Comfort Ready Home Contractor Toolkit: Landing Page Content for Installer Websites

Comfort Ready Home offers businesses measure-specific landing page content for installers to use on their website to promote their services and generate leads. Content includes text and images that demonstrate the benefits of home energy-efficiency upgrades, such as increased comfort and lower utility bills. Other features include a call-to-action to get a free estimate, and a section asking customers, “Is it right for my home?,” along with links to more program information.

The landing page design will:

* Introduce potential customers to compelling value propositions associated with each upgrade.
* Instill confidence that the upgrade is a good choice for their home.
* Provide a clear call-to-action to contact your business.

How to Use the Wireframe

The landing page content has been arranged in a template for easy plug-and-play implementation by your website administrator or developer.

To get started:

1. Review the content in the Word document. Feel free to modify or further customize the copy and images to reflect your company’s brand or to provide detail about your services and capabilities.
2. Replace the highlighted text with your information.
3. Configure the call-to-action according to your website’s capabilities. Options to consider:
   * Include a lead-generating form.
   * Link to your Contact page.
   * Add your business phone number.
4. Use the mockup as a guide for layout and implement it on your website. Give the landing page a simple and easy-to-remember URL, such as www.yoursite.com/insulation.

If your website already has a similar page, consider updating it with text from the Word template to emphasize the homeowner benefits or available incentives.

Need Help?

If you have any questions or if you need assistance customizing your landing page, please contact  [your dedicated Comfort Ready Home Field Specialist](https://comfortreadyhome.com/contractors/field-specialist).