



Do this, not that, to create a positive experience for customers on your utility solar website

Highlights from the 2017 Utility Solar Website Benchmark

By Alanya Schofield

December 13, 2017

Residential customer awareness of and interest in solar energy continues to grow in the US and globally. Utilities that shift to become proactive solar advisors and embrace a changing market will position themselves for a successful, customer-centric future. And positioning yourself with a successful solar website is a great place to start. Check out our e-book, with data from the [E Source Utility Solar Website Benchmark 2017](#), for some examples of what you should and shouldn't do to design and market your solar website.

[Download](#)source-tips-utility-solar-website.pdf