PREPARED FOR EPC IMPROVEMENTS

Q4 2026 organic search programme

This programme is designed to help more homeowners find EPC Improvements when researching heat pumps, solar panels, battery storage and home energy upgrades. It combines useful articles with improvements to existing website content and clear routes to an enquiry.

Our recommendation

We recommend ten blog releases between October and early December, followed by three weeks of website and performance reviews. Some releases will improve an existing page. Each article will answer a different customer question and support the next step towards a suitable EPC service.

What the research shows	Current position
EPC visibility in Google Search	520 clicks and 96,706 appearances in search results
EPC visibility in Google AI search	2,024 appearances in Google AI search features
Keyword research	30 phrases checked; Google supplied estimated ranges for 21
Content programme	Ten articles prepared and checked for factual support

Google Search and AI figures cover 29 June-28 September 2026, text searches, all countries and devices. Keyword estimates cover UK Google searches from September 2025-August 2026. AI appearances overlap the wider Google Search figures and are not added to them.

Where we will focus first

The priorities are to improve existing grant and battery guidance, strengthen the servicing enquiry journey and launch the first decision-making guides. Any outdated grant information should be corrected promptly, ahead of the full November article release.

What this means for EPC

The aim is to make your website more useful to people comparing options and preparing a project. The ten articles are prepared for review; publication dates remain proposed until the content and relevant service details are agreed. Rankings, visitor numbers and enquiries cannot be guaranteed.

Reading the plan

Page 3 gives the full calendar. Pages 8-10 explain each month’s activity, and pages 11-20 describe the individual articles. The final sections cover website improvements, supporting customer resources, performance reviews and keyword estimates.

THE RESEARCH BEHIND THE PROGRAMME

Why these topics have been selected

The recommended topics reflect the services EPC offers, the questions homeowners ask and the opportunities visible in Google. We have considered both search demand and the usefulness of each article to a potential customer.

Research	What it tells us	How it informs the plan
EPC's Google Search performance	Which searches and existing pages already attract visibility	Identify useful pages to improve and customer needs to address
Google keyword estimates	The approximate scale of searches for relevant phrases	Balance broad demand with specific decision-making questions
Google Trends	How relative interest has changed through the year	Support publication timing and longer-term planning
Current Google search results	The kinds of answers people encounter for these topics	Make each article relevant and useful
Official and specialist guidance	The factual basis for technical and policy information	Keep the advice accurate and appropriately qualified

Demand is one part of the decision

Google supplied estimated monthly search ranges for 21 of the 30 phrases checked. It did not supply a usable figure for nine. This does not mean nobody searches for those topics. Practical planning tools and checklists can still help customers understand their choices and approach EPC with clearer questions.

What the numbers can tell us

Keyword estimates describe searches, not the number of visitors EPC will receive. The search-result checks are examples from UK searches and may differ by location or date. Seasonal patterns describe past interest rather than a forecast.

The business outcome

This plan establishes a search-visibility starting point. It does not yet measure enquiries or sales generated by the new content. Those results should be reviewed after publication, alongside the suitability and quality of the enquiries received.

Further information: Google Keyword Planner; Google Trends; Google Search Console. Reviewed 1 October 2026.

PROPOSED EDITORIAL CALENDAR

The quarter at a glance

There are 13 weekly activities: ten blog releases and three review weeks. The blog dates run from 6 October to 8 December. A release may improve an existing article rather than add a new page.

Date	Ref	Article or activity	Purpose
06 Oct	01	Whole-home upgrade order	Explain what to do first
13 Oct	03	Solar with or without a battery	Compare the two options
20 Oct	02	Heat-pump suitability	Prepare for an assessment
27 Oct	08	Choosing an installer	Help customers compare installers
03 Nov	04	Solar and heat pumps together	Explain how systems work together
10 Nov	05	Battery capacity and power	Improve the existing battery guide
17 Nov	10	Retrofit planning worksheet	Create a practical household brief
24 Nov	06	Boiler Upgrade Scheme	Improve the existing grant guide
01 Dec	07	Solar VAT and export payments	Clarify tax relief and export payments
08 Dec	09	Annual heat-pump servicing	Support servicing enquiries
15 Dec	Review	Website and search checks	Confirm the published pages work well
22 Dec	Review	Performance and enquiry review	Assess early results and next actions
29 Dec	Review	Freshness and Q1 planning	Keep information current and plan ahead

A clear route from reading to enquiry

Each article will guide the reader towards a relevant next step, such as discussing a heat-pump assessment, comparing solar options or requesting servicing. Related guides will connect naturally so customers can find the information they need.

Before publication

The content should be reviewed with EPC to confirm technical accuracy and the services available to customers. The dates are proposed and can be adjusted to reflect review times and business priorities.

Article references match the individual plans on pages 11-20. The final three rows are review activities, not additional blog posts.

YOUR CURRENT GOOGLE SEARCH VISIBILITY

Where the website has an opportunity

Between 29 June and 28 September 2026, Google reported 520 clicks through to EPC's website and 96,706 appearances in search results. The displayed click-through rate was 0.5%, with an average search position of 28.5.

