# Simply Solar Solutions - Consolidated Content Plan

**Generated:** 17/09/2025

**Target Market:** Australian Solar Industry - North Western Sydney

**Compliance:** British English Standards

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## Site Architecture with Integrated Pillar Pages

### Primary Navigation Structure

Homepage

├── About Us

│ ├── Our Story (35 Years of Solar Excellence)

│ ├── Meet the Team (Rodney & Leadership)

│ ├── Areas We Serve (North Western Sydney)

│ └── Awards & Certifications

├── Solar Services

│ ├── Residential Solar Installation

│ ├── Commercial Solar Systems

│ ├── Solar Battery Storage

│ ├── Solar Maintenance & Repair

│ ├── Solar System Upgrades

│ └── Complete Energy Solutions

├── Additional Services

│ ├── Pool Heating Integration

│ ├── Hot Water Systems

│ ├── EV Charging Installation

│ └── Smart Home Integration

├── **PILLAR PAGES** (Educational Hubs)

│ ├── **Local Authority Hub** - "Complete Guide to Solar Power in North Western Sydney"

│ ├── **Educational Leadership** - "Solar Battery Storage Solutions for Australian Homes"

│ ├── **Service Excellence** - "Premium Solar Installation & Service Guide"

│ ├── **Heritage Storytelling** - "35 Years of Solar Innovation in Sydney"

│ └── **Technology Innovation** - "Smart Home Solar Integration & Automation"

├── Areas We Serve

│ ├── Northern Areas (Castle Hill, Baulkham Hills, Rouse Hill)

│ ├── Central Areas (Quakers Hill, Kellyville, Glenwood)

│ ├── Western Areas (Penrith, Windsor, Richmond)

│ └── Outer Areas (Vineyard, Gorokan, Pitt Town)

├── Case Studies

├── Blog

└── Contact

### How Pillar Pages Fit in Site Structure

**PILLAR PAGES serve as Educational Authority Hubs that:**

1. **Support ALL Service Pages** - Each pillar page contains comprehensive information that feeds into specific service offerings
2. **Bridge Services & Locations** - Connect general expertise with local application across all areas
3. **Create Content Clusters** - Each pillar page anchors 8-12 supporting blog posts and service pages
4. **Establish Thought Leadership** - Position Simply Solar as the definitive North Western Sydney solar authority
5. **SEO Architecture** - Target high-volume, competitive keywords while supporting long-tail local searches

**Example Integration:**

* **Local Authority Hub** → Links to all area-specific pages → Supports all residential services
* **Educational Leadership** → Feeds into battery storage services → Connects to smart home integration
* **Technology Innovation** → Supports EV charging services → Links to future-focused case studies

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## About Page Outlines

### About Us - Our Story (35 Years of Solar Excellence)

**URL:** /about/our-story

**Word Count:** 1,200-1,500 words

**Content Structure:**

1. **Heritage Opening** (200 words)

* Founded in 1990 by Rodney - family business values
* Pioneering solar in North Western Sydney before it was mainstream
* Commitment to local community and sustainable energy

1. **Evolution Story** (400 words)

* Early days: Solar hot water specialists
* Technology advancement: Embracing PV solar systems
* Innovation adoption: Battery storage and smart home integration
* Future vision: Complete energy independence solutions

1. **Local Community Connection** (300 words)

* Multi-generational customer relationships
* Local sponsorships and community involvement
* Understanding unique North Western Sydney requirements
* Building trust through consistent service delivery

1. **Why Experience Matters** (300 words)

* Technology changes navigated over 35 years
* Installation challenges overcome through experience
* Customer success stories spanning decades
* Proven track record in all market conditions

1. **Future Vision** (200 words)

* Continued innovation leadership
* Expanding smart home integration
* Community energy independence goals
* Next generation family business commitment

### About Us - Meet the Team

**URL:** /about/meet-the-team

**Word Count:** 800-1,000 words

**Content Structure:**

1. **Leadership Introduction** (250 words)

* Rodney [Surname] - Founder & Managing Director
* 35+ years industry experience
* Qualifications and certifications
* Personal commitment to customer satisfaction

1. **Installation Team** (300 words)

* Certified electricians and installers
* Ongoing training and safety commitment
* Local expertise and area knowledge
* Quality workmanship standards

1. **Customer Service Team** (200 words)

* Dedicated account management
* Technical support specialists
* Local response capabilities
* Commitment to communication excellence

1. **Company Values** (250 words)

* Quality without compromise
* Honest, transparent communication
* Local community commitment
* Environmental responsibility

### About Us - Areas We Serve

**URL:** /about/areas-we-serve

**Word Count:** 1,000-1,200 words

**Content Structure:**

1. **North Western Sydney Specialisation** (200 words)

