# Simply Solar Solutions - Simplified Blog Strategy

## Executive Summary

This simplified blog strategy transforms Simply Solar Solutions' content approach from volume-based publishing to quality-focused, research-backed content creation. The strategy implements a 2 posts/month framework with pillar page integration, monthly content themes, and customer journey alignment to establish thought leadership while reducing content creation complexity and improving audience engagement.

\*\*Strategic Framework\*\*: Monthly pillar page themes driving focused, high-quality content that supports customer education, local authority building, and conversion optimisation through simplified publication schedule.

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## Blog Strategy Philosophy

### Quality Over Quantity Approach

**Strategic Rationale:**

Research shows that Australian solar customers spend \*\*3-12 months\*\* in the research phase, requiring in-depth, educational content rather than frequent surface-level posts. The simplified approach enables comprehensive research foundation, iterative quality improvement, and customer journey alignment while reducing content creation overhead.

**Key Principles:**

1. \*\*Research-Backed Content\*\*: Every post supported by Phase 1-3 research findings

2. \*\*Evergreen Value\*\*: Content remains relevant and valuable over extended periods

3. \*\*Customer Journey Focus\*\*: Posts aligned with specific journey stages and persona needs

4. \*\*Local Authority Building\*\*: Content reinforces area-based expertise and community presence

5. \*\*Conversion Integration\*\*: Natural progression from education to consultation requests

\*\*Source:\*\* [NREL Solar Customer Journey Studies](https://www.nrel.gov/solar/market-research-analysis/2014-2016-study) - Extended research periods requiring comprehensive educational content

### Competitive Differentiation Strategy

**Market Analysis Insights:**

* \*\*Solargain\*\*: Daily posting creating content overload and reduced engagement
* \*\*SolarHub\*\*: Weekly posts with inconsistent themes and limited depth
* \*\*Solahart\*\*: Multiple weekly posts lacking strategic coherence

**Simply Solar Differentiation:**

* \*\*Strategic Focus\*\*: Monthly themes creating topic authority and expertise demonstration
* \*\*Comprehensive Coverage\*\*: Thorough exploration of topics rather than surface-level treatment
* \*\*Local Integration\*\*: Geographic relevance embedded throughout content strategy
* \*\*Customer Journey Alignment\*\*: Content specifically designed for journey stage progression

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## Publication Framework

### 2 Posts Per Month Schedule

**Publication Timeline:**

* \*\*Week 1 of Month\*\*: Pillar page theme introduction and foundational content
* \*\*Week 3 of Month\*\*: Detailed pillar page theme exploration and practical application

**Content Depth Strategy:**

* \*\*First Post\*\*: Broad topic introduction with accessibility for awareness stage users
* \*\*Second Post\*\*: Detailed exploration with consideration stage focus and technical depth

**Quality Assurance Integration:**

Each post undergoes comprehensive iterative feedback loop process:

1. \*\*Clarity & Conciseness Review\*\* (Target: 8/10 threshold)

2. \*\*Cognitive Load Optimisation\*\* (Target: 7/10 threshold)

3. \*\*Content Critique Analysis\*\* (Target: 7/10 threshold)

4. \*\*AI Text Naturalisation\*\* (Target: 8/10 threshold)

5. \*\*Final Quality Gate\*\* (Target: ≥8.5/10 aggregate score)

### Content Calendar Structure

**12-Month Strategic Rotation:**

| Month | Pillar Page Theme | Post 1 Focus | Post 2 Focus |

|-------|------------------|--------------|--------------|

| \*\*Jan\*\* | Local Authority Hub | "Solar in [Region] - New Year Planning" | "Local Rebate Guide for 2025" |

| \*\*Feb\*\* | Educational Leadership | "Solar Technology Basics" | "System Sizing for Australian Homes" |

| \*\*Mar\*\* | Service Excellence | "Choosing Quality Solar Installation" | "What Makes Professional Service" |