An impression is an appearance in a search result. A click means someone followed a result to the website. Click-through rate is the percentage of impressions that produced a click. Average position summarises many searches and is not a fixed ranking.

Search phrase	Clicks	Impressions	Avg position
epc improvements	199	595	5.9
epc improvements ltd	45	108	3.2
epc improvements chelmsford	18	44	1.0
boiler upgrade scheme	0	1,445	51.6
heat pump servicing essex	0	207	16.6
heat pump servicing in essex	1	126	19.2
solar panels and battery storage	0	72	12.4
solar panels with battery storage uk	0	69	8.7

Improve grant and servicing guidance

The Boiler Upgrade Scheme search phrase has exposure but no clicks in this period. The existing grant article separately received 4,247 impressions and no clicks. Together, these findings support improving the guidance and its presentation. They are separate observations, not a direct match between that query and that page.

Local servicing searches also show an opportunity. A clear description of the service and a straightforward booking route can help people understand whether EPC can assist them.

Build on useful existing content

The solar battery maintenance article received four clicks and 715 impressions. We recommend preserving its useful maintenance advice while connecting it to the wider battery content.

Selected examples from Google Search Console; text searches, all countries and devices. The generic term "EPC" can also refer to an Energy Performance Certificate, so it should not automatically be treated as a search for the business.

Further information: Google Search Console. Reviewed 1 October 2026.

YOUR CURRENT GOOGLE AI VISIBILITY

EPC already appears in AI search

Google reported 2,024 appearances of links to EPC's website in its AI search features between 29 June and 28 September 2026. This gives the programme a useful starting point for reviewing future visibility.

Existing page	Google AI impressions
Homepage	528
Solar battery maintenance article	242
Tesla Powerwall 3 features guide	203
Tesla Powerwall 3 product page	196
Heat-pump installation page	74
How an air-source heat pump works	50
Existing Boiler Upgrade Scheme article	31
Servicing landing page	9
Existing battery storage explainer	3

Build on what is already useful

Several existing articles and service pages already appear in Google's AI features. The plan is to strengthen helpful content, keep important information current and make the next step towards an EPC enquiry easy to find.

What an AI impression means

The report covers Google AI Overviews and AI Mode. An appearance is not a website visit or an enquiry. These figures overlap the wider Google Search figures, so they must not be added together. Page-level figures can also be counted differently from the website total.

All ten example Google searches checked during the research displayed an AI Overview. This shows that AI answers are relevant to these topics; it does not mean EPC appeared in every answer or that the new articles are guaranteed to appear.

Scope: text searches, all countries and devices. These are results for existing pages, not the unpublished Q4 articles. ChatGPT, Perplexity and other services are not included in these figures.

Further information: Google AI search reporting. Reviewed 1 October 2026.

GOOGLE KEYWORD ESTIMATES

How search demand supports the topics

The examples below show the approximate monthly scale of UK Google searches. Some phrases closely match an article's question; others describe a broader topic. A broad figure, such as "home battery storage", does not predict searches for the exact article title.

Article	Example phrase and monthly estimate	Related phrase and monthly estimate
Whole-home upgrade order	whole home energy plan Not available	home energy upgrade 10-100
Solar with or without a battery	solar panels with or without battery 10-100	solar panels and battery 1k-10k
Heat-pump suitability	is a heat pump right for my home 10-100	heat pump suitability 10-100
Choosing an installer	how to choose a renewable energy installer Not available	mcs certified installer 100-1k
Solar and heat pumps together	solar panels and heat pumps together Not available	heat pump with solar panels 10-100
Battery capacity and power	home battery storage 1k-10k	home battery storage cost uk 10-100
Retrofit planning worksheet	home retrofit planning checklist Not available	retrofit roadmap Not available
Boiler Upgrade Scheme	heat pump grant england wales Not available	boiler upgrade scheme 1k-10k
Solar VAT and export payments	solar panels vat 100-1k	solar panels 0 vat 10-100
Annual heat-pump servicing	heat pump annual service checklist Not available	heat pump servicing 100-1k

What this means for the programme

Grants, batteries and servicing have broader search-demand signals. Planning articles and checklists have a different role: they help readers make decisions and prepare a more useful enquiry. We recommend judging them on that contribution as well as visitor numbers.

