

From door knocking to digital

 48% increase in new users	 45% increase in organic traffic	 6.6x increase in non-branded keyword traffic
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Situation

Vivint Solar is a residential solar juggernaut with a presence that spans much of the US. Their growth has been largely attributed to their army of door-to-door salespeople. Virtually all of their new business used to come from door-to-door salesman or cold calls from an internal call center. Sounds dated? Maybe, but it was working. That was at least until more players got into the residential solar market and began to steal their spot in the sun with digital channels.

While Vivint Solar had been a behemoth in door-to-door solar sales, their digital market share of voice sat idly while others snatched it up. Vivint Solar needed to make up for lost ground, and fast. Luckily they didn't think twice about where to turn for help.

We had worked with Vivint Solar on a small project years before, so we understood the challenge they faced. Most organizations that come to us have a digital strategy for attracting, qualifying, and converting a digital audience. But Vivint Solar had little if any. They had a website, but other than a home page and a few landing pages, we were starting from only a foundation. That wasn't a problem for us. We love painting on a blank canvas!

- **Nonbranded search was low (~5%)**
- **Competitors with strong digital presence were stealing business**
- **They needed to diversify their income channels, specifically to digital channels**
- **They needed a strategy that would scale and compound over time**

Strategy

It was clear that Vivint Solar needed a strong SEO strategy. Because SEO takes time to bring results, we needed to act quickly. As with all projects, we began with market research. Our research uncovered the strengths of the competition and the gaps in their SEO strategy. We then applied our learning from the competition into keyword research. This allowed us to identify the actual opportunities for new content and SEO optimizations.

We quickly discovered opportunities in nonbranded keywords that would assist prospects in their buyer's journey.

We launched a blogging strategy with the intent to attract customers via organic search, and qualify them with compelling copy and CTAs. The strategy could fill Vivint Solar's pipeline to keep their internal sales team busy. But the clock was working against us. Content takes time to create, and it takes even longer to rank.



In an effort for our content to rank faster, we knew link-building was going to be essential. We gave careful attention to the speed, quality, and quantity of acquiring backlinks to ensure the content would rank quickly.

Vivint Solar wanted a stronger digital presence so they wouldn't need to be reliant on knocking doors for revenue. While 97th Floor agreed with that, we also saw an opportunity to marry the two channels together. With localized SEO, tailored to the states and regions they serviced, we believed we could get the best of both digital marketing and door knocking.

- **Build out an SEO and conversion-driven blog strategy**
- **Link-building to new content**
- **Localized SEO, tailored to Vivint Solar's service regions**

With the strategy laid before us, we went to work on executing it.

— Execution

After the technical SEO audit was completed, we jumped into content creation. Because the strategy called for a hulking number of articles to be published and promoted immediately, we joined forces with the Vivint Solar team to execute the articles. We produced over 200 article outlines with the SEO research baked in. Of those 200 outlines, we split up the writing between 97th Floor and Vivint Solar to each write certain pieces.

The Vivint Solar team executed about 100 of these articles and we crafted the remainder.

With article creation underway, we began the link-building campaign. Our competitive research informed the strategy from the beginning, including the caliber and frequency we should be earning backlinks. After the first month of planning and outreach, we would go on to earn at least 30 backlinks each month to the Vivint Solar site. This helped our content rank quickly for their intended keyword.

What goes into an SEO article outline?

- Title tag recommendation
- SERP analysis
- Semantic analysis
- Internal link recommendations
- Primary keyword usage
- Secondary keyword(s) usage
- Featured snippet targeting
- Structured data

Local SEO proved to be low-hanging fruit for Vivint Solar. We helped Vivint Solar build out robust versions of their state pages, which at the time was 23 states. Beyond that, each state has a few markets for the hot locales, which were also built out and optimized for local SEO searches in their respective markets. We identified and optimized over 100 locales in this campaign.

While the above components of the campaign are critical to any digital transformation—that is what Vivint Solar wanted after all—we knew we should be looking deeper into the funnel than just awareness-level content. We turned our sights toward deeper-funnel user experience. After looking at the conversion path with Vivint Solar, we added resources optimizing the user's experience once they entered the funnel. We helped with email messaging, and took complex concepts and made them more digestible by reimagining them into graphics.

- **200+ article outlines**
- **100+ articles created**
- **30+ backlinks earned every month**
- **23 state pages built out**
- **100+ locale pages built up**
- **Email and graphic touch up for the funnel**

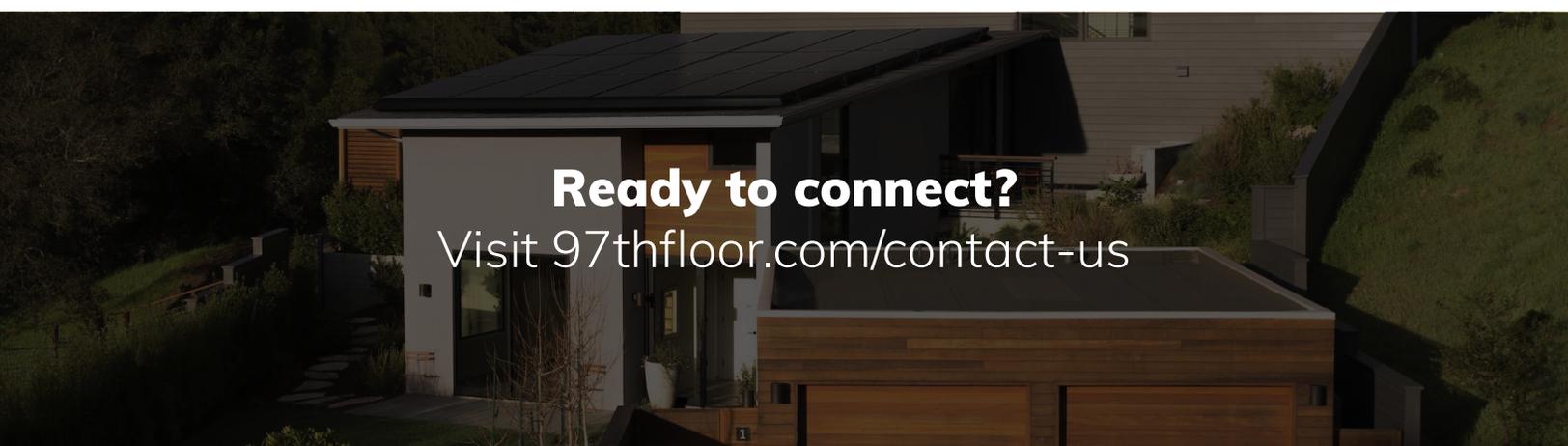
Results

We love having remarkable partners like Vivint Solar. Together, we were able to move quickly to reach and then exceed the goals we set at the onset of the project.

- **48% YoY increase in new users**
- **45% YoY increase in organic traffic**
- **Nonbranded traffic rose from 5% to 33% in a year**
- **A true door knocking to digital transformation**

Before 97th Floor began working with Vivint Solar, only 5% of their organic traffic was nonbranded, and today 1/3 of all visitors are coming from nonbranded keywords. The focus on nonbranded keyword growth has directly impacted the organic traffic. Organic traffic has increased by over 40% YoY, which has contributed to a comparable rise in revenue. This increase in traffic and conversions has contributed to the increase of hundreds of thousands of dollars in recurring revenue brought in from digital channels.

Today Vivint Solar has a shining reputation in residential solar on the streets and on the web. Their perspective customers are finding them on their own and not waiting to be found by a salesman.



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