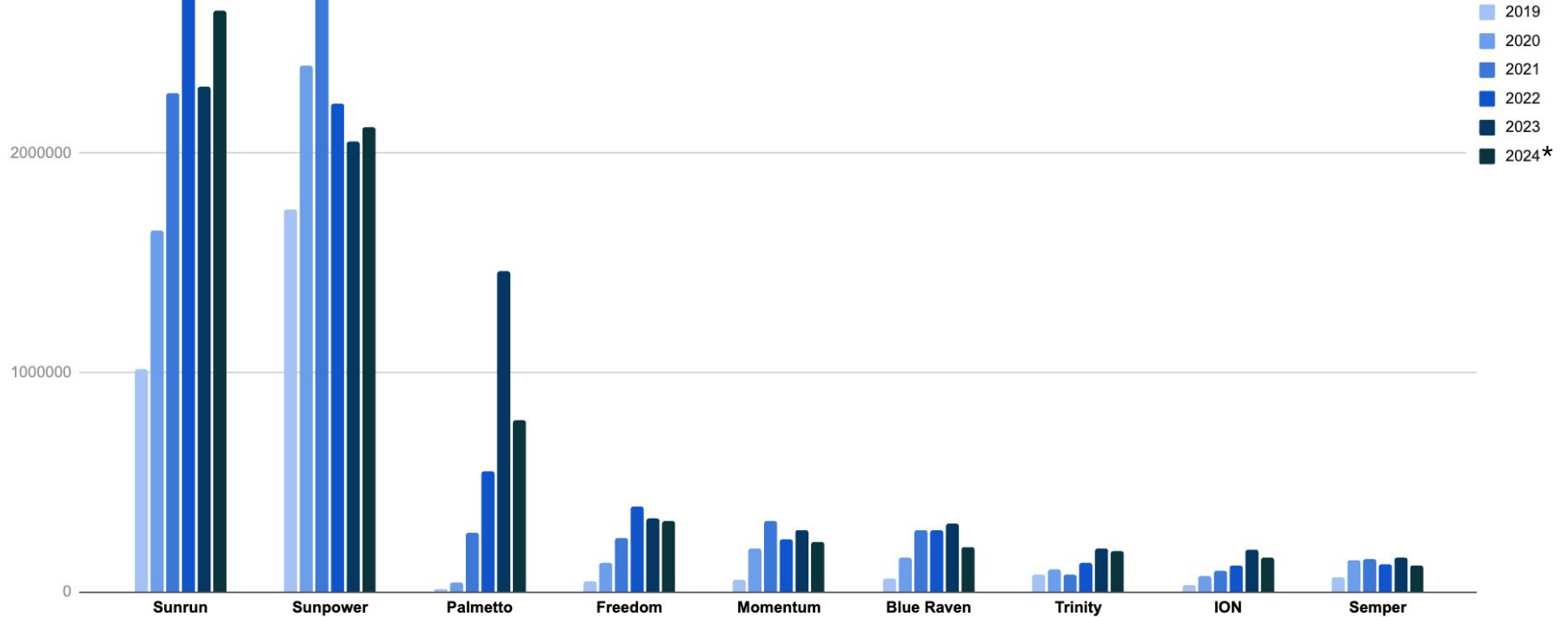


# Which residential solar brand leads online discoverability & intent?

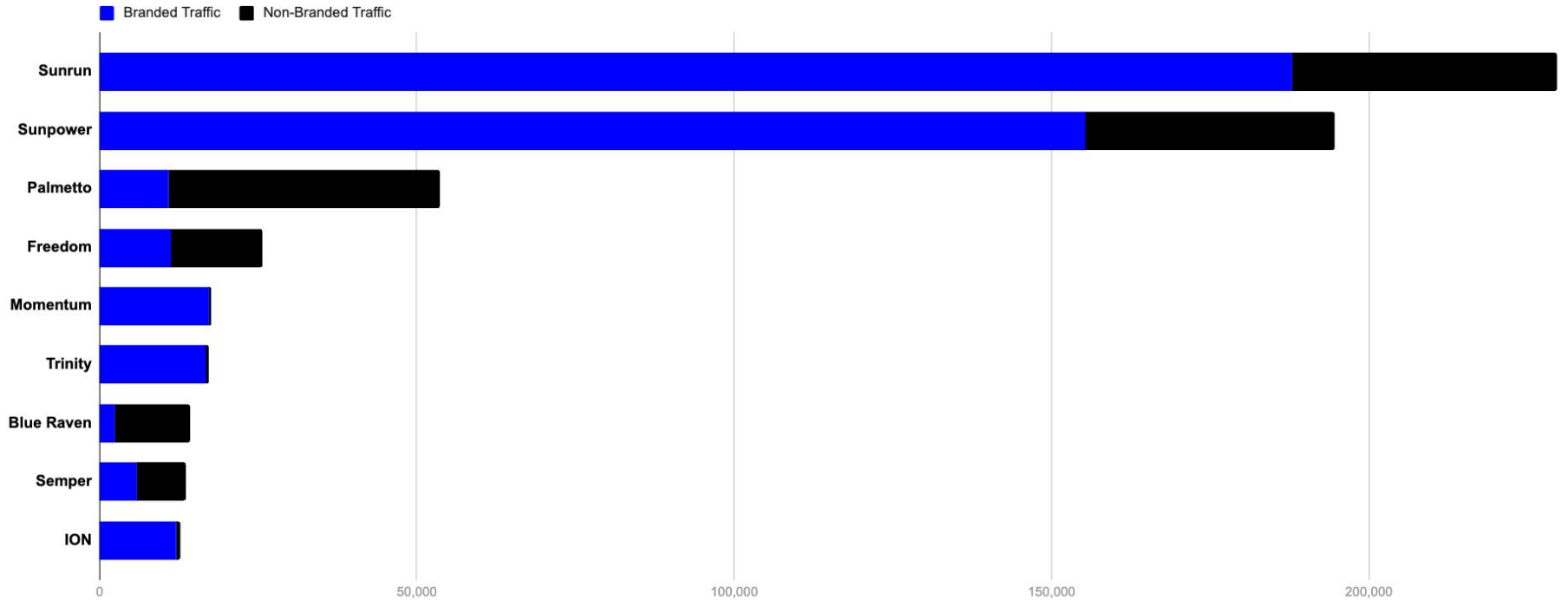


Source: Google Data, Estimated Monthly Organic Search Traffic, Jan 2019 - Sept 2024 + Q4 projections

## Which residential solar brand leads in mid-funnel branded search volume?

Branded Terms		Monthly Searches by Brand Name + Intent		Brand Score
<b>sunrun</b>	solar	18100		31,200
	solar reviews	9900		
	solar panels	1900		
	solar careers	1300		
<b>sunpower</b>	solar	4400		10,710
	solar reviews	880		
	solar panels	5400		
	solar careers	30		
<b>palmetto</b>	solar	5400		6,580
	solar reviews	1000		
	solar panels	140		
	solar careers	40		
<b>freedom</b>	solar	4400		5,520
	solar reviews	880		
	solar panels	170		
	solar careers	70		

# Which residential solar brands are found by name versus solution?



# Which residential solar brands have the most valuable digital real estate?

solar energy company



24,900 monthly searches

- 1 sunrun.com
- 2 sunpower.com
- 3 freedomforever.com
- 4 sunnova.com
- 5 palmetto.com
- 6 forbes.com
- 7 trinasolar.com
- 8 mortenson.com
- 9 thesolarcompany.com
- 10 greenmountainenergy.com
- 11 aes.com
- 12 arcadia.com
- 13 tesla.com
- 14 seia.org
- 15 enphase.com

solar panel company



9,400 monthly searches

- 1 sunrun.com
- 2 freedomforever.com
- 3 sunpower.com
- 4 forbes.com
- 5 freedomsolarpower.com
- 6 palmetto.com
- 7 cnet.com
- 8 momentumsolar.com
- 9 marketwatch.com
- 10 investopedia.com
- 11 energysage.com
- 12 solarreviews.com
- 13 trinasolar.com
- 14 sunnova.com
- 15 servotech.in

