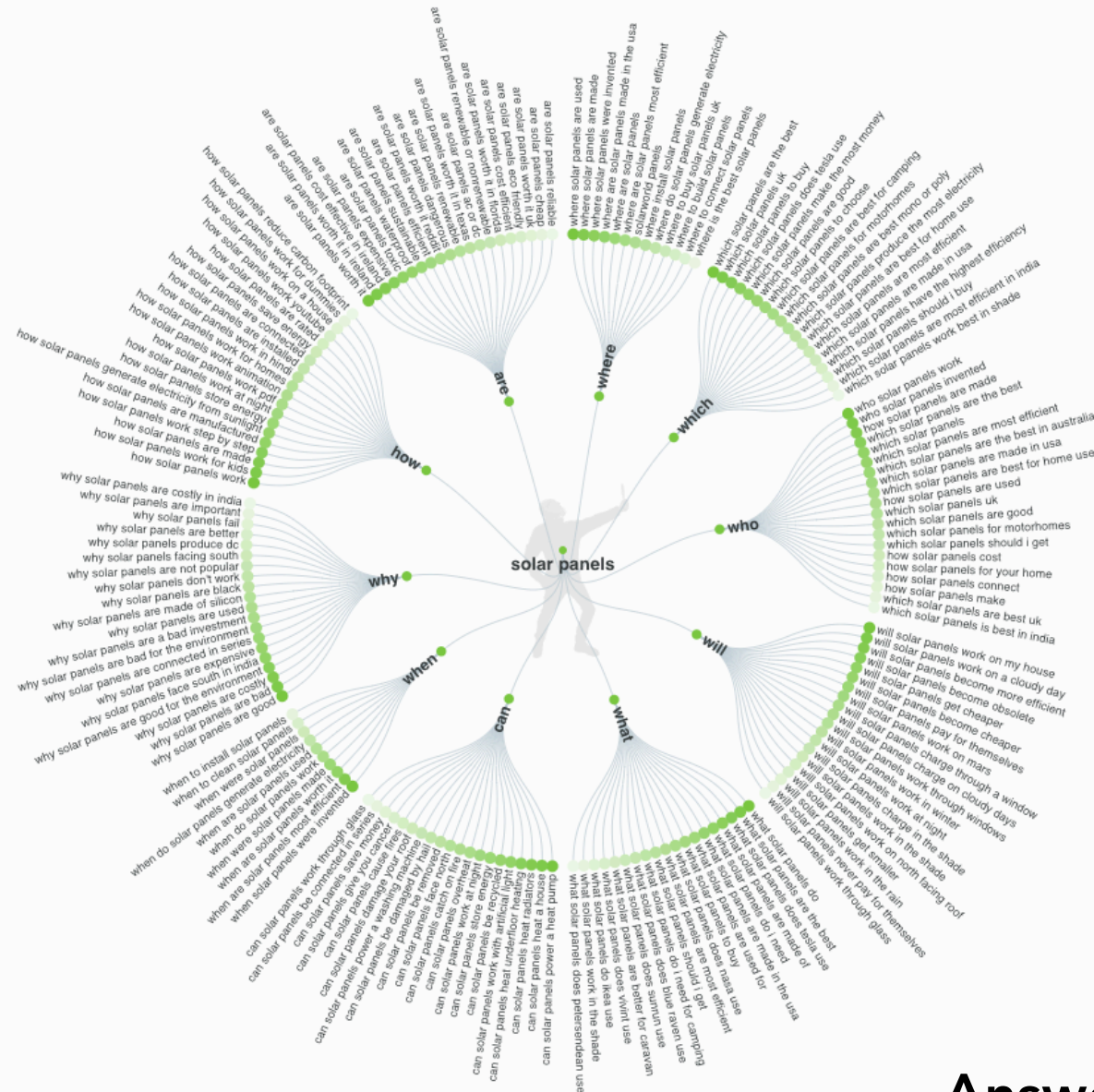
PREPOSITIONS 140

COMPARISONS 73

ALPHABETICALS 519

RELATED 20

Download CSV



Answer the Public

Typical Questions in Solar

Is my house/roof suited?

How much cost?

