[Your Power. Anytime. Anywhere. | RENOZ Energy](#) vs **[Perth's Battery Manufacturer - RENOZ Energy](#)**

FE Thoughts:
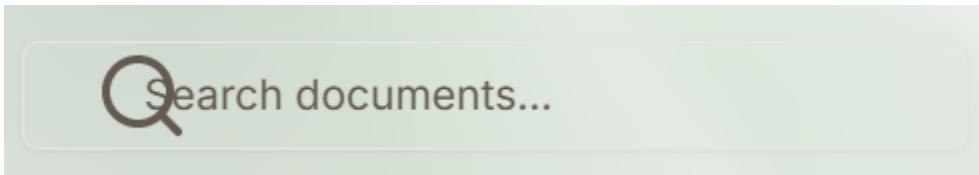*Current Website - Desktop*
- 'Hidden costs of Australian Electricity' great section IMO and should probably still find a place on the new site, everyday australians often don't understand this and with new builds and solar, often can just think, solar panels are done, my job is done, but the key to the battery is that it actually allows you to make the most of your solar system,
    > 'Without storage, you're forced to export energy at low feed-in rates, then buy it back at premium prices when you actually need it.'

- Content heavy, and repetitive.
- Too much screen real estate wasted above the fold and upon review, far too much scrolling required in general throughout the site, the need to scroll to get to the conversion and CTAs is too heavy, need to grab peoples' attention and focus earlier and get them thinking why do i need a battery and why do i choose you.
- I'd have a CTA in your top navigation taking you directly to a conversion, 'get a quote' 'enquire today' something that is visible immediately.
- Renoz Energy in 90 seconds video should be at the top of your 'about' section
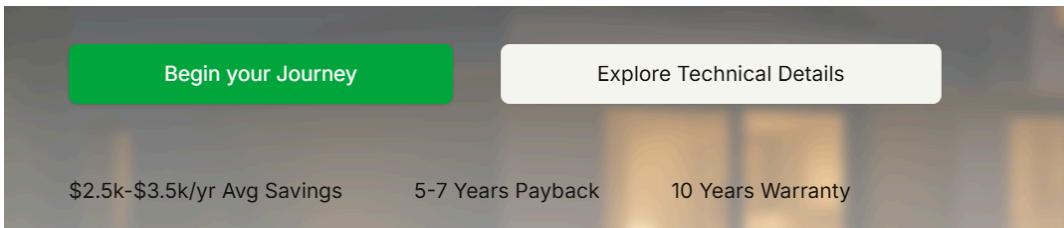
Current Website - Mobile
- Component and modular driven design makes it solid on mobile and no obvious technical issues, however, again, too much screen real estate wasted, too much scrolling required and the first landing for a mobile user is underwhelming.
- 'View our case studies' isn't front of mind, we should land on a screen that aims to communicates why someone should be choosing Renoz.
- Navigation on mobile says 'navigation' as a header, bug I imagination, needs fixing.
- 'WA Battery Subsidy' taking the first spot on Nav seems unnecessary, content heavy, all very useful, but that can be synthesised and communicated better in reasons for getting a battery, rather than just promoting government policy in my opinion, the depth of info can go into Resources perhaps.

In general i'd get the limited time offer further up the page, people like $ figures, people like savings, lets convince them now is the time to do it. Its summer, sun is out, make the most of your solar systems and get a battery system that will allow you to utilise your solar panels and make you more resilient (rural, mining sites etc.).
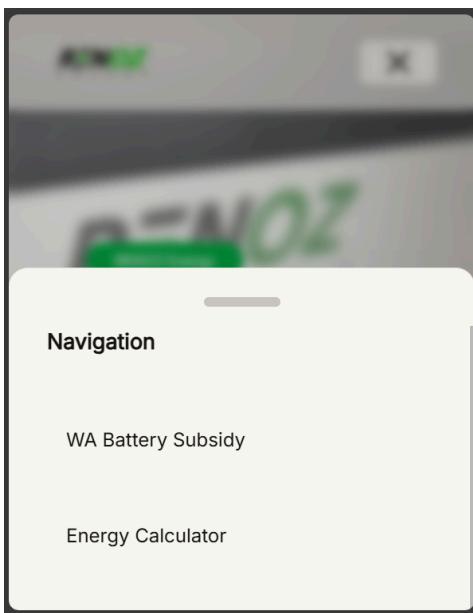
Small Things:
Resources search bar desktop

