



Case Study: LG Energy

OVERVIEW

LG Energy recognised that an SEO audit and marketing strategy would drive more traffic to the website and generate more leads. **XEN Solar** successfully met these goals.

INDUSTRY

Residential and Commercial Solar

DELIVERABLES

- > Website SEO
- > Marketing Strategy
- > Paid Advertising
- > Social Channels
- > Lead Generation

BACKGROUND STORY

LG Energy has over 80 installation partners as part of the Australia-wide Authorised Solar Dealer Network. These solar installation partner companies provide free advice about solar, inspect your premises and provide high quality installation services for solar systems and battery solutions. With the LG dealer network, support and quality installations are only one phone call away across Australia.

The XEN Solar process was tailored to suit LG Solar and the needs of each dealer. The project started with website SEO, the focus then switched to marketing strategy and paid advertising. **XEN Solar** continues to meet the needs of LG dealers around Australia who are looking for digital marketing services.

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We initially engaged XEN Solar to assist LG Solar & Energy to improve our Igenenergy website SEO, however this project quickly grew to include strategy across paid and social channels as well, with a focus on driving leads.

With the site now gaining 1100 visits per day and providing more than 1200 new leads per month, the project has been a great success.

It has been a vital part of our 35% sales growth, compared to last year.

We've been impressed with XEN Solar's combination of strategic, technical and implementation skills, and introduced them to other divisions across LG.

EXAMPLES OF WORK



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To Receive **FREE** Quality Advice
CALL LG Solar Direct on
1300 152 179


The **Most Trusted** Solar Panel brand in Australia


[Learn More](#)







 Residential Solar

 Commercial Solar

 Calculators


 Products

Why LG?

Buying a solar panel system from LG means you are purchasing a high performing product built to last for decades.

LG sees the last 30 years as just the beginning. We look forward to being a major contributor to the solar industry - and global sustainability efforts - for many years to come. Learn more about why LG Solar panels are recommended.

[Read More](#)



Our Solar Products



The image displays a variety of solar energy components. On the left, there are several solar panels of different sizes, some mounted on a rack system. In the center, a solar inverter is shown. On the right, there are two large, upright solar batteries. The background is a light blue gradient with a subtle grid pattern.

Solar Panels

High quality and long lasting solar panels with a 25 year Product Warranty


Solar Batteries

Some of the best lithium-ion solar home batteries from our sister company LG Chem

A promotional banner for LG Solar Calculators. It features a background image of a person's hands typing on a laptop keyboard. In the foreground, a small, detailed model of a red house with a grey roof and yellow windows is held in a hand. The text 'LG Solar Calculators' is prominently displayed in a large, dark font. Below it, a smaller line of text reads 'Calculate how much LG Solar can save you over 20 years'. At the bottom left, there is a dark red button with the white text 'Try Now'.


Why choose LG Solar Panels?

Not all solar panels are built the same. When you purchase solar panels from LG Solar you are investing in a product backed by years of experience and manufactured with the help of stringent research and testing standards.




25 YEARS
LG Product and Performance Warranty

25 year parts and labour manufacturer's warranty



EURO RESEARCH
TOP BRAND PV
MODULES
AUSTRALIA
2021

LG Solar Panel won Top Brand in Australia 5 years in a row



Australian PV Institute
Most Trusted Solar Panel Brand

Australia's Most Trusted Solar Panel Brand




New LG Solar Guides

Written by experts with over 20 years of solar experience.

Receive your **FREE** copy today

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LG Customer Testimonials

An aerial photograph of a coastal residential area. Several houses are visible, many of which have solar panels installed on their roofs. The houses are surrounded by lush green trees and vegetation. In the background, a sandy beach and the ocean are visible. The image is framed by a blue border on the left and right sides. In the top left corner, there is a small LG logo and the text 'LG Solar Customer Testimonials'. In the top right corner, there are two icons: a play button and a share icon, with the text 'Watch later' and 'Share' respectively. A white play button icon is centered over the image.

Contact

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