# Simply Solar Solutions - User Journey Content Mapping

## Executive Summary

This comprehensive user journey content mapping document aligns Simply Solar Solutions' content strategy with customer decision-making stages, ensuring the website architecture supports optimal user progression from initial awareness through post-purchase advocacy. Based on extensive research of Australian solar customer behaviour patterns, this mapping integrates the 5 pillar pages strategy with customer journey optimisation and simplified blog content approach.

\*\*Strategic Framework\*\*: Content alignment across 4 primary journey stages with pillar page integration, supporting the transition from suburb-specific navigation to area-based organisation while maintaining local authority positioning.

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## Customer Journey Framework

### Journey Stage Overview

Based on Australian solar customer research, the typical solar adoption journey spans \*\*3-12 months\*\* with distinct phases requiring different content approaches and conversion strategies.

**Journey Duration by Persona:**

* \*\*Eco-Conscious Family\*\*: 3-6 months (thorough researchers)
* \*\*Savvy Retiree\*\*: 6-12 months (careful evaluators)
* \*\*Tech-Forward Professional\*\*: 1-3 months (rapid decision-makers)
* \*\*Budget-Conscious Homeowner\*\*: 6-9 months (finance-focused evaluation)
* \*\*Rural Property Owner\*\*: 6-18 months (seasonal business alignment)

\*\*Source:\*\* [NREL Solar Energy Evolution Studies](https://www.nrel.gov/solar/market-research-analysis/2014-2016-study) - Customer motivation and adoption research

### Journey Stage Characteristics

**Stage 1: Problem Recognition (Weeks 1-4)**

* \*\*Trigger Events\*\*: High electricity bills, environmental concerns, neighbour installations
* \*\*Information Needs\*\*: Basic solar understanding, cost-benefit overview, local relevance
* \*\*Emotional State\*\*: Curiosity mixed with uncertainty about complexity and investment
* \*\*Content Consumption\*\*: Blog posts, social media, search engine research

**Stage 2: Information Gathering (Weeks 5-16)**

* \*\*Research Focus\*\*: Technology options, installer comparison, system sizing, financial analysis
* \*\*Information Needs\*\*: Technical specifications, warranty details, customer testimonials
* \*\*Emotional State\*\*: Building confidence through education, comparing options
* \*\*Content Consumption\*\*: Detailed guides, comparison tools, video testimonials

**Stage 3: Evaluation & Comparison (Weeks 17-32)**

* \*\*Decision Factors\*\*: Installer trust, price competitiveness, service quality, timeline
* \*\*Information Needs\*\*: Proposal evaluation, contract terms, installation process clarity
* \*\*Emotional State\*\*: Ready to commit but seeking final reassurance and validation
* \*\*Content Consumption\*\*: Case studies, installer credentials, quote comparison tools

**Stage 4: Purchase & Implementation (Weeks 33-40)**

* \*\*Action Focus\*\*: Paperwork completion, rebate applications, installation scheduling
* \*\*Information Needs\*\*: Process guidance, what to expect, timeline management
* \*\*Emotional State\*\*: Excitement about benefits, anxiety about installation process
* \*\*Content Consumption\*\*: Implementation guides, support documentation, progress tracking

**Stage 5: Post-Purchase Advocacy (Ongoing)**

* \*\*Experience Focus\*\*: System performance, maintenance, savings realisation
* \*\*Information Needs\*\*: Performance optimisation, troubleshooting, expansion options
* \*\*Emotional State\*\*: Satisfaction validation, community sharing, referral motivation
* \*\*Content Consumption\*\*: Performance guides, maintenance tips, community forums

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## Journey Stage Content Mapping

### Stage 1: Problem Recognition - Awareness Content

**Primary Content Objectives:**

* Build awareness of solar solutions and benefits
* Address common misconceptions and barriers
* Establish Simply Solar as trusted educational resource
* Capture early-stage leads for nurturing