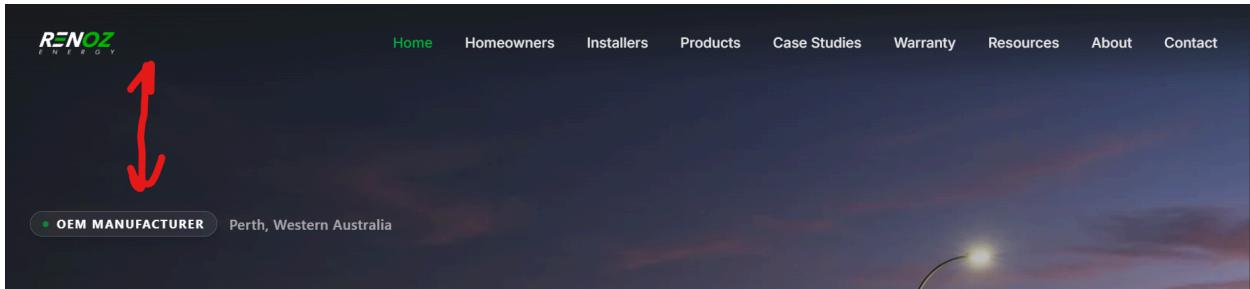The section below the CTAs, which has great info, is always below the fold on desktop

Mobile Nav as mentioned - also now draggable to close, must click elsewhere, doesn't feel great, the UI suggests you would be able to drag it down off of the screen
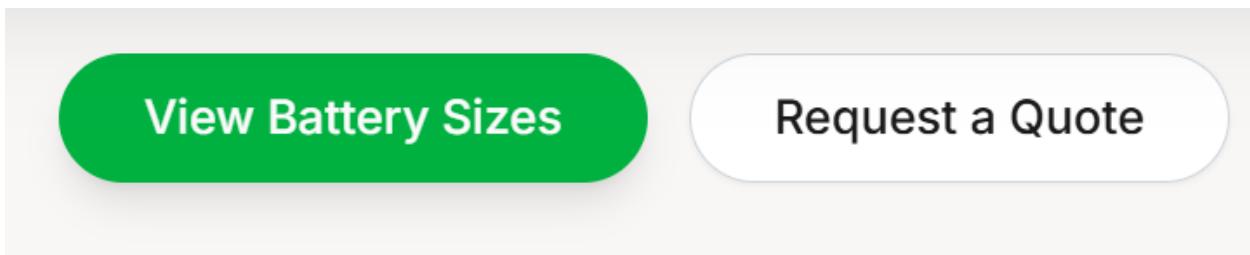
- Home and Homeowners next to each other doesn't look great, i'd reshuffle
- Shift content up to bring more info above the fold

- I'd be more tempted to have CTA colour consistent and hover state consistent when CTAs are next to eachother, perhaps with the Renoz green and then hover state is white or if brand has another green, can use that, or, white with hover/click state green

- Brilliant

- Great

THE SOLUTION

Independence is the answer.

A RENOZ battery bridges the gap between your solar production and your energy needs.

$

Slash Your Bills

Store your free solar energy and use it during peak times. Many customers reduce their grid reliance by over 90%.

Blackout Proof

When the grid goes down, your RENOZ system instantly takes over. Keep your lights, internet, and fridge running seamlessly.
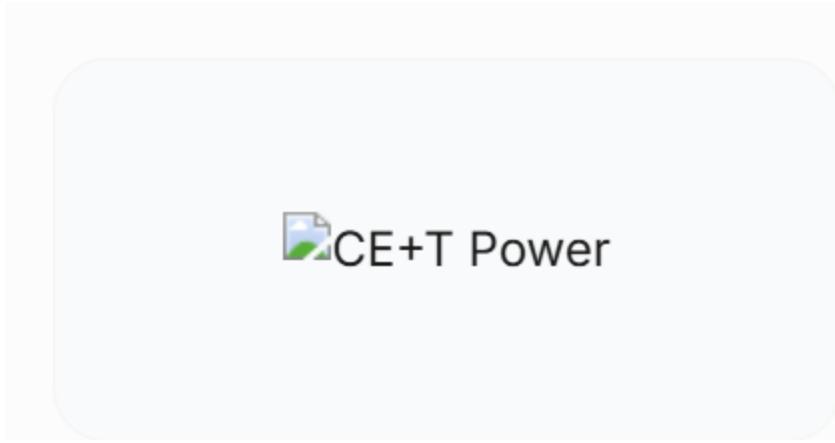
Local Support

Built in WA, supported by WA engineers. If you ever have an issue, we're just down the road in O'Connor.