How much savings?

How will it look on my house?

Maintenance requirements? Do I have to clean?

Will it hurt my roof?

What happens during power outages?

What if it's cloudy for 2 weeks?

Question Volume


US

All
Questions
Advanced filters

Total volume **194,610** | Average difficulty **6.03%**
Export
Add to Keyword Analyzer

<input type="checkbox"/>	Keyword		Volume	Trend	KD	CPC	Com.	SERP Feat.	Results in SERP
<input type="checkbox"/>	how do solar panels work		9,900		70.2	3.18	0.27	3	108M
<input type="checkbox"/>	how much do solar panels cost		6,600		62.8	5.36	1	4	88.6M
<input type="checkbox"/>	how much are solar panels		4,400		66.78	3.86	1	3	178M
<input type="checkbox"/>	how solar panels work		3,600		75.29	3.82	0.32	3	112M
<input type="checkbox"/>	how to make a solar panel		3,600		58.73	1.78	0.76	3	241M
<input type="checkbox"/>	how many solar panels do i need		2,900		57.4	2.39	0.92	3	125M
<input type="checkbox"/>	are solar panels worth it		1,900		73.28	4.47	0.42	4	301M
<input type="checkbox"/>	how long do solar panels last		1,600		60.13	2.67	0.26	4	103M
<input type="checkbox"/>	how to build a solar panel		1,600		66.65	1.13	0.99	3	89.1M
<input type="checkbox"/>	how to install solar panels		1,600		69.89	3.65	1	2	64.4M
<input type="checkbox"/>	what are solar panels made of		1,600		66.9	4.67	0.18	4	101M
<input type="checkbox"/>	how many solar panels to power a house		1,300		63.97	2.12	1	3	62.1M
<input type="checkbox"/>	what are solar panels		1,300		68.44	3.95	0.3	4	227M
<input type="checkbox"/>	what is solar panel		1,300		n/a	5.06	0.25	n/a	n/a
<input type="checkbox"/>	how are solar panels made		1,000		63.02	3.84	0.28	4	67M
<input type="checkbox"/>	how to clean solar panels		1,000		56.19	4.29	0.37	4	64.6M

Website FAQ's

 **BOSTON SOLAR**

Careers Email Sign-up ☎ 617 477 8495 Refer-A-Friend Free Quote

[Residential Solar](#) Commercial Solar Roofing Services Solar Blog & Resources About Us

How much do solar panels cost in 2019? +

How much will it cost me and my family to solar power my home? +

How much will I save with solar panels? +

Is solar energy more expensive than utility rates? +

Is solar financing available? +

What is the latest news in Massachusetts solar energy incentives? +

How long will it take to install my system? -

For residential customers, the solar panel installation is typically a one or two day process. From the moment you sign a contract, it typically takes between 90 to 120 days to install the system and get it turned on. [View our average installation timeline by clicking here.](#)

What kind of maintenance do solar panels require? +

Will I still need to use the electric utility? +

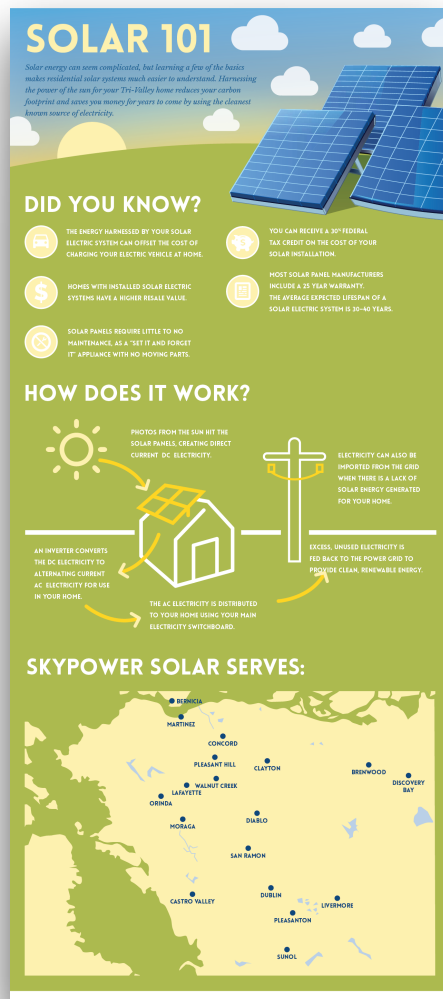
Is there a warranty on my solar system? +

