

A photograph of a rooftop solar panel array at sunset. The sun is low on the horizon, casting a warm orange glow over the scene. In the background, there are silhouettes of mountains and a utility tower. The solar panels are in the foreground, with their grid lines clearly visible.

How to Turn Website Visitors Into Solar Customers

A PRACTICAL GUIDE ON TRANSFORMING
YOUR WEBSITE INTO YOUR #1 SALES PERSON.

Why it matters?

Getting people to your website is a big win, but it's just the first step.

I once spoke to an installer who ranked #1 on Google in their country, with thousands of visits a week, but barely any conversions. **Why?**

Because traffic without a strategy to convert is just noise.

If you're not turning those visitors into real leads or booked meetings, you're wasting time & money on anonymous website visitors that don't do anything to increase your revenue.

But **if you do it right**, your website can become one of your best sales channels.



Capturing leads starts with how you design your website, and ends with how you capture their interest.

Let's walk through exactly how to do that.

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1. Make Your Offer Extremely Clear



Visitors decide whether your website is worth their time in seconds.

So if your value isn't instantly obvious, they leave and look somewhere else.

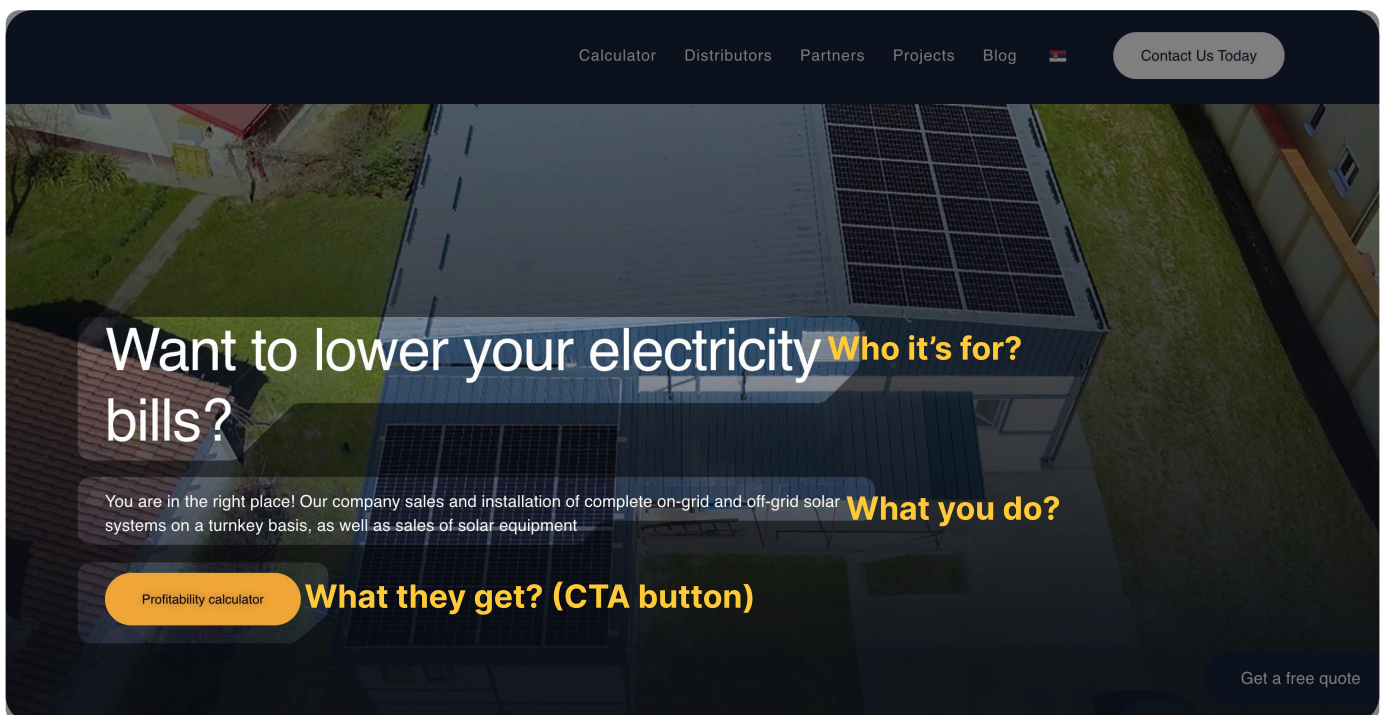
Your homepage (or landing page) should clearly answer:

- **What you do?** ("We install solar systems for homes in Bavaria")
- **Who it's for?** ("For homeowners looking to reduce energy bills")
- **What they get?** ("Free proposal in under 60 seconds")*

*This question can also be answered with a clear *Call To Action* (CTA). But instead of just saying "Contact us", promise value "Get a Quote".

1. Make Your Offer Extremely Clear

Here's an example of a clear landing page:



Place your main offer *above the fold*.
Don't bury the gold.
Use a bold headline and one simple CTA.

2. Build Trust Like Your Sales Depend on It (Because They Do)

Solar is a big commitment and investment. Your visitors are skeptical, and rightly so.

Your job is to help them trust that you are the best company to take the leap with.

And you can do that by filling your website with "trust builders": components that give credibility and integrity to your offering.

Here are some great **trust builders** to enrich your website with:

- Customer testimonials (bonus points if it includes a name/photo and if it's from someone relevant)
- Case studies with real results (e.g. "Saved €450/year")
- Google or Trustpilot reviews

2. Build Trust Like Your Sales Depend on It (Because They Do)



Put your strongest trust builders right next to your CTA or form

The whole point of your website is to get your customers to **click on your CTA button**, so put your trust builders where it matters most.

