



# Households Team Digital Update

25 June 2014

# Why?

**Because we want to help householders reduce their energy bills...**


To do this, we need to make sure that people can:

1. Easily find the information that they need
2. Easily understand and make use of the information that they find

# How?

## Key Activities from Digital Strategy

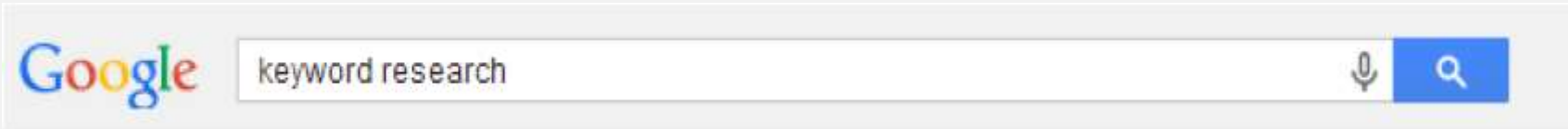
1. SEO Audit including keyword research
2. Content strategy
3. Revised information architecture
4. Content review and optimisation
5. Creation of infographics and visuals
6. Content seeding (on hold)
7. Responsive design (on hold)

 Google AdWords

# Why is keyword research important?

## What is a keyword?

A word that is typed into a search box



## Why is it important?

- Understand the *search behavior of our audience*
- Identify keywords that will get the *right kind of visitors*
- *Tailor new and existing content* towards search behavior
  - Page titles
  - Meta descriptions
  - News, blogs, social etc.

# Insights

For each topic we were able to see what users are searching for most often.

## Energy Efficiency

Keyword	Volume
energy efficiency	1600
what is energy efficiency	260
energy efficiency opportunities	260
energy efficient homes	1300
energy efficient	260
saving energy at home	70
energy saving tips	480
reduce bills	10

- “Energy efficiency” is a more commonly searched term than “Energy saving tips”
- Curious audience – What is energy efficiency?
- Audience wants to read about energy efficient homes

# Recommendations

## Top 3

1. Include SEO keywords within copy
2. Introduce topics by explaining 'what' and 'why'
  - focus messaging on our audience's primary motivation – financial benefits.
3. Reformat key user resources in more engaging formats (infographic / descriptive imagery / video)

# Households Old Energy Efficiency Page

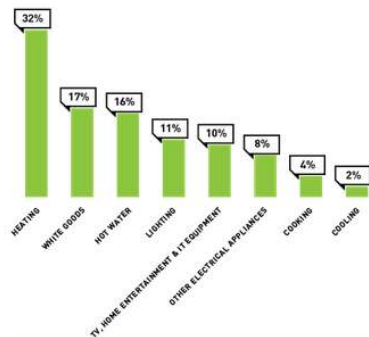
## IN THIS SECTION

- ▶ A to Z of household waste disposal
- ▶ Energy Efficiency
- ▶ **Energy Efficiency**
- ▶ Rebates

## Energy Efficiency

The average Victorian household spends more than \$2000 on energy bills every year, and you might be surprised at where you're spending your money!

The graph below shows a breakdown of where an average Victorian household spends their energy dollars.



### Using energy in the home

Understanding where your money goes helps you to make simple, but effective, changes to reduce your energy costs, while increasing the comfort of your home.

If you're after some advice about saving energy around your home, we take you through each area of the graph and show you what changes you can make to reduce costs.

If you're looking to buy a new appliance, make sure you shop with a Smarter Choice retail partner and purchase the most energy efficient appliance you can afford!

We'll also give you some quick and easy actions to make your home more comfortable with our easy-to-use Household Action Guide.

Download a version of the Household Action Guide below:

[Download PDF \(119KB\)](#)  
Household Action Guide

## Related Information

Household Energy Action Guide

[Download PDF](#)

## Quick Links

- ▶ Running Cost Calculator
- ▶ Smarter Choice Retailer List

## IN THIS SECTION

- ▶ A to Z of household waste disposal
- ▶ **Energy Efficiency**

### At home

- ▶ Top 10 energy saving tips
- ▶ Heating
- ▶ Cooling
- ▶ Hot water systems
- ▶ Appliances
- ▶ Lighting
- ▶ Draught proofing
- ▶ Insulation
- ▶ Windows

### Smarter Choice

### Smarter Renovations

### Toolbox

### Winter Wise

### Rebates

# Examples

# Households New Energy Efficiency Page

## Energy efficiency at home

The average Victorian household spends more than \$2,500 on energy bills every year.

The graph below shows where an average Victorian household spends their energy dollars.



