



WEBSITE TRAFFIC & CONVERSION FOR RESIDENTIAL SOLAR

BayWa r.e.

r.e.energize Your Digital Marketing

Peter Troast, Founder & CEO, Energy Circle

June 20, 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



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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





5 Major Trends in Solar Marketing from Spring 2019



By Maurine Hainsworth | May 1, 2019

Now that we're already five months into the year and summer is quickly approaching, it's time we revisit some of the digital marketing trends we've been keeping our eye on — particularly those that relate to the solar industry.

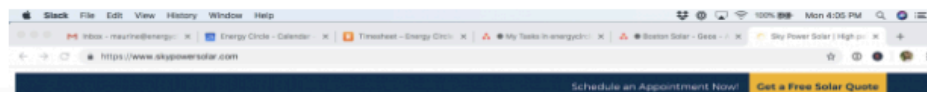
As a follow-up to [last week's webinar](#) about key marketing trends in the solar industry, here are five major trends you should be aware of if you are a solar contractor.

Messaging for the Federal Tax Credit Step Down

As a solar contractor, you're well aware of the Federal Investment Tax Credit (ITC) and how that 30% deduction for solar PV systems will drop to 26% after this year. If you're not already putting out messaging about the Federal Solar Tax Credit step down, then you definitely should be.

We recommend placing your messaging in prominent areas on your website, such as near your primary call-to-action or in its own section on the home page.

On the Sky Power Solar website, for example, there is an educational section about the Solar Tax Credit step down right below the contact form on the home page:



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

Website Traffic: The Key Questions

Are we getting enough traffic?

Is there diversity in our traffic sources?

How do we assess the quality of our traffic?

Are we turning traffic into leads?