| \*\*Apr\*\* | Heritage Storytelling | "Local Solar Success Stories" | "Community Impact & Partnerships" |

| \*\*May\*\* | Technology Innovation | "Latest Solar Technology 2025" | "Efficiency Improvements & Benefits" |

| \*\*Jun\*\* | Local Authority Hub | "Winter Solar Performance in [Region]" | "Seasonal Maintenance & Optimisation" |

| \*\*Jul\*\* | Educational Leadership | "Battery Storage Integration Guide" | "Federal Rebate Programme Explained" |

| \*\*Aug\*\* | Service Excellence | "Installation Quality Standards" | "Customer Service Excellence" |

| \*\*Sep\*\* | Heritage Storytelling | "Company Growth & Local Commitment" | "Customer Journey Success Stories" |

| \*\*Oct\*\* | Technology Innovation | "Smart Home Solar Integration" | "Future Technology Trends" |

| \*\*Nov\*\* | Local Authority Hub | "Spring System Preparation" | "Performance Review & Upgrades" |

| \*\*Dec\*\* | Educational Leadership | "Year-End Solar Performance Review" | "Planning for 2026 Solar Goals" |

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## Monthly Theme Integration

### Pillar Page Theme Deep Dive

**Each monthly theme provides:**

* \*\*Comprehensive Topic Coverage\*\*: Thorough exploration rather than surface-level treatment
* \*\*Multiple Persona Targeting\*\*: Content addressing different customer types within theme
* \*\*Journey Stage Progression\*\*: Both awareness and consideration content within monthly theme
* \*\*Local Authority Reinforcement\*\*: Geographic relevance embedded in every theme

### 1. Local Authority Hub Months (January, June, November)

**Content Objectives:**

* Reinforce area-based expertise and community presence
* Provide seasonal relevance and local market insights
* Build trust through local knowledge demonstration
* Support geographic SEO with area-specific content

**January Theme: "New Year Solar Planning"**

* \*\*Post 1\*\*: "Why [Region] Homeowners Are Choosing Solar in 2025"
* Local market trends and adoption rates
* Area-specific rebate opportunities and incentives
* Regional performance expectations and climate considerations
* Community success stories and neighbour referrals
* \*\*Post 2\*\*: "Complete Local Rebate Guide for [Region] Residents"
* State and federal rebate combinations and applications
* Local council incentives and community programmes
* Timeline and eligibility requirements for 2025
* Rebate maximisation strategies and application assistance

**June Theme: "Winter Solar Performance"**

* \*\*Post 1\*\*: "Winter Solar Performance in [Region] - What to Expect"
* Seasonal performance data and expectations
* Local climate factors and their impact on production
* Maintenance considerations for winter months
* Community performance sharing and optimisation tips
* \*\*Post 2\*\*: "Seasonal Maintenance & Optimisation for [Region] Systems"
* Winter maintenance checklist and professional services
* Performance monitoring and issue identification
* Local service availability and response times
* Preparation for spring performance recovery

**November Theme: "Spring Preparation & Performance Review"**

* \*\*Post 1\*\*: "Spring System Preparation for Peak Performance"
* Post-winter system assessment and maintenance
* Performance optimisation for summer months
* Local weather patterns and performance expectations
* Community preparation activities and group services
* \*\*Post 2\*\*: "Annual Performance Review & Upgrade Opportunities"
* Year-end performance analysis and benchmarking
* Upgrade opportunities and technology improvements
* Local expansion options and additional services
* Planning for next year's solar goals and improvements

### 2. Educational Leadership Hub Months (February, July, December)

**Content Objectives:**

* Establish thought leadership through comprehensive education
* Support customer journey progression through detailed guidance
* Build authority through technical expertise demonstration
* Provide evergreen educational resources for ongoing reference

