# Simply Solar Solutions - Comprehensive Keyword Research

## Executive Summary

This comprehensive keyword research analysis provides strategic keyword targeting for Simply Solar Solutions' website architecture and content strategy. Research reveals significant opportunities in emerging 2025 market trends, particularly around federal battery rebates, area-based local SEO, and technical education content. The Australian solar market shows strong search intent across all customer journey stages with local intent comprising 46% of solar-related searches.

**Strategic Opportunity**: The 2025 federal battery rebate program launch creates unprecedented keyword opportunity with minimal existing competition, while monocrystalline technology dominance and bifacial panel emergence offer technical content differentiation opportunities.

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## Keyword Research Methodology

### Research Sources & Data Collection

* **Google Trends Analysis**: Australian solar search patterns (2024-2025)
* **Industry Report Analysis**: Government rebate program keyword emergence
* **Competitive Intelligence**: Top solar company keyword targeting strategies
* **Local SEO Research**: Geographic intent analysis for Australian market
* **Technical Content Analysis**: Educational keyword opportunities

### Search Volume Indicators

* **High Volume**: 10,000+ monthly searches
* **Medium Volume**: 1,000-10,000 monthly searches
* **Low Volume/High Intent**: 100-1,000 monthly searches
* **Long-tail/Emerging**: <100 monthly searches with growth potential

### Search Intent Classification

* **Informational**: Research and education-focused queries
* **Commercial**: Product comparison and evaluation searches
* **Transactional**: Ready-to-buy and quote request searches
* **Local**: Geographic-specific service searches

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## Primary Keyword Categories

### 1. Core Service Keywords

**Primary Solar Installation Keywords:**

* **"Solar installation"** - High volume, broad commercial intent
* **"Solar panel installation"** - Specific service intent with high conversion potential
* **"Residential solar"** - Targeted audience with commercial intent
* **"Solar system installation"** - Technical specificity with commercial intent
* **"Solar panel installer"** - Service provider searches with local intent

**Secondary Service Keywords:**

* **"Solar and battery installation"** - Emerging integrated service demand
* **"Solar maintenance"** - Post-installation service opportunities
* **"Solar panel cleaning"** - Recurring service revenue keywords
* **"Solar system upgrade"** - Existing customer expansion opportunities

### 2. Cost & Financial Keywords

**High-Intent Pricing Keywords:**

* **"Solar panel cost Australia"** - Primary cost research with commercial intent
* **"Solar installation cost"** - Direct pricing inquiries
* **"Solar panel price [location]"** - Local pricing research
* **"Solar system cost 6.6kW"** - Specific system sizing inquiries
* **"How much do solar panels cost"** - Broad cost research queries

**ROI & Financial Benefit Keywords:**

* **"Solar payback period"** - Investment analysis searches
* **"Solar savings calculator"** - Interactive tool opportunities
* **"Solar panel return on investment"** - Financial justification research
* **"Solar feed-in tariff"** - Ongoing benefit understanding

**Source:** [Western Electric - Solar Panel Costs 2025](https://westernelec.com.au/how-much-do-solar-panels-cost-2025) - Analysis shows cost keywords with 4,000-11,000 search volume

### 3. Government Rebate Keywords (2025 Opportunity)

**Federal Battery Rebate (Emerging High-Value):**

* **"Solar battery rebate 2025"** - New federal program with minimal competition
* **"Cheaper Home Batteries Program"** - Official program name targeting
* **"Federal battery rebate Australia"** - Government program searches
* **"Solar battery subsidy"** - Alternative terminology for same intent

**State-Specific Rebate Keywords:**

* **"Queensland solar rebates"** - State-specific incentive searches
* **"Solar rebate QLD 2025"** - Current year state program searches
* **"Solar panel rebate [state]"** - Geographic rebate targeting
* **"SRES solar rebate"** - Federal scheme awareness

**Source:** [Queensland Solar Rebates Guide 2025](https://aussiesolartech.com.au/solar-energy/queensland-solar-rebates/) - Combined state savings over $5,580

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## Customer Journey Keyword Mapping

### Awareness Stage Keywords (Top of Funnel)

**Educational Research Queries:**

* **"How do solar panels work"** - Basic education with high volume
* **"Benefits of solar energy"** - Value proposition research
* **"Solar power Australia"** - Broad market understanding
* **"Solar panels worth it"** - Investment justification queries
* **"Solar energy facts"** - Educational content opportunities

**Problem Recognition Keywords:**

* **"High electricity bills"** - Pain point identification
* **"Reduce power bills"** - Solution seeking behaviour
* **"Energy independence"** - Value-based motivation searches
* **"Sustainable energy"** - Environmental motivation keywords

### Consideration Stage Keywords (Middle of Funnel)

**Comparison & Evaluation Queries:**

* **"Best solar panels Australia"** - Product comparison research
* **"Solar panel brands comparison"** - Manufacturer evaluation
* **"Solar panel types"** - Technology education and comparison
* **"Monocrystalline vs polycrystalline"** - Technical comparison queries
* **"Solar installer reviews"** - Service provider evaluation

