SOLAR INSIGHTS

The Australian Solar Installer's Lead Playbook

What is actually working for Australian solar installers in 2026.

2026

Solar Insights · solarinsights.com.au

An independent Australian solar and energy publication. First edition, August 2026.

BEFORE WE START

Who this is for

You install solar in Australia, you are good at the install, and lead flow is either expensive or unpredictable.

That is the whole audience. This document assumes you already know how to size a system, pass an inspection and keep a crew busy. It makes no attempt to teach you the trade. It is about the part that sits either side of the job: where the next customer comes from, what they cost, and what happens in the hours after they put their hand up.

Who wrote this, and why

We run Solar Insights, an Australian solar and energy publication. Our readers are homeowners partway through deciding what to buy. They arrive from Google with a question, read for a minute, and go on to get quotes. We see what they ask, in what order, and what they are still confused about at the point where they are almost ready to spend money.

That is a useful vantage point, and it is a limited one. We see the demand side. We do not run an installation business, we have never quoted a job, and where this document strays into things we only know second hand, it says so.

> **WHAT WE WANT OUT OF THIS**
>
> We sell advertising to installers. That is our business model and it is the reason this document exists. The pitch is one page, at the back, and you can ignore it. The other seventeen pages are useful whether or not you ever give us a dollar, because a playbook that only works if you buy something from us is not worth writing.

How to read it

Chapter 1 is the map: every channel that brings solar work in, what it costs and who it suits. Chapters 2 and 3 are the two things most installers can improve this month without spending anything. Chapter 4 is the 2026 policy picture, which is moving faster this year than it has since 2019. Chapter 5 is our own reader data, which nobody else can publish.

Figures are current as at August 2026 and sourced on page 20. Australian dollars throughout. General information about running a business, not financial, legal or regulatory advice.

CHAPTER ONE

Where solar leads actually come from in 2026

There are seven ways to get a solar customer in Australia. Most installers use two and complain about both.

What follows is an honest comparison, including the channels that do not involve us and the ones we would not recommend. Prices are ranges, because that is how they behave. Anyone quoting you a single number for the cost of a solar lead is selling you something.

1. Bought leads from aggregators

You pay a lead vendor, they send you a homeowner's details, you call. Shared leads go to three to five installers at once. Exclusive leads go only to you.

Shared residential leads sit around $20 to $50 each, and up to $50 to $100 at the better end of the market. Exclusive, SMS-verified residential leads run $50 to $100, with $50 to $70 described as the common price. Commercial leads run $150 to $250 depending on system size and how far the vendor qualified them.

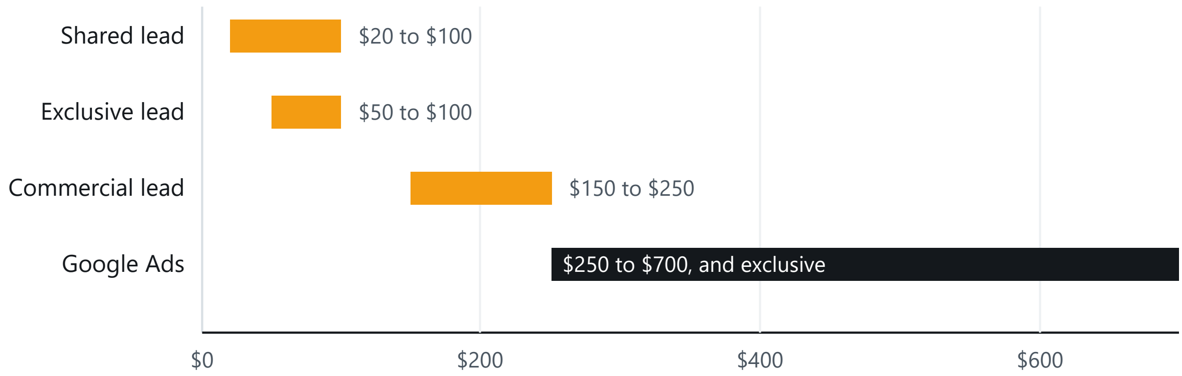
The problem with shared leads is not the price, it is the race. Five installers get the same phone number within seconds of each other. The first to call has an enormous advantage, which means the channel rewards whoever can drop everything at 2pm on a Tuesday. If you are on a roof at 2pm on a Tuesday, you are buying leads that someone else converts.

