Sample report. Based on a real UK installer's public website, anonymised. Details have been generalised. The installer did not order this report. Names, web addresses, certificate numbers, exact wording and file names have been removed or paraphrased, and measurements are rounded.

WEBSITE GAP REPORT · PLUS (£99) · SAMPLE

Sample: commercial solar installer, South East

How an installer's website looks to a commercial buyer, and what to fix first.

PREPARED FOR	A commercial solar installer in South East England (anonymised)
WEBSITE REVIEWED	The installer's public website (address withheld)
TRADE FOCUS	Commercial solar PV and battery storage, commercial heat pumps, EV charging
PAGES VIEWED	November 2026
REPORT REFERENCE	NZP-GR-SAMPLE
TIER	Plus (£99): findings, fixes and rewritten copy for the top 3 fixes

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1. Executive summary

This installer already does several things that many installer sites don't. It has separate pages for residential, commercial and developer buyers for solar PV, battery storage and heat pumps. The commercial pages cover what business buyers care about: half-hourly energy data, daytime load, Scope 2, planning and disruption to operations. The contact form is short, and the About page sets out the directors' engineering backgrounds.

For a commercial buyer, the biggest gaps are proof and speed. There are no project examples or case studies anywhere on the site. The homepage's main image is a very large file, so the first screen is slow to appear on a phone. And nothing on the site tells a business buyer what happens after they enquire, or how quickly they'll hear back. None of these needs a rebuild.

Top 3 fixes

#	FIX	WHY IT MATTERS TO A COMMERCIAL BUYER	EFFORT	PRIORITY
1	Add a Projects page with 3–6 commercial installs, linked from every commercial page	Buyers want to see similar sites you've already delivered before they agree to a site visit	Medium	High
2	Compress and resize the homepage hero image (currently a PNG of nearly 3 MB)	On a simulated mobile connection, the main homepage content took about 20 seconds to appear	Low	High
3	Add a short business-enquiry block to each commercial page, with a reply time you can keep	Makes the next step obvious and sets expectations for buyers comparing installers	Low	High

Scorecard

AREA	SCORE (0–2)	PRIORITY
1. Case studies and project portfolio	0	High
2. Commercial (C&I) page	1	Med
3. Enquiry form and response speed	1	High
4. Reviews and testimonials	0	Med
5. LinkedIn presence	0	Med
6. MCS and accreditations	1	Med
7. Mobile usability	1	Med
8. Page speed	0	High
Total	**4 / 16**	

The total is low mainly because three areas are missing outright (projects, reviews and a LinkedIn link), not because the existing content is poor. The commercial pages themselves are among the stronger parts of the site.

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2. How we scored it

- **2: In good shape.** A commercial buyer would find what they need.
- **1: Present but weak.** It's there, but it's thin, hard to find or aimed at homeowners.
- **0: Missing or getting in the way.**
- **Not checked.** Couldn't be seen on the public site, so it's left out of the total.

Priority: **High** = fix this month; **Med** = this quarter; **Low** = when convenient.

Method note. This is a structured, judgement-based review of the public website against a fixed checklist. It isn't a benchmark against other installers and isn't a forecast of enquiries. Page speed was measured with Google Lighthouse (section 3.8). Everything else is what we saw on the pages listed in Appendix A. In a client's own report we quote their pages exactly and give the full addresses and times. In this sample, wording has been paraphrased and details generalised to keep the installer anonymous.

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3. Findings

3.1 Case studies and project portfolio

What we check. A projects, case studies or portfolio page that's easy to find, with sector, location, system size, scope and outcome for each example.

Finding. We couldn't find any project examples or case studies. The main menu covers the technologies offered, plus About and Contact, but has no projects page. The site's page sitemap lists every page on the site, and none of them is a projects, case studies, portfolio or news page. The commercial solar page describes the types of system offered (on-roof, flat-roof and ground-mounted arrays) and suitable buildings, but doesn't give an example of a completed job.

Why it costs commercial leads. The commercial pages make confident claims about the quality of the installer's advice, engineering and results. A finance director's natural next question is "for whom?". Without even one example of a similar site, the buyer has to take that on trust. A competitor who shows a warehouse or farm they've already done looks like the safer choice.

The fix. Add a "Projects" page to the main menu with 3–6 commercial or developer installs. For each, give the sector, the town or county, the technology and system size, what the client needed, what you installed and what the client got (in their words, if they agree). Two real photos each is plenty. Link the page from the end of every commercial page, just above the contact button. If clients don't want to be named, "Food distribution warehouse, [county]" works just as well. Rewritten copy is in section 4.

Priority: High · **Score:** 0

3.2 Commercial (C&I) page

What we check. A page for business buyers for each trade, written about their concerns and ending in a commercial call to action.

