



# **IMPLICATIONS OF THE SOLAR TAX CREDIT & HOW TO ADJUST YOUR MARKETING ACCORDINGLY**

Peter Troast, Founder & CEO

Abby Yolda, Senior Solar Strategist

Energy Circle Webinar Series

*January 13, 2021*



# 5 Takeaways from the 2020 Local Search Ranking Factors Report



By Cory Allyn | January 13, 2021

The [Local Search Ranking Factors report](#), which has been issued annually since 2008, is one of the best resources digital marketers have to stay up to date on current best practices for local search.

2020's report, published by Whitespark, was created by polling close to 50 of the top experts in local search. Google is notoriously tight-lipped when it comes to how their algorithms work, so this is the next best thing: expert opinions from the people that know this sector the best.

## Why Should You Care About Local Search?

If you're wondering why you even need to worry about your local search rankings at all, you should know that there are very few things in our universe that aren't local search-related—when consumers look for products or services you offer online, Google's local search algorithm decides how easily they'll find your company (versus your competitors).

Just look at any Google SERP (Search Engine Result Page): Local Services Ads are at the top, followed by the local pack (sometimes called the 3 pack), with organic results near the bottom. The prioritization is even more evident on a mobile search. [You should be prioritizing local search](#) for your business, because Google already



# Everything You Need to Know About the Future of the Solar Investment Tax Credit



By Emily Silverman | December 30, 2020

The federal solar tax credit, also known as the investment tax credit (ITC), has long reigned as one of the best solar energy incentives in the United States. When it was first established, the ITC allowed homeowners and businesses to claim a federal tax credit worth 30% of the total cost of their solar installation. Though that number has since decreased, the ITC is still an incredible incentive that has led to an **average 52% annual growth** in the solar industry since it was enacted. The ITC has an impact on other industries as well—it offers incentives for geothermal and small-scale wind in addition to solar—making its extension an exciting prospect for the future of clean energy.

In our **latest podcast episode**, we discussed the current state of the ITC and its effect on content marketing strategy for solar energy companies. Since that episode aired, there have been some big changes to the ITC! Originally set to drop from its current level of 26% to 22% in 2021 and then expire altogether before the start of 2022, the federal solar tax credit has been extended, giving homeowners and businesses more time to save, and providing an excellent marketing opportunity for solar energy companies.

## Here's What the Current ITC Schedule Looks Like

The federal solar tax credit has been adjusted several times since its inception in 2006, with its first extension taking place in 2015. From the latest extension at the end of 2020, the ITC schedule looks like this:

- 2021-2022: Residential and commercial solar installations are eligible for a federal tax credit worth 26% of the system's cost.

# Upcoming Webinars

**January 13** - Implications of the Solar Tax Credit & How to Adjust Your Marketing Accordingly with Solar Strategist Abby Yolda

**January 20** - Video Marketing: Does It Belong in Your Marketing Mix—and Where?

**January 27** - What Are You Planning for 2021? An Expert Contractor Panel

**February 3** - Marketing Heat Pumps: What Keyword Search Data Tells Us About the Consumer Mindset

**February 10** - Newly Accessible Streaming Services: Should You Be Using Spotify, Hulu, & More for Marketing?



# What We'll Discuss

- 1 The Tax Credit Extension Victory**
- 2 Implications for Residential Solar in 2021 and Beyond**
- 3 Marketing Communications Strategies to Get Maximum Benefit**