> **A NOTE ON THESE NUMBERS**
>
> Every published figure for Australian lead pricing we could find comes from a company that sells leads. We have used their ranges because there is no independent dataset, and you should read them the way you would read a supplier's own price guide. Your actual cost depends on your state, your close rate and how hard you negotiate.

2. Google Ads

Full control, works the day you switch it on, and expensive. Solar is among the dearer categories in Australian search. Reported solar cost per click sits around $8 to $22. For Australian service-plus-city searches generally, median cost per click ran from about $13.70 in Adelaide up to about $23.21 in Sydney, and Australian click prices rose roughly 31 per cent between January and May 2026.

Turn that into a cost per lead. At a 3 per cent landing page conversion rate, a $15 click means roughly $500 to get one enquiry. At 6 per cent it halves. That number frightens people, and it should not on its own: the enquiry is exclusive, it is yours the moment it lands, and nobody else is calling that homeowner. Compare cost per job won, not cost per lead.



Cost per lead, Australian residential solar, 2026. Lead prices are vendor-published ranges. The Google Ads bar is our own calculation from published cost per click at a 3 to 6 per cent conversion rate, not a published figure. Sources on page 20.

3. Google Business Profile and reviews

The slowest to build, the cheapest per lead once it works, and the most neglected thing in this trade. A homeowner searching "solar installers near me" sees three map results before they see anything else. Being one of those three is worth more than any paid channel, it costs nothing but attention, and almost nobody does it properly. Chapter 2 is entirely about this.

4. SEO and your own content

Six to twelve months before it pays anything, then it compounds. Worth it if you plan to still be trading in three years and you have someone who can write. Not worth it if you need work in March. Most installer websites have four pages and a contact form, which is not a content strategy, it is a business card.

5. Referrals and past customers

The highest close rate of anything on this list, and the one systematically left on the table. You have a database of people who let you on their roof and were happy about it. Most installers never contact them again.

Two things to do with that list. First, batteries: anyone who bought panels before 2023 does not have storage, is now watching their feed-in tariff fall, and is a warm battery customer who already trusts you. Second, referral asks, made once, at the right moment, rather than never.

6. Directories and publications

Where we sit, so read this with that in mind. A listing or a banner on a publication reaches homeowners who are researching rather than searching for a quote form. The traffic is warm and it is early, which means it is a different thing from a lead.

> **THE HONEST LIMITATION**
>
> A publisher does not drive volume the way an aggregator does. If you need twenty jobs next month, buy leads or run ads, and do not buy a listing from us or anyone like us. What a publication gives you is presence in front of people at the research stage, and a third-party context that a paid ad does not carry. It is a slow, cheap channel that works alongside the fast expensive ones. Anyone in our category telling you otherwise is overselling.

7. Door knocking and shopping centre stands

Still works, particularly in outer suburbs and regional centres where the local installer has a name and the national brands do not bother. It is unfashionable and the industry sneers at it, largely because of a decade of bad operators, but a well-run stand at a regional shopping centre still produces conversations at a cost per booked appointment that ads cannot match.

The reputational risk is real and it is manageable. The rule is that nobody signs anything at the stand. You book an assessment, you leave, you turn up when you said you would. The moment your people are trained to close on the spot, you have become the thing that gave the channel its reputation.

Which of these is yours

Channel choice follows crew size and geography more than it follows preference. Pick the row that describes you.

IF YOU ARE	DO THIS FIRST	DO NOT BOTHER YET
Two people, one city	Google Business Profile and review velocity, chapter 2. Then past-customer battery reactivation. Both cost time, not money.	Google Ads. You cannot answer the phone fast enough to justify $500 a lead, and an unmanaged account will lose you $2,000 proving it.
Three to eight, one metro area	Business Profile, plus a small tightly geo-fenced Ads account with someone competent running it. Add exclusive leads to fill gaps in the calendar.	SEO as a primary channel, and shared leads unless you have a person whose actual job is to call them within minutes.
Ten or more, statewide	Ads and exclusive leads for volume, a real content and SEO programme for margin, and a referral system that runs without being remembered.	Door knocking, unless you already have a trained team and a region where it works. It does not scale by hiring.
Regional or remote	Business Profile and word of mouth, which in a town of 20,000 are the same thing. Local sponsorship earns more than a banner ad.	Aggregator leads. The vendors have thin coverage outside metro and you will pay metro prices for a lead two hours' drive away.