3. Stick to One Strong Call-to-Action

Don't be that site with **6 buttons saying 6 different things**. You will confuse your visitors, divide their attention, and lose clicks that could've mattered.

Pick one main CTA and repeat it with confidence:

- "Get your free quote"
- *"Find out how much you can save"*
- *"Book a free consultation"*



Add a **sticky CTA** button on mobile: always in reach, never in the way.

4. Make Your Lead Capture Great

Forms are where visitors become leads.

But long, clunky ones? Exactly how you lose interest from people who wanted to give it to you.

Make it easy:

- Only ask for what's absolutely needed (e.g. name, email, zip, maybe roof type)
- Keep it short or use a progress bar so people don't get stuck in infinite stepper forms
- Give instant value: use tools that show a quote or estimate on the spot.



Don't only take information from them, give them information they want in return.

4. Make Your Lead Capture Great

We don't just teach about this, we can help you put it into action.




That's why we built Solarise, which lets you offer instant proposals and capture lead info right from your website.

Whichever way you choose, just remember:

Give value, don't just take it.

That's how you will capture leads and stand out from competitors.

5. Respond Fast or Lose the Lead

 78% of buyers go with the first company who replies.

If your follow-up takes 24 hours or more, your lead probably already got a quote from someone else.

Speed wins. Always. And especially in sales.

But we are all only human, so how can we keep up with all of the proposal requests?

5. Respond Fast or Lose the Lead

Use **automation**:

- Auto-confirmation email upon form submission
- Instant initial proposal so they don't wait at all
- CRM reminders and workflows to never forget to reply



With Solarise, all this happens automatically: instant proposals, lead collection & CRM syncing. It's built with your solar business in mind.

But, you can always build your own value-driven form, connect it to a CRM and set up follow up automations.

Just pick a way that works for you.

But don't ever let slow replies be the reason your sales are stalling.

6. Educate and Nurture Visitors

Not every visitor is ready to request a quote, and that's totally okay.

Some are still exploring. Others need more clarity before taking action.

Either way, your **best bet is to provide helpful information and a reason to trust you.**

That's where **nurturing content** comes in.



Think of lead nurturing like solar itself: it pays off over time. Valuable, timely content can turn a *maybe* into a *yes*.

6. Educate and Nurture Visitors

Here's what to add to your website to guide and **warm up your casual browsers:**

- **Blog section:** Share simple, relevant posts that answer common questions and build trust. If they like your post, they might come to your website. Plus, it helps your *Google ranking*.
- **Chatbot:** People looking for solar have loads of questions. Be the one to answer them, without spending hours on the phone. Chatbots are great for answering general FAQs (“Do I need a permit?”, “How long does it take?”).
- **Interactive tools:** Chatbots are general, but solar is very personal. People want to know if it makes sense for their specific situation and needs. Let them explore their savings or system options without pressure through instant proposal forms. They give free value and keep people engaged.

6. Educate and Nurture Visitors

This kind of content educates, builds trust, and keeps your business top-of-mind.

So when they're ready, they come to you.



You can use general chatbot providers like Landbot, Tidio, Intercom, and train them on solar data to make them an expert. Or use form builders like Typeform to create your own forms.

But, if you'd like something developed for installers specifically, you can always check out Solarise's **instant proposal calculator & built-in AI assistant**.

7. Bonus Tips

To really ramp up your website sales, ask yourself one simple question:

“Why do we even have a website?”

To be present online? Sure.

To educate people on solar? Definitely.

But more than that, your website should be your **#1 sales person**: available 24/7, never takes a break, never forgets to follow up.

The key?

**Your website shouldn't just exist.
It should convert.**

7. Bonus Tips

Here are a few small-but-mighty improvements that can make a big difference:

- **Loading speed:** If your site takes longer than 3 seconds to load, half your visitors bounce. Use PageSpeed Insights to spot and fix bottlenecks.
- **Add a FAQ section:** Answer the top 5 questions you get during sales calls. It saves you time and builds trust immediately.
- **Integrate a lead magnet:** Offer a helpful download, like “Solar for Beginners: A 3-Minute Guide”, in exchange for an email address. Nurture that lead over time.



A 1-second delay in page load can cut your website's conversion rate by up to 70%.

Turn Visitors into Customers

You have already done the hard work to get people to your site. **Now make it count.**

Be clear. Be fast. Be helpful. And always follow up.

No fancy funnels or big teams needed. Just smart tweaks and the right tools.

There's a plethora of proven strategies & tools out there. The key is picking the ones that work for your solar business.

And if all of this sounds interesting, there's one last thing I'd like to share →

Turn Visitors into Customers



Over 90% of solar buyers start by searching on Google. At Solarise, we help you make sure you're the answer they find.

Our instant AI proposal website plugin, AI Assistant & CRM are designed to **capture & convert solar leads**.

If you want to see it in action, don't hesitate to reach me:

Tina from Solarise
Co-Founder & CEO

✉ tina@solarise.app

📅 Or book a demo through our website: www.solarise.app

Let's make your website your hardest-working salesperson.



Solarise is your *all-in-one sales toolkit*, designed to capture & convert solar leads:

- **Website quote calculator:** provide AI-powered, instant proposals to your visitors, and be the first company that responds with personalised value.
- **Integrated Chatbot:** solar seekers have loads of questions. We created an AI solar expert to answer them for you. Plus, you can teach it about your company, too.
- **Built-in CRM:** every lead captured by the calculator flow directly into your CRM. Filter leads by interest and solar potential, so you always know who to follow up with first.

Ready to step into the future of solar sales?



[🔗 Book a demo or just explore more about us](#)