

A Self-Initiated Conversion Audit And Redesign Concept

How We Would Fix The Landing Page Costing Energix Solar Leads Every Day

ENERGIX SOLAR — HULL & EAST YORKSHIRE, UK

COMPANY

Energix Solar

INDUSTRY

Solar Energy Installation

TARGET TRAFFIC

Google Ads

THE RESULT WE'RE ENGINEERING FOR

How Energix Solar Could Get 20–40% More Leads From The Ad Budget They're Already Spending

Energix Solar is running 6 active Google Ad campaigns in Hull and East Yorkshire – spending real money to get high-intent homeowners to their website. But the page those clicks land on is losing most of them before they ever fill out a form. This is what we found, what we would fix, and what it would mean for their business

6

ACTIVE GOOGLE AD
CAMPAIGNS CONFIRMED

28/100

MOBILE PAGE SPEED
SCORE

13.9s

TIME BEFORE PAGE SHOWS
CONTENT

9

MANDATORY FORM FIELDS
TO REQUEST A QUOTE

CLIENT SNAPSHOT

Who Is Energix Solar?

Energix Solar is an MCS-certified solar installation company based in Hull, serving homeowners and commercial businesses across East Yorkshire. They offer domestic solar, commercial solar, and solar maintenance – and they actively invest in Google Ads to drive enquiries. A single domestic installation is worth £7,000 to £9,000. A commercial project can be worth significantly more.

That Means Every Lead They Lose To A Slow Page Or A Confusing Form Is Not A Minor Missed Click – It Is Thousands Of Pounds Walking Out The Door.

THE PROBLEM

Four Reasons Their Ads Are Not Turning Into Leads

We audited the page their Google Ads send traffic to. In under 60 seconds, we found three conversion leaks — each one costing them leads from the budget they are already spending.

01-CRITICAL

The Page Takes 13.9 Seconds To Load On Mobile

A 53.7MB background video file loads every time someone visits on mobile. Most people in the UK abandon a page that takes more than 3 seconds. By the time Energix Solar's page is ready, over half the people who clicked the ad are already gone — and the ad budget is already spent.

02-HIGH

The Headline Tells People What They Already Know

The first thing visitors see is 'Commercial Solar' or 'Domestic Solar' — a category label, not a reason to choose Energix. People clicking a solar ad already know they want solar. The page needs to immediately answer: why Energix, and what changes for me? It does not.

THE PROBLEM

Four Reasons Their Ads Are Not Turning Into Leads

We audited the page their Google Ads send traffic to. In under 60 seconds, we found three conversion leaks – each one costing them leads from the budget they are already spending.

03-CRITICAL

The Quote Form Has 9 Fields – 7 Of Them Mandatory

To request a quote, visitors must fill in installation type, electricity usage, a description of their enquiry, full name, phone, email, street address, and postcode – before anyone has even spoken to them. On mobile, this is a wall. Most people leave. The leads who would have converted simply do not.

04-HIGH

There Is No Dedicated Landing Page For Ads

There is also a structural issue: all 6 Google Ad campaigns send traffic to the same homepage. There is no dedicated landing page. When an ad says 'Hull-Based Solar Engineers' and the page opens with a generic rotating slider, the message match is broken – and trust drops before the page even loads.

THE SOLUTION

What We Would Build — And Why

Instead of a homepage refresh, we would build a dedicated landing page for their domestic solar audience — the highest-volume segment driving most of their search ad traffic.

The Page Follows The PAS Framework

Problem → Agitate → Solution (PAS). This framework is chosen because the visitor is already aware they want solar — they clicked a search ad. What they need to feel is understood, then confident, then ready to act.

HEADLINE — BEFORE VS AFTER

BEFORE

Domestic Solar

A category label. Tells them nothing new.

AFTER

Still Paying Full Price For Energy? Get A Free Solar Quote In 60 Seconds — Most Hull Homeowners Save £800–£1,400 A Year.

Question triggers self-identification. Outcome and timeframe remove the two biggest objections before the CTA.

The Four Major Fixes

Fix 1 – Replace The Video With A Fast Image

The 53.7MB background video is removed entirely on mobile and replaced with a single optimised image under 200KB. Target: page loads in under 1.5 seconds. This alone would stop more than half the current drop-offs.

Fix 3 – A 4-Field Form Instead Of A 9-Field Wall

The quote form is reduced to 4 fields: Name, Email, Phone Number, and Postcode. That is all that is needed to book a survey and trigger the 60-second automated reply. Everything else is collected on the phone call – where the relationship has already started and the lead is warm.

Fix 2 – A Headline That Earns The Scroll

The new above-the-fold section opens with the customer's problem, introduces a specific financial outcome (most homeowners save £800–£1,400 per year), and removes the price objection upfront with a 'no upfront cost options available' line. One CTA button. Nothing else.

Fix 4 – A 60-Second Automated Response Instead Of A 24-Hour Wait

Most solar companies take 24–48 hours to reply to a quote request. By then the lead is cold and already on a competitor's site. We build an automated response that replies within 60 seconds – while the lead is still warm, still on their phone, still thinking about solar.

THE PROJECTED RESULT

What These Fixes Are Worth In Real Money

These numbers are projected estimates based on UK solar industry benchmarks and standard conversion improvement data for page speed and UX fixes. They are directional – not guaranteed. They show the financial scale of the problem that already exists.

	Before	After (Conservative Estimate)
Mobile page speed score	28 / 100	90+ / 100
Page load time	13.9 seconds	Under 1.5 seconds
Estimated conversion rate	0.5% – 1.2%	2.5% – 3.5%
Estimated monthly leads (same ad budget)	4 – 24 leads	19 – 70 leads
Average lead response time	24–48 hours	Under 60 seconds (automated)
Extra leads per month	–	+15 to +46 leads
Extra revenue per month (at £7,000 avg job, 8% close)	–	£8,400 – £25,760

At conservative estimates, fixing these four conversion issues on one page – with the same ad budget already running – could recover **£8,400 – £25,760** per month in additional revenue.

All figures are conservative estimates based on UK solar industry benchmarks. Not guaranteed results.

Seeing a Similar Problem in Your Business?

We help Solar, HVAC and Roofing companies get 20–40% more leads from their existing ad budget, without spending a single extra dollar on ads, in 60 days.

[Get Your Free Diagnostic Audit >>](#)

Including a 60-second lead response system built into your new page — at no extra cost.