**Content Types & Topics:**

**Educational Blog Posts (Monthly Themes):**

* \*\*Local Authority Hub Month\*\*: "Why [Area] Homeowners Are Choosing Solar"
* \*\*Educational Leadership Month\*\*: "Solar Energy Basics for Australian Families"
* \*\*Service Excellence Month\*\*: "How to Choose a Reliable Solar Installer"
* \*\*Heritage Storytelling Month\*\*: "Local Solar Success Stories"
* \*\*Technology Innovation Month\*\*: "Latest Solar Technology Explained Simply"

**Landing Page Content:**

* \*\*Homepage Hero Section\*\*: "Reduce Your Power Bills with Local Solar Experts"
* \*\*About Us Overview\*\*: Company credentials and local presence establishment
* \*\*Why Solar Page\*\*: Environmental and financial benefits for Australian households
* \*\*Local Areas Served\*\*: Area-based service coverage with local relevance

**Interactive Elements:**

* \*\*Solar Savings Calculator\*\*: Quick estimate tool for initial interest generation
* \*\*"Am I Suitable for Solar?" Quiz\*\*: Qualification and lead capture tool
* \*\*Local Rebate Checker\*\*: Government incentive awareness and qualification

**Call-to-Action Strategy:**

* \*\*Primary CTA\*\*: "Get Your Free Solar Assessment"
* \*\*Secondary CTA\*\*: "Download Solar Guide"
* \*\*Tertiary CTA\*\*: "Join Our Newsletter"

### Stage 2: Information Gathering - Educational Content

**Primary Content Objectives:**

* Provide comprehensive solar education and technology guidance
* Build trust through transparent information and expert positioning
* Qualify leads through detailed interest and system requirement capture
* Support comparison shopping while positioning Simply Solar advantages

**Content Types & Topics:**

**Comprehensive Guides (Pillar Page Integration):**

* \*\*Local Authority Hub\*\*: "Complete Guide to Solar in [Region]"
* Local climate considerations and seasonal performance
* Area-specific rebates and government incentives
* Local grid connection requirements and feed-in tariffs
* Regional installer credentials and community presence
* \*\*Educational Leadership Hub\*\*: "Solar Technology & System Selection Guide"
* Monocrystalline vs. traditional technology comparison
* System sizing methodology and roof assessment
* Inverter types and performance optimisation
* Battery storage integration and future-proofing
* \*\*Technology Innovation Hub\*\*: "2025 Solar Technology Advances"
* Bifacial panel benefits and applications
* N-type cell efficiency improvements
* Smart home integration possibilities
* Emerging technology trends and future developments

**Interactive Educational Tools:**

* \*\*System Sizing Calculator\*\*: Detailed requirement assessment with lead capture
* \*\*Technology Comparison Tool\*\*: Panel and inverter comparison with recommendations
* \*\*ROI Calculator\*\*: Comprehensive financial analysis with rebate integration
* \*\*Solar Suitability Assessment\*\*: Site evaluation with next-step guidance

**Video Content Strategy:**

* \*\*Technology Explanation Videos\*\*: 3-5 minute educational content
* \*\*Customer Testimonial Series\*\*: Local customer experiences and results
* \*\*Installation Process Documentation\*\*: Transparency and expectation setting
* \*\*Maintenance and Care Guidance\*\*: Long-term ownership education

### Stage 3: Evaluation & Comparison - Trust Building Content

**Primary Content Objectives:**

* Establish credibility and differentiate from competitors
* Address specific concerns and objections
* Provide proposal evaluation guidance and comparison tools
* Convert qualified leads into sales appointments

**Content Types & Topics:**

**Trust & Credibility Content:**

* \*\*Service Excellence Hub\*\*: "Why Choose Simply Solar"
* Installer credentials and certifications display
* Customer satisfaction testimonials and case studies
* Warranty and service commitment details
* Quality assurance and installation standards
* \*\*Heritage Storytelling Hub\*\*: "Our Local Solar Journey"
* Company history and community involvement
* Local project portfolio and success stories
* Team expertise and local knowledge demonstration
* Community partnerships and local authority building