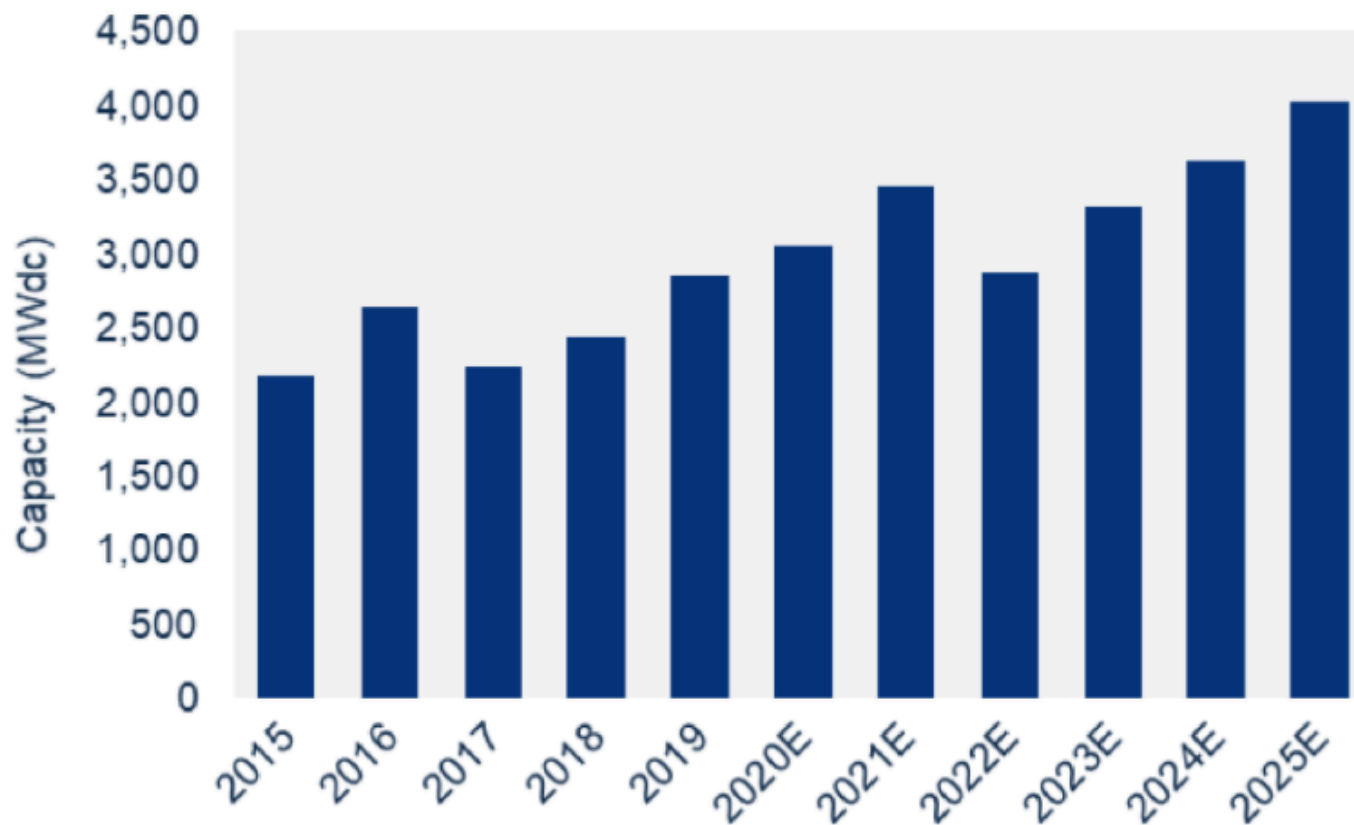
# **THE TAX CREDIT VICTORY & IMPLICATIONS FOR GROWTH**

# Victory! Significant Extension for Resi ITC

	2019	2020	2021	2022	2023	2024
<b>Prior</b>	30%	26%	22%	0%	0%	0%
<b>New</b>	30%	26%	26%	26%	22%	0%

