



Sharp Idea

# Case study MPV Solar

Brand acceleration

Lead Generation

Growth performance



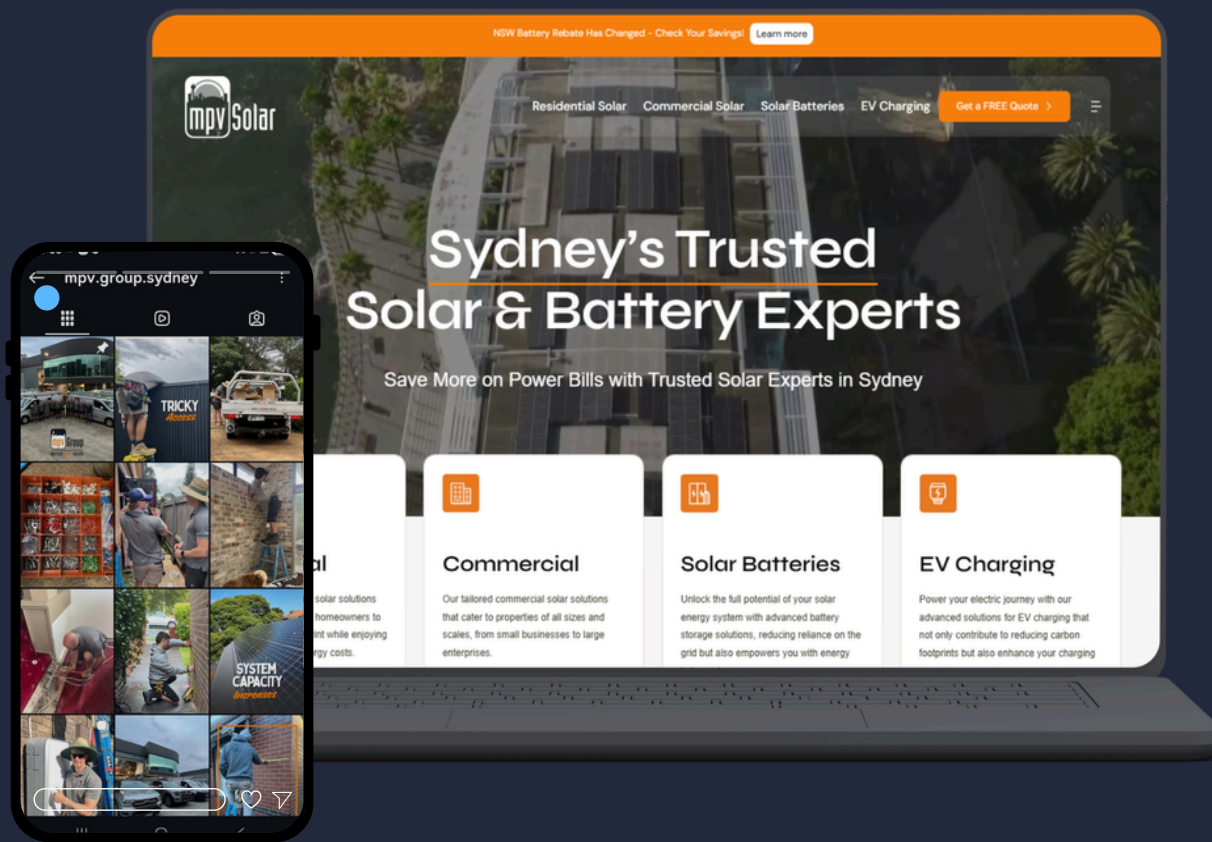
MPV Solar is an Australian family-owned solar business that provides solar systems services, including installations and maintenance for residential and commercial properties.

34  
years in solar  
solutions

5,500 +  
projects

15 +  
dedicated  
solar staff

This analysis evaluates MPV Solar's digital presence and conversion performance.



# Branding analysis

MPV Solar built a strong brand trust over the years with many customers giving high-scoring reviews for their services on Google and [solarquotes.com](https://www.solarquotes.com.au)

Their high number of projects is the focus of their website and social media, using @mpvgroup to publish.

The high organic visibility on their website is also a result of established authority in SEO (Search Engine Optimization).

