

Growth Action Plan

SunPeak Solar | Landing Pages

Lead: Javier Romero | Primary Goal: More qualified leads

Industry: Residential Solar

Team Size: 35 employees

Traffic/Users: ~21,000 monthly visits; 480 lead forms

Expected first measurable gains: 2-6 weeks

1) Executive Summary

- Likely bottleneck: Page copy doesn't pre-qualify by home ownership and utility profile.
- Fastest path: Add eligibility-first landing flow with gated estimator
- Expected impact: Reduce low-fit leads 20% (High confidence).
- Context: Lead volume is healthy but disqualified submissions are high due to unclear eligibility messaging.

2) Opportunity Diagnosis

- Primary: Page copy doesn't pre-qualify by home ownership and utility profile.
- Secondary: No clear handoff from estimate tool to appointment booking.
- Assumption: Assumes sales team can define qualification thresholds.

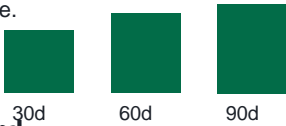
3) 30-60-90 Plan (Outcome-Based)

Window	Focus	Action	Impact	Confidence
0-30 days	Qualification	Add eligibility-first landing flow with gated estimator	Reduce low-fit leads 20%	High confidence
31-60 days	Conversion	Improve appointment path after estimate completion	Raise booked inspection rate 10-14%	Medium confidence
61-90 days	Scale	Duplicate winning page by region with localized proof	Boost regional CAC efficiency	Medium confidence

4) Top 5 Priority Actions

1. Insert quick eligibility checklist above form.
2. Use geo-specific testimonials and utility savings examples.
3. Add progress indicators for multi-step lead forms.
4. Align paid ad keywords with landing headline language.
5. Track form-to-appointment conversion by campaign.

Projected KPI Direction (30/60/90)



5) Offer Recommendation + KPI Scorecard

Recommended: Landing Pages (Primary), Web Apps (Secondary). Track weekly: Qualified lead rate, form completion, appointment set rate.

6) Risks & Mitigation

- Risk: Over-filtering leads. Mitigation: test strict vs moderate qualification.
- Risk: Regional proof gaps. Mitigation: reusable regional content blocks.
- Risk: Sales follow-up delay. Mitigation: instant routing + SLA alerts.

7) Immediate Next Step

Deploy one qualification-first page for your highest-spend ad group and measure disqualification rate change.

"If useful, I can turn this into a hands-on execution sprint with milestones, owners, and delivery dates."

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