**Comparison & Evaluation Resources:**

* \*\*Installer Comparison Guide\*\*: "Questions to Ask Solar Companies"
* \*\*Proposal Evaluation Checklist\*\*: "How to Compare Solar Quotes"
* \*\*Quality Standards Guide\*\*: "What Makes a Professional Installation"
* \*\*Warranty Comparison Resource\*\*: "Understanding Solar Warranties"

**Case Study Content:**

* \*\*Local Installation Showcase\*\*: Area-specific projects with detailed results
* \*\*Customer Journey Stories\*\*: Complete experience documentation
* \*\*Problem Resolution Examples\*\*: Challenge and solution demonstrations
* \*\*Performance Achievement Cases\*\*: System performance and savings validation

### Stage 4: Purchase & Implementation - Support Content

**Primary Content Objectives:**

* Guide customers through purchase and installation process
* Reduce anxiety and build excitement about solar benefits
* Ensure smooth implementation and customer satisfaction
* Prepare customers for post-installation experience

**Implementation Support Content:**

* \*\*Installation Process Guide\*\*: "What to Expect During Installation"
* \*\*Rebate Application Assistance\*\*: "Government Incentive Guidance"
* \*\*Timeline and Scheduling Information\*\*: "Your Solar Installation Journey"
* \*\*Preparation Checklist\*\*: "Getting Ready for Installation Day"

**Customer Portal Access:**

* \*\*Project Progress Tracking\*\*: Installation milestone updates
* \*\*Document Repository\*\*: Contracts, warranties, and certifications
* \*\*Support Contact Information\*\*: Installation team and customer service
* \*\*Post-Installation Resources\*\*: System operation and monitoring guidance

### Stage 5: Post-Purchase Advocacy - Retention Content

**Primary Content Objectives:**

* Ensure customer satisfaction and system performance optimisation
* Generate referrals and positive reviews
* Identify expansion opportunities (battery storage, system upgrades)
* Build long-term customer relationships and community presence

**Customer Success Content:**

* \*\*Performance Optimisation Guide\*\*: "Maximising Your Solar Investment"
* \*\*Maintenance Schedule and Tips\*\*: "Keeping Your System at Peak Performance"
* \*\*Troubleshooting Resource\*\*: "Common Questions and Solutions"
* \*\*Expansion Opportunities\*\*: "Adding Battery Storage to Your System"

**Community Engagement:**

* \*\*Customer Success Stories\*\*: Performance achievements and satisfaction
* \*\*Referral Program Information\*\*: "Share Solar Benefits with Friends"
* \*\*Community Solar Updates\*\*: Local renewable energy developments
* \*\*Seasonal Performance Tips\*\*: "Optimising Solar Through the Seasons"

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## Pillar Page Integration Strategy

### Monthly Content Theme Rotation

**Pillar Page as Content Hub Approach:**

Each pillar page serves as the central content hub for monthly blog content themes, creating topic authority while supporting customer journey progression.

**Month 1: Local Authority Hub Focus**

* \*\*Blog Posts\*\*: Local market conditions, area-specific installations, regional rebates
* \*\*Content Theme\*\*: "Solar in [Area] - Local Expertise and Community Focus"
* \*\*Target Audience\*\*: All personas with local connection and community trust emphasis
* \*\*Journey Stage\*\*: Awareness to consideration transition

**Month 2: Educational Leadership Hub Focus**

* \*\*Blog Posts\*\*: Technology education, system comparison, installation guidance
* \*\*Content Theme\*\*: "Solar Technology Education and Best Practices"
* \*\*Target Audience\*\*: Eco-conscious families and tech-forward professionals
* \*\*Journey Stage\*\*: Information gathering and education

**Month 3: Service Excellence Hub Focus**

* \*\*Blog Posts\*\*: Quality standards, installation process, customer service
* \*\*Content Theme\*\*: "Professional Solar Installation and Service Excellence"
* \*\*Target Audience\*\*: All personas with trust and quality emphasis
* \*\*Journey Stage\*\*: Evaluation and comparison