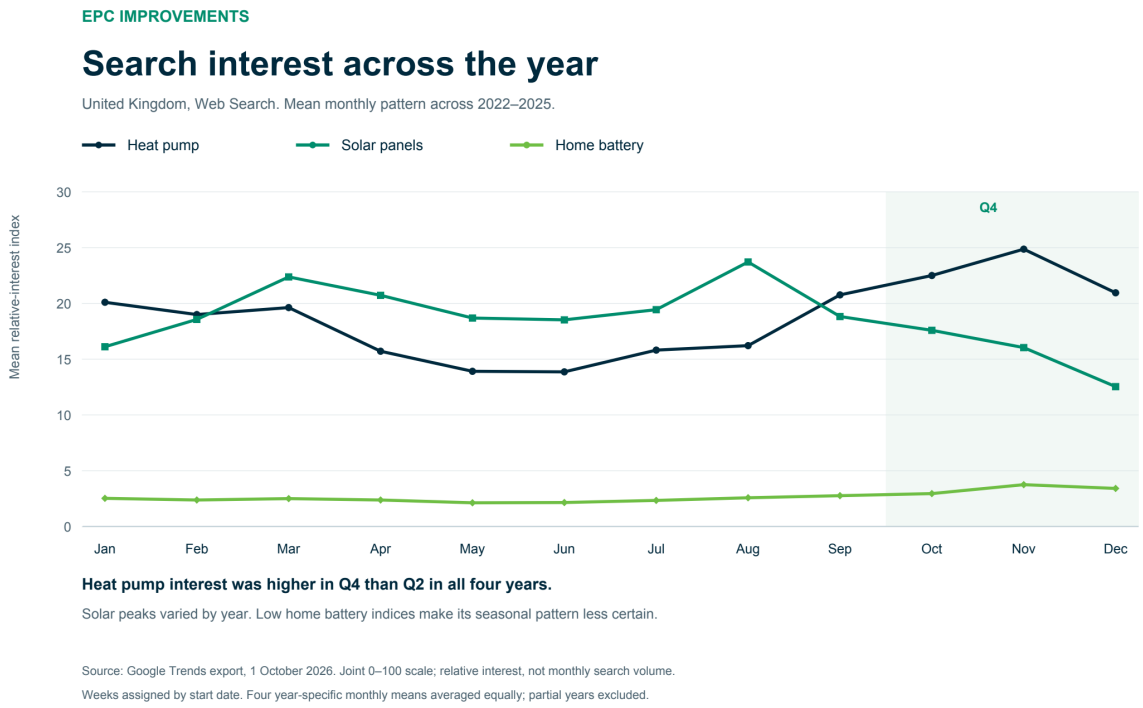
Google Keyword Planner, United Kingdom, Google network, all languages, September 2025-August 2026. "Not available" means Google did not supply a usable figure, not that there were no searches. Ranges include closely related searches and overlap, so they should not be added together.

Further information: Google Keyword Planner. Reviewed 1 October 2026.

SEASONAL SEARCH INTEREST

Why the timing makes sense

Google Trends provides context for when people tend to research these services. This chart compares UK interest in “heat pump”, “solar panels” and “home battery” across the complete calendar years 2022-2025.



Prepare heating content for autumn

Heat-pump interest was higher in October-December than April-June in all four years reviewed. That supports publishing the suitability guide in October and making the servicing journey useful before winter.

Keep solar guidance useful beyond summer

Solar-panel interest was lower in Q4 than Q2 in each year, and December was the lowest month each time. The October comparison guide can help people plan ahead. The December VAT and export-payments guide answers a separate question about purchase and payment arrangements.

Home-battery values are small on the shared scale, so its seasonal pattern is less reliable. We would not use it alone to predict enquiries.

The chart shows relative interest, not search volumes or a forecast. Monthly values average weekly readings across 2022-2025. Q4/Q2 ratios for 2022-2025 were 1.42, 1.80, 1.59 and 1.51 for heat pumps, and 0.83, 0.68, 0.87 and 0.84 for solar panels.

Further information: Google Trends. Reviewed 1 October 2026.

OCTOBER 2026

Help customers make their first decisions

Proposed activity for October 2026.

6 October | Whole-home upgrade order

Help homeowners understand which improvements to consider first and how heating, ventilation, solar and storage affect one another. This becomes a starting point for the wider content programme.

13 October | Solar with or without a battery

Explain the practical differences between the two options, including electricity-use patterns and export arrangements. Give the reader useful questions to ask when comparing proposals.

20 October | Heat-pump suitability

Explain what makes a heat pump suitable for a particular home and what an assessment should consider. Help customers approach EPC with realistic expectations.

27 October | Choosing an installer

Explain the different roles of MCS, TrustMark and RECC, alongside written quotations, protection and aftercare. Help customers make a more informed comparison.

What this month delivers

The first month establishes the core decision guides. Alongside these releases, we recommend improving the existing servicing enquiry route and correcting any outdated funding information already on the website.

NOVEMBER 2026

Connect the systems and explain the funding

Proposed activity for November 2026.

3 November | Solar and heat pumps together

Explain how solar can contribute to heat-pump electricity use, while making winter and evening demand clear. Help readers understand why combined systems need a coordinated design.

10 November | Battery capacity and power

Improve the existing battery explanation so homeowners understand the figures in a proposal. Keep the separate battery-maintenance article available for customers looking after a system they already own.

17 November | Retrofit planning worksheet

Give homeowners a practical way to record their priorities, questions and possible project stages. This complements the October article about the order of improvements.

24 November | Boiler Upgrade Scheme

Improve the existing grant guide with a clear explanation of the available routes, eligibility and application process. Check the official rules again before publication.

What this month delivers

November moves readers from broad research towards a better-informed project discussion. Important changes to live grant information should be made promptly rather than waiting for the full article release.