**February Theme: "Solar Technology Foundation"**

* \*\*Post 1\*\*: "Solar Technology Basics for Australian Homeowners"
* Monocrystalline technology explained simply
* System components and their functions
* Technology selection criteria and considerations
* Australian-specific technology recommendations
* \*\*Post 2\*\*: "System Sizing Methodology for Australian Homes"
* Energy consumption analysis and calculation methods
* Roof assessment and suitability evaluation
* System sizing tools and professional assessment processes
* Right-sizing for optimal performance and investment

**July Theme: "Battery Storage & Federal Rebates"**

* \*\*Post 1\*\*: "Complete Guide to Solar Battery Storage Integration"
* Battery technology options and selection criteria
* Integration with existing solar systems
* Performance benefits and energy independence advantages
* Investment analysis and payback considerations
* \*\*Post 2\*\*: "Federal Battery Rebate Programme - Complete Guide"
* Programme details and eligibility requirements
* Application process and timeline considerations
* Rebate amounts and system sizing optimisation
* Professional assistance and application support

**December Theme: "Year-End Review & Future Planning"**

* \*\*Post 1\*\*: "2025 Solar Performance Review & Analysis"
* Performance benchmarking and achievement assessment
* Market developments and technology advances
* Customer success stories and satisfaction metrics
* Industry trends and future outlook
* \*\*Post 2\*\*: "Planning Your 2026 Solar Journey"
* Technology roadmap and future developments
* Market predictions and opportunity identification
* System expansion and upgrade planning
* Goal setting and investment planning

### 3. Service Excellence Hub Months (March, August)

**Content Objectives:**

* Differentiate through quality and service excellence emphasis
* Build trust through transparency and professional standards
* Address customer concerns about installation quality and service
* Demonstrate commitment to customer satisfaction and support

**March Theme: "Quality Solar Installation"**

* \*\*Post 1\*\*: "How to Choose Quality Solar Installation Services"
* Quality indicators and red flags identification
* Professional certification and licensing verification
* Installation standards and best practice identification
* Customer due diligence and installer evaluation
* \*\*Post 2\*\*: "What Makes Professional Solar Installation Different"
* Installation process and quality control measures
* Professional standards and compliance requirements
* Warranty and guarantee provisions
* Ongoing support and service commitments

**August Theme: "Customer Service Excellence"**

* \*\*Post 1\*\*: "Solar Installation Quality Standards & Best Practices"
* Technical installation standards and compliance
* Quality control processes and verification methods
* Professional development and training requirements
* Customer satisfaction and performance guarantees
* \*\*Post 2\*\*: "Excellence in Solar Customer Service & Support"
* Customer service philosophy and commitment
* Support processes and response time standards
* Ongoing maintenance and service offerings
* Customer success and satisfaction measurement

### 4. Heritage Storytelling Hub Months (April, September)

**Content Objectives:**

* Build emotional connection and community trust
* Showcase local involvement and customer success
* Differentiate through personal relationships and community presence
* Generate social proof through authentic customer experiences

**April Theme: "Local Solar Success Stories"**

* \*\*Post 1\*\*: "Customer Success Stories from [Region]"
* Detailed customer journey narratives
* Performance achievements and satisfaction outcomes
* Community impact and environmental benefits
* Personal testimonials and recommendation experiences
* \*\*Post 2\*\*: "Community Impact & Local Partnerships"
* Community involvement and partnership activities
* Local environmental and sustainability initiatives
* Economic impact and local job creation
* Future community plans and development goals

**September Theme: "Company Growth & Customer Journeys"**

* \*\*Post 1\*\*: "Our Growth Story & Local Market Commitment"
* Company development and local market focus
* Team growth and expertise development
* Community relationships and trust building
* Future vision and expansion plans
* \*\*Post 2\*\*: "Customer Journey Success Stories & Transformations"
* Complete customer journey documentation
* Before and after performance comparisons
* Problem resolution and satisfaction achievement
* Long-term relationship development and support

### 5. Technology Innovation Hub Months (May, October)

**Content Objectives:**

* Position as technology leader and innovation adopter
* Educate about latest developments and efficiency improvements
* Differentiate through cutting-edge technology offering
* Attract tech-forward customers and early adopters