The number that actually matters

Cost per lead is the number everyone quotes and it is the wrong one. Cost per job won is the number that pays wages.

WORKED EXAMPLE

A $60 exclusive lead that closes at 30 per cent costs you about 3.3 leads a sale, or roughly $200 to win a job. A $60 shared lead that closes at 10 per cent costs you ten leads a sale, or roughly $600. Same price on the invoice, three times the cost of the job.

Which means the first thing to fix is never the lead source. It is the close rate, and the close rate in this trade is mostly a function of how fast you call. Chapter 3.

CHAPTER TWO

The Google Business Profile playbook

The cheapest lead source you own, and the one most installers set up once in 2019 and never touched again.

When a homeowner searches for a solar installer near them, Google shows a map with three businesses above everything else. Those three get most of the clicks. Which three appear is decided largely by distance, relevance and prominence, and prominence is the part you control.

Review velocity beats review count

This is the single most useful thing in this chapter. A business with 40 reviews and three new ones this month generally outperforms a business with 400 reviews and none this year. Recency signals that you are trading now. A dormant pile of 2021 reviews signals the opposite.

The practical target is modest. Two to four new reviews a month, every month, forever. That is one review from roughly every third or fourth job for most installers, and it is achievable without nagging anybody.

Ask at handover, not by email

The moment to ask is when the system is commissioned, the app is open on the customer's phone and they have just watched their own meter run backwards. That is the peak of goodwill and it never comes back. An email a week later arrives when the novelty has gone and the invoice has landed.

Ask on their phone, with them, while you are still standing there. Not a QR code on a card they will lose. Not a text you will send later.

> **THE RULE**
>
> Whoever does the handover asks for the review. Not the office, not a follow-up system, not the salesperson who has already left. The person who was on the roof has the goodwill, so the ask belongs to them.

REVIEW REQUEST, SPOKEN AT HANDOVER

"Before I head off, can I ask a favour? Reviews are pretty much how people find us. Have you got your phone there? If you search our name, there's a review button right at the top."

"If you can mention the suburb and what we put in, that helps us more than anything. Takes about a minute."

Short, because a long script does not get used. The suburb and the equipment matter because reviews mentioning both give Google specific text to match against specific searches. You cannot instruct a customer to write that and you can mention that it helps.

Responding to reviews

Respond to all of them, briefly. Two sentences on a good one. The bad ones are the ones prospective customers actually read, so those are worth thinking about.

The reader of a bad review is not the person who wrote it. It is a homeowner deciding whether to call you, watching how you behave when something goes wrong. Argue and you lose them, whatever the facts.

WORKED EXAMPLE, A THREE-STAR REVIEW ABOUT A DELAYED INSTALL

Review: "Panels are fine but the install got pushed back twice and we found out both times by ringing them. Not what you expect after paying a deposit."

Reply: "You're right, and that one's on us. Your install moved because of the inverter backorder in June, but you should have heard that from us rather than having to chase it. We've since changed how we handle date changes, so the customer gets a call the same day we know. Sorry for the run-around, and thanks for the panels comment. If there's anything outstanding, ring me directly on [number]. Dave, owner."

That reply concedes the point, gives the real reason without hiding behind it, names the fix, and puts an owner's name and number on it. A homeowner reading that comes away more likely to call you, not less.

What not to do: dispute the timeline, mention the deposit terms, say "we tried to contact you", or reply with the same paragraph you use on every review. All four are visible from orbit.

Service areas and the mistake that hides your business

This one quietly costs multi-suburb installers a great deal of work.

If customers do not come to your premises, Google expects you to hide your address and set service areas instead. Plenty of installers list a home address or a warehouse, leave it visible, and end up ranked as though they only serve the handful of suburbs around a shed in an industrial estate.