What We'll Discuss

1 UNDERSTANDING & EVALUATING TRAFFIC

Sources

Quality

2 IS YOUR CONVERSION WHERE IT NEEDS TO BE?

by Traffic Source

by Page

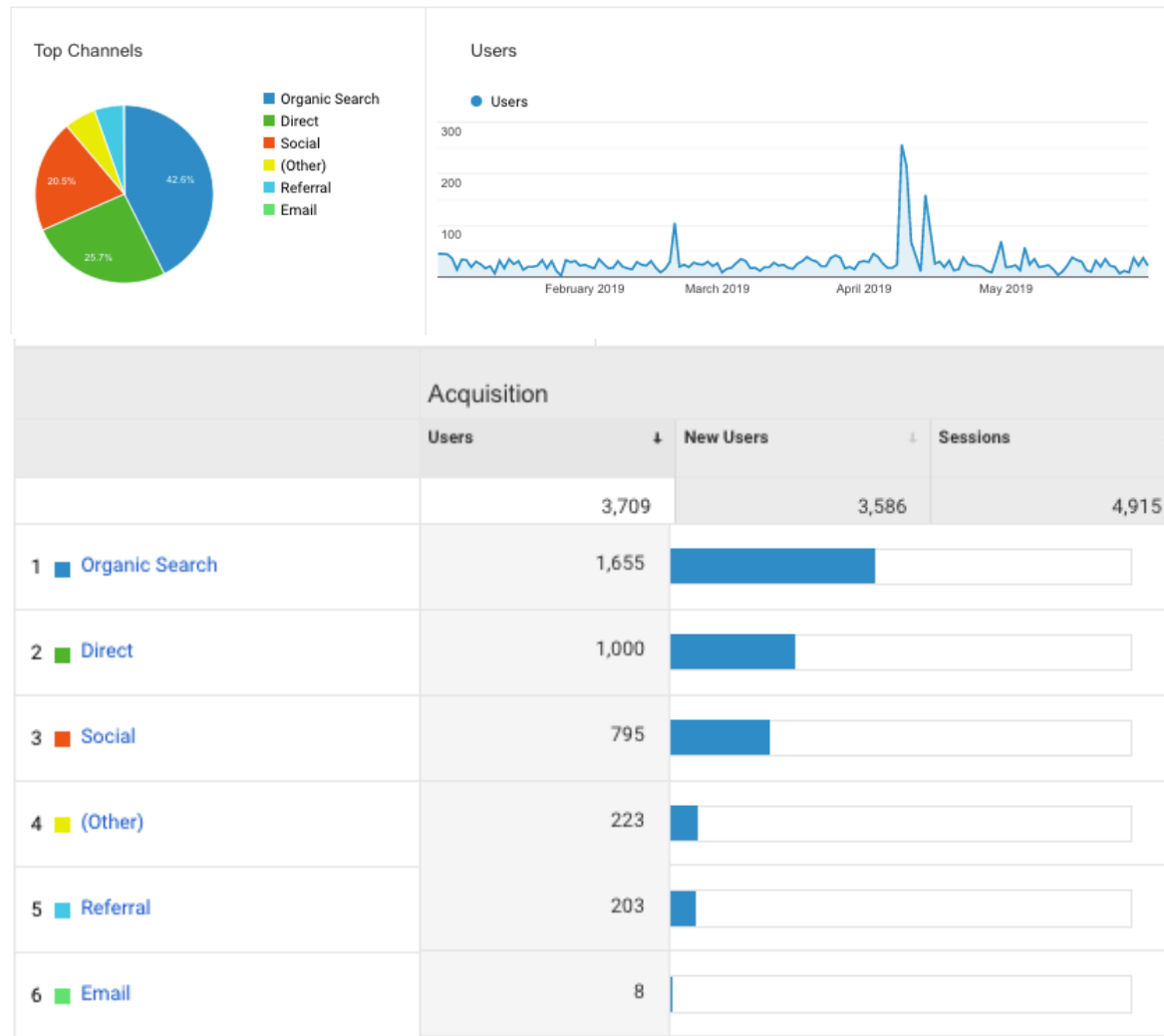