# 2021-2025 Forecast Pre-ITC Change

Residential installations and forecast, 2015-2025E



Source: Wood Mackenzie



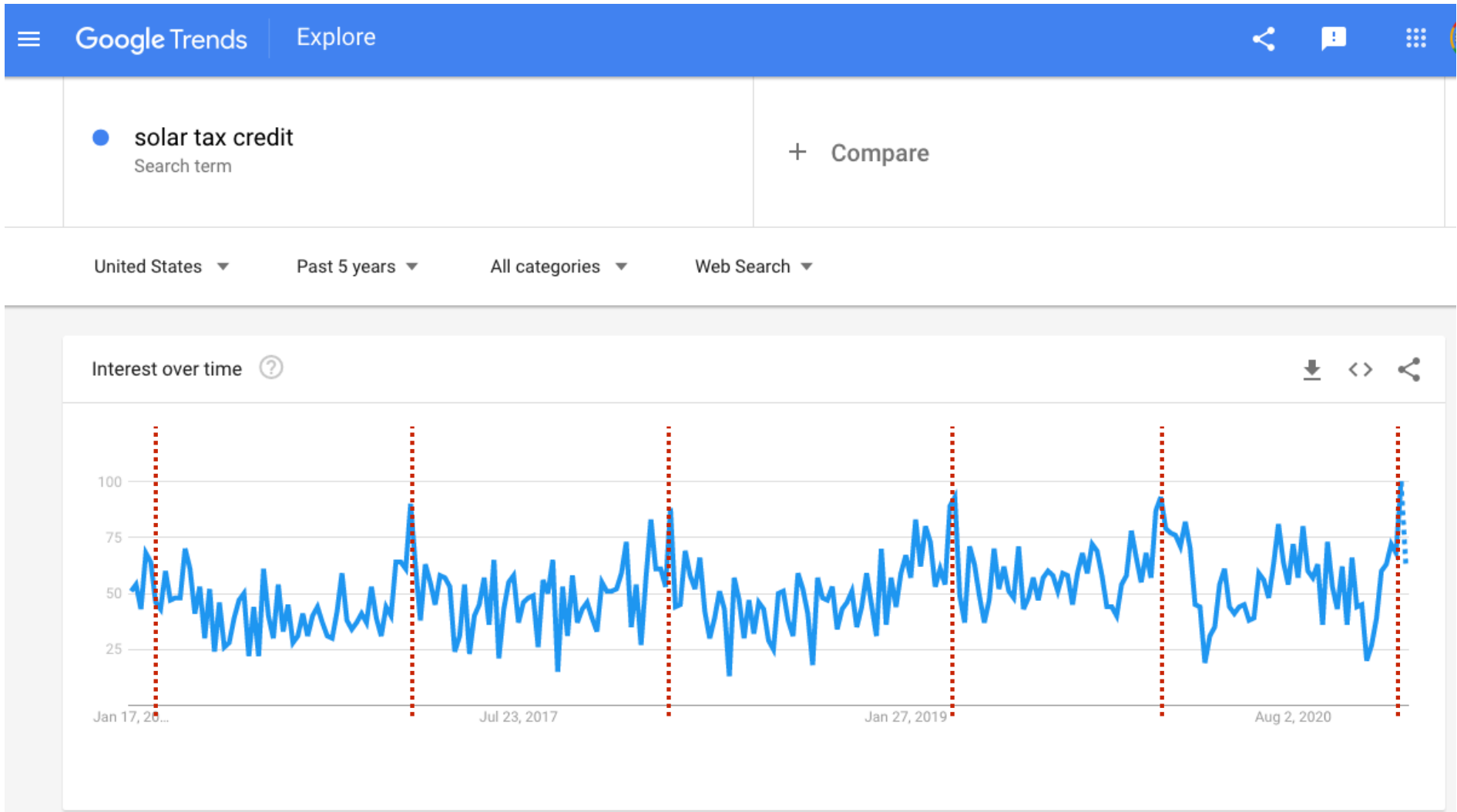
©2020

Solar  
Market  
Insight  
Report  
2020 Q4



# **KEY TACTICS TO ACTIVATE THE MARKET**

# Interest Always Spikes in Q1—> 4/15





# Home Page Lead Copy



**SAVE 26% ON SOLAR IN 2021**

Get started now with a free solar quote

**GO SOLAR AND SAVE!**

**READY TO GO SOLAR?**  
GET A FREE SOLAR QUOTE TODAY!  
866-372-9652

Name \*

Phone \*      Email \*

Question or Comment

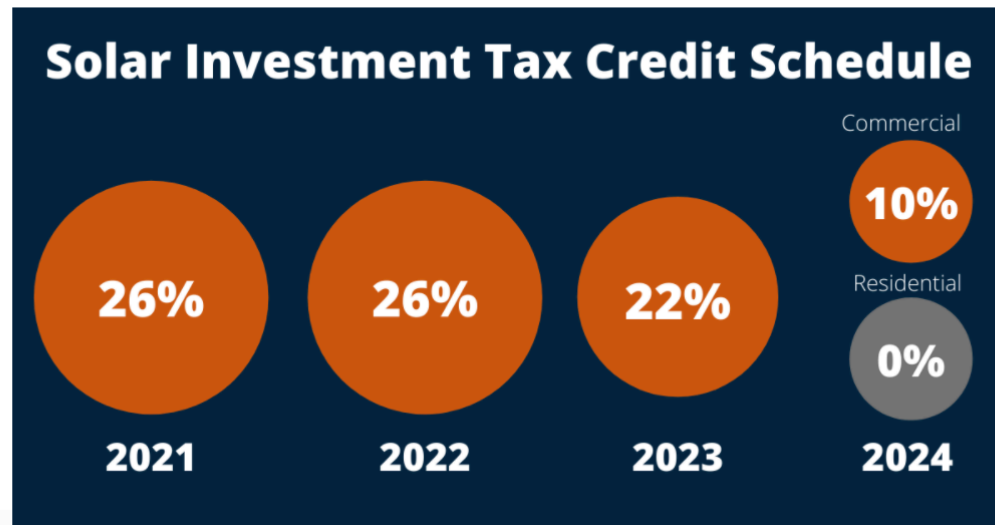