Set your service areas to the regions you actually work in, and keep the list honest. Listing all of Sydney when you work the north shore does not gain you the south west, it dilutes the whole profile. Twenty suburbs you genuinely cover beats two hundred you do not.

Photos

Upload real job photos, monthly, taken on a phone. Completed arrays, switchboards, the crew, the truck. Not manufacturer stock images of panels on an American roof.

On geotagging: adding location data to photos before you upload them is a piece of folklore that circulates in every trade. Google strips most of it and has said location metadata in photos does not affect local ranking. Uploading regularly does matter, which is the part people skip because it is work.

The questions section

Your profile has a questions and answers area that anyone can post to, including your competitors. Most installers have never looked at theirs.

Seed it yourself. Post the eight questions you answer on every single quote, and answer them from the business account. Do it once and it works for years.

THE EIGHT TO SEED

What areas do you cover? Do you use your own installers or subcontractors? What brands do you fit and why those? How long from deposit to install? What warranty applies to the panels, the inverter and your workmanship? Do you handle the grid connection paperwork? Can I add a battery later to what you are quoting? What happens if the system underperforms?

Posts and offers, honestly

Google lets you publish short posts to your profile. The claimed benefit is ranking. The honest position is that we have seen no credible evidence that posting moves local rankings, and Google has never said it does.

What posts do is occupy space on your profile when a homeowner is already looking at it, comparing you with two others. A recent post about a job you finished in their suburb is a small, cheap piece of reassurance at the moment of choosing. Treat it as conversion furniture rather than a ranking tactic, spend five minutes a fortnight on it, and do not let anyone sell you a content package for it.

The monthly maintenance list

The whole chapter compresses to this. Half an hour a month, done by the same person every month.

TASK	HOW OFTEN	WHY IT MATTERS
Ask for reviews at handover	Every job	Velocity is the strongest lever you control. Target two to four a month.
Reply to every review	Weekly	The bad ones are what prospects read. Reply as an owner, with a name.
Upload job photos	Monthly	Signals an active business. Real photos, taken on a phone.
Check service areas	Quarterly	A visible address on a non-visited premises buries you outside its suburb.
Seed and answer questions	Once, then review	Answers the objections before they reach the phone call.
Check hours and phone number	Quarterly	Wrong public holiday hours send a ready customer to a competitor.

IF YOU DO ONE THING FROM THIS CHAPTER

Put the review ask into the handover checklist, so it happens on every job without anyone deciding to do it. Everything else here is worth points. That one is worth the chapter.

CHAPTER THREE

The first hour after a lead lands

Nothing else in this document changes your numbers as much as how fast you call.

A homeowner who fills in a form is, at that moment, thinking about solar. Twenty minutes later they are back at work. Two hours later they have filled in two more forms. Tomorrow they have a quote from someone else and you are the third call they take.

Response speed dominates this trade for a specific reason: your prospect is almost always contacting several installers, and the first substantive conversation frames every quote that follows. The installer who gets there first sets the terms, defines what a good system looks like, and everyone after them is arguing with that.

What good looks like

TIME TO FIRST CALL	WHAT IS HAPPENING
Under 5 min	They are still at the computer, still in the mindset, and impressed that you rang. You are the benchmark quote.
Within the hour	Workable. They remember filling in the form and can talk.
Same day	Acceptable floor. Someone has probably beaten you to it.
Next day	You are now a comparison quote for a decision that has already started.
Two days plus	You paid for this lead and gave it away.

THE FIVE MINUTE PROBLEM

Nobody who installs solar can answer a form in five minutes, because they are on a roof. That is the actual constraint, and the answer is not to try harder. It is to decide, in advance, who is not on a roof: an office person, a part-timer, a family member, or an answering service with a two-question script. Their job is not to sell. It is to have a human voice reach the customer while they still care, and book a time.

A cadence that stops

Most installers either give up after one voicemail or chase until the customer blocks the number. A written cadence with a defined end solves both, because it removes the decision from whoever is having a bad day.

