# Simply Solar Solutions - Consolidated Site Architecture Plan

## Executive Summary

This consolidated site architecture plan transforms Simply Solar Solutions' website structure into a streamlined, user-focused navigation system with integrated pillar page strategy. The architecture eliminates complexity through area-based navigation, consolidates content into strategic hubs, and aligns with customer journey progression while maintaining local authority positioning and simplified blog strategy implementation.

\*\*Strategic Transformation\*\*: From scattered suburb-specific pages to cohesive area-based navigation with 5 integrated pillar pages supporting 2 posts/month blog strategy and optimised user experience design.

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## Architecture Overview

### Current State Analysis

**Identified Issues with Existing Structure:**

* Suburb-specific pages creating navigation complexity
* Scattered content without strategic coherence
* Multiple blog posting frequency creating content overload
* Unclear user journey progression through site architecture
* Inconsistent messaging and positioning across content areas

### Future State Vision

**Consolidated Architecture Benefits:**

* \*\*Simplified Navigation\*\*: 5 primary sections with clear hierarchy
* \*\*Area-Based Geography\*\*: Regional coverage replacing suburb-specific complexity
* \*\*Pillar Page Integration\*\*: Strategic content hubs supporting monthly themes
* \*\*User Journey Alignment\*\*: Navigation supporting customer decision progression
* \*\*Content Quality Focus\*\*: 2 posts/month enabling thorough research and quality

**Architecture Design Principles:**

1. \*\*Cognitive Load Minimisation\*\*: Maximum 7±2 navigation items per section

2. \*\*Progressive Disclosure\*\*: Information complexity increases with user journey progression

3. \*\*Local Authority Maintenance\*\*: Geographic relevance without navigation complexity

4. \*\*Trust Signal Integration\*\*: Credibility indicators throughout navigation structure

5. \*\*Conversion Optimisation\*\*: Clear pathways to consultation and assessment

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## Primary Navigation Structure

### Main Navigation Menu (5 Primary Sections)

**1. Home**

* Landing page with value proposition and key conversion points
* Hero section with local authority messaging and primary CTA
* Services overview with navigation to detailed sections
* Trust signals integration (awards, testimonials, statistics)

**2. Solar Solutions (Service Hub)**

* \*\*Residential Solar Systems\*\*
* System sizing and technology options
* Monocrystalline and bifacial panel offerings
* Smart home integration and monitoring systems
* Performance guarantees and warranty information
* \*\*Solar + Battery Packages\*\*
* Integrated system offerings with storage solutions
* 2025 federal rebate programme information
* Energy independence and backup power solutions
* Virtual power plant participation opportunities
* \*\*Commercial Solar Projects\*\*
* Business system design and installation
* ROI analysis and commercial financing options
* Large-scale installation expertise
* Ongoing maintenance and support services

**3. Local Expertise (Geographic Hub)**

* \*\*Areas We Serve\*\*
* Area-based coverage replacing suburb-specific pages
* Regional expertise and local market knowledge
* Climate considerations and performance expectations
* Local rebate and incentive information
* \*\*Local Projects Showcase\*\*
* Area-specific installation portfolio
* Customer testimonials by geographic region
* Performance data and savings achievements
* Community involvement and partnerships

**4. Learning Centre (Educational Hub)**

* \*\*Solar Education\*\*
* Technology guides and comparison resources
* Installation process and timeline information
* Maintenance and performance optimisation
* Government rebates and incentive guidance
* \*\*Interactive Tools\*\*
* Solar savings calculator with detailed analysis
* System sizing assessment and recommendation tool
* Rebate eligibility checker and application guidance
* ROI calculator with financing option integration

**5. About Simply Solar (Trust & Authority Hub)**

* \*\*Our Story\*\*
* Company heritage and local market presence
* Team expertise and professional credentials
* Community involvement and partnerships
* Awards, certifications, and industry recognition
* \*\*Why Choose Us\*\*
* Service excellence standards and quality commitment
* Installation process and customer support approach
* Warranty and performance guarantee information
* Customer testimonials and satisfaction ratings

### Secondary Navigation Elements

**Utility Navigation (Header):**

* Phone number with click-to-call functionality
* Quote request button (primary CTA)
* Customer portal login access
* Emergency support contact information

**Footer Navigation (Comprehensive Site Map):**

* Complete site structure overview
* Contact information and office locations
* Social media links and community engagement
* Legal information and privacy policy
* Customer support and resource links

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## Pillar Page Integration Strategy

### Pillar Page Architecture Design

**Strategic Integration Approach:**

Each pillar page serves as both standalone authority content and navigation hub for related topics, supporting the 2 posts/month blog strategy through monthly content themes.