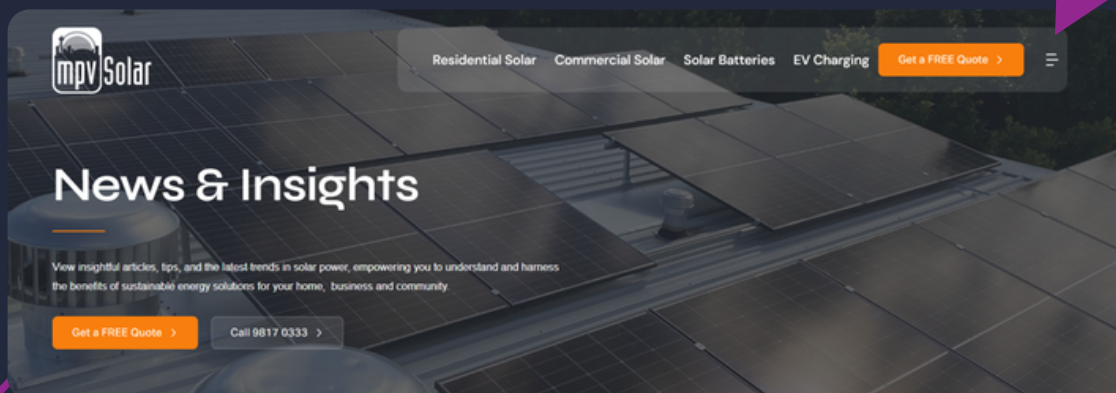
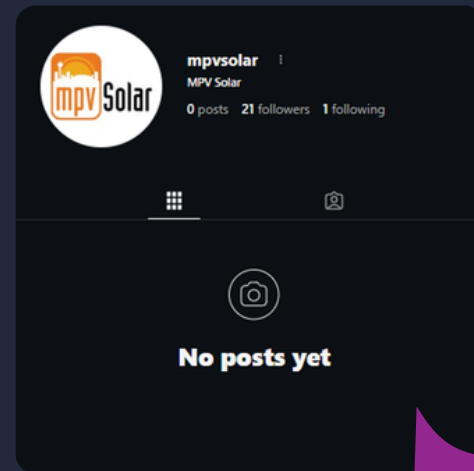
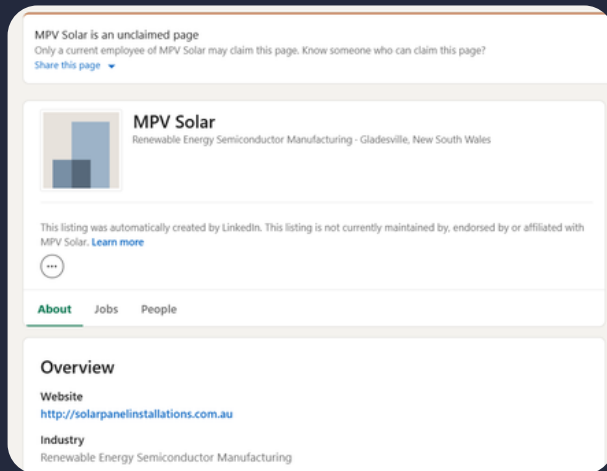


## Branding issues

The visuals are not very memorable, which affects recognition. Logo appears visually compressed/resized to fit the website layout, representing a lack of premium brand perception. "MPV" is probably an acronym, but it's in lowercase.

The website has also important company information "hidden" in the drop-down menu, affecting navigation.

Company doesn't have a LinkedIn Company Page, which is necessary to connect in B2B and their Instagram page is MPV Group, not their own, which makes branding weaker and hard to find.



# CTA conversion analysis

Get a FREE Quote >

Call 9817 0333 >

## Conversion friction points

Their conversion CTAs are focused on these main buttons. They are visually well positioned and colours and text capture attention.

## Funnel gaps

There's no landing pages, just pop ups. Landing pages convert better, because they are built to persuade the lead to take an action.

## Lead capture limitations

Pages are also responsive, fast and optimized for AI search with limitations, missing AI search opportunities.

Contact form is easy to find and shows up quickly, but it requires too much information at once.



