



# Do this, not that, to create a positive experience for customers on your utility solar website

## Highlights from the 2017 Utility Solar Website Benchmark

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Residential customer awareness of and interest in solar energy continues to grow in the US and globally. Utilities that shift to become proactive solar advisors and embrace a changing market will position themselves for a successful, customer-centric future. And positioning yourself with a successful solar website is a great place to start. Check out our e-book, with data from the [E Source Utility Solar Website Benchmark 2017](#), for some examples of what you should and shouldn't do to design and market your solar website.

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