Finding. This is a strength. There are dedicated commercial pages for solar PV, heat pumps and battery storage, plus separate developer pages. The commercial solar page covers half-hourly data, daytime demand, permitted development, Scope 2 and maintenance in an FAQ. The commercial heat pump page explains the difference between air source and ground or water source in a way a facilities manager can follow.

We found three things to tidy up:

1. On the commercial solar page, a section about building value and appeal to tenants contains a sentence addressed to the reader about "your home" and cutting its carbon footprint. That's homeowner wording on a business page, and the text doesn't match its heading.
2. The commercial solar FAQ gives percentage ranges for typical return on investment and for how much grid electricity businesses can save. No source or example is given, and finance teams tend to ask where figures come from.
3. The EV charger page is shared between home and business buyers, and its main selling points are domestic (overnight charging, family journeys). Commercial use only comes up in the FAQ. The page doesn't mention the Workplace Charging Scheme or OZEV authorisation, and its call to action is a generic "click here" link.

Why it costs commercial leads. A business buyer who reads a line about "your home" on a commercial page starts to wonder whether this is really a commercial installer. Unsupported percentages invite scepticism from exactly the people who sign off spending. And on EV charging, workplace buyers usually ask about the grant first.

The fix. - Replace the "your home" sentence with business wording (suggested copy in section 4, extra item). - Next to each percentage, either say where it comes from (for example "based on our modelling for [type of site]") or swap it for a worked example from a real project once the Projects page exists. - Give EV charging its own short "Workplace and fleet charging" section or page. If you're an OZEV authorised installer, say so and mention the Workplace Charging Scheme (details: https://www.gov.uk/guidance/workplace-charging-scheme-guidance-for-installers). If you aren't, leave grants out. Change the "click here" link to "Ask about workplace charging".

Priority: Med · **Score:** 1

3.3 Enquiry form and response speed

What we check (visible only). Whether there's a form, its length, where it sits and any stated reply time. We didn't submit an enquiry.

Finding. The contact page has a "get in touch" form with four fields: name (required), email (required), phone (optional) and message (optional), plus a submit button. A "get a quote" button in the header of every page links to this contact page, and so does the contact button at the end of each commercial page. That's short and easy, which is good. However:

- The form doesn't ask for the type of site, the technology or the postcode, so every enquiry starts with a round of questions.

- None of the pages we viewed says how quickly you reply, or what happens after an enquiry. One example would be a feasibility review of half-hourly data, which the commercial solar page mentions.
- The form isn't on the commercial pages themselves; it's one click away.
- Phone numbers are prominent in the header and footer.

Why it costs commercial leads. Buyers comparing installers, often outside office hours, go with whoever makes the next step clearest. A business buyer who'd rather write than phone gets no signal about when they'll hear back.

The fix. Put a short "business enquiry" block at the foot of each commercial page: one line on what happens next, a reply time you can keep, and either the form or a button to it. Add two optional fields to the form: "Type of site" (for example warehouse, farm, office, school, care home, other) and "Postcode of site". Rewritten copy is in section 4.

Priority: High · **Score:** 1

3.4 Reviews and testimonials

What we check. Reviews, testimonials, or a link to or widget from a review platform on the site.

Finding. We didn't see any reviews, testimonials, star ratings or links to Google reviews, Trustpilot, Checkatrade or similar on any page we viewed: the homepage, contact and About pages, and the commercial solar, heat pump, battery and EV pages. The only links to other sites were the accreditation logos in the footer. Whether the business has reviews on other platforms: **not checked** (we only reviewed the website).

Why it costs commercial leads. Without reviews, the only evidence of quality is the site's own wording and the accreditation logos. A short quote from a business client, with their name or company, is often what tips a cautious buyer into enquiring.

The fix. Ask 2–3 recent commercial or developer clients for a one- or two-sentence quote you can use with their company name, or at least their sector and county. Show the quotes on the commercial pages and the Projects page. If you collect Google reviews, link to them from the footer.

Priority: Med · **Score:** 0

3.5 LinkedIn presence

What we check. A link from the website to a LinkedIn company page.

Finding. There's no LinkedIn link, or any social media link, on the pages we viewed. Whether the business has a LinkedIn company page: **not checked**. The About page profiles the directors and their engineering and industry backgrounds, which is credible material for LinkedIn.

Why it costs commercial leads. Business buyers, and the consultants who advise them, often check a supplier on LinkedIn. With no link from the site, they can't easily confirm the company is active or see the people behind it.

The fix. If a company page exists, link it in the footer and on the About page. If not, create one, add the directors, and post each completed project as it's added to the Projects page, so one piece of work does two jobs.

Priority: Med · **Score:** 0

3.6 MCS and accreditations

What we check. Which accreditations are shown, and whether a buyer can verify them in one click.