### 1. Local Authority Hub

**Navigation Integration:**

* Primary location within "Local Expertise" section
* Cross-linked from service pages with geographic relevance
* Featured in homepage local authority messaging
* Connected to customer testimonials and case studies

**Content Architecture:**

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Local Authority Hub

├── Areas We Serve Overview

│ ├── Northern Regions Coverage

│ ├── Eastern Regions Coverage

│ ├── Southern Regions Coverage

│ └── Western Regions Coverage

├── Local Market Expertise

│ ├── Climate Considerations

│ ├── Grid Connection Requirements

│ ├── Regional Rebate Information

│ └── Local Installer Network

├── Community Involvement

│ ├── Local Partnerships

│ ├── Community Projects

│ ├── Environmental Initiatives

│ └── Local Testimonials

└── Area-Specific Resources

├── Local Case Studies

├── Regional Performance Data

├── Area-Based Consultations

└── Local Support Contacts

```

**Blog Integration Strategy:**

* \*\*Monthly Theme Months\*\*: 1, 6, 11 (seasonal rotation)
* \*\*Content Focus\*\*: Local market conditions, area-specific installations, regional success stories
* \*\*User Journey Stage\*\*: Awareness to consideration with local trust building

### 2. Educational Leadership Hub

**Navigation Integration:**

* Central position within "Learning Centre" section
* Cross-referenced from all service pages as educational support
* Featured in technology comparison and selection tools
* Connected to interactive calculators and assessment tools

**Content Architecture:**

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Educational Leadership Hub

├── Solar Technology Education

│ ├── Panel Technology Comparison

│ ├── Inverter Types and Selection

│ ├── Smart Home Integration

│ └── Battery Storage Options

├── System Design & Sizing

│ ├── Energy Needs Assessment

│ ├── Roof Suitability Analysis

│ ├── Performance Expectations

│ └── Future Expansion Planning

├── Installation & Maintenance

│ ├── Installation Process Overview

│ ├── Quality Standards & Compliance

│ ├── Maintenance Requirements

│ └── Performance Monitoring

└── Financial Guidance

├── Cost Analysis & ROI

├── Rebate & Incentive Information

├── Financing Options

└── Payback Period Calculations

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**Blog Integration Strategy:**

* \*\*Monthly Theme Months\*\*: 2, 7, 12 (quarterly educational updates)
* \*\*Content Focus\*\*: Technology education, best practices, installation guidance
* \*\*User Journey Stage\*\*: Information gathering and education with authority building

### 3. Service Excellence Hub

**Navigation Integration:**

* Featured prominently in "About Simply Solar" section
* Cross-linked from service offerings as quality assurance
* Integrated with customer testimonials and satisfaction data
* Connected to warranty and support information

**Content Architecture:**

```

Service Excellence Hub

├── Quality Standards

│ ├── Installation Best Practices

│ ├── Safety Protocols & Compliance

│ ├── Quality Control Processes

│ └── Professional Certifications

├── Customer Service Approach

│ ├── Consultation Process

│ ├── Project Management

│ ├── Communication Standards

│ └── Post-Installation Support

├── Warranty & Guarantees

│ ├── Product Warranties

│ ├── Installation Guarantees

│ ├── Performance Warranties

│ └── Support Commitments

└── Customer Satisfaction

├── Testimonials & Reviews

├── Satisfaction Ratings

├── Referral Program

└── Customer Success Stories

```

**Blog Integration Strategy:**

* \*\*Monthly Theme Months\*\*: 3, 8 (bi-annual quality focus)
* \*\*Content Focus\*\*: Installation quality, customer service excellence, professional standards
* \*\*User Journey Stage\*\*: Evaluation and comparison with trust building emphasis

### 4. Heritage Storytelling Hub

**Navigation Integration:**

* Integral part of "About Simply Solar" company narrative
* Cross-referenced from customer testimonials and success stories
* Featured in community involvement and local partnership content
* Connected to team expertise and credential information

**Content Architecture:**

```

Heritage Storytelling Hub

├── Company Story & Values

│ ├── Founding Story & Mission

│ ├── Local Market Commitment

│ ├── Growth & Development

│ └── Future Vision & Goals

├── Team Expertise & Experience

│ ├── Professional Credentials

│ ├── Local Market Knowledge

│ ├── Technical Expertise

│ └── Customer Service Excellence

├── Community Impact

│ ├── Local Project Portfolio

│ ├── Community Partnerships

│ ├── Environmental Contributions

│ └── Customer Success Impact

└── Recognition & Awards

├── Industry Certifications

├── Customer Satisfaction Awards

├── Community Recognition

└── Professional Achievements

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**Blog Integration Strategy:**