WHEN	WHAT	NOTES
0 to 5 min	Call	If no answer, leave a short voicemail and follow with a text immediately.
Same day	Text	Name, business, that you called, one question that invites a reply.
Day 2	Call	Different time of day from the first attempt.
Day 4	Email	Something useful attached, not just a nudge. See below.
Day 8	Call	Final attempt at contact.
Day 14	Text	The closing message. Then stop, and move them to the long list.

Six touches over two weeks, then it ends. The last message should give them an easy exit, which is what makes it get a reply.

DAY 14, THE CLOSING TEXT

"Hi [name], Dave from [business]. I'll stop chasing you about the solar quote, I know it's a big call and the timing isn't always right. If you go ahead later this year, we're here, and the quote stands. All the best."

Text, call or email

Call first, always. A voicemail with no follow-up text is a wasted attempt, because hardly anyone listens to voicemail and almost everyone reads a text. Email is for the thing you are sending, the quote or the comparison, and not for chasing. Nobody has ever been persuaded by a fourth email.

What to send after the quote

Homeowners comparing three quotes are not comparing price alone, whatever they tell you. Based on what our readers spend their time on, the three things they are trying to resolve are the payback maths, the equipment brands, and what the warranty actually covers. Chapter 5 has the underlying numbers.

So send those three things, on one page, in language a person can read. Not a fourteen-page PDF from your CRM.

THE ONE-PAGE QUOTE FOLLOW-UP

1. What it costs and what it saves. Price after the certificate discount, your estimate of the annual bill saving, and the payback in years. State the assumptions: how much power they use, when they use it, what tariff you assumed and what feed-in rate. If they use most of their power at night, say so and say why that changes the answer.

2. What you are fitting and why. Panel and inverter, one line each on why that combination for this roof. If you are cheaper than the other quote, say what is different. If you are dearer, say what they are getting for it. Do not make them work it out.

3. Three warranties, not one. Product warranty on the panels, warranty on the inverter, and your workmanship warranty. Who they ring in year six, and whether that company will still exist. This is the question homeowners cannot answer for themselves and it decides more jobs than price.

Then one line about what happens next and a date you will call.

The follow-up that recovers a lost job

When someone tells you they went with a competitor, put a note in the calendar for six weeks out and ring them.

A surprising proportion of those jobs have not happened. The installer has gone quiet, the date has moved twice, the grid connection stalled, or the company has stopped answering. The homeowner is annoyed and has nobody to call, because they told you no and feel awkward about it. You ringing solves that for them.

SAY THIS

"Hi [name], Dave from [business]. You went with someone else back in March, which is completely fine. I'm just ringing to check it all went in alright. If it did, that's great and I won't bother you again."

No pitch. If it went in, you have been decent and they will remember you when the battery conversation comes. If it did not, they will tell you within about ten seconds.

CHAPTER FOUR

Marketing around the 2026 rebate changes

More has moved in the federal scheme this year than in the previous five, and most homeowners have it wrong.

> **READ THIS FIRST**
>
> This chapter dates faster than the rest of the document. It reflects the position as at August 2026. Before you repeat any figure here in an advertisement or on a quote, check the current position at **cer.gov.au**. Review date for this chapter is on page 20.

The deeming period keeps shrinking

The panel discount your customers call "the rebate" is the Small-scale Renewable Energy Scheme, and it works by creating small-scale technology certificates based on how much generation is deemed to happen between installation and the scheme's close in 2030.

Because the end date is fixed, the deeming period falls by one year every year. A system installed in 2025 was deemed over six years. A system installed in 2026 is deemed over five. That happens again each January until the scheme finishes.

This is the one legitimate urgency argument you have on panels, and it is worth making properly. The discount on the same system falls in a step every January, by a predictable amount you can calculate for the customer in front of you. That is a real reason to move before Christmas. It is also modest, so quoting it as a cliff is the kind of overreach that gets complaints.

The battery scheme has changed twice

The Cheaper Home Batteries Program began on 1 July 2025 and put batteries into the same certificate scheme. It has since been trimmed.