- Our Journey Image issue

Late 2024 - Innovation

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- Not great for accessibility with chosen imagery, white font on the lights (not a blocker but worth thinking about)

- If you could parallax this section, so that your scroll opens each subsequent header, that'd be real nice UI and save the confusion on people opening and closing the chevrons (can't close, can only open a new one)

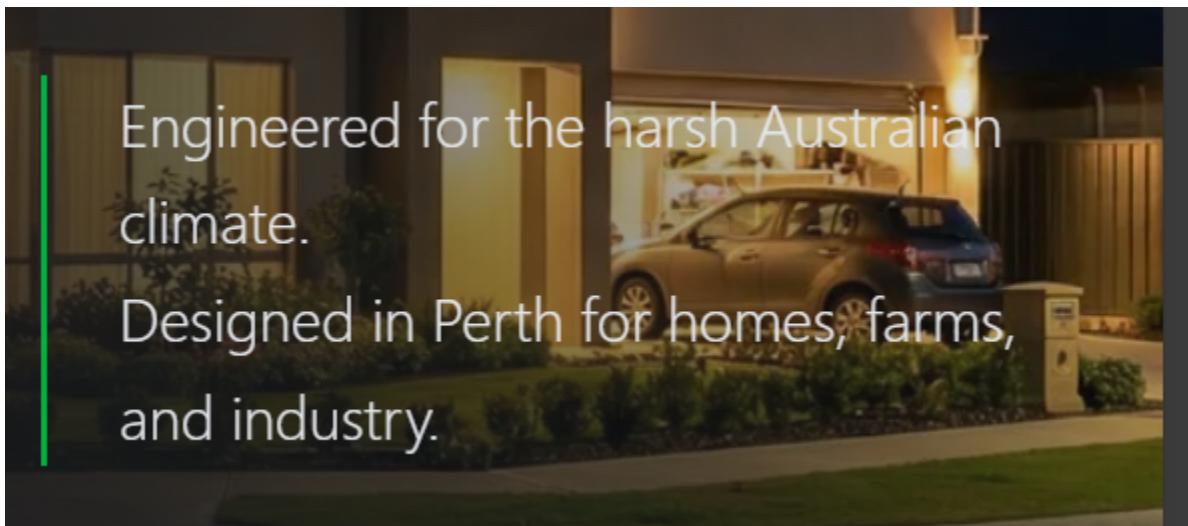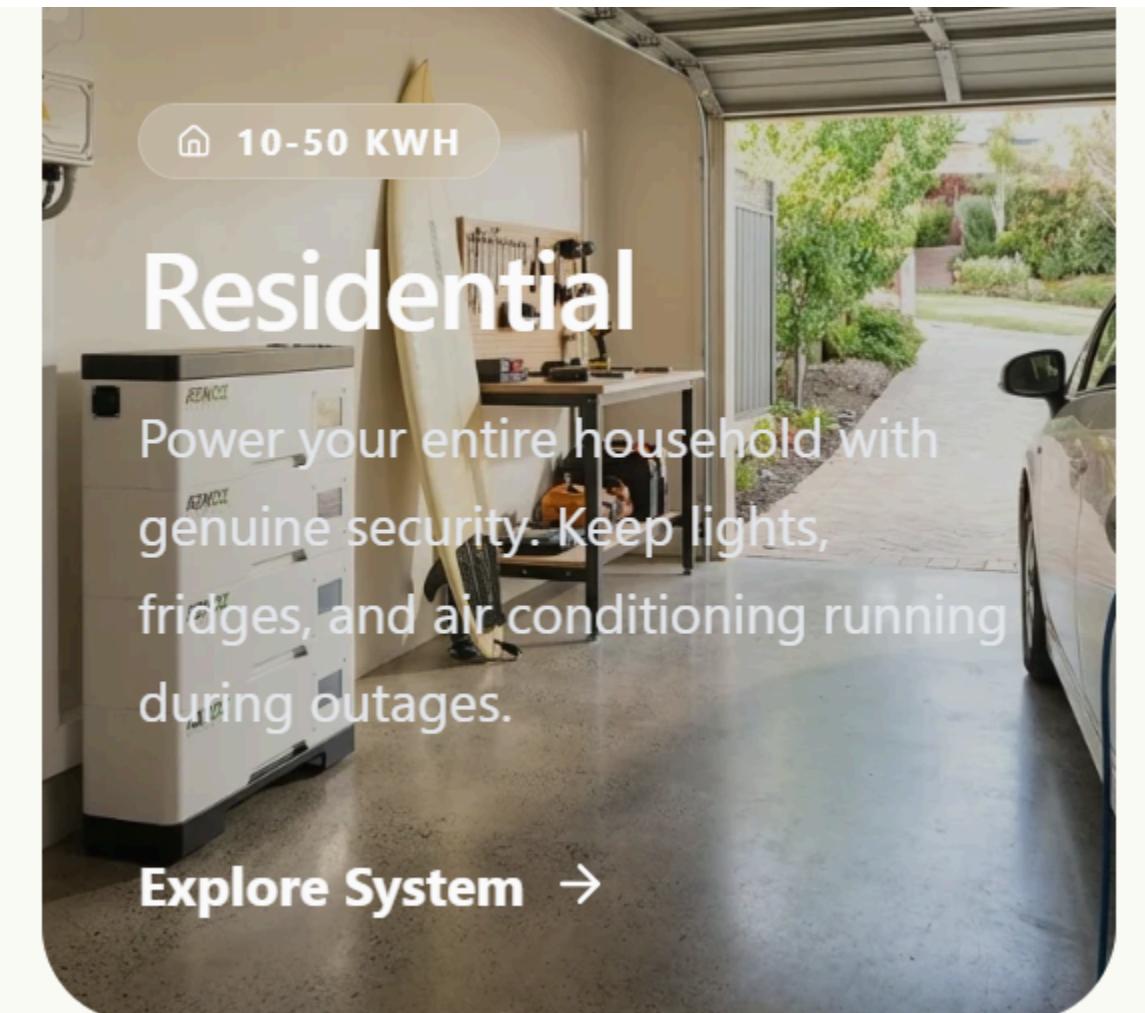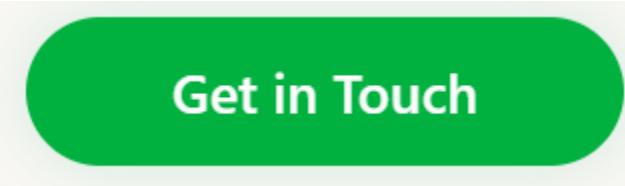- Similar accessibility concerns (white font on light imagery) and parallaxing potential for this section