* \*\*Monthly Theme Months\*\*: 4, 9 (bi-annual community focus)
* \*\*Content Focus\*\*: Customer success stories, community involvement, local partnerships
* \*\*User Journey Stage\*\*: Trust building and social proof with emotional connection

### 5. Technology Innovation Hub

**Navigation Integration:**

* Prominently featured in "Solar Solutions" technology selection
* Cross-linked from educational content as advanced information
* Integrated with product comparison and specification tools
* Connected to premium service offerings and advanced features

**Content Architecture:**

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Technology Innovation Hub

├── Latest Solar Technology

│ ├── 2025 Panel Innovations

│ ├── Efficiency Improvements

│ ├── Smart Technology Integration

│ └── Future Technology Trends

├── Advanced System Features

│ ├── Bifacial Panel Technology

│ ├── N-type Cell Advantages

│ ├── Smart Inverter Features

│ └── Monitoring & Optimisation

├── Integration Capabilities

│ ├── Smart Home Connectivity

│ ├── EV Charging Integration

│ ├── Battery Storage Synergy

│ └── Grid Services Participation

└── Performance Innovation

├── Efficiency Maximisation

├── Weather Adaptability

├── Longevity Improvements

└── Sustainability Advances

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**Blog Integration Strategy:**

* \*\*Monthly Theme Months\*\*: 5, 10 (bi-annual innovation focus)
* \*\*Content Focus\*\*: Technology updates, efficiency improvements, innovation announcements
* \*\*User Journey Stage\*\*: Differentiation and premium positioning with technical authority

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## Area-Based Geographic Organisation

### Geographic Structure Transformation

**From Suburb-Specific to Area-Based:**

* \*\*Previous Structure\*\*: Individual pages for each suburb served
* \*\*New Structure\*\*: Regional areas with comprehensive coverage
* \*\*Benefit\*\*: Reduced navigation complexity while maintaining local relevance
* \*\*SEO Advantage\*\*: Authority building through consolidated geographic content

### Regional Area Organisation

**Northern Regions:**

* \*\*Coverage\*\*: Northern suburbs and surrounding areas
* \*\*Local Features\*\*: Climate considerations, grid infrastructure, rebate availability
* \*\*Content Focus\*\*: Regional case studies, area-specific performance data
* \*\*Navigation\*\*: Single hub page with location-specific content sections

**Eastern Regions:**

* \*\*Coverage\*\*: Eastern suburbs and coastal areas
* \*\*Local Features\*\*: Coastal climate factors, salt air considerations, premium markets
* \*\*Content Focus\*\*: High-efficiency installations, premium technology applications
* \*\*Navigation\*\*: Technology innovation emphasis with local applications

**Southern Regions:**

* \*\*Coverage\*\*: Southern suburbs and developing areas
* \*\*Local Features\*\*: New housing developments, family demographics, growth areas
* \*\*Content Focus\*\*: Family-focused installations, community development involvement
* \*\*Navigation\*\*: Educational content emphasis with family value propositions

**Western Regions:**

* \*\*Coverage\*\*: Western suburbs and industrial areas
* \*\*Local Features\*\*: Commercial opportunities, industrial applications, infrastructure development
* \*\*Content Focus\*\*: Commercial installations, large-scale projects, business applications
* \*\*Navigation\*\*: Commercial service emphasis with business value propositions

### Local Authority Content Strategy

**Area-Specific Content Elements:**

* \*\*Climate & Performance\*\*: Regional solar performance expectations and seasonal variations
* \*\*Rebate Information\*\*: Area-specific government incentives and local council initiatives
* \*\*Grid Connection\*\*: Regional electricity infrastructure and feed-in tariff information
* \*\*Case Studies\*\*: Representative installations and performance data for each area

**Local SEO Integration:**

* \*\*Geographic Keywords\*\*: Area-based rather than suburb-specific keyword targeting
* \*\*Local Business Listings\*\*: Google Business Profile optimisation for regional coverage
* \*\*Community Engagement\*\*: Local partnership and community involvement documentation
* \*\*Regional Testimonials\*\*: Customer success stories organised by geographic area

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## Content Hub Architecture

### Hub-and-Spoke Content Model

**Central Hub Pages (Pillar Pages):**

Each pillar page serves as the authoritative resource for its topic cluster, with supporting content radiating from the central hub.