Gated Content for Lead Capture

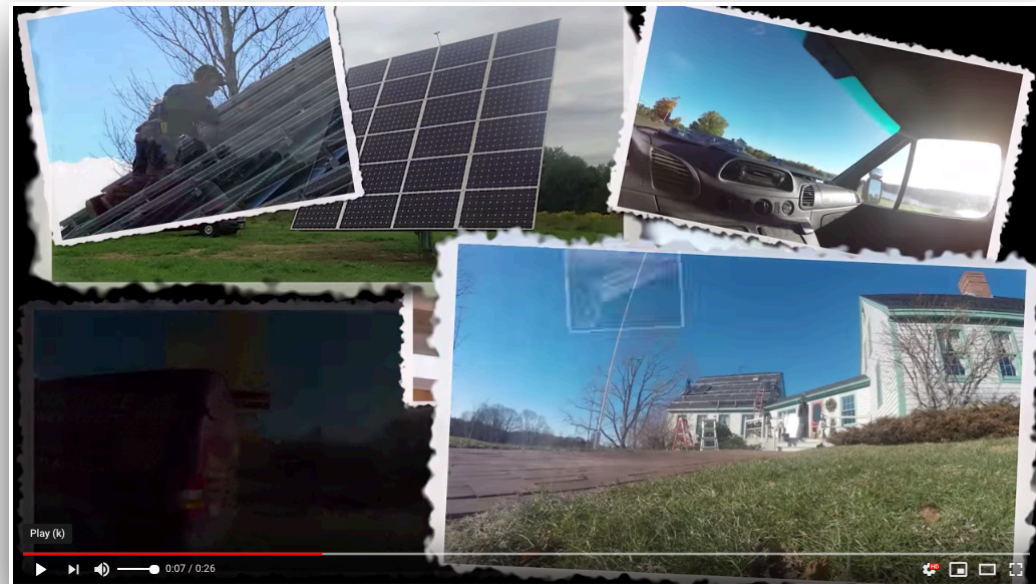


Diverse Content Types are Good

Infographics



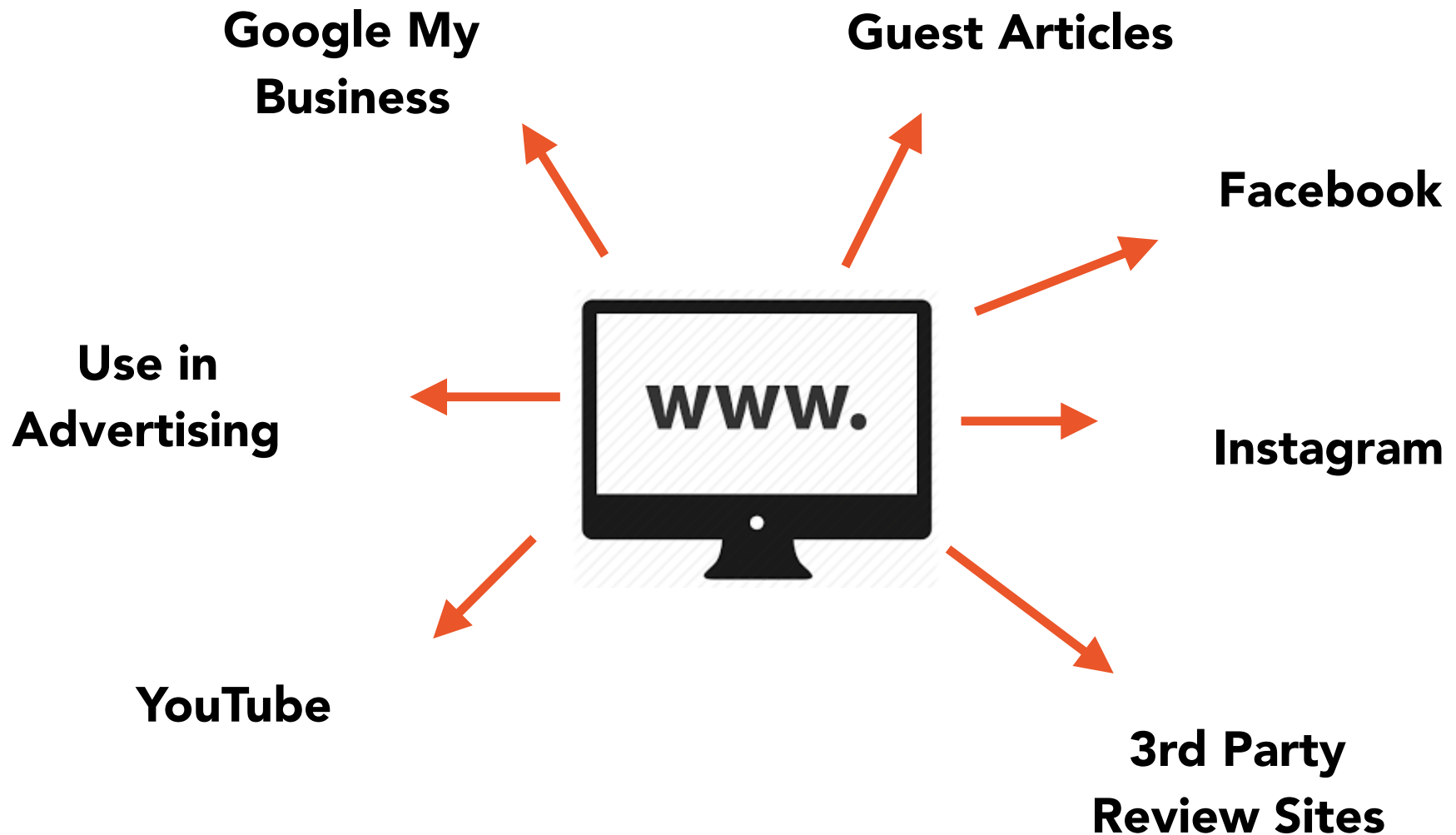
Video



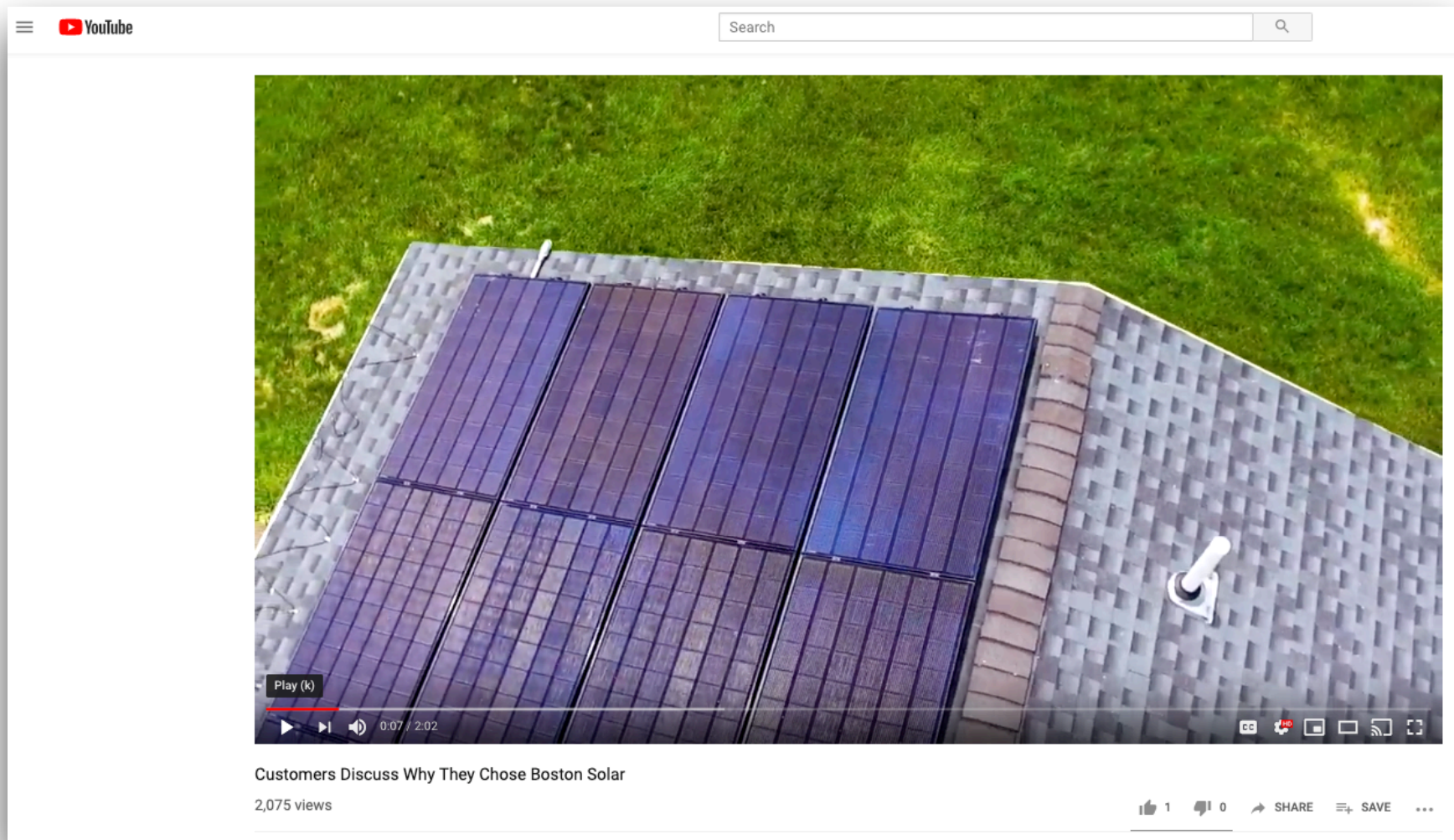


LEVERAGING YOUR CONTENT: GETTING THE MAXIMUM VALUE FOR YOUR INVESTMENT

Content as a System



YouTube Channel



Google Posts

Exposure for Blog Posts,
Specials, Awards, News, Offers

Reviews ?

[Write a review](#)[Add a photo](#)

"As a homeowner, I was delighted with the **worker/owners** who did the **work**."



"Excellent & friendly **staff**, incredible **work ethic**: a team of true Mainers."



"I had a great **experience** with Insource Renewables."

[View all Google reviews](#)

From Insource Renewables