**Month 4: Heritage Storytelling Hub Focus**

* \*\*Blog Posts\*\*: Customer stories, community involvement, local project showcase
* \*\*Content Theme\*\*: "Local Solar Success Stories and Community Impact"
* \*\*Target Audience\*\*: Savvy retirees and community-focused personas
* \*\*Journey Stage\*\*: Trust building and social proof

**Month 5: Technology Innovation Hub Focus**

* \*\*Blog Posts\*\*: Latest technology, efficiency improvements, future trends
* \*\*Content Theme\*\*: "Cutting-Edge Solar Technology and Innovation"
* \*\*Target Audience\*\*: Tech-forward professionals and early adopters
* \*\*Journey Stage\*\*: Differentiation and premium positioning

**Month 6: Local Authority Hub Focus (Cycle Repeat)**

* \*\*Seasonal Content\*\*: Winter performance, maintenance tips, year-end reviews
* \*\*Content Evolution\*\*: Build on previous local content with seasonal relevance

### Pillar Page Content Architecture

**Local Authority Hub:**

* \*\*Core Page\*\*: Comprehensive area coverage and local expertise demonstration
* \*\*Supporting Content\*\*: Area-specific landing pages, local case studies, regional guides
* \*\*Blog Integration\*\*: Monthly local focus content, seasonal performance updates
* \*\*Conversion Path\*\*: Local consultation requests, area-specific assessments

**Educational Leadership Hub:**

* \*\*Core Page\*\*: Complete solar education resource and technology guidance
* \*\*Supporting Content\*\*: Technology comparison guides, installation education, FAQ resources
* \*\*Blog Integration\*\*: Educational content series, technology updates, best practices
* \*\*Conversion Path\*\*: Educational consultation, system design services

**Service Excellence Hub:**

* \*\*Core Page\*\*: Quality standards, installation process, customer service commitment
* \*\*Supporting Content\*\*: Certification display, quality assurance documentation, service guarantees
* \*\*Blog Integration\*\*: Installation quality content, customer service stories, professional standards
* \*\*Conversion Path\*\*: Quality-focused consultation requests, premium service inquiries

**Heritage Storytelling Hub:**

* \*\*Core Page\*\*: Company story, community involvement, local project portfolio
* \*\*Supporting Content\*\*: Customer testimonials, local partnerships, community impact documentation
* \*\*Blog Integration\*\*: Customer success stories, community involvement updates, local partnerships
* \*\*Conversion Path\*\*: Community consultation, referral program engagement

**Technology Innovation Hub:**

* \*\*Core Page\*\*: Latest technology overview, efficiency advancements, future trends
* \*\*Supporting Content\*\*: Technology comparison tools, innovation documentation, performance data
* \*\*Blog Integration\*\*: Technology updates, efficiency improvements, innovation announcements
* \*\*Conversion Path\*\*: Premium technology consultation, advanced system design

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## Content Pathway Design

### Persona-Specific Content Pathways

**Eco-Conscious Family Pathway:**

1. \*\*Entry Point\*\*: Environmental impact blog posts or local success stories

2. \*\*Education Phase\*\*: Technology comparison and environmental benefit content

3. \*\*Evaluation Phase\*\*: Local case studies with family-focused testimonials

4. \*\*Decision Phase\*\*: Comprehensive assessment with family savings calculator

5. \*\*Conversion\*\*: Family-focused consultation with environmental impact focus

**Savvy Retiree Pathway:**

1. \*\*Entry Point\*\*: Financial benefit content or local community testimonials

2. \*\*Education Phase\*\*: ROI analysis and fixed-income savings documentation

3. \*\*Evaluation Phase\*\*: Quality standards and warranty information

4. \*\*Decision Phase\*\*: Comprehensive financial analysis with rebate guidance

5. \*\*Conversion\*\*: Budget-focused consultation with fixed-income considerations

