

FLORIDA SOLAR IS BOOMING: DO YOU HAVE DIGITAL MARKETING IN PLACE?

Many people move to sunny Florida for its natural beauty, diversity of living opportunities, and, perhaps most of all, its unforgettable sunsets. In fact, many also look to harness the power of that bright Sarasota Sunshine to power their homes. The appeal is undeniable, but if you are an electrician, how do you reach into that pool of individuals and pull out someone who wants to do business with you? To sift through the demographics of college students and condo-dwelling retirees to reach the lucrative homeownership segment of the population? In this article I'll discuss why, whether you're a company already offering solar installation, or an electrician considering integrating solar into your business model, it's critical to stay on top of digital marketing trends.

SOLAR IS GROWING...

and you likely already know it will be lucrative to jump on the trend. More individuals than ever are making the switch to solar. According to the U.S. Department of Energy, solar installations have increased 35-fold since 2008. And the state of Florida not only follows this trend: it's leading it. As of 2020, according to the Solar Energy Industries Association (SEIA)'s 2020 year in review report, Florida ranks third in national solar installations, behind only California and Texas. The same review also predicts that solar installation will more than triple nationwide within the next 10 years. The facts speak for themselves: Solar is growing rapidly, Florida is leading the charge, and you need to get involved. But how do you take the next step? If people are clamoring to get solar in their homes, how do you reach them?

SEO FOR MARKETING SOLAR

Search engine optimization is a process whereby businesses can impact the way they show up in search results. This is vital for reaching the appropriate target audience. If potential customers can't find you, business is bound to be slow. This is where SEO comes in. By optimizing content for a few choice keywords, you can connect to people searching for exactly the services you provide.

KEYWORD OPTIMIZATION FOR SOLAR

Whether you're a solar company or an electrician adding solar installation to your wheelhouse, your SEO strategy depends on finding keywords that are appropriate to your goals. Optimizing content for keywords or phrases that are too general can result in getting lost in the crowd. There are a lot of options at customers' fingertips, and it's crucial that you set yourself apart. Finding an appropriate balance of niche and general keywords requires an understanding of how SEO keywords are grouped. This usually boils down to two factors:

1. Search Frequency or Volume:

Search frequency is more-or-less as it sounds, the number of searches per hour, day, week, etc. for a key word or phrase. Higher volume searches will mostly be very general, such as, "Solar Energy." It is very difficult to rank competitively for such a broad keyword, but, if you do, you can reach an enormous audience. That alone won't guarantee, however, that the people who see your content will engage with it.

2. Conversion

Conversion refers to the likelihood that an individual querant will be convinced to click through and consume your content and/or your product or service. These tend to be much more specific. For example, "Solar Energy Installation Miami

FL”, is a much more specific search. Fewer people search for this per day compared to “Solar Energy”, but if you happen to be a Miami-based electrician who installs solar equipment, you are much more likely to receive business from a person searching for precisely what you offer. The person searching “Solar Energy” may have something else in mind. However, there’s a possibility that as their broad research narrows, they will narrow their search criteria. If your listing is able to show in both their broad and general searches, they will be doubly likely to see it as credible and relevant, and to click through. That’s why the ideal SEO strategy focuses on a wide variety of keywords, both general and specific.

With these and other strategies, you can learn how to grow your business on the web. The first step to digital growth is being seen, and I look forward to sharing more tips with you in the weeks to come. Stay Sunny!