- Feel like a 'Get in Touch' CTA at the top of nav could be nice

Something that draws the eye and launches 'get a quote'

General Overview
- Big fan of the new UI/UX, designed mobile first but completely functional for desktop
- Try reduce wasted real estate, its a balance between not looking cramped and having too much scrolling, its why the parallax UI can be really handy to navigate through scrolling
- Champion a get in touch CTA to really drive conversion
- Work on some accessibility and readability issues with light font/light imagery issues

- Overall though, I think a good improvement and worthwhile a discussion of shifting to this new front end, sharp design.
- Have someone review content and wording, i'd say here and there would be good to have a different pair of eyes to ensure brand alignment on messaging etc. but overall think its great.
- See chatgpt thoughts below for a further general overview.

Chat GPT Review

Here's a **comprehensive compare-and-contrast overview** of the two **RENOZ Energy** sites you shared — focused on **functionality and user experience on desktop *and* mobile**. I'll summarize key differences and similarities to help you test their effectiveness:

🔍 1) Overview & Purpose of Each Site

Primary Corporate Website — `renoz.energy`

- Acts as the **main brand site** for RENOZ Energy — a Perth-based battery storage and renewable solutions provider. ([renoz.energy](#))
- Likely contains **product pages, company information, blog/educational content, FAQs, case studies, support, and conversion paths**. ([renoz.energy](#))
- **Positioning:** corporate + informational + lead generation.

Vercel / TanStack Version — `renoz-website-tanstack.vercel.app`

- A **statically hosted, front-end site** that looks like the **public marketing site**, likely a reimplementation or staging build. ([RENOZ Energy](#))
- Appears to be **designed with modern frontend frameworks** (possibly TanStack Start or similar).
- Used either for **A/B testing**, migration testing, or deploying a new front-end.
- **Positioning:** finished marketing experience with sections like Products, Case Studies, Contact, etc. ([RENOZ Energy](#))

🧠 2) Content & Structure Comparison

Feature / Section	renoz.energy	Vercel/TanStack (`vercel.app`)
Homepage Hero	Brand + core message	Hero with clear WA-focused mission + visuals
Navigation	Likely multi-level corporate nav	Structured vertical nav with sections (Homeowners, Installers, Products, etc.) ([RENOZ Energy](#))