3 SPECIFIC INDICATORS THAT WEBSITE MAY NEED IMPROVEMENT

Where to focus/invest?

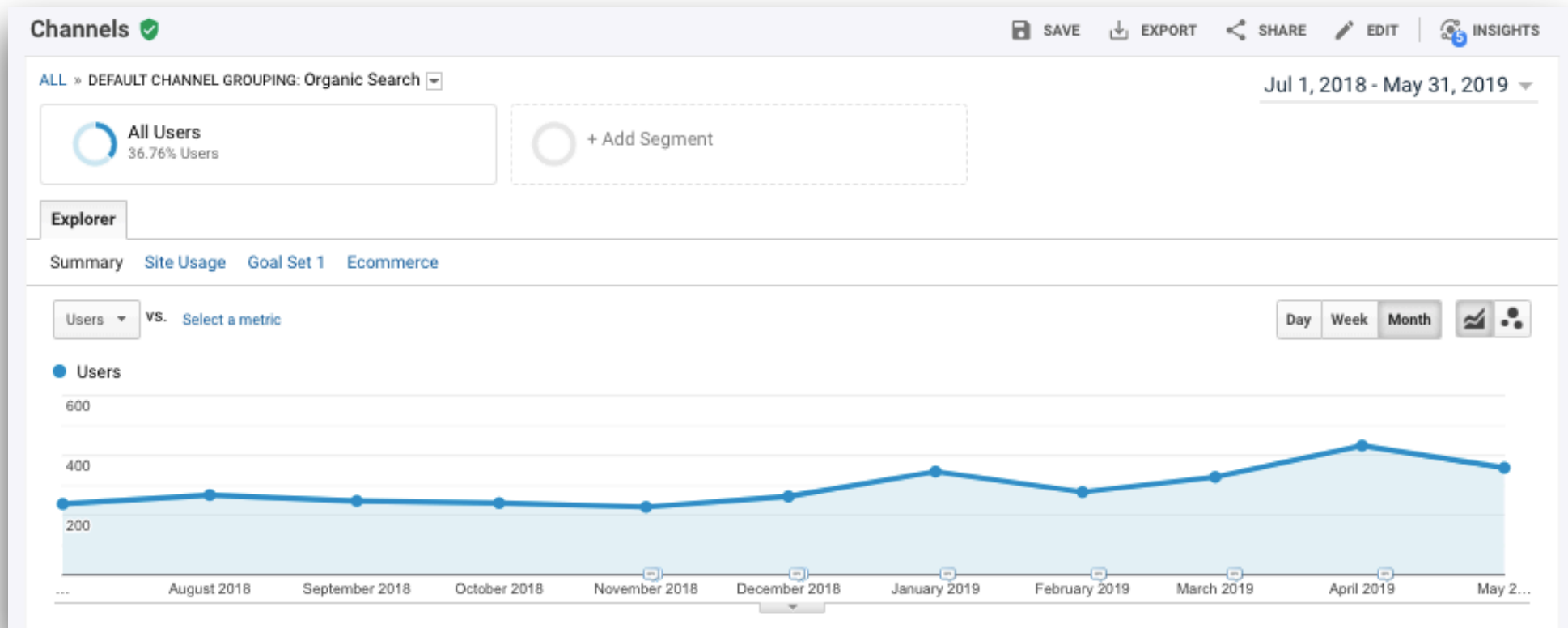


ENOUGH TRAFFIC? THE RIGHT TRAFFIC?