DECEMBER 2026

Complete the releases and review progress

Proposed activity for December 2026.

1 December | Solar VAT and export payments

Explain the difference between qualifying installation VAT relief and payment for exported electricity. Help customers understand the questions and paperwork involved.

8 December | Heat-pump servicing

Explain how to prepare for an annual visit, the kinds of checks to expect and the importance of a useful service record. Give readers a clear route to discuss servicing with EPC.

15 December | Website and search checks

Review the published pages, mobile presentation and links. Check that search engines can find the content and that readers can reach the right next step.

22 December | Performance and enquiry review

Review early search visibility, visits and enquiry information. Consider how long each page has been live when deciding what to improve.

29 December | Freshness and Q1 planning

Review policy-sensitive information and agree priorities for the next quarter. The timing can move to fit the Christmas and New Year schedule.

What this month delivers

The final three weeks are review activities, not additional blogs. They create time to improve the published work and choose the next topics using what the programme has taught us.

ARTICLE 01 | PROPOSED Q4 RELEASE

How to Plan a Whole-Home Energy Upgrade in the Right Order

Proposed publication: 6 October 2026. We recommend a clear starting point for homeowners considering several improvements. The article explains how heating, insulation, ventilation, solar and storage decisions affect one another, and why the order should follow the home's needs.

Relevant search phrase	Estimated UK monthly searches
whole home energy plan	Not available
home energy upgrade	10-100
whole home retrofit	Not available

Google Keyword Planner, September 2025-August 2026. Ranges include related searches. "Not available" means no usable figure was supplied.

Why this topic matters

Google estimates 10-100 UK monthly searches for "home energy upgrade". The broader search we reviewed leaned towards grants and government policy, so this is a useful customer guide rather than a proven high-demand title. Your website appeared 53 times for "retrofit company", with no clicks, during 29 June-28 September 2026. That describes contractor searches, not this unpublished article's performance.

What the article will explain

Readers will understand which decisions need resolving first, what information to gather and how work could be staged. We will explain the reasons behind a sequence without presenting one fixed order as suitable for every property.

The proposed approach

We will check your existing advice before adding a planning page, then connect it to relevant services. This article explains the order of work; article 10 provides the worksheet that helps a household record its own plan.

Before publication

Please confirm which improvements EPC can coordinate, how urgent heating replacements are handled and who will review the technical advice. A genuine project example would strengthen the article if permission is available. The guidance will make clear that a property assessment is still needed.

The next step for the reader

Discuss my home energy plans.

Further information: Energy Saving Trust: Retrofit explained; GOV.UK: Approved Document F. Reviewed 1 October 2026.

ARTICLE 03 | PROPOSED Q4 RELEASE

Solar Panels or Solar Panels and a Battery: Which Is Right for Your Home?

Proposed publication: 13 October 2026. We recommend a practical comparison that helps homeowners decide whether to install solar panels alone or add a battery. It gives your website a clear answer to a buying question without suggesting that every household needs storage.

Relevant search phrase	Estimated UK monthly searches
solar panels with or without battery	10-100
solar panels and battery	1k-10k
solar battery storage	1k-10k

Google Keyword Planner, September 2025-August 2026. Ranges include related searches. “Not available” means no usable figure was supplied.

Why this topic matters

UK estimates showed 10-100 monthly searches for “solar panels with or without battery”, compared with 1,000-10,000 for broader solar-and-battery phrases. Those broader ranges do not represent demand for this exact title. Your website recorded 72 and 69 appearances for two related searches, with no clicks, during the reviewed three months. These are existing-site signals, not results from the proposed article.

What the article will explain

Readers compare the same solar proposal with and without storage, using their electricity habits, costs, tariffs and export options. We explain storage losses and ask what the additional equipment contributes. Backup during a power cut depends on the installed arrangement and must be specified.

The proposed approach

We will check your existing buying guides before choosing the preferred page. The article will link to the battery explainer and VAT/export guide, with a contact button for discussing solar and battery options.

Before publication

Your technical lead should approve the comparison and backup explanation. We will confirm the Solar PV Guide’s contact details and download before linking to it. Any future savings example needs dated household assumptions rather than a general promise.

The next step for the reader

Discuss your solar and battery options.

Further information: Energy Saving Trust: Solar panels; Energy Saving Trust: Battery storage; Tesla UK: Powerwall 3 with non-backup configuration. Reviewed 1 October 2026.

ARTICLE 02 | PROPOSED Q4 RELEASE

Is a Heat Pump Right for My Home? A Straightforward UK Guide

Proposed publication: 20 October 2026. We recommend answering the questions homeowners ask before requesting a heat-pump quotation: can their home stay comfortable, which radiators may need changing, where equipment will fit and how hot water will be provided?

Relevant search phrase	Estimated UK monthly searches
is a heat pump right for my home	10-100
heat pump suitability	10-100
heat pump installation	1k-10k

Google Keyword Planner, September 2025-August 2026. Ranges include related searches. “Not available” means no usable figure was supplied.