**May Theme: "2025 Solar Technology Advances"**

* \*\*Post 1\*\*: "Latest Solar Technology Developments in 2025"
* Efficiency improvements and technology advances
* New product launches and manufacturer innovations
* Australian market availability and applications
* Technology selection and upgrade considerations
* \*\*Post 2\*\*: "Efficiency Improvements & Customer Benefits"
* Performance improvements and their impact
* Cost-benefit analysis of latest technology
* Upgrade pathways for existing customers
* Technology investment planning and decision making

**October Theme: "Smart Integration & Future Trends"**

* \*\*Post 1\*\*: "Smart Home Solar Integration Strategies"
* Smart home technology compatibility and integration
* Monitoring and optimisation system benefits
* Home automation and energy management
* Technology ecosystem development and expansion
* \*\*Post 2\*\*: "Future Solar Technology Trends & Developments"
* Emerging technology trends and market predictions
* Research and development pipeline insights
* Market preparation and technology adoption timing
* Investment planning for future technology benefits

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## Content Development Process

### Research-Backed Content Creation

**Phase 1: Research Foundation (Week 1-2)**

* \*\*Market Research\*\*: Current trends and customer interests analysis
* \*\*Competitive Analysis\*\*: Content gap identification and differentiation opportunities
* \*\*Keyword Research\*\*: SEO optimisation and search intent alignment
* \*\*Customer Insight\*\*: Persona-specific interests and journey stage requirements

**Phase 2: Content Creation (Week 3)**

* \*\*Outline Development\*\*: Comprehensive structure with key points and supporting evidence
* \*\*Content Writing\*\*: Research-backed content with source citations and local relevance
* \*\*Visual Integration\*\*: Supporting images, infographics, and multimedia elements
* \*\*SEO Optimisation\*\*: Keyword integration and technical optimisation

**Phase 3: Iterative Quality Improvement (Week 4)**

* \*\*Clarity & Conciseness Review\*\*: Grammar, flow, and readability optimisation
* \*\*Cognitive Load Assessment\*\*: Information hierarchy and scanability improvement
* \*\*Content Critique\*\*: Logic verification and evidence strengthening
* \*\*Naturalisation\*\*: Human expression and personality injection

**Phase 4: Publication & Promotion (Week 5)**

* \*\*Final Review\*\*: Quality gate approval and publication readiness
* \*\*Publication\*\*: Blog posting with SEO optimisation and social media integration
* \*\*Promotion\*\*: Social media sharing, newsletter inclusion, and customer communication
* \*\*Performance Tracking\*\*: Engagement monitoring and conversion attribution

### Content Quality Standards

**Research Citation Requirements:**

* \*\*Minimum 3 Sources\*\*: Credible sources for statistics and market data
* \*\*Citation Format\*\*: Professional format with source links and dates
* \*\*Local Relevance\*\*: Australian market data and regional considerations
* \*\*Authority Building\*\*: Industry expert quotes and professional insights

**Content Length & Depth:**

* \*\*Comprehensive Coverage\*\*: 1,500-2,500 words for thorough topic exploration
* \*\*Progressive Disclosure\*\*: Information hierarchy supporting different user needs
* \*\*Practical Application\*\*: Actionable advice and implementation guidance
* \*\*Local Context\*\*: Area-specific information and community relevance

### Visual Content Integration

**Supporting Visual Elements:**

* \*\*Custom Infographics\*\*: Complex information simplified through visual presentation
* \*\*Local Photography\*\*: Installation photos and community involvement documentation
* \*\*Video Integration\*\*: Embedded educational videos and customer testimonials
* \*\*Interactive Elements\*\*: Calculators, assessments, and engagement tools

**Brand Consistency:**

* \*\*Visual Identity\*\*: Consistent colour scheme, typography, and brand elements
* \*\*Professional Presentation\*\*: High-quality images and professional design standards
* \*\*Local Authority\*\*: Area-specific imagery and community connection demonstration
* \*\*Trust Signals\*\*: Certification displays and credibility indicators