**GET STARTED**

# ITC Page Update

## Solar Investment Tax Credit / Federal Solar Tax Credit

Probably the most well-known national solar incentive, this federal initiative gives homeowners and businesses a federal tax credit equaling 26% of their total solar installation costs, with no cap, and allows them to roll forward any remaining balance if their tax credit exceeds the total amount of federal taxes due.

The ITC was extended but still due to decline after 2022. In 2021 and 2022, the tax credit will remain at 26% but it will drop to 22% in 2023, and in 2024 will be eliminated completely for homeowners and lowered to a permanent 10% for **commercial solar** installations.



# Updated FAQ's

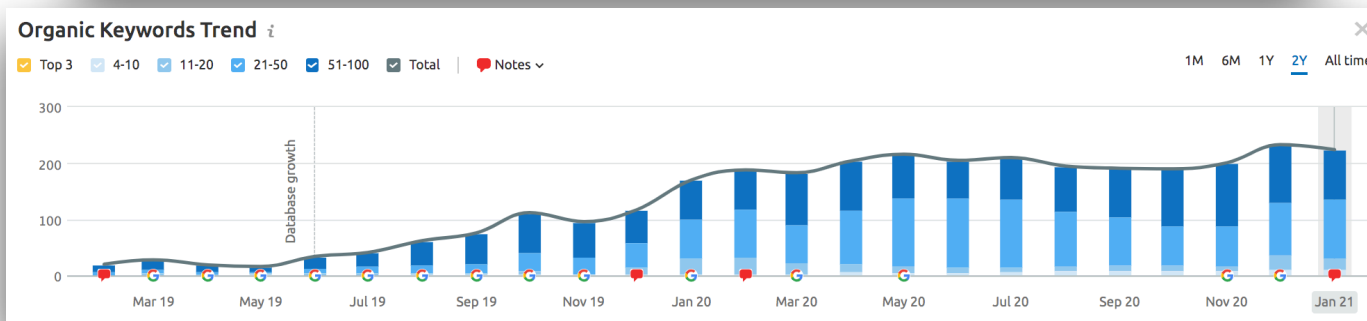
## What is the solar tax credit?