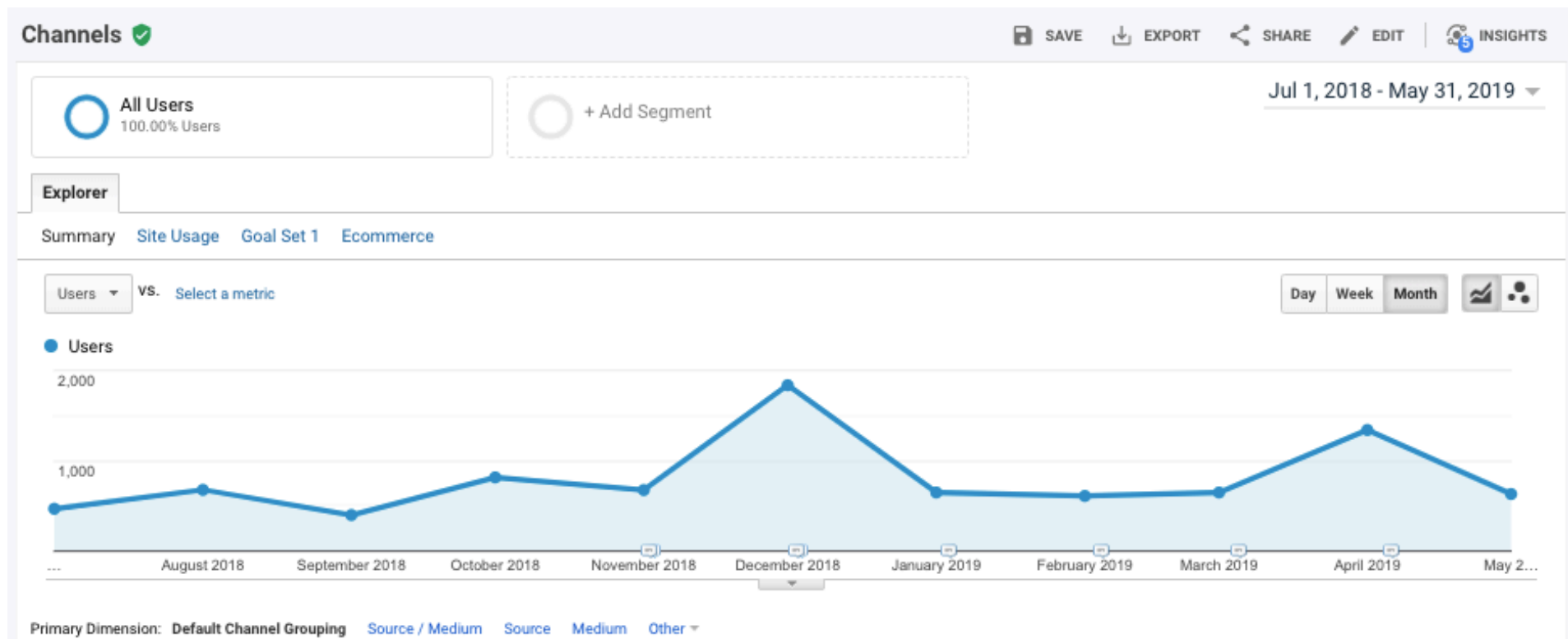
Where's Your Traffic Coming From?



Organic Improvement Over Time?



Very Often: It's Lumpy



Which Pages are Getting Traffic?

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%

The Organic “Not Provided” Challenge

Keyword ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	19,985 % of Total: 18.06% (110,670)	18,978 % of Total: 17.25% (110,034)	24,147 % of Total: 15.08% (160,103)
1. (not provided)	18,672 (92.64%)	17,569 (92.58%)	22,366 (92.62%)