From 1 May 2026, the battery certificate factor dropped from 8.4 to 6.8, a cut of roughly a fifth. More significantly for how you plan a year, the step-downs now happen every six months instead of annually. The discount also tapers with size: the full factor applies to the first 14kWh of usable capacity, 60 per cent of it between 14kWh and 28kWh, and 15 per cent between 28kWh and 50kWh.

The size taper is the part worth explaining at the kitchen table, because it quietly reshapes what a sensible battery looks like. The subsidy per kilowatt hour is at its best on the first 14kWh and falls away sharply after that. A customer asking for 30kWh because a neighbour has 30kWh is buying the last third of it at a much thinner discount.

The commercial window nobody is talking about

This is the item in this chapter with the most money attached, and it is the one least understood by installers we have spoken to.

On 5 August 2026 the government announced that solar systems with total onsite capacity between 100kW and 1MW will become eligible to create small-scale technology certificates. Until now, anything above 100kW could only create large-scale generation certificates, which is a slower and more administratively heavy path. Existing accredited large-scale systems stay where they are.

The intended start is 1 October 2026, and the announcement is explicit that this is subject to the regulations being in place. The government also said it is considering additional design, installation and compliance requirements for mid-scale systems. Neither of those is a detail. Do not sell a job on this basis until the rules are made.

> **WHY THIS MATTERS TO A RESIDENTIAL INSTALLER**
>
> A 150kW system on a factory roof has, until now, sat in a different regulatory world from the 10kW systems you fit every week. Moving that size band into the small-scale scheme brings the upfront discount mechanism your customers already understand to a class of building that is everywhere: warehouses, packing sheds, clubs, schools, aged care, small manufacturers.
>
> If you have spent years quoting houses and turning down the occasional shed because the certificate paperwork was not worth it, the arithmetic on that decision is about to change. Whether you are the right business to chase it is a separate question, and the answer is not automatically yes.

What to do about it before October

- Work out whether you can physically deliver a 100kW-plus job: switchboard work, three phase, the height and access equipment, and the grid connection process, which is a different animal at that size.
- Talk to your network distributor now about what an application at that capacity involves in your area. That timeline, not the certificates, is what will decide whether these jobs are worth quoting.
- Make a list of the commercial roofs you already drive past. The businesses whose houses you have done are the warmest introduction you will get.
- Wait for the regulations before you put a number in front of anybody.

Talking about rebates without getting into trouble

Solar advertising attracts regulator attention, and rebate claims are where installers get caught. The Australian Consumer Law applies to every statement you make in an ad, on a website, and verbally at a kitchen table.

DO NOT SAY	SAY INSTEAD
"Government rebate ending soon"	"The certificate discount steps down each January. On this system that is about $X less if you install after the new year."
"Free solar" or "no cost to you"	"$X after the certificate discount is applied." Show the number before and after.
"$0 upfront" with the finance in small print	Name the finance product, the term and the total repayable in the same size type as the headline.
"Last chance before prices rise"	Nothing. If you cannot point at a published date and figure, do not imply a deadline.
"Save $2,000 a year"	"Based on your usage of X kWh and your current tariff, our estimate is $X to $Y a year," with the assumptions written down.

The general test is whether an ordinary person reading your ad would form an accurate impression. A technically true statement that leaves the wrong impression still breaches the law, and "the customer misunderstood" has never been a defence.

What homeowners are still confused about

From the questions our readers arrive with, four misconceptions come up constantly. Each one is an opening for an installer who corrects it plainly.

- **They think it is a cash rebate.** They expect money back from the government after installation. Explaining that it is a discount assigned at the point of sale, and showing it as a line on the quote, removes a real anxiety.
- **They think it might disappear overnight.** The scheme winds down on a published schedule to 2030. Saying so, and showing the schedule, makes you the trustworthy quote in the pile.
- **They conflate federal and state schemes.** The certificate discount is federal. State battery and interest-free loan offers sit on top and vary. Know which apply in your state and be exact.
- **They think bigger is always better subsidised.** On batteries it is the reverse after 14kWh. This is a genuinely useful thing to explain, and the installer who explains it looks like the honest one.