The federal solar tax credit, officially called the solar Investment Tax Credit, is probably the most well known solar incentive available in the United States. This is likely because of the size of the potential savings! Owners of residential solar and commercial solar energy systems who install their solar panels are given a federal tax credit equalling a percent of their total solar installation costs. There is no cap on the maximum credit allowed, and you are also allowed to roll forward any remaining balance into the next tax year if your tax credit exceeds the total amount of federal taxes due.






However, this solar incentive is declining. In 2021 and 2022, the federal solar tax credit is worth 26%, then in 2023, the federal tax credit drops to 22%. By 2024, the credit is completely eliminated for residential solar projects, and reduced to a permanent 10% for commercial solar.

# Keyword Strategy

Keyword	SERP Features	Pos. ↕	Diff. ↕	Traffic % ↕	Volume ↕
solar tax credit	👑 ? ?	62 → 62	0	< 0.01	5,400
Federal solar tax credit	👑 ? ?	40 → 40	0	0.13	4,400
solar tax credit 2020	👑 ? ? ?	45 → 43	↑ 2	0.04	3,600
solar panel tax credit	👑 ? ?	52 → 52	0	< 0.01	2,400
Federal solar tax credit 2020	👑 ? ? ?	37 → 37	0	0.04	1,600
solar tax credit 2019	👑 ? ? ?	68 → 68	0	< 0.01	1,000
solar panel tax credit 2020	👑 ? ? ?	34 → 34	0	< 0.01	1,000
solar investment tax credit	👑 ? ? ?	18 → 18	0	0.13	1,000
how does the solar tax credit work	👑 ? ? ?	• → 36	new	< 0.01	720
2020 solar tax credit	👑 ? ? ?	44 → 46	↓ 2	< 0.01	720



# Popularity of Tax Incentive Content

Landing Page <sup>?</sup>	Acquisition		
	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>
	<b>41,468</b> % of Total: 37.98% (109,197)	<b>40,599</b> % of Total: 37.49% (108,304)	<b>48,784</b> % of Total: 36.68% (133,011)
1. / 	<b>7,150</b> (16.24%)	<b>6,419</b> (15.81%)	<b>8,696</b> (17.83%)
2. <a href="/solar-blog-resource-center/blog/what-happens-when-you-sell-or-buy-a-home-with-solar-panels/">/solar-blog-resource-center/blog/what-happens-when-you-sell-or-buy-a-home-with-solar-panels/</a> 	<b>4,642</b> (10.54%)	<b>4,615</b> (11.37%)	<b>4,926</b> (10.10%)
3. <a href="/solar-blog-resource-center/blog/how-do-temperature-and-shade-affect-solar-panel-efficiency/">/solar-blog-resource-center/blog/how-do-temperature-and-shade-affect-solar-panel-efficiency/</a> 	<b>3,042</b> (6.91%)	<b>3,029</b> (7.46%)	<b>3,412</b> (6.99%)
4. <a href="/solar-blog-resource-center/blog/does-battery-storage-qualify-for-the-federal-investment-tax-credit/">/solar-blog-resource-center/blog/does-battery-storage-qualify-for-the-federal-investment-tax-credit/</a> 	<b>2,430</b> (5.52%)	<b>2,386</b> (5.88%)	<b>2,565</b> (5.26%)
5. <a href="/solar-blog-resource-center/blog/why-2020-is-the-year-to-go-solar-in-massachusetts/">/solar-blog-resource-center/blog/why-2020-is-the-year-to-go-solar-in-massachusetts/</a> 	<b>2,311</b> (5.25%)	<b>2,177</b> (5.36%)	<b>2,539</b> (5.20%)

# Blog Posts



29

DEC

The federal solar investment tax credit explained (and how to claim it)

Exciting news for solar—the Federal Solar Investment Tax Credit has been extended! Homeowners can now receive a federal tax credit for

[READ BLOG POST](#)