Top Destination Pages

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

The Bounce Rate Question

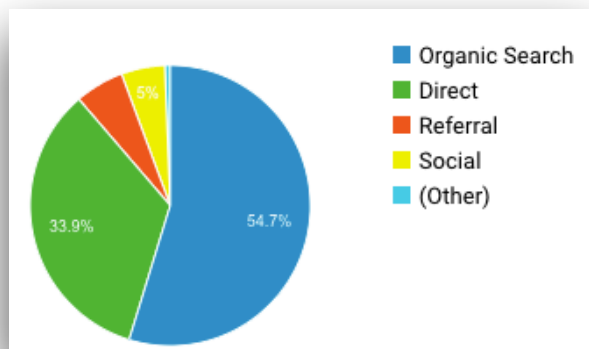
Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	3,709 % of Total: 100.00% (3,709)	3,586 % of Total: 100.00% (3,586)	4,915 % of Total: 100.00% (4,915)	60.67% Avg for View: 60.67% (0.00%)	2.07 Avg for View: 2.07 (0.00%)	00:01:51 Avg for View: 00:01:51 (0.00%)
1. Organic Search	1,655 (42.61%)	1,556 (43.39%)	2,175 (44.25%)	50.21%	2.25	00:02:06
2. Direct	1,000 (25.75%)	980 (27.33%)	1,169 (23.78%)	69.89%	1.84	00:01:30
3. Social	795 (20.47%)	731 (20.38%)	867 (17.64%)	90.43%	1.20	00:00:34
4. (Other)	223 (5.74%)	209 (5.83%)	314 (6.39%)	38.54%	2.71	00:02:48
5. Referral	203 (5.23%)	103 (2.87%)	375 (7.63%)	41.87%	3.19	00:03:46
6. Email	8 (0.21%)	7 (0.20%)	15 (0.31%)	73.33%	1.60	00:02:31

The Bounce Rate Question

Page ?		Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
		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%)
1. /		2,725 (26.84%)	2,177 (25.98%)	00:01:32	2,071 (42.62%)	38.02%
2. /projects		721 (7.10%)	472 (5.63%)	00:00:50	44 (0.91%)	65.91%
3. /about-us		558 (5.49%)	323 (3.85%)	00:01:41	129 (2.67%)	77.92%
4. /blog/gross-metering-dead		547 (5.39%)	488 (5.82%)	00:03:32	467 (9.61%)	94.00%
5. /contact-us		517 (5.09%)	407 (4.85%)	00:03:10	100 (2.06%)	68.64%
6. /career-opportunities		340 (3.35%)	299 (3.57%)	00:03:31	127 (2.61%)	78.46%
7. /service-category/solar-electricity		274 (2.70%)	236 (2.82%)	00:01:28	51 (1.05%)	82.35%

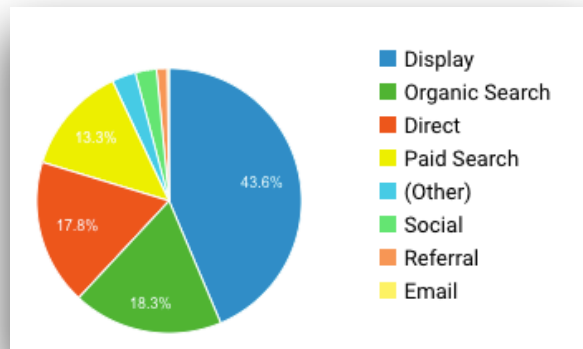
Is There a “Right” Traffic Mix?

Organic Dominant



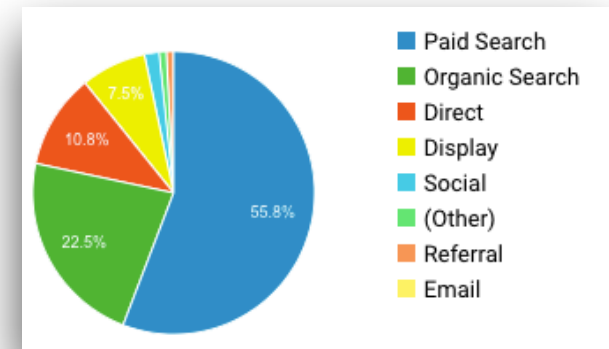
Enough Traffic?
Converting?

Heavy Display



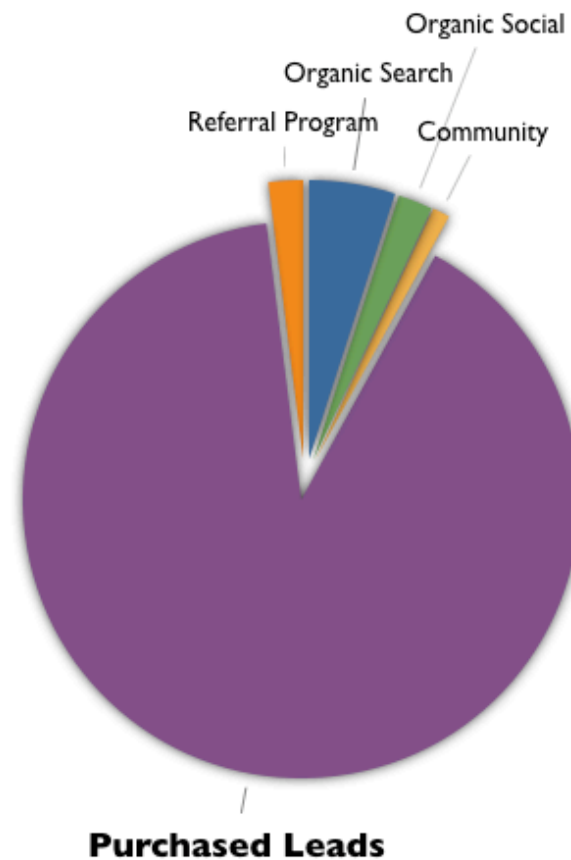
Converting?
Quality?
Bounce Rate?