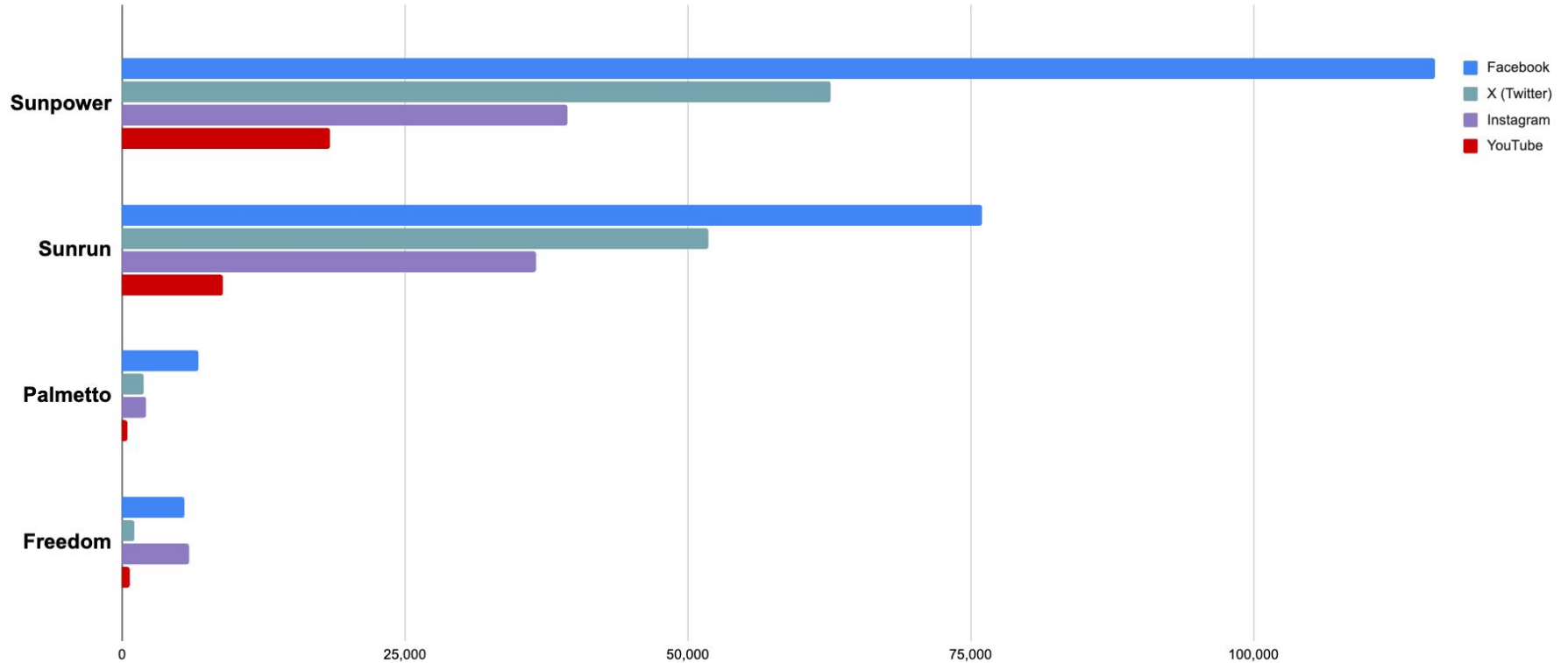
solar companies near me



21,400 monthly searches

- 1 bbb.org
- 2 angi.com
- 3 solar.com
- 4 solarreviews.com
- 5 sunrun.com
- 6 ny.gov
- 7 energysage.com
- 8 ecowatch.com
- 9 yelp.com
- 10 forbes.com
- 11 freedomsolarpower.com
- 12 houzz.com
- 13 marketwatch.com
- 14 todayshomeowner.com
- 15 homedepot.com

# Which residential solar brand leads in social followers?



# How does residential solar brand introductory messaging read?

## Sunrun

### Get up to \$3,500 from Sunrun

Get your first 6 months free on a solar+storage system when you sign up for a solar subscription by September 30! Terms and conditions apply.

[Get a quote](#)

Customer Stories

### Drew's gone solar

Join Drew Scott to learn why he went solar and why it's one of the biggest home improvements he's ever made.

[Watch now](#)

### Take control of your energy bills

Get a free personalized quote

## Sunpower

### Save with the #1 Rated Solar Company in the U.S.

\* Name

\* Address

\* Email

\* Phone

[Get Started](#)

### Powering America Since 1985

#### Unmatched Heritage

With nearly 40 years of experience and expertise, it's no wonder we're the top-rated solar company in the U.S.—and the only residential solar company that's been around longer than our industry-leading, 25-year panel warranty.\*

## Palmetto

Residential Solar Since 2011

### Power your home, your way.

What's your monthly electric bill?

[Calculate Your Benefits](#)

#### Smart solar savings.

Detailed energy insights. Clean energy management for your home.

#### We're into long-term relationships.

Clean energy is not a short-term solution, so why bother with a short-term approach?

Plug into a lifetime of clean energy savings with Palmetto's end-to-end solutions. From solar design and financing to tracking, maintenance, resources, and support—we've got you covered!

## Freedom

### Power for the People

Go Solar for \$0 Down, 0% Interest and 0 Payments for 18 months.

From the initial free consultation, to design, permitting and installation, we take care of everything. Let us help you claim your power.

\* Zip Code

[Get a Quote](#)

#### Solar for your home, built to last

We believe in standing by our craftsmanship, which is why we work with best-in-class solar panels and back all of our installs with a 25-year service warranty.

# Make it count

## Search

Paid Search  
SEO  
Shopping  
Amazon & Retail

## Social

Meta  
LinkedIn  
TikTok  
YouTube  
Pinterest  
Snap  
Reddit  
X (Twitter)

## Programmatic

Streaming / CTV  
Digital OOH  
Audio / Podcast  
Native Content  
Display

## Data

Planning & Engineering  
Conversion Rate (CRO)  
Data Aggregation  
Live Dashboards

## Messaging

Ad Creative  
Creator (UGC)  
Short-form Video (SFVV)  
Message Journey & Testing