



The **Perfect** Solar Marketing Website



actionable
checklist provided



proven industry
leading strategies

CHECKLIST:



Checklist

- ☒ ~~Watch the presentation~~
- ☐ Check out [Sunvoy's ultimate Solar Marketing Website guide](#)
- ☐ Your website loads in 1 second or less <https://pagespeed.web.dev>
- ☐ You don't have any SSL errors <https://ssllabs.com/ssltest>
- ☐ Every page and email uses simple human language instead of "corporate speak"
- ☐ On every page and in every email, the usage of "you" outweighs "we", "our" and "us"
- ☐ Your main menu is streamlined, including a maximum of 4 menu points plus a visible distinct call to action button
- ☐ Your main menu includes your phone number
- ☐ All other menu items are placed in the footer instead
- ☐ Social media icons are placed in the footer
- ☐ Your website was professionally designed
- ☐ It is optimized for smartphones and tablets, with the main call to action always visible, and the menu accessible with the thumb
- ☐ You use a single font (with multiple font weights) and one primary color
- ☐ You use a contrasting color for your call to action buttons
- ☐ Your design is simple and timeless
- ☐ Every page has a single powerful call to action and objective
- ☐ You don't include competing call to actions but stag them one after another (e.g. after submitting a form » book a call)
- ☐ Your call to action buttons uses benefit focused language instead of "Submit", "Learn more" or "Join our Newsletter"
- ☐ You have removed any unnecessary form field and reduced it to the absolute minimum

- ☐ Your forms are displaying fields one after another and guide the user through the process
- ☐ Your forms include autocomplete fields for entering the address
- ☐ You have a live chat that is manned with knowledgeable sales reps during peak hours
- ☐ Your about page is focusing on the customer instead of yourself
- ☐ You use actual photos of your leadership, team and projects instead of stock photos
- ☐ You don't offer a search functionality but use a clear and easy to understand structure instead that is validated by testing it with people outside your company
- ☐ Your company blog is kept up to date, has a minimum of 20+ posts or published dates are hidden permanently
- ☐ You manage customer expectations and state clearly what the process looks like
- ☐ You answer common objections, differentiate yourself from competitors and qualify prospects through your FAQs
- ☐ You use effective testimonials that follow a framework of "Problem", "Motivation" and "Solution" so that customers can find reviews from people similar to themselves
- ☐ You use social proof throughout the website and next to opt-in forms
- ☐ You display your average review rating and the total number of reviews
- ☐ You display the total number of customers served, utility dollars saved or environmental benefits generated
- ☐ You display industry association badges throughout the website and next to opt-in forms
- ☐ You make use of videos vs. static content, at the very least on your homepage
- ☐ You use [Hotjar](#) to record heatmaps, scroll maps and visitor recordings and review them on a regular schedule
- ☐ You review [Google Search Console](#) to understand which keywords you are ranking for and where you could create better content