Products	Yes (e.g., residential/commercial) (renoz.energy)	Yes (Residential, Rural, Commercial) (RENOZ Energy)
Case Studies	Likely present	Present as a core menu item (RENOZ Energy)
Blog / FAQ	Yes (see blog and FAQ sections) (renoz.energy)	No obvious blog/FAQ (more product showcase oriented) (RENOZ Energy)
Contact / Lead Forms	Likely present	Present with prominent *Talk to an expert* button (RENOZ Energy)
Trust / Social Proof	May include partner logos & certifications	Includes reviews & featured press snippets (RENOZ Energy)

Takeaway:

- The **corporate site** is likely more *comprehensive and content-rich* (blogs, FAQs, support pages).
- The **Vercel/TanStack site** is more *polished marketing front-end focused around conversion and key product storytelling*, which may be better for initial user engagement.

🖥️ 3) Desktop Functionality/User Experience

renoz.energy

✔ **Full informational hierarchy** – structured for users digging deeper into product specs, subsidies, FAQs, etc. (renoz.energy)
✔ More **content pages**, likely better SEO and education funnel.
⚠ Possibly more **clicks to conversion** if content isn't tightly focused.

Vercel/TanStack

✔ **Clean UI and modern layout** — hero, clear product sections, case studies, CTAs. (RENOZ Energy)
✔ Likely faster performance due to static builds on Vercel. (TanStack Start and Vercel are designed for fast static delivery with ISR/caching where needed.) (Vercel)
✔ More **efficient navigation** for lead conversions (Homeowners → Products → Contact).
⚠ Less depth if users want educational content (like subsidies, detailed FAQs).

Performance & Tech Impact:

- *Vercel/TanStack* likely loads faster and feels snappier because of modern build tooling and static service via Vercel CDN. ([Vercel](#))
- The standard site may use traditional CMS/hosting — good for content volume but potentially slower and less optimized.

📱 4) Mobile Functionality/User Experience

renoz.energy

📌 Likely **responsive layout** with menus adapted for touch.
📌 Full content may be heavier to load on slower connections due to content load.
📌 Good for users wanting **research + detail** on mobile.

Vercel/TanStack

📌 Strong focus on **mobile-first visuals** and layout blocks optimized for smaller screens (hero, cards, CTAs). ([RENOZ Energy](#))
📌 Navigation likely collapsible hamburger with clear focus sections.
📌 Faster loading and smoother transitions expected — modern frameworks often prioritise performance metrics on mobile too. ([Vercel](#))

🎯 5) Conversion & Attention Metrics (Hypothetical but Inferred)

Metric	renoz.energy	Vercel/TanStack
Bounce potential	Medium-High — carb heavy content	Lower — simpler, visual focus
Time on page	Likely higher — educational content	Moderate — focused on conversions
Lead CTAs	Present but buried in content	Strongly highlighted in UI
Trust signals	Deep content + FAQ	Immediate product visuals + reviews

Why this matters:
For testing effectiveness, the *Vercel/TanStack version* might outperform on **lead generation and engagement ("quick decision" users)** due to clarity and flow, while the *original*

renoz.energy might perform better on **deep-dive content engagement** and SEO over the long term.

📊 6) Where They Differ Technically

Tech Stack Impact

- The Vercel version likely uses **modern JS frameworks** (TanStack, Vite, SSR/ISR builds) — very **fast, interactive, scalable**. ([Vercel](#))
- The primary site likely uses a more traditional CMS or server setup, which can be slower but can host **many pages easily and is content-centric**.

Update & Deployment

- **Vercel site** is easier to iterate, deploy, and test with **A/B setups** and CI/CD. ([Vercel](#))
- **Standard site** may require more backend work for updates (especially blog and FAQs).

🧩 7) Strengths & Weaknesses Summary

renoz.energy

Strengths

- Rich content, SEO depth
- Full corporate presence
- Resource hub for users

Weaknesses

- Can be heavier/slower
- Less focused on quick conversion funnel

Vercel/TanStack

Strengths

- Fast performance
- Clear product storytelling

- Mobile & desktop UX likely smoother

Weaknesses

- Less depth in informational content
- Might need supplementary pages for SEO

📌 Recommendation for Effectiveness Testing

Use **A/B metrics** focusing on:

1. **Conversion rates** (contact form submissions)
2. **Mobile engagement metrics** (bounce, scroll depth)
3. **Page load times / performance scores**
4. **Content engagement (time spent)**