Why this topic matters

Google estimates 10-100 UK monthly searches for both “is a heat pump right for my home” and “heat pump suitability”; related phrases can overlap, so the ranges should not be added. During 29 June-28 September 2026, your heat-pump installation page recorded 1,759 Web impressions and 11 clicks. Your existing installation guide recorded nine impressions and no clicks. These are existing-page figures, not results for the unpublished article.

What the article will explain

The article gives readers practical survey questions and explains why age alone does not decide suitability. Heating needs, radiator output, hot-water demand and available space require assessment together. It avoids promising a particular saving or assuming every radiator must change.

The proposed approach

We will compare the draft with your existing installation guide. If both answer the same questions, we recommend improving one preferred page. If they serve different needs, the suitability article will lead naturally to the installation guide and your heat-pump enquiry button.

Before publication

Please confirm what EPC’s assessment includes and approve the equipment-positioning, radiator and hot-water advice. A real, anonymised room assessment could show why one radiator was retained and another replaced. We will also check that the contact button reaches the right team.

The next step for the reader

Discuss your home's heat-pump suitability with EPC.

Further information: GOV.UK: heat pumps explained; MCS Heat Load Calculator: room detail; Energy Saving Trust: heat-pump installation guide. Reviewed 1 October 2026.

ARTICLE 08 | PROPOSED Q4 RELEASE

How to Choose a Renewable Energy Installer: MCS, TrustMark and RECC

Proposed publication: 27 October 2026. We recommend a practical guide that helps homeowners compare renewable-energy installers with confidence. It explains the different roles of MCS, TrustMark and RECC, then turns those distinctions into questions about the business, quotation, protection and aftercare.

Relevant search phrase	Estimated UK monthly searches
how to choose a renewable energy installer	Not available
mcs certified installer	100-1k
mcs heat pump installer	Not available

Google Keyword Planner, September 2025-August 2026. Ranges include related searches. “Not available” means no usable figure was supplied.

Why this topic matters

Google estimates 100-1,000 UK monthly searches for “mcs certified installer”, but returned no range for the full proposed topic. This supports interest in checking installers, although it does not establish demand for the exact article title. The guide will help customers compare quotations, credentials and aftercare before contacting EPC.

What the article will explain

Readers will learn to check the company named on their quotation, confirm that credentials cover the work proposed and compare written inclusions. They will understand that equipment warranties, workmanship terms and financial protection can cover different problems.

The proposed approach

We will review your existing installer advice before choosing the preferred page. The guide should support informed enquiries, while company news and individual product pages keep their own purpose. Its contact button will invite readers to discuss their project and outstanding questions.

Before publication

Please confirm EPC’s current registrations, the relevant equipment and trades covered, and the actual contract, deposit protection and complaints arrangements. We will only publish EPC-specific credentials once checked. Your commercial team should approve the comparison questions and aftercare wording.

The next step for the reader

Talk through my project with EPC.

Further information: TrustMark: homeowners; RECC: About the Code; MCS: Guidance for Contracts and Quotations, version 1.0. Reviewed 1 October 2026.

ARTICLE 04 | PROPOSED Q4 RELEASE

Do Solar Panels and Heat Pumps Work Well Together?

Proposed publication: 3 November 2026. We recommend a focused guide to how solar panels and heat pumps work together. It should help homeowners understand a combined project and give your website a useful connection between its heating and solar advice.

Relevant search phrase	Estimated UK monthly searches
solar panels and heat pumps together	Not available
heat pump with solar panels	10-100
solar powered heat pump	10-100

Google Keyword Planner, September 2025-August 2026. Ranges include related searches. “Not available” means no usable figure was supplied.

Why this topic matters

Google showed estimated UK demand of 10-100 monthly searches for each of “heat pump with solar panels” and “solar powered heat pump”. No value was returned for the complete proposed phrase. We did not isolate a clear combined-system search signal in your website’s reviewed results, so existing service-page visibility should not be treated as demand for this exact article.

What the article will explain

The article explains why matching annual generation and consumption does not make a home self-sufficient. Solar can contribute to heat-pump electricity use, but winter and evening purchases still matter. A normal domestic battery cannot carry summer surplus into winter. Seasonal examples help readers ask better questions about heating design, roof output, controls and storage.

The proposed approach

We recommend a separate guide about coordinating the two systems, linked to your suitability, solar comparison and battery articles. Readers can then use a contact button to discuss their own plans without repeating all the advice on every page.

Before publication

Your technical lead should confirm the heating controls, hot-water safety, electricity-network requirements and what EPC actually coordinates at installation and handover. A measured project example could strengthen the guide if you have suitable information and permission to use it.

The next step for the reader

Discuss your home energy plans.

Further information: Energy Saving Trust: Your heat pump questions answered; Energy Saving Trust installer toolkit: Sizing a heat pump. Reviewed 1 October 2026.

ARTICLE 05 | PROPOSED Q4 RELEASE

Home Battery Storage Explained: Capacity, Power and Everyday Use

Proposed publication: 10 November 2026. We recommend refreshing your existing battery explainer so homeowners can understand the specifications in a quotation. Its purpose is to explain how storage works and what the figures mean, while the solar comparison article handles whether to buy it.