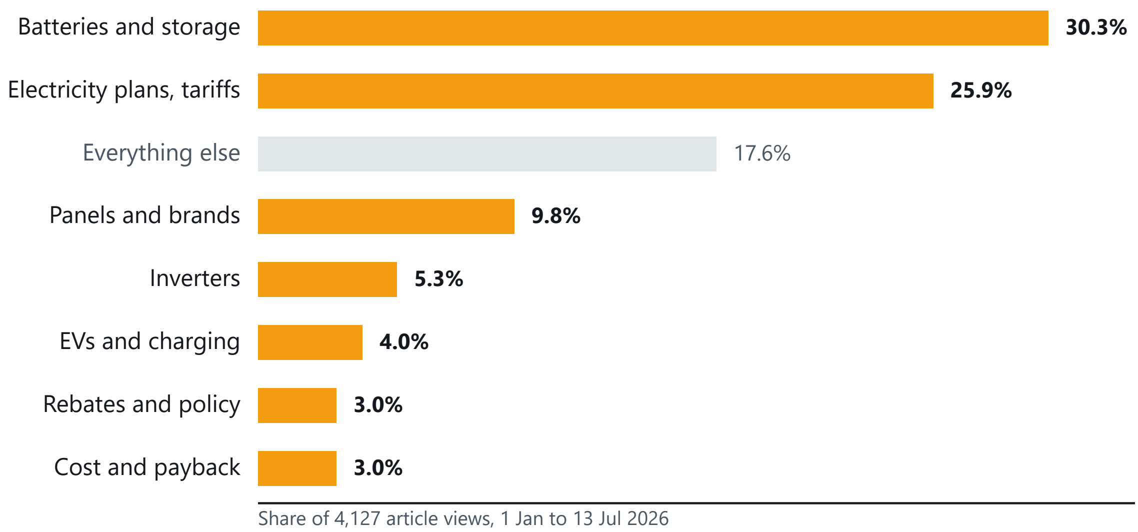
CHAPTER FIVE

What homeowners read before they buy

Our own reader data, which nobody else in this market can publish.

Solar Insights published 1,704 articles as at August 2026. What follows comes from our analytics for 1 January to 13 July 2026: 5,976 page views across 1,179 pages, of which 4,127 views landed on 747 articles. These readers are Australian homeowners who found us through search while working out what to buy.

It is a modest sample and we would rather give you a real one than a big one. Read it as a picture of what the research stage looks like, not as a national survey.



Each article is counted once, in its primary topic. Source: Solar Insights GA4, 1 January to 13 July 2026.

Batteries and electricity plans together take 56 per cent of all article reading. Panels take under 10 per cent.

What that means for your quote

The homeowner in front of you has spent their research time on storage and on their electricity bill. They have spent very little of it on panel brands. Most installer quotes are built the other way round: a page about the modules, a line about the inverter, and nothing about the tariff.

Three things follow from what your customers are reading.

Lead with the bill, not the hardware. The question underneath all of this is what the customer will pay their retailer next year. An installer who opens the conversation there is answering the actual question. One who opens with panel efficiency is answering a question the customer stopped asking two weeks ago.

Know their plan. Our second-largest topic is retailer and tariff comparison, and those readers stayed longest of any group, averaging 72 seconds against 46 seconds on panel articles. Time on a page is a rough measure and the gap is wide enough to mean something: this is the material they read properly. If you can look at a bill and say which plan suits them once the system is on, you are doing the thing they came for.

Assume the battery question is coming. It is our largest topic by a clear margin. Even where the customer is buying panels only, quote the battery-ready path and what adding storage in two years would involve. They are already reading about it.

What we do not know

> **THE LIMITS OF THIS DATA**
>
> We can see what people read. We cannot see what they bought, what they paid, or whether they went ahead at all. Nothing here connects a reader to an installation.
>
> We also have no reliable read on the seasonal pattern yet. A full year of clean data will support that and we are not going to invent it in the meantime. Anyone publishing a confident seasonal curve for Australian solar demand should be asked where they got it.
>
> All figures here are aggregate. We hold nothing that identifies an individual reader and would not publish it if we did.

The one-line version

Homeowners are not researching solar panels. They are researching their power bill, and solar is one of the answers they are checking. Sell into that and you are already ahead of most of the quotes on the kitchen table.