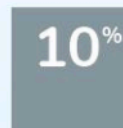
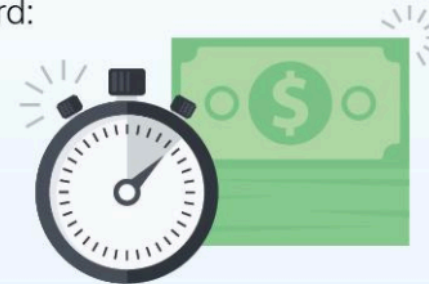
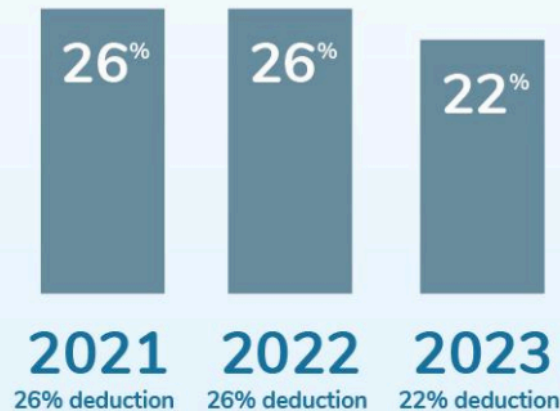


# Infographic Communications



## What Happens After 2021?

The solar tax credit was schedule to end in 2021 but under the extension, solar installations can qualify for a 26% tax credit in 2021 and 2022 before it starts to decline. Here is the new schedule moving forward:



**2024  
and beyond:**

tax credit eliminated for residential systems; remains at 10% for commercial solar installations

# Commercial Blog Content



## WHY SOLAR IS A SMART, SECURE INVESTMENT FOR YOUR COMMERCIAL PROPERTY

Learn why upgrading to solar energy for your business is an investment in the infrastructure and resilience of your commercial property. [Energy Circle](#) is San Antonio's commercial solar installation expert, with offices throughout Texas and Colorado as well. Learn why solar is a smart investment, [here](#).





## COMMERCIAL TAX BENEFITS - TAX CREDIT EXTENDED!

The [Federal Investment Tax Credit](#) is was just extended for solar PV systems, though it is still going to decline! At the end of 2020, new legislation was passed and signed that extended the solar tax credit for an additional two years.

Under the new extended schedule, this solar tax credit will continue to provide a 26% reduction of the total solar installation costs from your tax liability for 2021 and 2022. In 2023, the solar tax credit drops to 22%, and in 2024, it will remain at just 10% for commercial systems (while the residential solar tax credit will be eliminated). To qualify, solar projects must have [commenced construction](#) of at least 5% under the safe harbor laws to be able to claim the tax credit percentage for the year construction started.

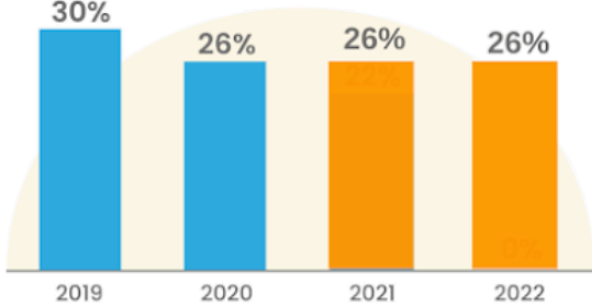
This reduces the payback period for solar installation, providing a much faster ROI and a fast track to outright ownership (in the case of [solar financing](#)).

# Google My Business Posts

  5 days ago  

## FEDERAL SOLAR INCENTIVES

Look What Changed!



Year	Incentive (%)
2019	30%
2020	26%
2021	26%
2022	26%

What does the solar tax credit extension mean for you in 2021? The solar tax credit remains at 26% for 2021 and 2022! Get started on going solar for your Arizona home or business with : [Get a free solar quote.](#)

[Learn more](#)

# Utilize Google My Business Q&A

What is happening with the federal solar tax credit in 2021?



