



10 recommendations for utility website design

Trends from the 20 highest-rated utility websites in the 2021 Website Benchmark

By Heather Hilgenkamp, Anna Nixon

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Key takeaways

- To improve customers' overall experience with your website, focus on essential content and functionality and appearance.
- To improve findability, make navigating your website intuitive and reduce the number of pages customers have to go through.
- To improve the functionality of your website, let customers log in from the Home Page, offer a variety of self-service and financial options, and make your website responsive.
- To improve your website's content, customize the My Account feature and give personalized energy efficiency recommendations.

To help you improve your utility's website, we examined the 20 highest-rated utility websites in the E Source 2021 [Website Benchmark](#). We found trends in overall customer experience, findability, functionality, and content. Use the recommendations from this e-book to determine where your utility's website is performing well and where it needs development.

How E Source can help with website reviews

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For more findings from the 2021 Website Benchmark, check out these E Source deliverables:

- Our blog post [Utility websites are more mobile friendly and accessible than ever: Findings from the E Source 2021 Website Benchmark](#) highlights some of the key findings from the study and announce the utilities that scored the highest on individual attributes.
- Our press release [E Source study reveals increased focus on responsive websites in 2021](#) shows the ranking of the 85 US and Canadian utility websites we reviewed in the 2021 Website Benchmark.
- Our report [Improve customer experience with a better website design](#) discusses utility website trends from 2019 to 2021 and includes recommendations on how to improve website self-service. This report is available to members of the E Source [Digital Self-Service](#) subscription.

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