Paid Search Leads



Cost & Return?
Conversion Rate?

Beyond the Website: A Healthy Lead Mix?





**TRAFFIC —>
CONVERSION**

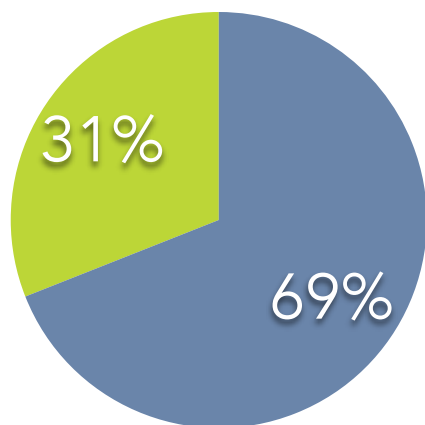
LEADS* / TRAFFIC

=

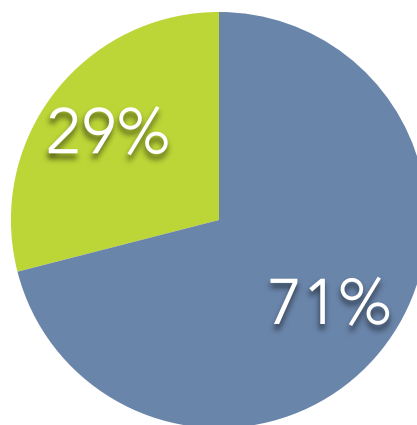
CONVERSION RATE

How Conversions are Measured

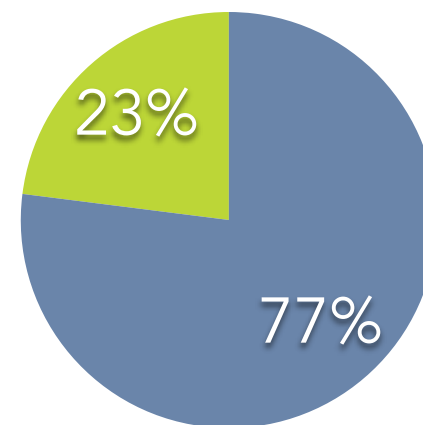
Web Forms vs Phone/Chat



2016



2017



2018

~135 Energy Circle Websites 2018

Why Conversion Matters So Much

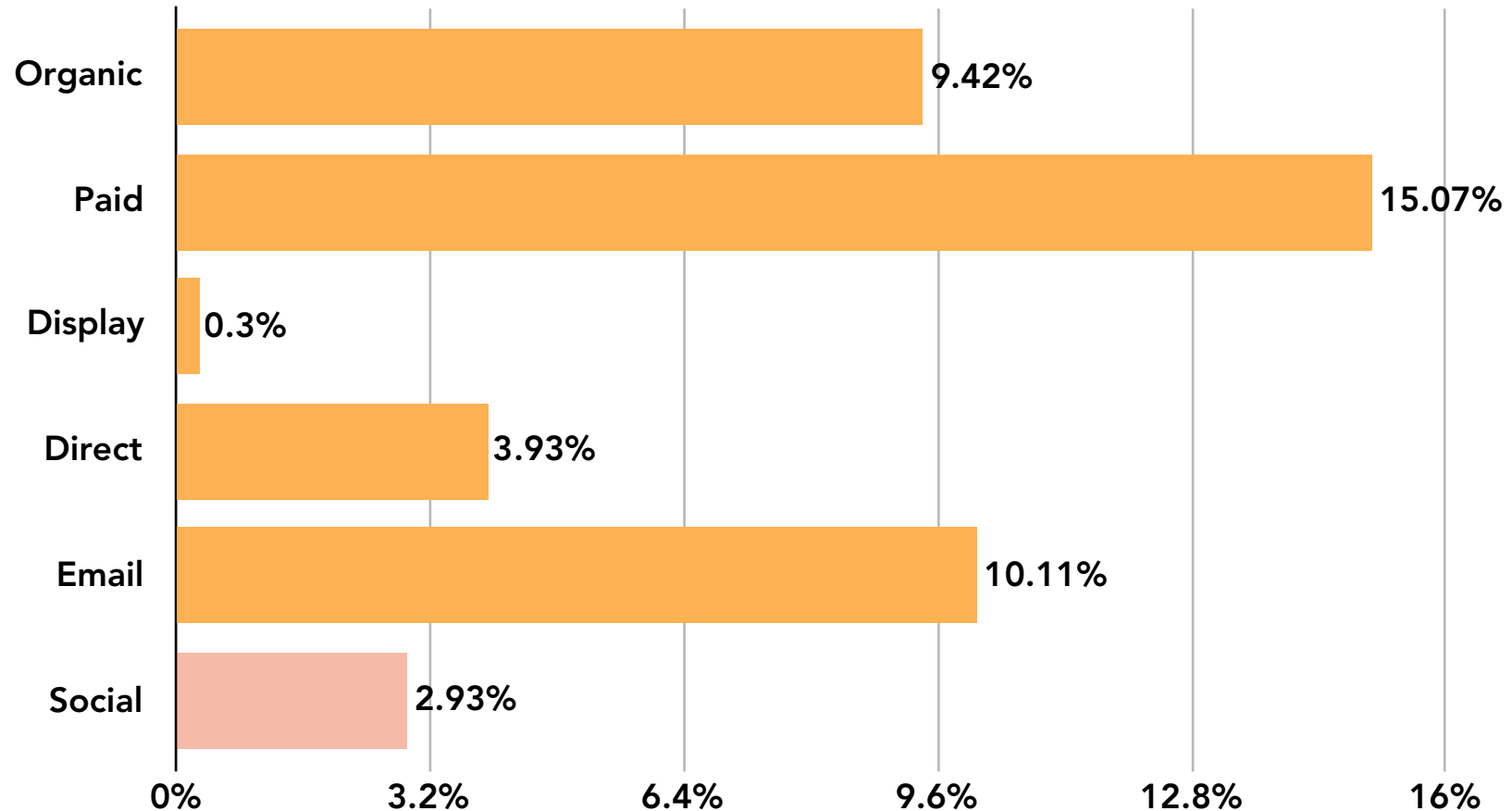
	Before	After	
All Web Traffic	1625	1625	
Conv Rate	7.72%	9.39%	+1.67 / 22%
Leads	125	153	+27
Lead -> Job	12%	12%	
Jobs	15	18	+3
Ave Job	22,500	22,500	
Revenue	\$337,500	\$405,000	67,500

Why Conversion Matters So Much

CONVERSION FOCUS	Before	After	
All Web Traffic	1625	1625	
Conv Rate	7.72%	9.39%	1.67
Leads	125	153	22%

TRAFFIC FOCUS	Before	After	
All Web Traffic	1625	2100	475
Conv Rate	7.72%	7.72%	
Leads	125	162	29%

Average Conversion Rates by Channel



Data from 65 Energy Circle Clients, 12 months of 2018



SPECIFIC INDICATORS OF WEBSITE NEEDS

4 Key Indicators

- 1. CONVERSION RATE IN RELATION TO TRAFFIC**
- 2. KEYWORDS YOUR SITE RANKS FOR**
- 3. PAGES ON YOUR SITE THAT RANK FOR KEYWORDS**
- 4. TOP VISITED PAGES IN RELATION TO TOP CONVERTING PAGES**