* Geographic expertise spanning 35 years
* Understanding of local conditions and requirements
* Council relationship and regulation knowledge
* Climate and installation considerations

1. **Primary Service Areas** (600 words)

* **Northern Areas:** Castle Hill, Baulkham Hills, Rouse Hill
* **Central Areas:** Quakers Hill, Kellyville, Glenwood
* **Western Areas:** Penrith, Windsor, Richmond
* **Outer Areas:** Vineyard, Gorokan, Pitt Town

*Each area includes: typical property types, local considerations, recent projects*

1. **Local Advantages** (200 words)

* Rapid response times (same-day quotes available)
* Understanding of local electrical grid
* Established supplier relationships
* Community references and testimonials

1. **Service Commitment** (200 words)

* Free consultations and assessments
* Comprehensive warranty coverage
* Ongoing maintenance and support
* Emergency service availability

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## Simple Page Layouts

### Homepage Layout

[HEADER: Logo + Navigation + Phone]

[HERO SECTION]

Headline: "North Western Sydney's Solar Experts for 35+ Years"

Subhead: "Complete solar solutions from Australia's most experienced local installer"

CTA Button: "Get Free Assessment" | Phone: "(02) XXXX XXXX"

Background: Local installation photo

[TRUST SIGNALS BAR]

• 5,000+ Installations • 35+ Years Experience • 98% Satisfaction • Local Family Business

[SERVICES OVERVIEW - 4 Columns]

1. Residential Solar → 2. Battery Storage → 3. Smart Integration → 4. Maintenance

[PILLAR CONTENT HIGHLIGHTS - 3 Sections]

• Complete Solar Guide → • Battery Solutions → • Smart Home Tech

[LOCAL AUTHORITY SECTION]

Map + "Serving North Western Sydney" + Recent Project Gallery

[TESTIMONIALS CAROUSEL]

Customer reviews with photos and suburb attribution

[WHY CHOOSE US - 4 Points]

Heritage | Expertise | Quality | Community

[FOOTER: Contact + Services + Areas + Social]

### About Page Layout

[BREADCRUMB: Home > About > Our Story]

[PAGE HEADER]

Large headline + Supporting text + Hero image

[MAIN CONTENT - 2 Column]

Left: Primary content with headers and images

Right: Sidebar with quick facts, team photo, contact CTA

[RELATED LINKS SECTION]

Links to other about pages and key services

[CONTACT CTA]

Prominent call-to-action to get in touch

### Service Page Layout

[BREADCRUMB + LOCAL PHONE]

[HERO SECTION]

Service-specific headline + Benefits + CTA + Trust signals

[TABBED CONTENT SECTIONS]

Overview | Process | Options | Why Us | Results

[SIDEBAR ELEMENTS]

• Quick quote form

• Phone contact

• Related services

• Local case study

• Download guides

[BOTTOM CTA SECTION]

Strong conversion focus with multiple contact options

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## User Journey Stages Explained

### 1. **Awareness Stage** - "Learning & Exploring"

**User Mindset:** "I'm interested in solar but don't know much about it"

**Content Focus:** Educational, informative, no-pressure

**Entry Points:**

* Blog posts: "How Solar Works in Sydney"
* Pillar pages: "Complete Guide to Solar Power"
* Educational resources and calculators

**Simply Solar Approach:**

* Provide comprehensive education without sales pressure
* Establish expertise and trust through valuable information
* Offer helpful tools and resources for learning

### 2. **Consideration Stage** - "Comparing & Evaluating"

**User Mindset:** "I'm considering solar and comparing options"

**Content Focus:** Comparative, detailed, value-focused

**Entry Points:**

* Service pages: Feature comparisons and benefits
* Case studies: Real customer examples and results
* "Why Choose Simply Solar" content

**Simply Solar Approach:**

* Highlight 35-year experience and local expertise
* Showcase customer success stories and testimonials
* Compare service quality and long-term value vs competitors

### 3. **Decision Stage** - "Ready to Purchase"

**User Mindset:** "I'm ready to get solar and need to choose an installer"

**Content Focus:** Conversion-focused, action-oriented, trust-building

**Entry Points:**

* Local area pages: "Solar Installation in [Suburb]"
* Contact and quote pages
* Specific service offerings

**Simply Solar Approach:**

* Emphasise local expertise and immediate availability
* Provide clear, simple contact and quote processes
* Offer guarantees, warranties, and risk-free consultations

### 4. **Post-Purchase Stage** - "Service & Advocacy"

**User Mindset:** "I'm a customer and want ongoing support"

**Content Focus:** Service-oriented, value-added, relationship-building

**Entry Points:**

* Customer portal and maintenance information
* Performance monitoring and optimisation guides
* Expansion and upgrade opportunities