Finding. Every page's footer shows logos for MCS, an electrical certification body, TrustMark, RECC and the Trading Standards "Approved Code" mark. The homepage says the installer is MCS-certified, and every page carries a paragraph explaining what MCS certification means. However, each logo links to the scheme's general homepage, not to a page about this installer, and we didn't see a certificate or membership number on any page we viewed. MCS's public directory does list the installer, with a certification number and certification body. OZEV authorised installer status for EV charging isn't mentioned, and whether the business holds it was **not checked**.

RECC and TrustMark are mainly consumer-protection schemes for domestic customers: the RECC code covers sales "to domestic consumers" (https://approvedcode.tradingstandards.uk/our-codes-of-practice/renewable-energy-consumer-code). They're worth keeping, but they tell a commercial buyer little.

Why it costs commercial leads. A logo that can't be checked in one click adds a step to the buyer's due diligence. Commercial buyers, and the main contractors and developers you already target, also tend to look for evidence that matters to them, such as insurance and health and safety credentials.

The fix. Add your MCS certificate number under the MCS logo and link the logo to your listing in the MCS directory. Do the same for your certification body and RECC if they have member pages. On the commercial and developer pages, add a short "For business and developer clients" line covering any health and safety or supplier accreditations and insurance you hold. If you're OZEV authorised, say so on the EV page.

Priority: Med · **Score:** 1

3.7 Mobile usability

What we check. The homepage, contact and commercial solar pages at 390 px wide in Chrome, plus Lighthouse's automated accessibility checks on the homepage.

Finding. - All four pages we loaded at phone width (homepage, contact, commercial solar and About) fit the screen with no sideways scrolling. - On a phone, the homepage's all-capitals headline fills most of the first screen. The cookie banner covers the bottom of it until it's dismissed, and the step-by-step selector for choosing a service starts below that. - The page's viewport tag includes `maximum-scale=1`, which stops visitors pinch-zooming. Lighthouse flags this as an accessibility failure. - Lighthouse (mobile, homepage) also flagged some text with insufficient colour contrast, and tap targets that are too small or too close together (the privacy and terms links in the footer). Its accessibility score was in the low 60s out of 100 in both runs.

Why it costs commercial leads. On a phone, the first screen is the buyer's whole first impression. If they can't zoom to read the detail, or can't easily tap the next step, many will leave it for later.

The fix. Remove `maximum-scale=1` from the viewport tag (keep `width=device-width, initial-scale=1`). Fix the contrast and tap-target items Lighthouse lists. Consider a shorter mobile headline so the service-choice buttons appear on the first screen.

Priority: Med · **Score:** 1

3.8 Page speed

What we check. A mobile Lighthouse test of the homepage, run twice.

Finding. Measured with Google Lighthouse (mobile, simulated throttling, emulating a mid-range Android phone), with two runs a minute apart. We tried the PageSpeed Insights API first, but it was over its daily limit, so we ran Lighthouse directly. Figures are rounded.

METRIC	RUN 1	RUN 2	GOOGLE'S "GOOD" THRESHOLD
Performance score	about 70 / 100	mid-60s / 100	—
Largest Contentful Paint (main content visible)	about 20 s	about 21 s	2.5 s or less
First Contentful Paint	about 2 s	about 3.5 s	—
Total Blocking Time	about 150 ms	about 150 ms	—
Cumulative Layout Shift	about 0.01	about 0.01	—
Total page weight	about 3.5 MB	about 3.5 MB	—
Server response (main document)	just under 1 s	just under 1 s	—

The main cause is a single file. The homepage hero image is a PNG of nearly 3 MB, more than 80% of the page's total weight, and Lighthouse identified the hero section as the Largest Contentful Paint element. Lighthouse estimates that serving images in a modern format would save about 2.5 MB. It also flagged render-blocking resources (an estimated saving of roughly 0.8 seconds) and about 180 KB of unused JavaScript.

For context, on our own unthrottled connection the homepage's browser "load" event fired after about 2 seconds. Lab tests deliberately simulate a slower mobile connection, and real visitors' experience will vary. Google's LCP thresholds: https://web.dev/articles/lcp.

Why it costs commercial leads. The hero is the first thing every visitor sees. If it takes this long to appear on a phone signal, some visitors give up before they reach the commercial pages. In a Deloitte study for Google of 37 brands' mobile sites, a 0.1-second improvement in mobile speed was associated with an 8.3% improvement in bounce rate on lead-generation information pages. That's a correlation across those sites, not a prediction for this one (https://www.deloitte.com/ie/en/services/consulting/research/milliseconds-make-millions.html).

The fix. Re-export the hero as WebP (or AVIF) at the size it's actually displayed, with a smaller version for phones, and preload it. This is usually under an hour's work for whoever maintains the WordPress site. Then re-run PageSpeed Insights (https://pagespeed.web.dev/) to confirm. A developer brief is in section 4.