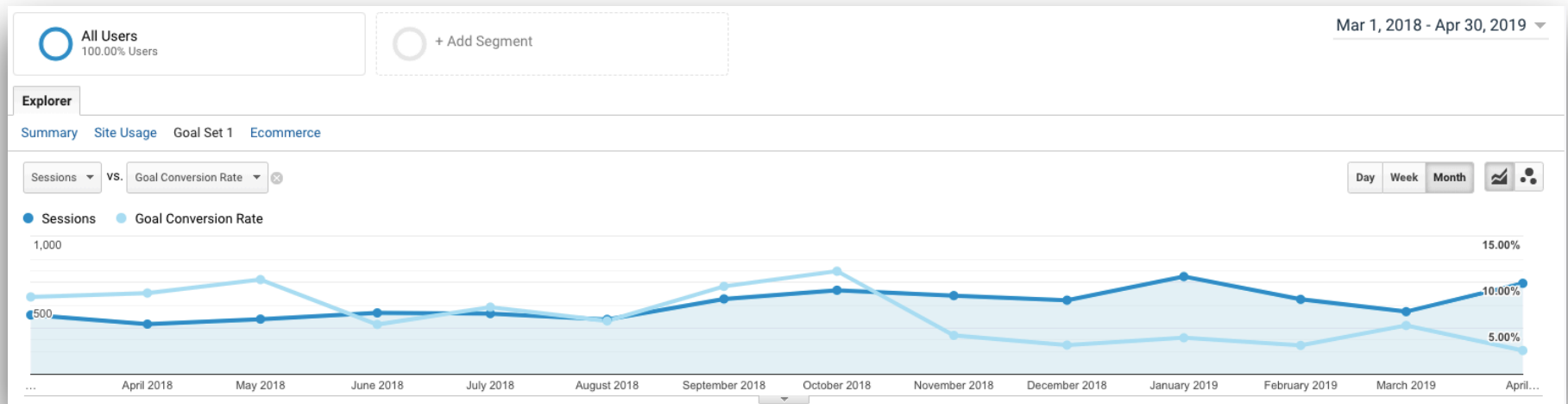


1

CONVERSION RATE & TRAFFIC

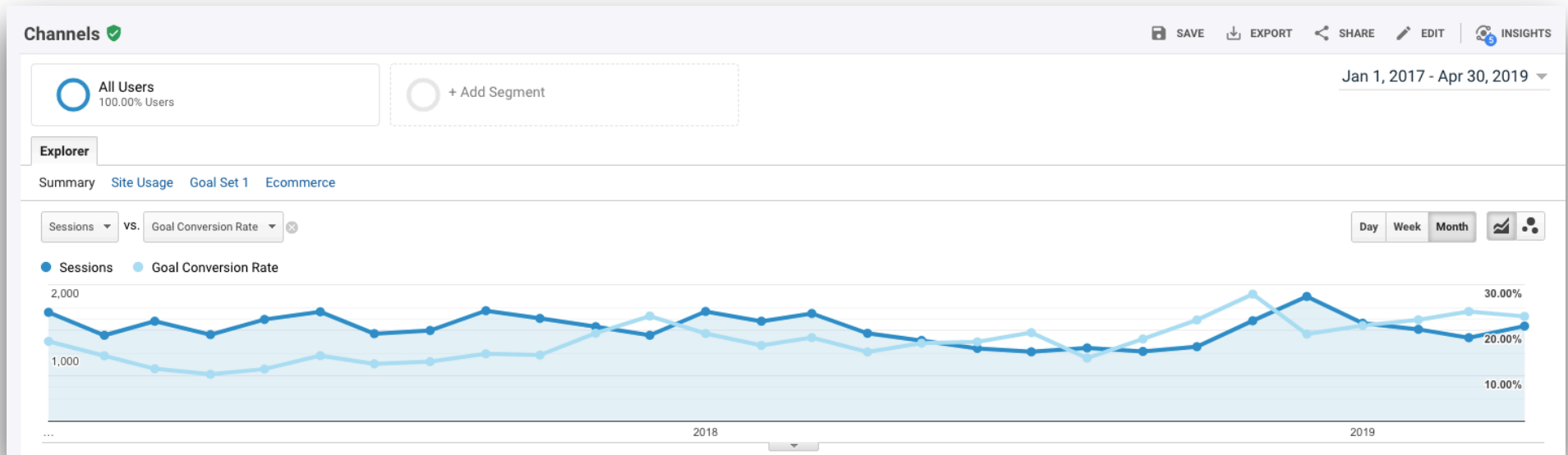
Traffic steady but conversion declining?

Conversion Rate & Traffic



- **Steady Traffic**
- **Decline in Conversion**
- **No Significant Site Changes**
- **Status Quo Results in Conversion Decline**

Conversion Rate & Traffic



- **Modest Traffic Growth**
- **Substantial Conversion Rate Improvement**
- **Consistently Refreshed Site Content**
- **A/B Testing of Conversion Page Elements**



2

OF KEYWORDS FOR WHICH SITE IS RANKING

Does Your Website Rank for the
Most Important Search Terms?

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 'gocamsolar.com'. It includes filters for country (US, UK, CA), device (Desktop), date (Jun 19, 2019), and currency (USD). The dashboard displays three key metrics: Keywords (1.1K, 0.57%), Traffic (895, 40.06%), and Traffic Cost (\$6.2K, 102.51%).