**Technical Specification Searches:**

* **"Solar panel efficiency"** - Performance comparison criteria
* **"Solar system sizing"** - Technical requirement determination
* **"Solar panel warranty"** - Risk mitigation research
* **"Solar inverter types"** - Component understanding queries

### Decision Stage Keywords (Bottom of Funnel)

**Transactional Service Searches:**

* **"Solar quote"** - Direct purchasing intent
* **"Solar installation quote"** - Service-specific transaction intent
* **"Solar company near me"** - Local service provider searches
* **"Solar panel installation [location]"** - Geographic transaction intent
* **"Best solar installer [area]"** - Provider selection with location intent

**Immediate Action Keywords:**

* **"Solar panel installation cost"** - Final cost verification
* **"Solar rebate application"** - Implementation action queries
* **"Solar installation timeline"** - Project planning searches
* **"Solar finance options"** - Payment solution research

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## Local SEO Keyword Strategy

### Geographic Intent Analysis

**Primary Location Modifiers:**

According to research, **46% of Google searches in Australia have local intent**, making geographic keyword targeting essential for solar companies.

**High-Value Geographic Keywords:**

* **"Solar panels [city name]"** - Direct city targeting
* **"Solar installation [suburb]"** - Specific area targeting
* **"Solar company [region]"** - Regional service coverage
* **"Solar installer near me"** - Proximity-based searches

### Area-Based Keyword Strategy

**Regional Service Keywords:**

* **"Solar panels Northern Suburbs"** - Area-based rather than suburb-specific
* **"Solar installation Eastern Region"** - Broader geographic coverage
* **"Solar company South West [City]"** - Directional area targeting
* **"Solar panels [Region] Coast"** - Natural geographic boundaries

**Local Authority Keywords:**

* **"Local solar installer"** - Community-focused searches
* **"Trusted solar company [area]"** - Reputation-based local queries
* **"Solar experts [region]"** - Expertise-focused geographic searches
* **"Solar specialist [location]"** - Professional service geographic targeting

**Source:** [Dsigns Australia - Local SEO for Solar Companies](https://www.dsigns.com.au/blog/mastering-local-seo-for-solar-companies) - Local intent analysis

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## Technical & Educational Keywords

### Technology-Focused Keywords

**Panel Technology (2025 Trends):**

* **"Monocrystalline solar panels"** - Dominant technology (98% market share)
* **"Bifacial solar panels"** - Emerging premium technology
* **"N-type solar cells"** - Advanced efficiency technology
* **"TOPCon solar panels"** - Cutting-edge cell technology
* **"Solar panel efficiency 2025"** - Current year technology searches

**System Component Keywords:**

* **"Solar inverter types"** - Critical component education
* **"Solar battery storage"** - Integrated system component
* **"Solar monitoring system"** - Performance tracking technology
* **"Solar optimisers"** - Performance enhancement technology

**Source:** [Clean Energy Reviews - Most Efficient Solar Panels 2025](https://www.cleanenergyreviews.info/blog/most-efficient-solar-panels) - Technology trend analysis

### Educational Content Keywords

**Technical Education Opportunities:**

* **"Solar panel installation process"** - Service transparency content
* **"Solar system maintenance"** - Long-term care education
* **"Solar panel lifespan"** - Durability and value education
* **"Solar installation standards"** - Quality assurance content

**Regulatory & Compliance Keywords:**

* **"CEC approved solar installer"** - Certification awareness
* **"Solar installation regulations"** - Compliance education
* **"Grid connection requirements"** - Technical process education
* **"Solar safety standards"** - Risk mitigation education

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## Emerging Opportunity Keywords

### 2025 Market Opportunities

**Federal Battery Program Keywords (High Opportunity):**

* **"Cheaper Home Batteries Program"** - Official program name
* **"Federal battery rebate July 2025"** - Program launch timing
* **"Solar battery rebate $3720"** - Specific rebate amount targeting
* **"10kWh battery rebate"** - System size specific searches

**Technology Evolution Keywords:**

* **"24% efficiency solar panels"** - Current peak efficiency targeting
* **"AIKO solar panels Australia"** - Leading efficiency brand (27% installer preference)
* **"REC solar panels"** - Premium brand targeting (16% preference)
* **"IBC solar cell technology"** - Advanced technology education

**Source:** [SolarQuotes - Best Solar Panels 2025](https://www.solarquotes.com.au/blog/best-solar-panels-2025/) - Installer preference data

### Low Competition Opportunities

**Untapped Keyword Opportunities:**

* **"Solar panel area requirements"** - Space planning education
* **"Solar shading analysis"** - Site assessment technical content
* **"Solar panel orientation guide"** - Installation optimisation education
* **"Solar system design principles"** - Technical authority building

**Long-tail Technical Keywords:**

* **"N-type IBC temperature coefficient"** - Advanced technical specification content
* **"Bifacial panel ground reflection"** - Specific technology application
* **"Solar panel degradation rate"** - Long-term performance education
* **"Monocrystalline efficiency comparison"** - Technology comparison content

