



# Add a Heat Pump Water Heater Landing Page to Your Website

Comfort Ready Home provides heat pump water heater installers content to use on their landing page to promote their energy-efficiency offers and generate leads. The content includes text and images that describe the benefits of upgrading to a heat pump water heater, such as lower electric bills and utility incentives and tax credits. A lead-generating intake form is also available for use on your landing page.

## How to Use the Template

The landing page content is in a template for easy plug-and-play implementation by your website administrator or developer.

Get started:

1. Review the content in the Word document. Feel free to customize the copy and images to reflect your company's brand, provide detail about your services and capabilities, and describe any special offers.
2. Replace the highlighted text with your information.
3. Configure the call-to-action according to your website's capabilities. Options to consider:
  - Include a lead-generating form.
  - Link to your Contact page.
  - Add your business phone number.
4. Use the mockup PDF, pictured at right, as a layout guide and implement it on your website. Give the landing page an easy-to-remember URL, such as [www.yoursite.com/efficient-water-heaters](http://www.yoursite.com/efficient-water-heaters).

If your website already has a similar page, consider updating it with text from the Word template to emphasize the homeowner benefits or available incentives.

## Need Help?

Contact your dedicated [Comfort Ready Home Field Specialist](#) with questions or if you need assistance customizing your landing page.