Source: Sustainability Victoria 2013

## What are the benefits of an energy efficient home?

Understanding where your money goes helps you to make simple, but effective, changes to reduce your energy costs, while increasing the comfort of your home.

You can explore each section of the above graph to find out how to reduce costs and save energy, or take a look at the [How to guides](#).

## More information

If you're looking to buy a new appliance, make sure you shop with a [Smarter Choice retail partner](#) and purchase the most energy efficient appliance you can afford!

Download the [Household Energy Action Guide](#).

## What is energy efficiency?

Energy efficiency is about saving energy, reducing your bills and making your home more comfortable.

## Quick Links

- ▶ Winter Wise
- ▶ Heating
- ▶ Hot water systems
- ▶ Insulation
- ▶ Windows
- ▶ Draught proofing

## How to guides

- ▶ How to keep heat in
- ▶ How to choose an energy efficient heating system
- ▶ How to select the right replacement hot water heater

Old Heating Page

New Heating Page

IN THIS SECTION

A to Z of household waste disposal

Energy Efficiency

At home

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## Heating

Find out how to reduce heating costs and save energy without sacrificing your personal comfort.

### Heating tips

In Victoria, heating accounts for around one third of the average home's energy costs, so there are some important factors to consider when running your heater or when you're buying a new one.

Make sure that:

- your home is able to retain the heat you put into it for as long as possible, so think about insulation, sealing draughts and effective window coverings
- you operate your heater efficiently
- your home has a heating system that is appropriate for your needs.

Learn more about:

- retaining heat in your home
- using your heating system efficiently
- choosing a heating system
- running costs of different heaters.

### Make a Smarter Choice

Get advice on energy efficient heating with the Smarter Choice retail program, where trained retail staff can advise you on energy efficient heating choices in store.

Find your nearest retailer to take that next step towards being a more energy efficient household.



Document | PDF | 589KB  
Heating Factsheet Smarter Choice

IN THIS SECTION

Quick Links:

- Running Cost Calculator
- Heating running costs table
- Insulation
- Draught proofing

A to Z of household waste disposal

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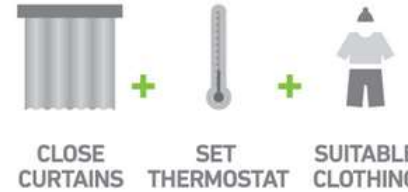
Rebates

## Heating

In Victoria, householders spend about \$800 a year or around one third of the average home's energy bill on home heating.



### What is energy efficient heating?



Energy efficient heating is much more than a good heater. It is a combination of:

- Operating your heater efficiently
- Having a heater that is appropriate for the area it is heating and for your needs
- Making sure that your home can retain the heat you put into it (and pay for), for as long as possible, so think about insulation, keeping draughts out and effective window coverings

### What are the benefits of energy efficient heating?

Energy efficient heating helps to reduce your energy costs and save you money. This also means improved comfort for you and your family. You will keep warmer in winter without the added expense of additional heating.

### Things to consider

Quick Links

- Running Cost Calculator
- Heating running costs table
- Insulation
- Draught proofing

How to guides

- How to choose an energy efficient heating system
- How to use your heating system efficiently
- How to keep heat in
- How to stop heat loss through windows in winter



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- Draught proofing**
- Insulation
- Windows

▶ Smarter Choice

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## Draught proofing

9 out of 10 homes in Victoria have unwanted draughts!



### Energy Efficiency at Home: Draught Proofing

Discover the best way to draught proof your home. Draughts can not only leave your home uncomfortable but can increase heating costs by around 20%.

## What is draught proofing?

All houses have air leaks, or draughts. Draught proofing is finding and fixing those draughts to make your home more comfortable and energy efficient.

Draughts are like ventilation – both let fresh air into your home. Good ventilation helps reduce condensation and damp and can help cool down a hot house. But draughts are uncontrolled: they let too much cold air in and waste too much heat.

To draught proof your home, you should block up unwanted gaps that let cold air in and warm air out.

You can check for draughts by:

- Looking for obvious gaps – visible light under and around doors and windows

### How to guides

- ▶ How to seal up gaps and cracks
- ▶ How to seal gaps under and around doors and windows
- ▶ How to block chimney draughts
- ▶ How to stop draughts through evaporative cooling outlets

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## Lighting

56% of lighting in Victorian homes is inefficient.

Lighting costs make up around 11% of the average Victorian household's energy bill each year.



## What is energy efficient lighting?

Light emitting diodes (LEDs) and compact fluorescent lamps (CFLs) are the most energy efficient forms of lighting.



Switching to CFLs and LEDs throughout your home, using natural light wherever possible, and turning lights off when not in use could make a big difference to your power bills.