Below these metrics is a table titled 'Organic Search Positions 1 - 100 (1,057)'. The table lists search queries, their positions, volume, and the corresponding URL. The queries are related to solar panels and solar farms.

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 joules	5 → 5	40	https://www.gocamsolar.com/blog/how-much-ene... rate



3

DIVERSITY OF SITE PAGES RANKING FOR IMPORTANT KEYWORDS

How well does your website dominate search results?

Diversity of Site Pages that Rank for "Energy Audit"

- 4 Pages Ranking
- Signals to Google: Site is Highly Relevant for that Service

Positions▼energy audit✕🔍

Volume▼

Advanced filters▼

Keywords ⓘ

1820.0%




















4

TOP VISITED VS TOP CONVERTING

Are your most popular pages working for you
(i.e. generating leads)?

Do Top Traffic Pages Match Conversions?

<input type="checkbox"/>	Page ?		Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
			26,053 % of Total: 100.00% (26,053)	21,293 % of Total: 100.00% (21,293)	00:05:06 Avg for View: 00:05:06 (0.00%)	12,166 % of Total: 100.00% (12,166)
<input type="checkbox"/>	1. /		3,051 (11.71%)	2,361 (11.09%)	00:07:22	2,192 (18.02%)
<input type="checkbox"/>	2. /heating-cooling/convert-oil-gas		1,172 (4.50%)	846 (3.97%)	00:01:43	532 (4.37%)
<input type="checkbox"/>	3. /convert-oil-gas		985 (3.78%)	775 (3.64%)	00:18:47	640 (5.26%)
<input type="checkbox"/>	4. /about		629 (2.41%)	490 (2.30%)	00:01:42	84 (0.69%)
<input type="checkbox"/>	5. /employment		627 (2.41%)	371 (1.74%)	00:01:05	59 (0.48%)
<input type="checkbox"/>	6. /contact-us		523 (2.01%)	457 (2.15%)	00:01:59	166 (1.36%)
<input type="checkbox"/>	7. /heating-cooling/air-conditioning		487 (1.87%)	381 (1.79%)	00:01:22	214 (1.76%)
<input type="checkbox"/>	8. /financing-incentives		432 (1.66%)	382 (1.79%)	00:09:43	181 (1.49%)
<input type="checkbox"/>	9. /heating-cooling		411 (1.58%)	296 (1.39%)	00:00:55	78 (0.64%)
<input type="checkbox"/>	10. /energy-audits		405 (1.55%)	307 (1.44%)	00:01:59	111 (0.91%)
<input type="checkbox"/>	11. /financing		367 (1.41%)	307 (1.44%)	00:02:03	68 (0.56%)
<input type="checkbox"/>	12. /solar		366 (1.40%)	274 (1.29%)	00:05:20	30 (0.25%)
<input type="checkbox"/>	13. /gas-water-heaters		352 (1.35%)	278 (1.31%)	00:18:03	244 (2.01%)
<input type="checkbox"/>	14. /heating-cooling/boilers		345 (1.32%)	271 (1.27%)	00:01:20	90 (0.74%)
<input type="checkbox"/>	15. /convert-oil-gas-0		343 (1.32%)	300 (1.41%)	00:16:15	283 (2.33%)
<input type="checkbox"/>	16. /service-area		333 (1.28%)	288 (1.35%)	00:02:10	76 (0.62%)
<input type="checkbox"/>	17. /home-performance/insulation-services		302 (1.16%)	202 (0.95%)	00:01:09	72 (0.59%)



Healthy Diversity of Pages that Convert

- Phone Calls in This Example
- Home Page Always Wins
- Goal is Many Pages that Convert

Segment	Step Completions	% of traffic
/blog/why-my-gas-furnace-leaking-water	38	4.29%
/index.php?keyword=+princeton+air	31	3.50%
/service-category/generators?keyword=+generator+service	25	2.82%
/service-category/generac-generator-maintenance	22	2.48%
/special-offers	22	2.48%
/about	20	2.26%
/promotion/trane-special-financing	20	2.26%
/service-group/heating-cooling	17	1.92%
/service-group/your-homes-indoor-air-quality	16	1.81%
/promotion/cash-clunkers	14	1.58%
/promotion/spring-2018-ac-service-promotion	14	1.58%
/service-category/plumbing-services	14	1.58%
/service-category/water-heater-installation-repair	14	1.58%
/service-category/duct-cleaning	13	1.47%
/service-category/generator-installation-repair	12	1.35%



END