**Tech-Forward Professional Pathway:**

1. \*\*Entry Point\*\*: Technology innovation content or efficiency comparison

2. \*\*Education Phase\*\*: Advanced technology guides and smart home integration

3. \*\*Evaluation Phase\*\*: Performance data and cutting-edge technology showcase

4. \*\*Decision Phase\*\*: Premium technology assessment with advanced features

5. \*\*Conversion\*\*: Technology-focused consultation with innovation emphasis

**Budget-Conscious Homeowner Pathway:**

1. \*\*Entry Point\*\*: Cost-saving content or financing option information

2. \*\*Education Phase\*\*: Entry-level system guides and payment plan options

3. \*\*Evaluation Phase\*\*: Budget-friendly case studies and financing testimonials

4. \*\*Decision Phase\*\*: Affordable system assessment with payment plan integration

5. \*\*Conversion\*\*: Budget-focused consultation with financing assistance

**Rural Property Owner Pathway:**

1. \*\*Entry Point\*\*: Energy independence content or off-grid solution information

2. \*\*Education Phase\*\*: Large system guides and battery storage integration

3. \*\*Evaluation Phase\*\*: Rural installation case studies and weather durability

4. \*\*Decision Phase\*\*: Property-specific assessment with storage recommendations

5. \*\*Conversion\*\*: Rural consultation with energy independence focus

### Cross-Journey Stage Navigation

**Content Interconnection Strategy:**

* \*\*Related Content Suggestions\*\*: Journey-appropriate next steps and deeper exploration
* \*\*Progressive Disclosure\*\*: Information complexity increases with journey progression
* \*\*Multiple Entry Points\*\*: Content accessible from various journey stages
* \*\*Pathway Flexibility\*\*: Allow users to skip stages or return to previous content

**Internal Linking Strategy:**

* \*\*Awareness to Education\*\*: Basic content links to comprehensive guides
* \*\*Education to Evaluation\*\*: Technical content connects to trust-building resources
* \*\*Evaluation to Decision\*\*: Comparison content leads to assessment tools
* \*\*Decision to Purchase\*\*: Assessment tools connect to consultation requests

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## Conversion Optimisation Points

### Micro-Conversion Strategy

**Awareness Stage Micro-Conversions:**

* \*\*Newsletter Subscription\*\*: Solar education and local updates
* \*\*Calculator Usage\*\*: Initial savings estimation and interest capture
* \*\*Content Download\*\*: Solar guide or local market report
* \*\*Quiz Completion\*\*: Solar suitability assessment

**Education Stage Micro-Conversions:**

* \*\*Advanced Calculator Use\*\*: Detailed system sizing and ROI analysis
* \*\*Video Engagement\*\*: Technology explanation or testimonial viewing
* \*\*Guide Download\*\*: Comprehensive solar or technology guides
* \*\*Comparison Tool Usage\*\*: Technology or installer comparison engagement

**Evaluation Stage Micro-Conversions:**

* \*\*Case Study Engagement\*\*: Local installation story reading
* \*\*Testimonial Video Viewing\*\*: Customer experience documentation
* \*\*Credential Verification\*\*: Installer certification and qualification review
* \*\*Proposal Request\*\*: Preliminary quote or assessment inquiry

### Macro-Conversion Optimisation

**Primary Conversion Goals:**

* \*\*Consultation Request\*\*: In-home assessment scheduling
* \*\*Quote Request\*\*: System proposal and pricing inquiry
* \*\*Phone Consultation\*\*: Direct conversation with solar specialist
* \*\*Showroom Visit\*\*: Physical location consultation and system demonstration

**Conversion Path Optimisation:**

* \*\*Form Simplification\*\*: Minimal required fields with progressive data collection
* \*\*Multiple Contact Options\*\*: Phone, email, chat, and in-person consultation choices
* \*\*Immediate Response\*\*: Auto-responder with next steps and timeline
* \*\*Value Proposition Clarity\*\*: Clear benefit statement at each conversion point