**Simply Solar Approach:**

* Deliver exceptional ongoing service and support
* Provide valuable maintenance and optimisation advice
* Encourage referrals and testimonials from satisfied customers

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## Simplified Blog Content Strategy

### 2 Blogs Per Month + Pillar Page Focus

**Format:** Each month includes 1 pillar page worth of content + 1 supporting blog post

#### **Month 1 - September 2025**

**Pillar Month:** Local Authority Hub

1. **"The Complete Guide to Solar Power in North Western Sydney"** (4,500 words) - *Local Authority Topic Cluster*
2. **"Government Solar Rebates 2025: How to Maximise Your Savings"** (1,800 words) - *Financial Incentives Cluster*

#### **Month 2 - October 2025**

**Pillar Month:** Educational Leadership

1. **"Solar Battery Storage Solutions for Australian Homes"** (4,000 words) - *Battery Storage Topic Cluster*
2. **"Quakers Hill Solar Installation: Local Requirements Guide"** (1,600 words) - *Local Installation Cluster*

#### **Month 3 - November 2025**

**Pillar Month:** Technology Innovation

1. **"Smart Home Solar Integration & Automation Guide"** (3,500 words) - *Smart Technology Topic Cluster*
2. **"Solar System Maintenance: Protecting Your Investment"** (1,700 words) - *Maintenance & Care Cluster*

#### **Month 4 - December 2025**

**Pillar Month:** Service Excellence

1. **"Premium Solar Installation & Service Standards"** (3,800 words) - *Service Quality Topic Cluster*
2. **"EV Charging and Solar: Planning for Electric Future"** (1,900 words) - *Future Technology Cluster*

#### **Month 5 - January 2026**

**Pillar Month:** Heritage Storytelling

1. **"35 Years of Solar Innovation in Sydney"** (3,200 words) - *Company Heritage Topic Cluster*
2. **"Summer Solar Performance: Optimising Output"** (1,500 words) - *Seasonal Performance Cluster*

#### **Month 6 - February 2026**

1. **"Solar ROI Analysis: Investment Returns Explained"** (2,200 words) - *Financial Analysis Cluster*
2. **"Local Council Requirements: North Western Sydney"** (1,800 words) - *Regulatory Compliance Cluster*

#### **Months 7-12:** Continue alternating between supporting content and updating/expanding pillar pages

### Topic Clusters Integration

**Each Pillar Page Anchors Multiple Clusters:**

1. **Local Authority Hub** → *Clusters:* Local Installation, Area-Specific Guides, Council Requirements
2. **Educational Leadership** → *Clusters:* Battery Storage, Financial Incentives, Technology Education
3. **Service Excellence** → *Clusters:* Service Quality, Maintenance, Customer Success
4. **Heritage Storytelling** → *Clusters:* Company History, Community Impact, Experience Benefits
5. **Technology Innovation** → *Clusters:* Smart Technology, Future Systems, Advanced Integration

### Additional Content Examples

**Seasonal Content:**

* "Preparing Solar Systems for Sydney Winter" (June)
* "Spring Solar System Check-up Guide" (September)
* "Maximising Summer Solar Production" (December)

**Local Focus Content:**

* "Castle Hill Solar: Heritage Homes & Modern Technology"
* "Penrith Commercial Solar: Business Success Stories"
* "Kellyville New Builds: Solar-Ready Home Planning"

**Advanced Topics:**

* "Vehicle-to-Grid Technology: Future Energy Storage"
* "Community Solar Gardens: Shared Energy Solutions"
* "Solar + Heat Pump Integration: Complete Efficiency"

**Problem-Solution Content:**

* "Solar Installation Mistakes to Avoid"
* "Choosing Between String vs Micro Inverters"
* "Understanding Solar Warranty Coverage"

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## Implementation Priority

### **Phase 1 (Immediate - Month 1):**

1. ✅ Update site architecture with integrated pillar pages
2. ✅ Create consolidated content plan (this document)
3. 🔄 Develop first pillar page: "Local Authority Hub"
4. 🔄 Complete about page content

### **Phase 2 (Month 2-3):**

1. Deploy remaining pillar pages
2. Optimize service page integration
3. Implement area-based navigation structure
4. Launch blog content calendar

### **Phase 3 (Ongoing):**

1. Maintain 2 blogs per month schedule
2. Continuously update and expand pillar pages
3. Monitor performance and optimize based on data
4. Develop advanced content features (video, interactive tools)

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**Last Updated:** 17/09/2025

**Next Review:** Monthly content performance analysis

**Implementation Status:** Ready for Phase 1 deployment