Your trusted partner for solar energy solutions in Sydney

## Get a FREE Quote

Name \*

First name  Last name

Address \*

Street Address

Address Line 2

City  State

Postcode  Australia

Email  Phone Number

I'd like a quote for

# Strategy issue

MPV Group has a clear and conservative strategy based on tradition and trust through years of experience and authority. For online they apparently rely on organic search, recommendations, and customers consultations.

Researching on Google library and Meta, MPV doesn't do paid ads.

CTAs and website content indicate that your marketing efforts are likely focused on bottom-of-funnel leads. There's no button to sign up on the newsletter or other forms to collect leads, and based on observation and public research there are possible gains on top of funnel customers, an opportunity that MPV could have been missing over the years for other competitors that convert these customers.

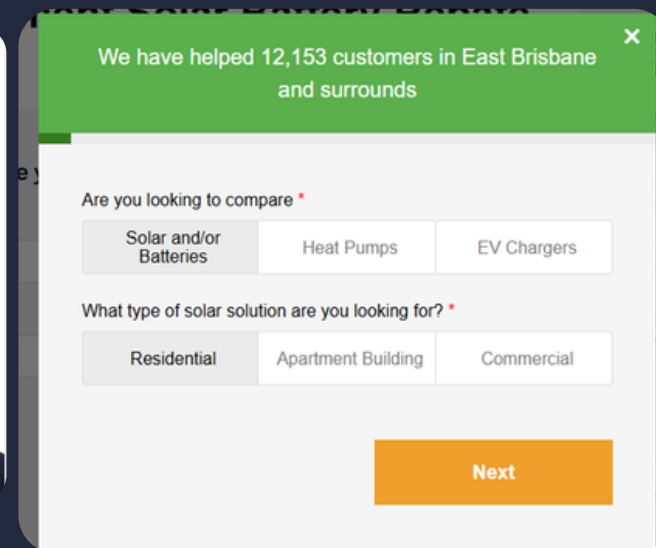
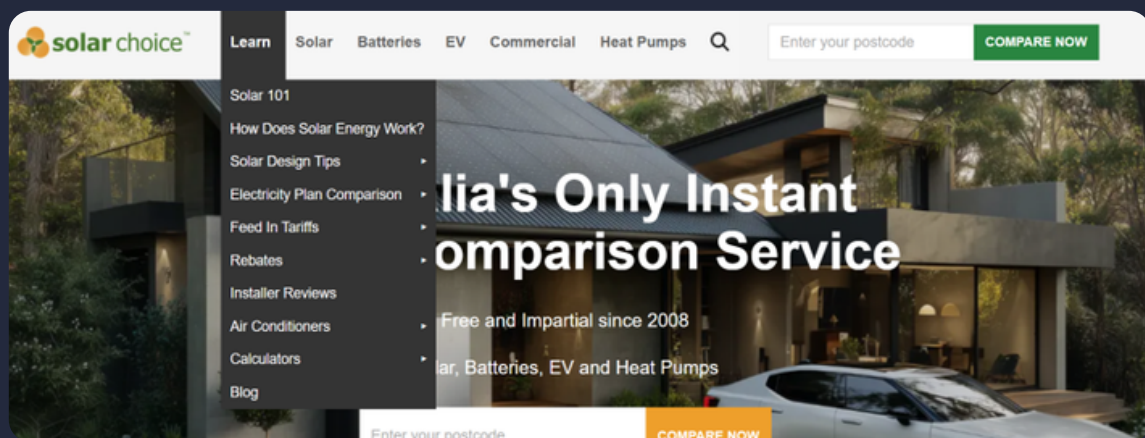
Let's check the market 



# Market Analysis - Solar Choice

Solar Choice is an indirect competitor that operates as a source for customers to compare different brands and solar services, offering 3 different free quotations.

The website is also a rich source of learning content that 'educates' visitors, offering articles, calculators and reviews.



