

Short Actionable Checklist

- Lead with outcomes like security, convenience, and real savings.
- Publish a clear hero demo and break it into short social snippets.
- Build geo-targeted landing pages for every local market you serve.
- Add strong local keywords on each page to improve visibility.
- Run paid search campaigns that target install and rebate keywords.
- Use retargeting ads for people who watched demos or visited service pages.
- Launch partner pilots with builders, utilities, and neighborhood groups.
- Collect local reviews to increase trust and improve search rank.
- Add comparison pages to help buyers understand the differences between systems.
- Use ROI calculators to show real savings and reduce cost concerns.
- Track CAC → demo → install to see where improvements are needed.
- Review funnel numbers every 30 days and adjust campaigns.
- Build a small library of case studies focused on local customers.
- Create clear FAQs to reduce security, cost, and complexity objections.
- Add short videos explaining how installation and support work.