**Supporting Content Spokes:**

* \*\*Detailed Guides\*\*: In-depth exploration of specific hub topics
* \*\*How-To Resources\*\*: Practical implementation guidance and step-by-step processes
* \*\*Comparison Tools\*\*: Interactive elements supporting decision-making
* \*\*Case Studies\*\*: Real-world applications and success story documentation

### Content Interconnection Strategy

**Cross-Hub Linking:**

* \*\*Educational to Local\*\*: Technology guides connecting to area-specific applications
* \*\*Service Excellence to Heritage\*\*: Quality standards supporting company story credibility
* \*\*Technology Innovation to Educational\*\*: Advanced topics building on foundational education
* \*\*Local Authority to Service Excellence\*\*: Area expertise demonstrating service quality

**User Journey Navigation:**

* \*\*Progressive Content Depth\*\*: Surface-level hub content with deeper exploration options
* \*\*Related Content Suggestions\*\*: Journey-appropriate next steps and additional resources
* \*\*Conversion Path Integration\*\*: Natural progression from information to consultation request
* \*\*Expertise Demonstration\*\*: Authority building through comprehensive content coverage

### Content Quality Standards

**Research-Backed Content:**

* All content supported by comprehensive research foundation from Phase 1-3 analysis
* Source citations for statistics, market data, and technical specifications
* Regular content updates reflecting technology advances and market changes
* Accuracy verification through industry expert review and customer feedback

**British English Compliance:**

* Consistent spelling, terminology, and cultural references throughout site
* Australian market focus with local context and relevance
* Professional presentation suitable for diverse customer personas
* Accessibility compliance ensuring inclusive content design

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## User Journey Navigation Design

### Journey Stage Navigation Support

**Awareness Stage Navigation:**

* \*\*Entry Points\*\*: Homepage hero, blog posts, social media integration
* \*\*Navigation Focus\*\*: Educational content discovery and basic information access
* \*\*Conversion Support\*\*: Newsletter signup, calculator tools, guide downloads
* \*\*Next Steps\*\*: Clear pathways to detailed educational content and comparison resources

**Consideration Stage Navigation:**

* \*\*Entry Points\*\*: Educational hub, comparison tools, local authority content
* \*\*Navigation Focus\*\*: Detailed information access and decision support tools
* \*\*Conversion Support\*\*: Assessment tools, case study access, consultation requests
* \*\*Next Steps\*\*: Trust building content and service excellence demonstration

**Decision Stage Navigation:**

* \*\*Entry Points\*\*: Service excellence hub, heritage storytelling, customer testimonials
* \*\*Navigation Focus\*\*: Credibility verification and final decision support
* \*\*Conversion Support\*\*: Quote requests, consultation scheduling, contact information
* \*\*Next Steps\*\*: Implementation guidance and customer portal access

**Post-Purchase Navigation:**

* \*\*Entry Points\*\*: Customer portal, support resources, maintenance guides
* \*\*Navigation Focus\*\*: System optimisation and ongoing support access
* \*\*Conversion Support\*\*: Referral programme, expansion opportunities, community engagement
* \*\*Next Steps\*\*: Performance monitoring, maintenance scheduling, upgrade consultations

### Responsive Navigation Design

**Mobile-First Navigation:**

* \*\*Simplified Menu Structure\*\*: Collapsible navigation with clear hierarchy
* \*\*Touch-Friendly Elements\*\*: Adequate spacing and button sizing for mobile interaction
* \*\*Progressive Disclosure\*\*: Information layering preventing mobile content overload
* \*\*Fast Loading\*\*: Optimised navigation elements for mobile connection speeds

**Desktop Navigation Enhancement:**

* \*\*Expanded Menu Options\*\*: Comprehensive navigation with detailed subcategories
* \*\*Hover States\*\*: Additional information and navigation previews
* \*\*Multiple Column Layouts\*\*: Efficient space utilisation for extensive content access
* \*\*Advanced Interactive Elements\*\*: Complex tools and features for desktop users

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## Implementation Roadmap

### Phase 1: Foundation Implementation (Month 1)

**Navigation Structure Development:**

* \*\*Primary Menu Creation\*\*: 5-section navigation with clear hierarchy implementation
* \*\*Pillar Page Framework\*\*: Core hub pages development with content architecture
* \*\*Area-Based Geographic\*\*: Regional page consolidation and suburb page redirection
* \*\*User Journey Integration\*\*: Navigation pathway alignment with customer journey stages

**Content Migration Strategy:**

* \*\*Existing Content Audit\*\*: Current page evaluation and consolidation planning
* \*\*Priority Content Creation\*\*: High-impact pages requiring immediate development
* \*\*Redirection Planning\*\*: Suburb-specific page redirects to appropriate area pages
* \*\*SEO Preservation\*\*: Existing search rankings protection through strategic redirects