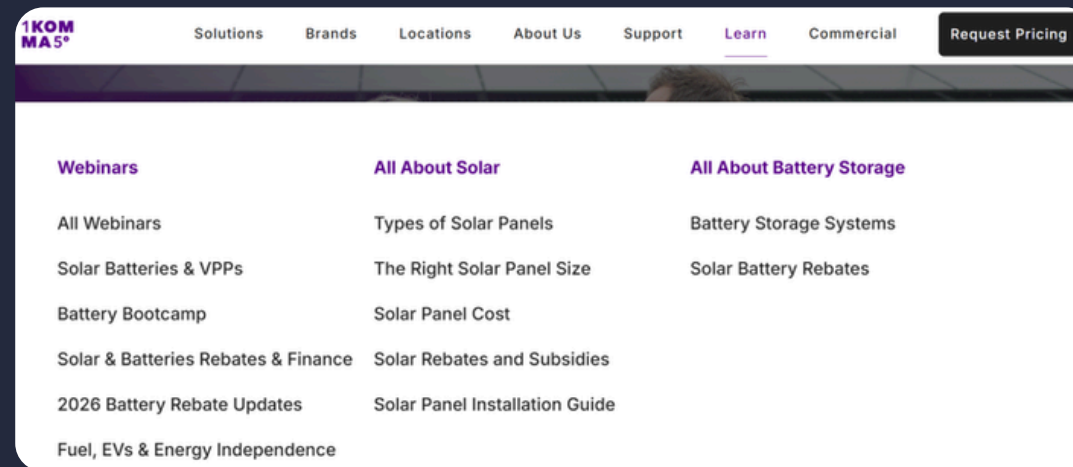
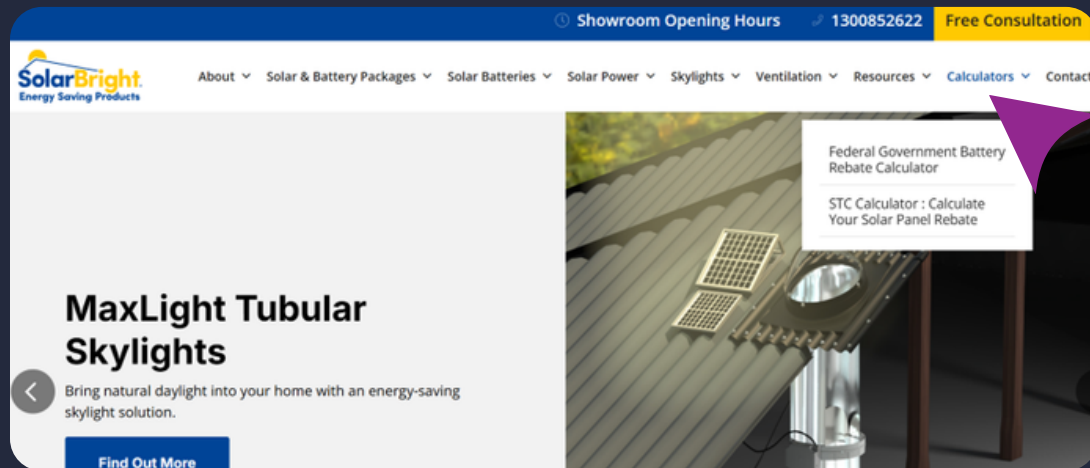
## Solar Choice differentials

- Form well structured, many CTAs on the website
- Learn content to convert top of funnel leads
- Podcasts
- Use paid ads and Reddit for business

# Market Analysis - SolarBright and 1KOOA5° (Solaray)

SolarBright and 1KOOA5° (before Solaray) in contrast to Solar Choice, are direct competitors of MPV. They both operate in Sydney and are very strong in the market. Now comparing their strategy, they have something in common, they convert top of funnel visitors like Solar Choice does it.

Solar Bright also uses paid ads.