Priority: High · **Score:** 0

4. Rewritten copy for the top 3 fixes (Plus tier)

Everything in [square brackets] is for the installer to fill in. We haven't invented any project, client, figure or reply time.

Fix 1: Projects page

Where it goes: a new page at /projects/ in the main menu, just before "About". Add a link at the end of each commercial and developer page: "See our commercial projects →".

> **Projects** Real installs, explained properly.
>
> Every site is different, so here's what we've actually delivered: what each client needed, what we designed and installed, and how it's performing. Email us to ask about any of them.
>
> **[Sector, e.g. Distribution warehouse] · [Town or county] Installed:** [kWp solar PV / kWh battery / kW heat pump] **The brief:** [One or two sentences on the client's problem, e.g. high daytime electricity use and a large unshaded roof] **What we did:** [One or two sentences on the design, any structural or DNO work, how long the install took and how disruption was managed] **The result:** [Only measured outcomes the client has agreed to share, e.g. generation in the first [x] months, or a short quote] [Two photos of the finished install]
>
> *(Repeat for 3–6 projects. If a client doesn't want to be named, describe the sector and county only.)*

Fix 2: Homepage hero image (developer brief)

Where it goes: to whoever maintains the WordPress site.

> **Brief: homepage hero image** 1. The current hero image is a PNG of nearly 3 MB. Re-export it as WebP (and optionally AVIF) at the largest size it's actually displayed at, plus a phone-sized version about 800 px wide. Serve it with `srcset` / `sizes` or the theme's responsive image setting. 2. Preload the hero image so it starts downloading straight away, and make sure it isn't lazy-loaded. 3. Remove `maximum-scale=1` from the viewport meta tag. 4. Re-run https://pagespeed.web.dev/ on the homepage (mobile), and send us the Largest Contentful Paint figure if you'd like us to compare.

Fix 3: Business enquiry block for each commercial page

Where it goes: replace the closing contact button on the commercial solar, heat pump and battery storage pages, and the "click here" link on the EV charger page.

> **Planning a project for your business?** Tell us about your site and we'll come back to you [by email / by your preferred method] within [one working day, or a time you can always keep]. If you can, attach or mention your last 12 months of electricity use or half-hourly data. It lets us tell you quickly whether [solar PV / a heat pump / battery storage] is likely to make sense for your site before anyone visits. **[Button] Send a business enquiry**

Suggested extra form fields, both optional: - **Type of site:** warehouse or distribution, manufacturing, farm or agricultural, office, school or college, care home, retail, or other. - **Site postcode.**

Extra: corrected line on the commercial solar page

Replace the "your home" sentence with:

> Buildings with on-site generation can be more attractive to tenants and buyers who have their own carbon and energy-cost targets, and the system can be included in lease or sale discussions.

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5. Next steps

1. Decide who will make each of the three changes. Fix 2 is the quickest and can usually be done this week.
2. Questions about the report? Email hello@netzeropipeline.com quoting your report reference. We answer by email, usually within one working day. We don't do calls.
3. Once the changes are live, one free re-check of the same pages is included within 30 days of delivery. Just reply to the delivery email.

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6. Disclaimer

This sample is based only on the installer's public web pages that we viewed in November 2026 (listed in Appendix A), plus its listing in the MCS directory. It has been anonymised: names, web addresses, certificate numbers, exact wording and file names are removed or paraphrased, and measurements are rounded. It isn't an audit of analytics, search rankings, advertising, enquiry volumes or sales process. We didn't log in to anything, submit any form or contact the business. Page speed figures are lab measurements and will differ from real visitors' experience. Third-party research figures are correlations reported by their sources, not predictions. The recommendations are our professional opinion, and we can't guarantee any change in enquiries. Nothing here is legal, compliance or accreditation advice.

Appendix A: Pages viewed (November 2026)

In a client's own report, this table lists each full web address and the time we viewed it. Here they're withheld to keep the installer anonymous.

PAGE	VIEWED
Homepage	Yes, plus a phone-width render
Commercial solar PV	Yes, plus a phone-width render
Commercial heat pumps	Yes
Commercial battery storage	Yes
EV charger	Yes
About	Yes, plus a phone-width render
Contact	Yes, plus a phone-width render
Residential, developer and overview solar pages	Yes
Page sitemap	Yes
MCS directory listing (external)	Yes

Appendix B: Measurements and tools

- Page speed: Google Lighthouse, mobile form factor, simulated throttling, two runs. The PageSpeed Insights API returned "quota exceeded" for unauthenticated requests, so it wasn't used.
- Mobile view: Google Chrome (headless) at 390 × 844 px with touch enabled, and desktop at 1366 × 900.
- Contact form fields and outbound links were read from the rendered pages.
- Screenshots and raw measurements are kept by Net Zero Pipeline. They aren't included in this sample, so the installer can't be identified.