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## Competitive Keyword Analysis

### Competitor Keyword Strategies

**Solargain Keyword Focus:**

* Heritage positioning keywords: "20 years solar experience"
* Trust signal keywords: "100% Australian owned solar"
* Volume keywords: "94,000+ solar installations"

**SolarHub Keyword Focus:**

* Local expertise keywords: "Canberra solar experts"
* Technology integration: "Solar battery EV charging"
* Federal program positioning: "2025 battery rebate specialists"

**Solahart Keyword Focus:**

* Heritage authority: "70 years solar expertise"
* Ecosystem keywords: "Complete solar solution"
* Educational authority: "Solar installation guide"

### Keyword Gap Analysis

**Underutilised Opportunities:**

1. **Simplified Content Strategy**: Competitors over-complicate technical content
2. **Area-Based Geographic**: Limited sophisticated area rather than suburb targeting
3. **Customer Journey Integration**: Minimal journey-stage content alignment
4. **Interactive Tool Keywords**: Underutilised calculator and planning tool targeting

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## Implementation Recommendations

### Priority Keyword Targeting

**Immediate High-Impact Keywords (Month 1):**

1. **"Solar battery rebate 2025"** - Emerging federal program with low competition
2. **"Solar installation [area]"** - Area-based geographic targeting
3. **"Monocrystalline solar panels"** - Dominant technology with educational opportunity
4. **"Solar panel cost Australia"** - High-volume commercial intent

**Medium-Term Expansion Keywords (Month 2-3):**

1. **"Bifacial solar panels"** - Premium technology differentiation
2. **"Local solar installer [region]"** - Community authority building
3. **"Solar system design"** - Technical authority establishment
4. **"Solar savings calculator"** - Interactive tool development

**Long-Term Authority Keywords (Month 4-6):**

1. **"Solar energy expert [area]"** - Thought leadership positioning
2. **"Advanced solar technology"** - Innovation authority building
3. **"Solar installation best practices"** - Industry expertise demonstration
4. **"Solar performance optimisation"** - Technical service differentiation

### Content-Keyword Alignment Strategy

**Pillar Page Keyword Integration:**

* **Local Authority Hub**: Area-based geographic and trust keywords
* **Educational Leadership**: Technical education and comparison keywords
* **Service Excellence**: Quality and certification keywords
* **Heritage Storytelling**: Experience and community keywords
* **Technology Innovation**: Advanced technology and efficiency keywords

### Measurement & Optimisation

**Keyword Performance Metrics:**

* Search volume growth tracking (monthly)
* Search ranking position monitoring (weekly)
* Click-through rate optimisation (monthly)
* Conversion rate analysis (quarterly)

**Emerging Keyword Monitoring:**

* Federal rebate program keyword emergence
* Technology advancement keyword trends
* Local market keyword development
* Seasonal search pattern analysis

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## Search Intent & Customer Journey Integration

### Keyword Journey Mapping

**Awareness Stage Keywords → Educational Content:**

* "How solar panels work" → Educational hub content
* "Benefits of solar energy" → Value proposition pages
* "Solar energy Australia" → Market overview content

**Consideration Stage Keywords → Comparison Content:**

* "Solar panel brands comparison" → Technology comparison guides
* "Best solar installer" → Service comparison content
* "Solar panel efficiency" → Performance analysis pages

**Decision Stage Keywords → Conversion Content:**

* "Solar installation quote" → Quote request landing pages
* "Solar company near me" → Local service pages
* "Solar rebate application" → Implementation guidance

### Conversion Path Optimisation

**Primary Conversion Keywords:**

* Quote request keywords → Lead generation forms
* Cost inquiry keywords → Calculator tools
* Local service keywords → Contact information
* Technical question keywords → Expert consultation offers

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## Data Sources & Research Methodology

### Primary Keyword Research Sources

* **Google Trends**: Australian solar search pattern analysis (2024-2025)
* **Industry Reports**: Government rebate program impact on search volume
* **Competitive Analysis**: Top solar company keyword targeting strategies
* **Technical Publications**: Solar technology advancement keyword emergence
* **Local SEO Research**: Geographic intent and local search behaviour analysis

### Search Volume Estimation Methods

* Cross-reference multiple keyword research tools for volume validation
* Analyse seasonal search patterns for accurate monthly estimates
* Apply Australian market sizing factors to global search volume data
* Validate search intent through competitor content performance analysis

### Research Limitations & Assumptions

* Search volume data represents estimated ranges rather than exact figures
* Local search intent percentages applied from general Australian market research
* Emerging keyword opportunities based on trend analysis rather than historical data
* Competitive keyword analysis limited to publicly available content and ranking data

### Quality Assurance & Validation

* Cross-referenced technical keyword terminology with industry publications
* Validated rebate program keywords with official government sources
* Confirmed technology trend keywords with manufacturer and installer data
* Verified local intent patterns with Australian digital marketing research

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*Keyword research conducted using British English standards for Simply Solar Solutions strategic optimisation - September 2025*

*Next Phase: Content Planning & Site Architecture Integration*