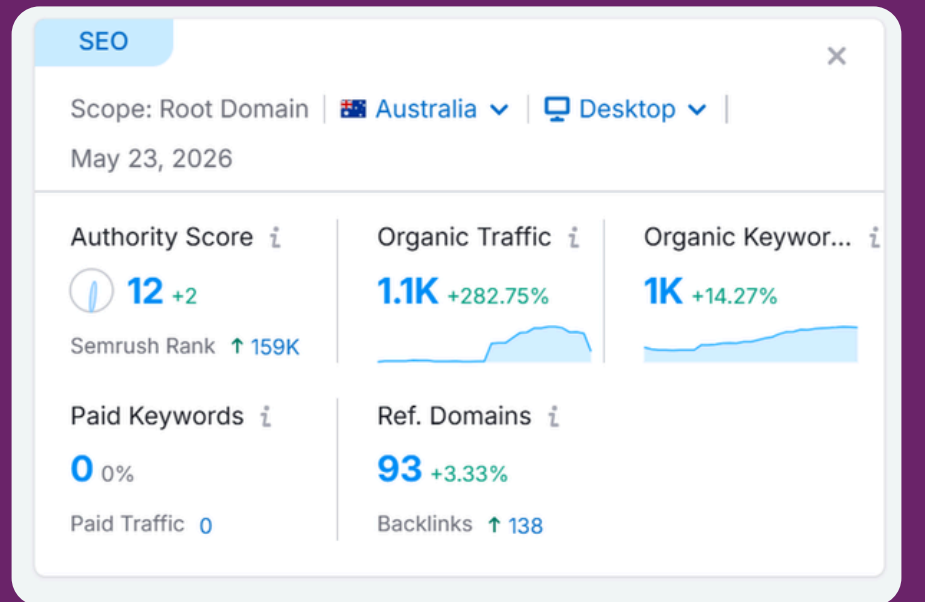
Sharp Idea



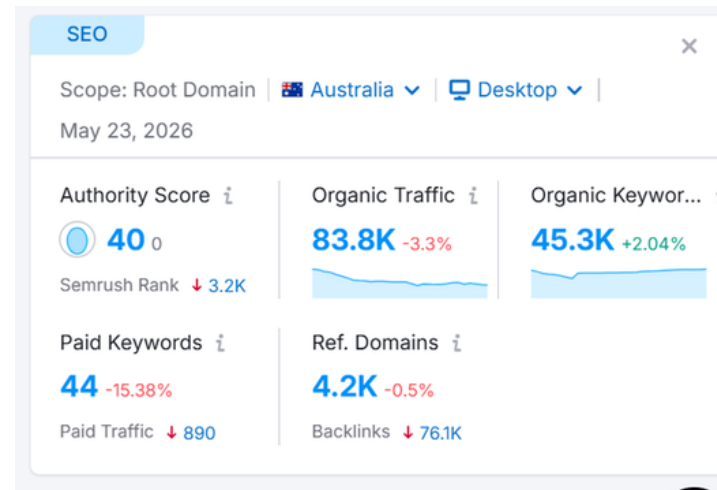
# Market Analysis - SEO comparison

Competitors with a stronger SEO presence are struttually positioned to capture a larger share of inbound demand.