### Trust Signal Integration

**Credibility Indicators:**

* \*\*Certification Display\*\*: CEC approval and industry accreditation
* \*\*Award Recognition\*\*: Customer satisfaction and industry awards
* \*\*Insurance and Licensing\*\*: Professional credentials and liability coverage
* \*\*Customer Testimonials\*\*: Local success stories and satisfaction ratings

**Risk Mitigation Content:**

* \*\*Warranty Information\*\*: Comprehensive coverage and protection details
* \*\*Quality Assurance\*\*: Installation standards and quality control processes
* \*\*Support Commitment\*\*: Post-installation service and support guarantee
* \*\*Local Presence\*\*: Community involvement and ongoing business commitment

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## Simplified Blog Strategy Integration

### 2 Posts Per Month Strategy

**Monthly Content Distribution:**

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

**Content Quality Focus:**

* \*\*Research-Backed Content\*\*: Each post supported by comprehensive research foundation
* \*\*Evergreen Value\*\*: Content remains relevant and valuable over time
* \*\*Local Relevance\*\*: Area-specific information and community connection
* \*\*Customer Journey Alignment\*\*: Content supports specific journey stage progression

### Blog Content Calendar Integration

**Pillar Page Monthly Themes:**

* \*\*Months 1, 6, 11\*\*: Local Authority Hub focus with seasonal relevance
* \*\*Months 2, 7, 12\*\*: Educational Leadership Hub with technology updates
* \*\*Months 3, 8\*\*: Service Excellence Hub with quality and process focus
* \*\*Months 4, 9\*\*: Heritage Storytelling Hub with community and success stories
* \*\*Months 5, 10\*\*: Technology Innovation Hub with advancement and trends

**Seasonal Content Adaptation:**

* \*\*Summer (Dec-Feb)\*\*: Peak performance and system optimisation
* \*\*Autumn (Mar-May)\*\*: Maintenance and performance review
* \*\*Winter (Jun-Aug)\*\*: Performance expectations and heating integration
* \*\*Spring (Sep-Nov)\*\*: System expansion and battery storage planning

### Content Performance Measurement

**Blog Engagement Metrics:**

* \*\*Page Views and Session Duration\*\*: Content consumption measurement
* \*\*Social Sharing and Comments\*\*: Community engagement indication
* \*\*Newsletter Signup Rate\*\*: Lead generation effectiveness
* \*\*Conversion to Assessment\*\*: Blog reader to consultation conversion

**Journey Progression Tracking:**

* \*\*Content Pathway Analysis\*\*: User progression through journey stages
* \*\*Conversion Attribution\*\*: Blog content influence on final conversion
* \*\*Persona Engagement\*\*: Content performance by customer persona
* \*\*Seasonal Performance\*\*: Content effectiveness across different periods

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## Implementation Timeline

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

* \*\*User Journey Mapping Implementation\*\*: Content alignment with journey stages
* \*\*Pillar Page Architecture\*\*: Core hub pages development and interconnection
* \*\*Conversion Point Optimisation\*\*: CTA placement and form optimisation
* \*\*Blog Strategy Launch\*\*: First month content creation and publication

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

* \*\*Persona Pathway Creation\*\*: Specific content pathways for each customer type
* \*\*Interactive Tool Integration\*\*: Calculator and assessment tool implementation
* \*\*Video Content Production\*\*: Educational and testimonial video creation
* \*\*Case Study Development\*\*: Local project documentation and success stories

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

* \*\*Performance Analysis\*\*: Journey progression and conversion rate analysis
* \*\*Content Refinement\*\*: Content updates based on user behaviour and feedback
* \*\*Pathway Optimisation\*\*: Journey stage transition improvement
* \*\*Advanced Feature Integration\*\*: Sophisticated tools and personalisation features

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\*User journey content mapping prepared using British English standards for Simply Solar Solutions customer experience optimisation - September 2025\*

\*Next Document: Consolidated Site Architecture Plan with Pillar Page Integration\*