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## Customer Journey Alignment

### Journey Stage Content Targeting

**Awareness Stage Posts (Monthly Theme Introduction):**

* \*\*Content Approach\*\*: Broad topic introduction with accessibility focus
* \*\*Persona Targeting\*\*: All personas with general interest and basic education
* \*\*Conversion Goals\*\*: Newsletter signup, calculator usage, guide downloads
* \*\*Journey Progression\*\*: Education to consideration stage transition

**Consideration Stage Posts (Monthly Theme Deep Dive):**

* \*\*Content Approach\*\*: Detailed exploration with technical depth and comparison
* \*\*Persona Targeting\*\*: Specific persona interests and detailed information needs
* \*\*Conversion Goals\*\*: Assessment requests, consultation scheduling, quote inquiries
* \*\*Journey Progression\*\*: Consideration to decision stage transition

### Persona-Specific Content Elements

**Eco-Conscious Family Integration:**

* \*\*Environmental Focus\*\*: Sustainability benefits and carbon footprint reduction
* \*\*Family Considerations\*\*: Safety, community involvement, future-proofing
* \*\*Local Community\*\*: Neighbourhood success stories and social proof
* \*\*Educational Approach\*\*: Comprehensive information with family-friendly presentation

**Savvy Retiree Integration:**

* \*\*Financial Focus\*\*: ROI analysis, fixed-income considerations, value demonstration
* \*\*Risk Mitigation\*\*: Quality assurance, warranty information, professional standards
* \*\*Local Authority\*\*: Community presence and established business credibility
* \*\*Practical Approach\*\*: Clear information with detailed financial analysis

**Tech-Forward Professional Integration:**

* \*\*Technology Focus\*\*: Latest innovations, efficiency improvements, smart integration
* \*\*Performance Data\*\*: Detailed specifications, monitoring capabilities, optimisation
* \*\*Professional Approach\*\*: Technical depth with sophisticated analysis
* \*\*Innovation Emphasis\*\*: Cutting-edge technology and future development trends

**Budget-Conscious Homeowner Integration:**

* \*\*Cost Focus\*\*: Affordability, financing options, value maximisation
* \*\*Practical Benefits\*\*: Bill reduction, rebate maximisation, payback period
* \*\*Support Information\*\*: Financing assistance, rebate application support
* \*\*Value Demonstration\*\*: Cost-effective solutions and practical benefits

**Rural Property Owner Integration:**

* \*\*Independence Focus\*\*: Energy independence, reliability, off-grid capabilities
* \*\*Property Considerations\*\*: Large systems, agricultural applications, storage integration
* \*\*Durability Emphasis\*\*: Weather resistance, longevity, performance in harsh conditions
* \*\*Business Applications\*\*: Commercial benefits, tax implications, operational advantages

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## Performance Measurement

### Content Performance Metrics

**Engagement Indicators:**

* \*\*Page Views\*\*: Monthly traffic to blog posts and pillar page themes
* \*\*Session Duration\*\*: Time spent reading and engaging with content
* \*\*Bounce Rate\*\*: Single-page session percentage indicating content relevance
* \*\*Social Sharing\*\*: Content sharing across social media platforms

**Conversion Metrics:**

* \*\*Lead Generation\*\*: Blog reader to consultation request conversion
* \*\*Email Signup\*\*: Newsletter subscription rate from blog traffic
* \*\*Tool Usage\*\*: Calculator and assessment tool engagement from blog posts
* \*\*Journey Progression\*\*: User advancement through customer journey stages

**SEO Performance:**

* \*\*Search Rankings\*\*: Keyword position improvements for target terms
* \*\*Organic Traffic\*\*: Search engine traffic generation and growth
* \*\*Click-Through Rate\*\*: Search result click percentage for blog content
* \*\*Featured Snippets\*\*: Knowledge panel and featured snippet captures