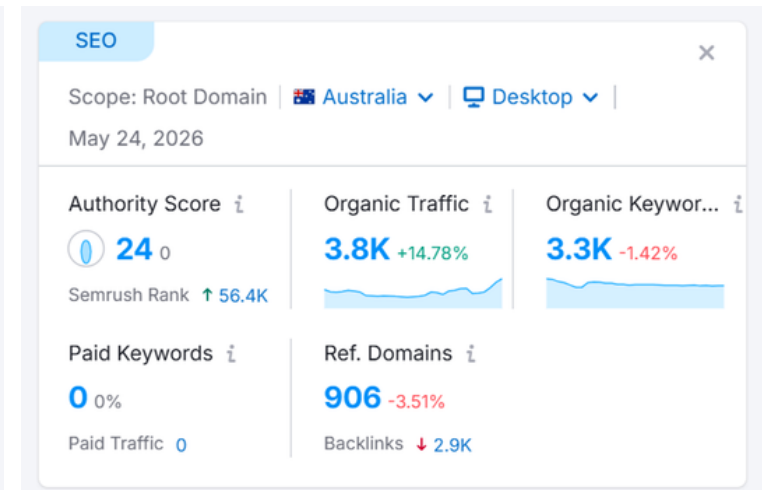
## MPV Solar



## Solar Choice



## Solar Bright



## 1KOOA5°

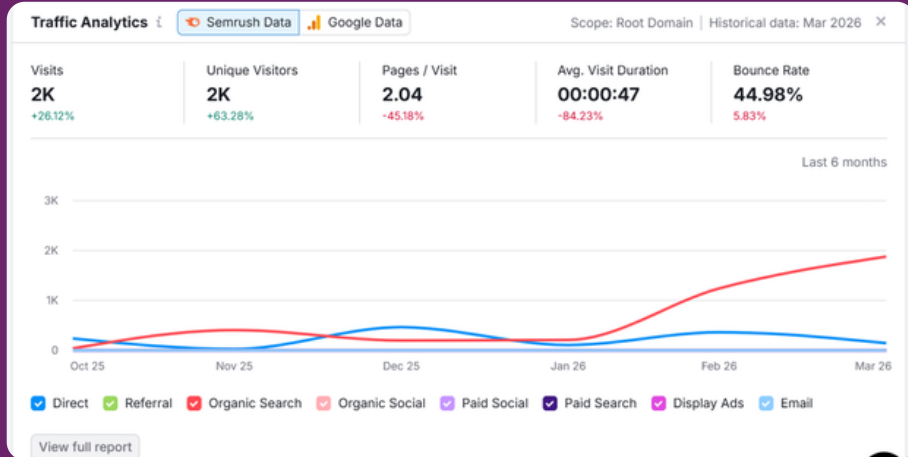




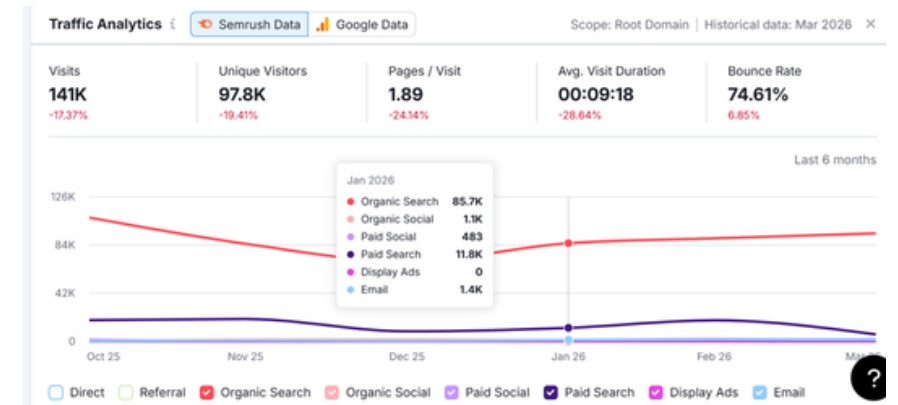
# Market Analysis - AI search/visibility

The most competitive players are not relying on a single acquisition channel, they are building multi-channel visibility systems.