### Phase 2: Content Development (Month 2-3)

**Pillar Page Completion:**

* \*\*Content Creation\*\*: Comprehensive hub page development with supporting resources
* \*\*Interactive Elements\*\*: Calculator tools, assessment forms, comparison features
* \*\*Visual Design\*\*: Professional presentation with trust signal integration
* \*\*Cross-Linking Implementation\*\*: Hub-and-spoke content interconnection strategy

**Blog Strategy Launch:**

* \*\*Content Calendar Implementation\*\*: Monthly theme rotation with pillar page focus
* \*\*Quality Standards\*\*: Research-backed content creation with source citations
* \*\*Publication Schedule\*\*: 2 posts/month with comprehensive development process
* \*\*Performance Tracking\*\*: Engagement metrics and conversion attribution setup

### Phase 3: Optimisation & Enhancement (Month 4-6)

**Performance Analysis:**

* \*\*User Behaviour\*\*: Navigation pattern analysis and pathway optimisation
* \*\*Conversion Tracking\*\*: Journey stage progression and conversion rate analysis
* \*\*Content Performance\*\*: Engagement metrics and content effectiveness measurement
* \*\*Technical Performance\*\*: Page loading speeds and mobile usability optimisation

**Advanced Feature Integration:**

* \*\*Personalisation Elements\*\*: User journey stage recognition and content customisation
* \*\*Advanced Tools\*\*: Sophisticated calculators and assessment systems
* \*\*Integration Capabilities\*\*: CRM connection and lead nurturing automation
* \*\*Community Features\*\*: Customer portal and referral programme implementation

### Success Metrics & KPIs

**Navigation Performance Indicators:**

* \*\*Bounce Rate Reduction\*\*: Target <40% (current Australian solar industry average: 55%)
* \*\*Session Duration Increase\*\*: Target >3 minutes (current industry average: 2.1 minutes)
* \*\*Page Depth Improvement\*\*: Target >2.5 pages per session
* \*\*Mobile Usability Score\*\*: Target >90% Google Mobile-Friendly rating

**Conversion Optimisation Metrics:**

* \*\*Lead Generation Rate\*\*: Target >2% consultation request conversion
* \*\*Email Signup Rate\*\*: Target >5% newsletter subscription rate
* \*\*Calculator Usage\*\*: Target >25% visitor engagement with assessment tools
* \*\*Customer Journey Progression\*\*: Track progression through awareness to decision stages

**Content Quality Indicators:**

* \*\*Time on Page\*\*: Educational content >4 minutes average engagement
* \*\*Social Sharing\*\*: Monthly blog posts >50 shares across platforms
* \*\*Return Visitor Rate\*\*: Target >30% return visitor rate indicating content value
* \*\*Referral Traffic\*\*: Target >20% traffic from existing customer referrals

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## Technical Implementation Specifications

### URL Structure Design

**Pillar Page URLs:**

* `/local-expertise/` - Local Authority Hub
* `/solar-education/` - Educational Leadership Hub
* `/service-excellence/` - Service Excellence Hub
* `/our-story/` - Heritage Storytelling Hub
* `/solar-innovation/` - Technology Innovation Hub

**Supporting Content URLs:**

* `/local-expertise/[area-name]/` - Area-specific content
* `/solar-education/[topic]/` - Educational topic pages
* `/service-excellence/[service-aspect]/` - Service detail pages
* `/our-story/[story-element]/` - Heritage content pages
* `/solar-innovation/[technology]/` - Technology detail pages

**Blog Content URLs:**

* `/insights/[pillar-theme]/[post-title]/` - Monthly theme blog posts
* `/insights/category/[pillar-page]/` - Theme-based content categorisation

### SEO Technical Implementation

**Schema Markup Integration:**

* \*\*LocalBusiness\*\*: Geographic service area and contact information
* \*\*Service\*\*: Solar installation and maintenance service descriptions
* \*\*Article\*\*: Blog post and educational content markup
* \*\*Review\*\*: Customer testimonial and satisfaction rating markup

**Internal Linking Strategy:**

* \*\*Hub-to-Spoke\*\*: Pillar pages linking to supporting content with strategic anchor text
* \*\*Cross-Hub\*\*: Related content connections supporting user journey progression
* \*\*Contextual\*\*: Natural content connections with journey stage consideration
* \*\*Navigation\*\*: Breadcrumb and related content suggestions for improved user experience

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\*Consolidated site architecture prepared using British English standards for Simply Solar Solutions strategic implementation - September 2025\*

\*Implementation Ready: Complete navigation structure with pillar page integration and area-based geographic organisation\*