ONE PAGE OF BUSINESS

Advertise with Solar Insights

You have read seventeen pages without a pitch. Here it is, once.

Solar Insights is an independent Australian solar and energy publication. Our readers arrive from search with a specific question and they are, on the evidence of chapter 5, deep in the research stage of a purchase. We reach them at the point where they are forming an opinion about what to buy and who to call.

WHAT WE ARE AND ARE NOT

We are a focused publication, not a volume aggregator. We will not send you a hundred leads next month and we are not going to pretend otherwise. What we offer is presence in front of homeowners while they research, in an editorial context rather than an ad slot, and the fact that our articles are cited by AI assistants when people ask them about Australian solar. If you need volume this quarter, page 3 of this document tells you where to get it.

PACKAGE	MONTHLY	WHAT YOU GET
Featured Installer	**$149**	Top slot on one city page, with logo, blurb, phone and a tracked link. Maximum two per city.
Brand Partner	**$990**	Rotating banner on the home page and across all articles, maximum three advertisers. One review-style article about your business, kept updated while the partnership runs. Monthly report.
State Exclusive	**$1,450**	Everything above, plus category exclusivity in one state, banners targeted to that state and its regions, and every enquiry we receive from it. Additional states $450 each.
National Exclusive	**$3,500**	Solo placement on the home page and in all articles, national category exclusivity, all national enquiries, and a monthly report broken down by state and device.

FOUNDING ADVERTISER OFFER

40 per cent off your first three months, for the first ten businesses. Featured Installer at $89, Brand Partner at $594, State Exclusive at $870. Cancel any time, no lock-in contract. We are early, you are taking a chance on us, and the price should say so.

Rates, availability and current reader figures:

solarinsights.com.au/advertise

Or email brendan@solarinsights.com.au and ask what is free in your city.

COLOPHON

Sources and small print

PUBLISHED

August 2026. First edition. Figures current as at August 2026.

REVIEW DATE

February 2027, or immediately on any change to the Small-scale Renewable Energy Scheme or the Cheaper Home Batteries Program. Chapter 4 dates fastest.

CHAPTER 1, LEAD AND ADVERTISING COSTS

Shared, exclusive and commercial lead price ranges from Australian lead vendor published guides, 2026, including LeadsHQ, QuoteLeads and Why Solar. These are companies that sell leads and the ranges should be read accordingly. Solar cost per click and Australian service-plus-city medians from published 2026 Google Ads benchmark reporting, including WordStream and Australian agency benchmark data. The implied cost per lead for Google Ads is our own calculation from those click costs at a 3 to 6 per cent conversion rate and is labelled as such on page 4.

CHAPTER 4, SCHEME DETAIL

Deeming period reduction and scheme close in 2030: Clean Energy Regulator, Small-scale Renewable Energy Scheme. Mid-scale expansion to systems between 100kW and 1MW, announced 5 August 2026, intended to apply from 1 October 2026 subject to regulations: Clean Energy Regulator news release, "Expansion of solar photovoltaic (PV) eligibility under the Small-scale Renewable Energy Scheme". Battery certificate factor change from 8.4 to 6.8 on 1 May 2026, the move to six-monthly step-downs, and the 14kWh, 28kWh and 50kWh size tapering brackets: Cheaper Home Batteries Program, Department of Climate Change, Energy, the Environment and Water, as reported August 2026.

CHAPTER 5, READER DATA

Solar Insights Google Analytics 4, property Solar Insights, 1 January to 13 July 2026. 5,976 page views across 1,179 pages, of which 4,127 views on 747 article pages. Topic shares assign each article to a single primary topic. Article total of 1,704 is the published count as at August 2026. Aggregate data only.

CONTACT

brendan@solarinsights.com.au · solarinsights.com.au

DISCLAIMER

This document is general information about running a solar installation business in Australia. It is not financial, legal, tax or regulatory advice, and it does not account for your circumstances. Scheme rules and figures change, sometimes at short notice. Verify current scheme detail with the Clean Energy Regulator before relying on it in a quote or an advertisement. Solar Insights sells advertising to solar installers, which is disclosed on page 2 and on page 19.