### Monthly Performance Reviews

**Content Theme Analysis:**

* \*\*Theme Performance\*\*: Monthly theme engagement and conversion comparison
* \*\*Audience Response\*\*: Persona-specific engagement patterns and preferences
* \*\*Journey Stage Effectiveness\*\*: Content performance by customer journey stage
* \*\*Local Relevance\*\*: Geographic content performance and area-specific engagement

**Continuous Improvement Process:**

* \*\*Performance Data Analysis\*\*: Monthly metrics review and trend identification
* \*\*Content Optimisation\*\*: Underperforming content improvement and updates
* \*\*Strategy Refinement\*\*: Theme rotation and content approach adjustments
* \*\*Audience Feedback\*\*: Customer response integration and strategy evolution

### ROI Measurement

**Investment Analysis:**

* \*\*Content Creation Time\*\*: Development time per post and monthly theme
* \*\*Resource Allocation\*\*: Internal and external resource requirements
* \*\*Cost Per Lead\*\*: Blog-generated lead cost comparison to other channels
* \*\*Customer Acquisition\*\*: Blog influence on final purchase decisions

**Return Calculation:**

* \*\*Lead Value\*\*: Blog-generated lead average value and conversion rates
* \*\*Customer Lifetime Value\*\*: Long-term customer relationship value attribution
* \*\*Brand Authority\*\*: Market positioning and thought leadership development
* \*\*SEO Value\*\*: Organic traffic value and search ranking improvements

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## Implementation Guidelines

### Month 1 Implementation

**Content Calendar Setup:**

* \*\*Theme Planning\*\*: 12-month theme rotation and content planning
* \*\*Keyword Integration\*\*: SEO keyword mapping to monthly themes and posts
* \*\*Visual Planning\*\*: Image and infographic development for initial themes
* \*\*Promotion Strategy\*\*: Social media and newsletter integration planning

**Quality Process Establishment:**

* \*\*Review Workflow\*\*: Iterative feedback loop process implementation
* \*\*Source Citation Standards\*\*: Research citation and source documentation requirements
* \*\*Brand Guidelines\*\*: Voice, tone, and presentation standards establishment
* \*\*Performance Tracking\*\*: Analytics setup and measurement framework establishment

### Months 2-3 Content Development

**Content Production:**

* \*\*Theme Content Creation\*\*: Monthly theme pillar page content and blog post development
* \*\*Visual Asset Development\*\*: Custom graphics, infographics, and photography
* \*\*Interactive Element Integration\*\*: Calculator and assessment tool integration
* \*\*Cross-Platform Content\*\*: Social media adaptation and newsletter integration

**Performance Optimisation:**

* \*\*SEO Refinement\*\*: Keyword optimisation and technical SEO improvement
* \*\*Conversion Optimisation\*\*: CTA placement and lead generation improvement
* \*\*User Experience\*\*: Content presentation and navigation enhancement
* \*\*Mobile Optimisation\*\*: Mobile-friendly content presentation and engagement

### Months 4-6 Strategy Refinement

**Performance Analysis:**

* \*\*Content Effectiveness\*\*: Theme performance analysis and strategy refinement
* \*\*Audience Engagement\*\*: Persona-specific content response and optimisation
* \*\*Conversion Attribution\*\*: Blog content influence on customer acquisition
* \*\*Competitive Analysis\*\*: Market positioning and differentiation assessment

**Strategy Evolution:**

* \*\*Theme Optimisation\*\*: Monthly theme refinement based on performance data
* \*\*Content Depth Adjustment\*\*: Information complexity and presentation optimisation
* \*\*Journey Alignment\*\*: Customer journey stage content effectiveness improvement
* \*\*Local Authority\*\*: Geographic content performance and area-specific optimisation

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\*Simplified blog strategy prepared using British English standards for Simply Solar Solutions thought leadership development - September 2025\*

\*Implementation Ready: 2 posts/month framework with pillar page integration and customer journey alignment\*