Relevant search phrase	Estimated UK monthly searches
home battery storage	1k-10k
home battery storage cost uk	10-100
battery storage without solar	10-100

Google Keyword Planner, September 2025-August 2026. Ranges include related searches. “Not available” means no usable figure was supplied.

Why this topic matters

The broad phrase “home battery storage” showed 1,000-10,000 estimated UK monthly searches; this is not demand for the exact article title. Your existing explainer recorded 151 ordinary Web-search appearances, no clicks and three Google AI appearances. The separate maintenance article recorded 715 Web appearances, four clicks and 242 AI appearances. AI appearances overlap Web reporting and must not be added to it; they are not visits or enquiries.

What the article will explain

Readers learn the difference between energy capacity in kWh and power in kW. Simple, clearly labelled calculations explain the units without promising a product’s runtime. The article also covers usable capacity, charging, backup arrangements and the information a homeowner should receive after installation.

The proposed approach

We will review the existing explainer and buying guide, then update the most suitable page while preserving useful links. The maintenance article should keep its separate purpose. Related guides and a battery-enquiry button will help readers take the next step.

Before publication

Your technical lead should approve the examples and confirm that the wording reflects the equipment EPC offers. Backup and installation location need specific checks. We will avoid presenting a generic battery size, placement or savings figure as suitable for every home.

The next step for the reader

Discuss home battery storage.

Further information: Energy Saving Trust: Battery storage; Tesla UK: Powerwall 3 with non-backup configuration. Reviewed 1 October 2026.

ARTICLE 10 | PROPOSED Q4 RELEASE

Your Home Retrofit Roadmap: A Practical Planning Worksheet

Proposed publication: 17 November 2026. We recommend a practical worksheet that helps a homeowner turn several improvement ideas into a manageable brief. It records the home's starting point, priorities, planned stages, responsibilities and questions to discuss with EPC.

Relevant search phrase	Estimated UK monthly searches
home retrofit planning checklist	Not available
retrofit roadmap	Not available
retrofit plan	10-100

Google Keyword Planner, September 2025-August 2026. Ranges include related searches. "Not available" means no usable figure was supplied.

Why this topic matters

Google estimates 10-100 UK monthly searches for "retrofit plan", but returned no range for "home retrofit planning checklist" or "retrofit roadmap". Missing figures do not mean no searches. We did not establish performance for an exact worksheet query on your website. The search results reviewed included planning documents and PDFs, supporting the format, but this unpublished article has no results of its own.

What the article will explain

Readers can work through a clearly labelled example, then use the worksheet to collect their own facts and decisions. It will help them prepare for a conversation without suggesting that completing it replaces a survey, technical design or approval.

The proposed approach

Article 01 explains the order of improvements; this article gives readers a practical way to record their plan. We recommend a separate page only while that difference remains clear. Any downloadable version must be ready before its download button is added, with useful guidance also available on the page.

Before publication

Please confirm what EPC offers at the next assessment and where responsibility for other work sits. We will check earlier planning material for duplication and ask a named technical reviewer to approve the worksheet. The example will remain illustrative unless a real, consented case is supplied.

The next step for the reader

Discuss my staged retrofit project.

Further information: Energy Saving Trust: Retrofit explained; GOV.UK: Find ways to save energy in your home. Reviewed 1 October 2026.

ARTICLE 06 | PROPOSED Q4 RELEASE

Heat Pump Grants in England and Wales: A Homeowner Guide to the Boiler Upgrade Scheme

Proposed publication: 24 November 2026. We recommend updating your existing Boiler Upgrade Scheme article rather than adding another competing grant page. It should help homeowners in England and Wales understand the available routes and prepare for an informed discussion with EPC.

Relevant search phrase	Estimated UK monthly searches
heat pump grant england wales	Not available
boiler upgrade scheme	1k-10k
heat pump grants	1k-10k

Google Keyword Planner, September 2025-August 2026. Ranges include related searches. “Not available” means no usable figure was supplied.

Why this topic matters

“Boiler upgrade scheme” recorded 1,445 appearances in your website’s ordinary Google results without a click. Separately, the existing grant article recorded 4,247 Web appearances, no clicks and 31 Google AI appearances. These figures cannot be added or treated as enquiries. UK estimates of 1,000-10,000 monthly searches support the broader scheme and grant themes, not the exact proposed title.

What the article will explain

The guide distinguishes the checked £7,500 air-to-water and ground-source awards, £2,500 air-to-air award and conditional £9,000 route for qualifying off-gas oil/LPG replacements. It explains how the installer handles the application, what a grant-inclusive quote should show and why eligibility must be confirmed for each property.

The proposed approach

We will refresh the established scheme page and review your regional 2025 grant guide for duplicated or outdated advice. The article will link to heat-pump suitability and installer-choice guidance, with a clear route to discuss a project. Outdated live amounts should be corrected before the planned release.

Before publication

Your funding lead should confirm EPC’s role and recheck amounts, eligibility and timing on publication day. The £9,000 route is time-limited and excludes self-builds. We will keep individual deadlines with the installer and avoid implying that an enquiry guarantees funding.