Like



Answer



**Boston Solar (Owner)**

Edited · 2 weeks ago

The federal solar tax credit, also known as the Investment Tax Credit, has been extended and will remain at 26% for 2021 and 2022. Under the new schedule, the tax credit will reduce to 22% in 2023. From 2024 onwards, commercial solar installations will be eligible for a 10% tax credit but the residential solar tax credit will expire. Talk to Boston Solar if you have questions about going solar and claiming the federal solar tax credit: <https://www.bostonsolar.us/solar-blog-resource-...>



Like


# Google Ads Copy

26% Solar Tax Credit 2021 | SMART Incentive & More | Get Started  
With A Free Quote

[/solar\\_tax/credit](#)

For A Better ROI - Switch To Solar Today. Schedule A Free Quote  
With [/solar\\_tax/credit](#) Today! Don't Wait - Take Advantage of Current  
State & Federal Solar Incentives. Call For Details



# Display Advertising



*We Now Offer  
Virtual Solar  
Appointments*

**Book Virtual Solar Appointment**

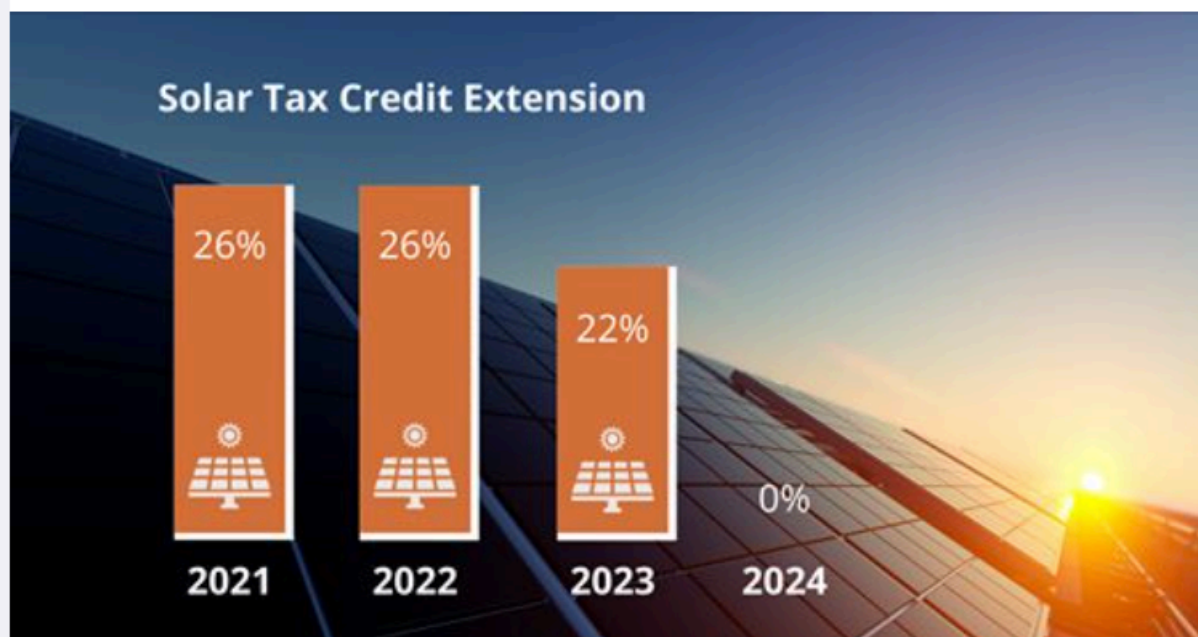
\$0 Down, 26% Solar Tax Credit,  
Low Interest, 4,500+ Installations -  
Contact Us Today!





# Facebook Advertising

Missed out on going solar in 2020? Great news - the solar tax credit was just extended so you can continue to save 26% in 2021! Get started today with a free solar quote.



DISPLAYURL.COM

**Solar Tax Credit Extended!**

Get started with a free solar quote.

[Learn More](#)

 Like

 Comment

 Share



**THANK YOU!**  
**QUESTIONS?**

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[peter@energycircle.com](mailto:peter@energycircle.com)