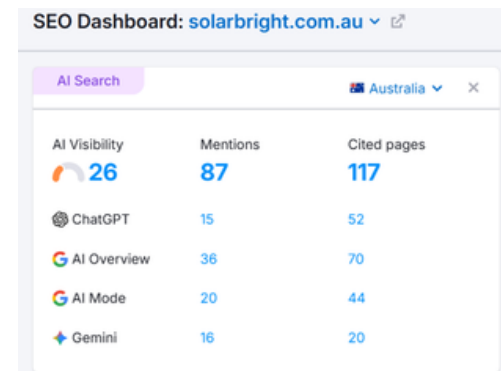
## MPV Solar



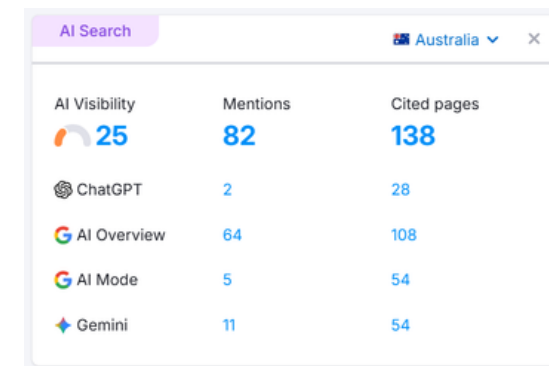
## Solar choice



## SolarBright



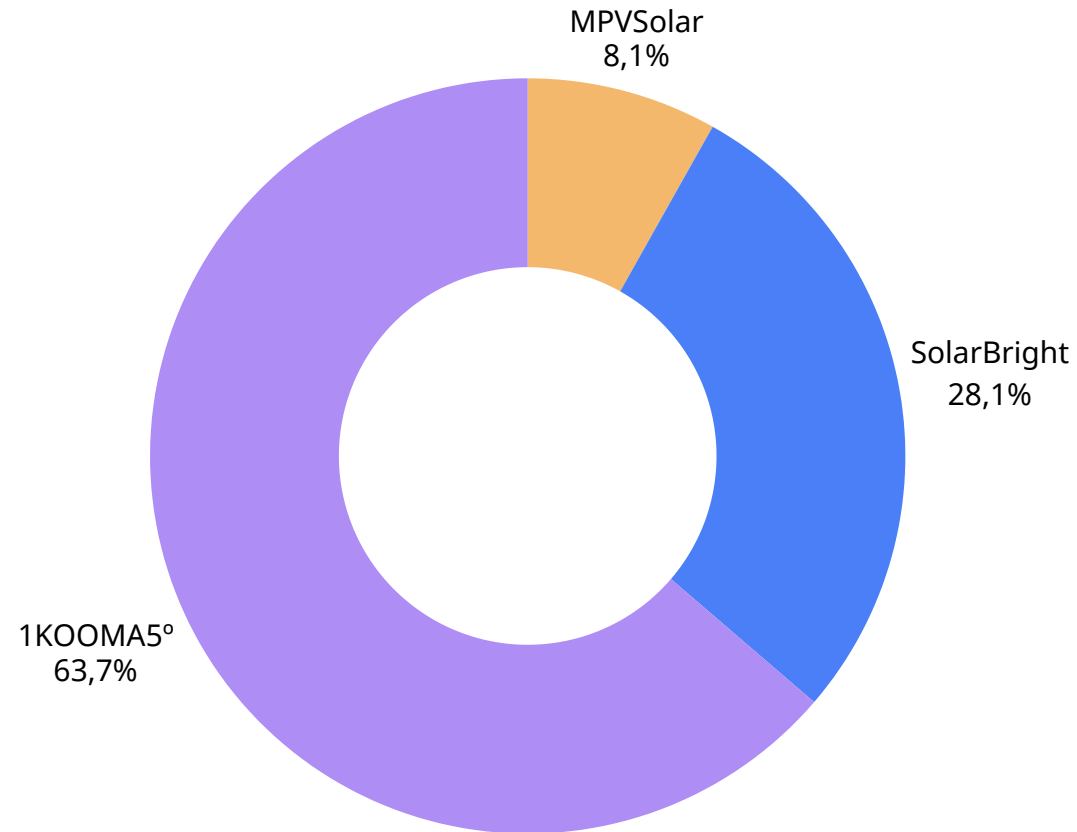
## 1KOOA5°



# Market Graph Overview

Based on this analysis, this is the comparison between MPV Solar and direct competitors measuring only organic website visits.

The current market structure indicates an opportunity for MPV Solar to expand high-intent traffic and develop earlier-stage demand capture mechanisms



Growth plan for MPV Solar



# Step 01: Advanced Conversion Optimization

- More CTA's to convert (landing pages, calculators, newsletter, etc)
- Simplify form information "instead of asking everything at once" customers tend to give up before finishing to complete
- Improve content and FAQ's for top of funnel leads
- Specific pages per service

Tend to convert more top of funnel leads, but open possibilities of future new customers, nurturing them with awareness → consideration → conversion full funnel creation.

Improves brand authority and research, AI visibility and ranking website organically.



## Step 02: A/B advanced test / Customer Lifecycle & LTV Optimization

Analyse how customers converted in the website and all the pages, buttons and images that could convert more.

Study the lifecycle of the customers and retention strategy to understand the company efforts and suggestions for new leads.

## Step 03: Social Media improvement/ Ads campaign creation

A LinkedIn business page could bring customers organically and many companies are there, so it could be explored.

After analysing old conversions we can define a persona and start Google Ads, using metrics such as ROAS, CPL and CAC, for measurement.



# Step 04: Continuous Growth & Roadmap

Continuous market analysis and phases roadmap to keep results on track.

MPV Solar already has a strong digital presence and branding; with the right strategy, we could expand their online reach!





Sharp Idea

**Thank you**