The next step for the reader

Discuss a heat-pump project with EPC.

Further information: GOV.UK: BUS grant values; Ofgem: BUS property-owner guidance V5.1; GOV.UK: applying for BUS. Reviewed 1 October 2026.

ARTICLE 07 | PROPOSED Q4 RELEASE

Solar Panels, 0% VAT and the Smart Export Guarantee: What Homeowners Need to Know

Proposed publication: 1 December 2026. We recommend a guide that separates the installation bill from future export income. It helps homeowners understand VAT and the Smart Export Guarantee before comparing solar proposals, while giving your website a clear place to explain these frequently confused subjects.

Relevant search phrase	Estimated UK monthly searches
solar panels vat	100-1k
solar panels 0 vat	10-100
smart export guarantee	1k-10k

Google Keyword Planner, September 2025-August 2026. Ranges include related searches. “Not available” means no usable figure was supplied.

Why this topic matters

Google showed estimated UK monthly ranges of 100-1,000 for “solar panels VAT” and 1,000-10,000 for “Smart Export Guarantee”. These support the subject areas rather than proving demand for the full title. We did not establish a clear VAT or export-payment baseline in your website’s reviewed results, so we will examine the existing export guide before deciding where this content belongs.

What the article will explain

Qualifying installations currently have 0% VAT across the UK through 31 March 2027, with 5% scheduled from 1 April. SEG is separate and applies in Great Britain. The article explains certification, export metering, supplier terms and the documents needed. Payments do not start automatically when installation finishes.

The proposed approach

We will inspect your existing SEG article, then recommend an update or a distinct VAT-led companion page. This avoids two guides answering the same question. Links to the solar comparison and battery explainer will lead readers towards a relevant contact button.

Before publication

We will recheck HMRC and Ofgem on publication day and before April 2027. Your team should confirm quotation and application responsibilities, project-specific VAT treatment and supplier conditions, including battery exports. The wording will remain “zero-rated”, without promising eligibility or a particular export payment.

The next step for the reader

Discuss your solar installation.

Further information: HMRC: Energy-saving materials and heating equipment, VAT Notice 708/6; Ofgem: Smart Export Guarantee, generators; Ofgem: SEG guidance for generators. Reviewed 1 October 2026.

ARTICLE 09 | PROPOSED Q4 RELEASE

Heat Pump Servicing: What a Good Annual Visit Should Check

Proposed publication: 8 December 2026. We recommend a guide that explains what homeowners should expect from a heat-pump service, how to prepare and what a useful service record should contain. It will support informed booking enquiries and clearer expectations.

Relevant search phrase	Estimated UK monthly searches
heat pump annual service checklist	Not available
heat pump servicing	100-1k
air source heat pump service	1k-10k

Google Keyword Planner, September 2025-August 2026. Ranges include related searches. “Not available” means no usable figure was supplied.

Why this topic matters

During 29 June-28 September 2026, “heat pump servicing in essex” recorded 126 Web impressions and one click. Separately, your servicing page recorded 4,594 Web impressions and three clicks; Google’s AI report separately showed nine impressions. These are separate observations, rather than a match between that search and that page. AI appearances overlap the wider Google figures. These are results for existing content. Google’s UK estimates are 100-1,000 monthly searches for “heat pump servicing” and 1,000-10,000 for “air source heat pump service”; these ranges should not be added.

What the article will explain

The article distinguishes scheduled maintenance from repairs and investigations into comfort or bills. It explains that checks follow the installed model’s instructions, usually annually, and helps readers bring useful records and describe symptoms without attempting technical work themselves.

The proposed approach

We will keep this educational guide separate from your main service-booking page and connect them with a clear booking button. We recommend improving that booking journey now, while preparing the December article, and reviewing overlapping servicing pages before making changes.

Before publication

Please confirm supported models, service areas, cylinder checks, warranty requirements and repair terms. Manufacturer examples must match the limits of EPC’s actual service. A redacted service record and an approved engineer photograph would provide useful first-hand detail.

The next step for the reader

Request heat-pump servicing from EPC.

Further information: Vaillant: what to expect from a heat-pump service; Daikin: servicing your heat pump; EPC Improvements: servicing. Reviewed 1 October 2026.

MAKING THE WEBSITE WORK TOGETHER

Give each article a clear purpose

The programme is intended to make the website easier to use, with clear answers and a sensible route between related subjects. We recommend improving a useful existing page when it already serves the right purpose.

Content area	How the articles work together
Whole-home planning	The October guide explains the order of improvements. The November worksheet helps the homeowner record a practical plan.
Solar and batteries	The comparison guide helps customers decide whether to add storage. The battery explanation clarifies how it works. Maintenance advice remains available separately.
Heat pumps	Suitability, installation, grants and servicing answer different questions at different stages of the customer's decision.
Funding and export payments	The grant guide improves existing Boiler Upgrade Scheme coverage. Solar VAT and export guidance should complement the relevant advice already on the site.
Servicing	The advice article explains the visit; the service page helps readers understand EPC's offer and make an enquiry.

