

PORTFOLIO DELIVERABLE - CONTENT MARKETING

Beacon Solar New England SEO Content Briefs

*Three production-ready briefs: money page, objection post,
and comparison page - written to hand straight to a writer.*

Prepared by Nicholas Bushell - NBP Strategy - nbpstrategy.com

Spec work: fictional brand created to demonstrate senior-level strategy and execution.

The Brief Standard

A content brief is the contract between strategy and execution. A writer holding one of these should never have to guess the keyword, the reader, the angle, the structure, or the definition of done. Every brief below follows the same senior-level spec:

- Targeting: primary and secondary keywords with intent classification
- SERP reality: what currently ranks and how we beat it (differentiation, not imitation)
- AEO block: a 40-60 word direct answer written for AI engines and featured snippets
- Full outline: every H2/H3 with per-section guidance
- On-page package: meta title, meta description, URL, internal links in and out
- E-E-A-T requirements and success metrics with a review date

Solar Panel Cost in Rhode Island: 2026 Real Numbers

URL

/solar-cost-rhode-island

Funnel st

SERP reality and our angle

Page one is national aggregators (Forbes Home, EnergySage, MarketWatch) publishing national averages with a state paragraph bolted on. None shows RI-specific utility rates, and none itemizes the incentive stack. We win with genuinely local math: National Grid's current residential rate, RI Renewable Energy Fund figures, and three real system-size scenarios. The honesty angle is the differentiator - include the section the aggregators never write: 'When solar is NOT worth it in Rhode Island.'

AEO answer block (place directly under H1)

"In 2026, a typical 7 kW residential solar system in Rhode Island costs \$19,000-\$24,000 before incentives. After the 30% federal tax credit and state incentives, most homeowners pay \$13,000-\$17,000, with average payback in 6-8 years at current National Grid rates."

Outline

H1: Solar Panel Cost in Rhode Island: 2026 Real Numbers

H2: The short answer (AEO block + 3-line table: small/medium/large system)

H2: What drives your price up or down (H3s: roof complexity, equipment tier, financing)

H2: The 2026 incentive stack, itemized (H3s: federal 30% ITC, RI REF grant, net metering)

H2: Three real scenarios (H3s: 5 kW ranch, 7 kW colonial, 10 kW large home - itemized math each)

H2: When solar is NOT worth it in Rhode Island (shading, roof age, low usage - be specific)

H2: How to get your exact number (CTA: free assessment, reiterate no-site-visit promise)

H2: FAQ (5 questions mirroring PAA: financing, roof damage, winter output, moving house, insurance)

Internal links and E-E-A-T

Link out to: /rhode-island-solar-incentives, /is-solar-worth-it-new-england, /solar/providence-ri. Receive links from: every town page and the winter-performance post.

E-E-A-T: byline with analyst credentials; cite National Grid rate filing and DSIRE database with dates; last-updated stamp; FAQ schema + Article schema.

Success: top 5 within 120 days; 4%+ assessment-form CVR from organic; review at 90 days.

Do Solar Panels Work in a New England Winter?

URL

/blog/solar-panels-winter

Funnel st

SERP reality and our angle

Ranking content is generic national explainers. Nobody shows actual regional winter production data. Our angle: publish month-by-month output from (anonymized) New England systems, explain the cold-boosts-efficiency counterintuitive fact, and be honest about December being the weakest month. Counterintuitive truth + real data = links and AI citations.

AEO answer block

"Yes. Solar panels work in New England winters - cold temperatures actually improve panel efficiency. Snow typically slides off tilted panels within 1-2 days, and annual production models already account for shorter winter days. A New England system produces roughly 25-35% of its annual output from October through March."

Outline

H1: Do Solar Panels Work in a New England Winter?

H2: The short answer (AEO block)

H2: Cold makes panels MORE efficient - here's the physics (2 short paragraphs, one chart)

H2: What snow actually does (H3s: tilt and slide-off, the 1-2 day rule, when to clear vs leave)

H2: Real numbers: a Rhode Island system through last winter (month-by-month table)

H2: The one winter problem that actually matters (short days in December - honest framing)

H2: How we model winter into your assessment (CTA to free assessment)

H2: FAQ (4 PAA questions)

Distribution note

This is the quarter's primary repurposing asset: source for the TikTok winter-myth series, an Instagram carousel, and a Reddit r/solar data post (see Social Strategy deliverable). Publish September - a month ahead of seasonal search curve.

Is Solar Worth It in New England? An Honest Assessment

URL

/is-solar-worth-it-new-england

Funnel st

SERP reality and our angle

Every ranking page answers 'yes, buy solar.' Readers can smell it. We are the only page structured around the real decision variables, with a genuine NO path. The 'we turn away 1 in 5 roofs' proof point leads the page. This is the brand thesis expressed as content - it converts because it is credible, and it earns links because it is quotable.

AEO answer block

"Solar is worth it for most - not all - New England homes. It pays off when you have an unshaded south-or-west-facing roof under 15 years old, a bill above \$120/month, and plan to stay 6+ years. It is usually not worth it with heavy shading, an aging roof, or very low usage."

Outline

H1: Is Solar Worth It in New England? An Honest Assessment

H2: The short answer (AEO block)

H2: Why New England is quietly great for solar (rates, incentives, net metering - counterintuitive)

H2: The five variables that actually decide it (H3 per variable with pass/fail thresholds)

H2: The math for a typical RI home (worked example, linked to cost page)

H2: When the answer is no (the 1-in-5 section - specific disqualifiers, in writing)

H2: Worth it vs. not worth it: side-by-side profiles (comparison table)

H2: Find out which one you are (assessment CTA)

H2: FAQ (5 questions)

Internal links and success

Hub page: links to and from cost page, incentives page, winter post, and all town pages. Success: top 3 within 150 days; highest assisted-conversion page on the site within 6 months; quarterly refresh cadence.

Portfolio spec work. Beacon Solar New England is a fictional brand created by Nicholas Bushell (NBP Strategy). nbpstrategy.com