"Insource Renewables is a full-service solar energy contracting firm providing design, installation, service, and training for residential, commercial, and municipal clients in Maine. Our mission is to provide high-quality renewable energy solutions...[More](#)



Insource Renewables

on Google



From solar pv and ev charging, to heat pumps and local news, our blog is a great resource!

6 days ago

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Tell customers what's new with Posts. [Learn more](#)

Facebook



Sponsored ·



With any investment, you would want the best product, right? When it comes to installing solar it should be no different. Amped on Solar is a Panasonic Authorized Solar Installer, providing you with industry-leading solar panels and the best warranty on the market.



Get a Panasonic Solar Quote

[LEARN MORE](#)



Namasté Solar

6707 Winchester Cir #700, Boulder, CO



Ask a question

We have a shattered panel from last night's hailstorm in Louisville. Is it advisable to disconnect the system?



1



Answer



Namasté Solar (Owner)

6 months ago

If you know you have broken solar panels, go ahead and turn off your system. The shutoff switch will be clearly labeled (with "On" and "Off" or "AC Disconnect") either in your main breaker panel or on a box mounted next to your inverter.

The next step is to call your insurance company and begin the claim process. They will schedule a...



1



[1 more answer](#)

Start Here

- **Where Do You Stand Today?**

Objectively Assess Where You Are

- **Assess Your Content and Meta Data (On Page)**

One Time Cleanup Pays Dividends Immediately

Keyword Assessment

- **Get FAQ, Case Study, Testimonial Content Flowing**

- **Execute a Narrative-based Content Strategy On and Offsite**



Easy



Less Easy

peter@energycircle.com



END