# 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*