

THE SMART SOLAR WEBSITE CHECKLIST

Everything your solar contractor website needs to be professional, trustworthy, and lead-ready — before it goes live and after every major update.

30

CHECKPOINTS

- ✓ Use before your site goes live
- ✓ Use after every major update
- ✓ Share with your CMART build team
- ✓ Print or complete digitally



How to use this checklist: Work through each section before your website goes live. Tick each item as you confirm it. Items marked **Critical** must be completed — they directly affect whether leads can find and trust your business. Aim for 100% before publishing.

0 of 30 completed

0%



1. BRANDING & IDENTITY

5 items



Business name is correct — matches your registered trading name and what clients know you as

CRITICAL



Logo is uploaded — clear, high resolution, displays correctly on both mobile and desktop

CRITICAL



Brand colours are applied — matches your business branding consistently across all sections



Tagline or value statement is present — one clear sentence describing what you do and who you serve

Example: "Solar installation and maintenance for Gauteng homeowners and businesses."



Favicon is set — your logo or icon appears in browser tabs



2. SERVICES & OFFERING

5 items



All services are listed – solar installation, backup power, maintenance, panels, inverters – whatever you offer is clearly described

CRITICAL



Service descriptions are specific – not just "solar installation" but what type, what systems, residential vs commercial



Service areas are listed – suburbs, cities, or regions you cover are clearly stated

This directly affects whether local leads trust that you'll come to them.

CRITICAL



Pricing guidance is included – a price range, starting from price, or "request a quote" process is explained



Brands or products you install are mentioned – e.g. Victron, Growatt, JA Solar, Deye – builds credibility with informed buyers



3. TRUST & CREDIBILITY

6 items



At least one testimonial or review is displayed – real client feedback with name and suburb if possible

CRITICAL



Before/after photos or project images are included – real photos of your work build far more trust than stock imagery



Years in business or number of installations is mentioned – "5 years · 200+ installations" is powerful social proof



Accreditations or certifications are listed – SAPVIA, PIRB, or any manufacturer certifications relevant to your work



A brief "About Us" section is included – who you are, where you're based, why you started – makes the business feel real and human



CIPC registration or VAT number is visible – optional but increases trust for commercial and high-value residential clients



4. CONTACT & LEAD CAPTURE

7 items



Contact form is working – submit a test lead and confirm it lands in your CRM or email inbox

CRITICAL



Phone number is correct and clickable on mobile – tapping it should dial directly

CRITICAL



WhatsApp button is present – opens a WhatsApp chat to your business number with a pre-filled message

CRITICAL



Email address is listed – not just a contact form; some clients prefer email directly



Thank-you message appears after form submission – confirms receipt and sets expectations on response time



Online booking link is visible – if you use calendar booking, the link is prominent and easy to find



CTA (call to action) is present on every key section – visitors should never have to scroll far before seeing how to get in touch



5. TECHNICAL & SEO BASICS

7 items



Website loads on mobile correctly – all text readable, buttons tappable, no horizontal scrolling

CRITICAL



SSL certificate is active – URL shows **https://** and padlock icon in browser

CRITICAL



Custom domain is connected – your site is live on your .co.za domain, not a generic platform URL

CRITICAL



Page title and meta description are set – includes your business name and primary service + location

Example: "Pretoria Solar Installations | ABC Solar – Residential & Commercial"



Images are optimised – photos load quickly and are not blurry or pixelated on desktop



Privacy Policy link is in the footer – required under POPIA for any site collecting personal information



All links and buttons work – no broken links, no "page not found" errors anywhere on the site

0/30

NOT STARTED YET

Work through each section above and tick items as you complete them. **Aim for 30/30 before publishing.**

CMART™

© 2026 Creative Media Agency (Pty) Ltd · vault.cmart-app.co.za

Part of the CMART™ Solar Contractor
Resource Library · Free for all members