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6 beginner **SEO tips**
for solar installers

SEO for beginners

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You've probably heard the term "SEO" mentioned before, but without more information, it probably doesn't mean much to you. We're here to give you a quick review of what it is and how you can use it to make a positive impact on your business.

SEO stands for Search Engine Optimisation. In simple terms, this is the process of improving your website's content and online presence to improve your ranking on search engines like Google. With a better ranking in Google search results, more potential customers will see your name and business, and your website is likely to see more traffic and in turn, more business.

Here are 6 simple tips for getting started with SEO to make your business more visible and more appealing to the public.



Tip #1: Claim your business listings

- Be sure that you have access to your business's listing on sites that share information about your business, such as Google, Yelp and relevant industry directories.
- By ensuring you control these listings, you can keep information fresh and relevant. Both search engines and people prefer business listings that are up to date and responsive to enquiries.
- You can start by claiming your business on Google by setting up a [Google My Business Account](#).

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Tip #2: **Be sure to clearly display essential information on your homepage**

- Search engines look for information that's clear and easy to find for users.
- When beginning a search for a solar installer, customers need to be able to instantly access information including your business address, phone number and any accreditations.
- Positioning this information prominently on your homepage will help your SEO rankings.



Tip #3: **Create some content**

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- By content, we're talking blog articles, a simple guide to your products and services or something else that customers can learn from on your site. Creating content is a great way to share your industry knowledge with people who are eager to learn more.
- The content you create doesn't have to be technical, long or complex. For example, a simple blog post with information about the benefits of solar panels is a great start.



Tip #4: In your content, ask and answer questions

- Search engines give preference to sites that share content that answer the questions people are asking about a certain topic.
- For example, if you create that article about the benefits of solar panels, you might include the words: “What are the benefits of solar panels?” Then, immediately answer that question with a quick sentence that lists the main benefits that you’ll cover in the article.
- You can find many more examples of the types of questions your audience might be asking using the [Google Keyword Planner](#) or sites like [Answer the Public](#).



Tip #5: Request reviews from your customers

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- By garnering reviews from happy customers, you'll grow your online reputation, but also improve your ranking on search engines.
- A high number of positive reviews is a signal to both search engines and people that you're trustworthy and legitimate.
- You can request reviews from customers via emails, phone calls, or other interactions. Be sure you're asking for honest feedback rather than pressuring customers to leave only positive reviews. Sites like [TrustPilot](#) and Google are some of the most trusted resources for customer reviews.



Tip #6: Add testimonials to your site

- Much like positive reviews, stories from existing customers of their positive experiences with your company will help your reputation both online and off.
- You can choose to simply feature existing positive reviews from outside rating sites (like [ProductReview.com.au](https://www.productreview.com.au) or [Trustpilot](https://www.trustpilot.com)) on your site, or you can use separate ones.
- You can also request testimonials from specific customers who you know will have positive things to say about your company. These specially crafted reviews will help your business stand apart in a sea of competitors. Add them to your homepage or a dedicated “testimonials” page for a positive SEO impact.



Wrapping up

While none of these tips is the silver bullet to perfect search engine performance, they all add up to make a big difference in your business's online presence.

On the other side of the coin is paid search engine ads. Most businesses use Google for search engine advertising. However, because of the financial commitment involved, we recommend you consult with an agency specializing in paid search before heading down that path.

In contrast, the beauty of SEO is that it doesn't cost you a dime – rather, it relies on *organically* improving your site presence to make it as user-friendly as possible.

Happy optimising!