Make the next step easy to find

Readers should be able to move from a useful explanation to a relevant service or contact page. Links should help answer the next natural question, rather than repeat the same information across several articles.

Protect useful existing pages

Before publishing, the website review should identify where an update would be more useful than another page on the same subject. This helps preserve existing visibility and avoids confusing customers with overlapping advice.

Check the experience after publication

The review will cover readable mobile pages, working links and contact routes, and whether search engines can find the content. These checks support the articles; they do not guarantee a particular ranking.

Further information: Google guidance on AI search. Reviewed 1 October 2026.

SUPPORTING THE CUSTOMER JOURNEY

Help interested readers prepare an enquiry

Useful articles can be supported by simple resources that help a customer compare options or prepare a project discussion. The following resources are proposed supporting activity and should be agreed before release.

Resource	How it could help
Solar PV Guide	Give readers a fuller introduction to solar, with current contact details and an easy next step.
Solar and battery comparison worksheet	Help customers compare proposals using the same assumptions and understand what storage would add.
Heat-pump quote comparison worksheet	Help customers understand differences in scope, equipment, design and aftercare.
Whole-home preparation worksheet	Help homeowners record priorities and questions before an assessment; align it with the November planning article.
Social posts for the first three articles	Introduce the main question from each article and direct readers to the published guide.

Use EPC’s practical experience

Suitable project photographs, examples and technical explanations can make the content more helpful. Any customer material should be used with permission, and any figures or examples should accurately reflect the project concerned.

Topics to consider for Q1

Heat-pump costs and a Powerwall 3 decision guide are possible follow-on topics. They are outside the ten Q4 releases and need an updated review before scheduling. Battery maintenance, flat-roof solar and local servicing may also warrant further work, depending on the performance of existing pages.

Keep the focus on useful conversations

The purpose of each resource is to help a homeowner make a better-informed decision and approach EPC with a clearer brief. Downloading a guide is a sign of interest, but it is not the same as a qualified enquiry or a sale.

REVIEWING THE RESULTS

Measure progress beyond rankings

The starting point is EPC's Google performance from 29 June-28 September 2026. Each article should then be reviewed against its actual publication or substantial-update date, so newer pages are not judged as if they have been live for the full quarter.

What we will review	Why it matters
Search visibility	Are the pages appearing for relevant questions, including searches from people who do not already know EPC?
Visits from Google	Are those appearances leading readers to the website?
Google AI appearances	Are useful EPC pages being shown in Google's AI search features?
Enquiries and their quality	Are readers making contact about services EPC offers, in suitable locations and with useful project information?
Accuracy and ease of use	Are the articles current, clear and connected to working contact routes?

Use sensible review periods

We recommend an initial review after each page's first complete 28 days, followed by a longer review at around 90 days. Compare appropriate periods and allow for seasonality, the age of the page and changes to the website.

A practical approach to Google and AI search

The priority is useful content that answers customer questions accurately, supported by EPC's expertise and a website that search engines can access. Clear explanations and real examples are more valuable than adding pages simply to repeat keyword variations. AI inclusion and rankings remain outside our control.

Keep important information current

Review grant, tax and export-payment claims before publication and whenever the rules change. The December review should identify improvements for Q1. Enquiry targets should be agreed once tracking and a reliable business baseline are in place.

Google AI impressions overlap ordinary Google Search reporting and will be reviewed separately. This plan does not establish visibility or enquiry figures for other AI platforms.

Further information: Google guidance on AI search; Google AI search reporting. Reviewed 1 October 2026.

KEYWORD REFERENCE

The search phrases reviewed

Google Keyword Planner estimates for the United Kingdom, Google network, all languages, September 2025-August 2026. Reviewed 1 October 2026. These ranges provide context for the topics; they are not predicted visits to EPC's website.

Search phrase	Estimated monthly searches
air source heat pump service	1k-10k
battery storage without solar	10-100
boiler upgrade scheme	1k-10k
heat pump annual service checklist	Not available
heat pump grant england wales	Not available
heat pump grants	1k-10k
heat pump installation	1k-10k
heat pump servicing	100-1k
heat pump suitability	10-100
heat pump with solar panels	10-100
home battery storage	1k-10k
home battery storage cost uk	10-100
home energy upgrade	10-100
home retrofit planning checklist	Not available
how to choose a renewable energy installer	Not available
is a heat pump right for my home	10-100
mcs certified installer	100-1k
mcs heat pump installer	Not available
retrofit plan	10-100
retrofit roadmap	Not available
smart export guarantee	1k-10k
solar battery storage	1k-10k
solar panels 0 vat	10-100
solar panels and battery	1k-10k
solar panels and heat pumps together	Not available
solar panels vat	100-1k
solar panels with or without battery	10-100
solar powered heat pump	10-100
whole home energy plan	Not available
whole home retrofit	Not available

"Not available" means Google did not supply a usable estimate, not that there were no searches. Closely related searches can overlap, so the ranges should not be added together. A broad topic's demand is not a measure of searches for an exact article title.

Further information: Google Keyword Planner. Reviewed 1 October 2026.