The three main factors to consider with selecting energy efficient lighting are:

1. The power of the light – the cost of running a light is directly related to the wattage of the light globe or lamp, so the higher the wattage, the higher the running cost; therefore, using low-energy CFLs or LEDs will result in significantly lower running costs compared to incandescent or halogen lighting.

### Quick Links

- ▶ Light your home more efficiently
- ▶ Lighting running costs
- ▶ Winter Wise

### How to guides

- ▶ How to plan an energy efficient lighting design
- ▶ How to choose the right downlights
- ▶ How to choose the right LED lamps
- ▶ How to replace 12 volt halogen downlights
- ▶ How to choose the right fluorescent lighting
- ▶ How to dispose of fluorescent lights

## IN THIS SECTION

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▶ At home

▶ Smarter Choice

### ▼ Smarter Renovations

Major renovation

Minor renovation

Interior renovation

Renovation profiles

▶ Toolbox

▶ Winter Wise

▶ Rebates

## Renovation profiles

Learn more about other renovator's experiences. These happy renovators talk about their challenges.



### Ship shape

Monumental concrete walls full of technology and character are the key to a stylish and clever renovation.



### Within the footprint

Clever changes to the floor plan and positioning of doors, as well as the addition of ceiling, windows and doors, have converted this historic home into a modern home.



### Safe and sound

Insulation, secondary glazing and draught-proofing have economically transformed a chilly, noisy and drafty home into a snug and peaceful home.



### Upping the stars

A sustainable renovation to this weatherboard home uses the same amount of energy for heating and cooling as the original, though the floor plan is now 40 per cent larger.

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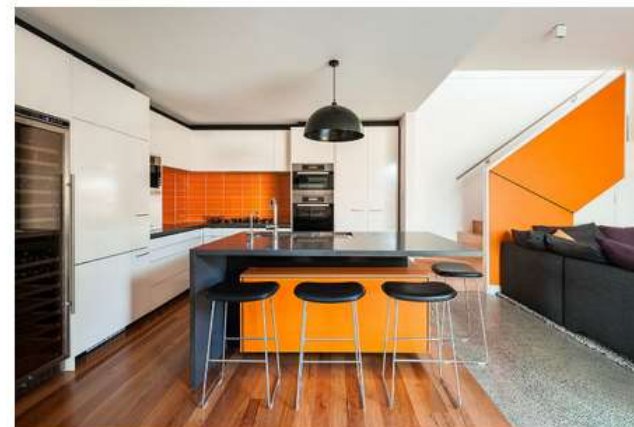
▶ Toolbox

▶ Winter Wise

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## Ship shape

Monumental concrete walls full of technology, thermal mass and character are the key to a stylish and clever renovation.



Don is a retired country boy from Queensland who worked and travelled extensively before finding 'home' in inner city Port Melbourne in the early 2000s. Around eight years ago he bought a tiny, uninsulated, two-bedroom home in what was once a groundbreaking Housing Commission estate at Fishermen's Bend.

Built in the 1940s, the estate was one of Victoria's first attempts at public housing and arguably its best: a response to the intra- and post-war housing crises for low income earners based on altruistic design ideals like the English Garden City movement. It incorporated not only extensive parkland but shops, a community centre, recreation and sporting facilities and a kindergarten. It was also the only public housing estate in Victoria conceived as the result of design competition. As a result the homes featured innovations such as pre-cast concrete panels that keyed together to form the internal and external walls.

Four years ago he engaged architect Adam Dettrick to transform the original house, still with rudimentary kitchen and original outside toilet, into a contemporary, open plan, outward-looking, four-bedroom home with a study and varied indoor-outdoor living spaces including multiple decks. "After living here for seven years in four rooms I wanted different places to spend time," Don says.



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How to guides  
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## How to guides

Our guides will help you make simple, but effective changes to reduce your energy costs and increase the comfort of your home.

### HEATING

- ▶ How to choose an energy efficient heating system
- ▶ How to use your heating system efficiently

### DRAUGHT PROOFING

- ▶ How to keep the heat in
- ▶ How to seal up gaps and cracks in walls and skirting
- ▶ How to seal chimneys
- ▶ How to seal evaporative cooling outlets
- ▶ How to seal gaps around doors and windows
- ▶ How to seal exhaust fans
- ▶ How to stop heat loss through windows

### HOT WATER

- ▶ How to reduce your hot water costs
- ▶ How to select the right replacement hot water heater

### LIGHTING

- ▶ How to plan your lighting
- ▶ How to choose the right downlights
- ▶ How to choose the right fluorescent lighting
- ▶ How to choose the right LED
- ▶ How to replace your halogen downlights
- ▶ How to dispose of fluorescent lights

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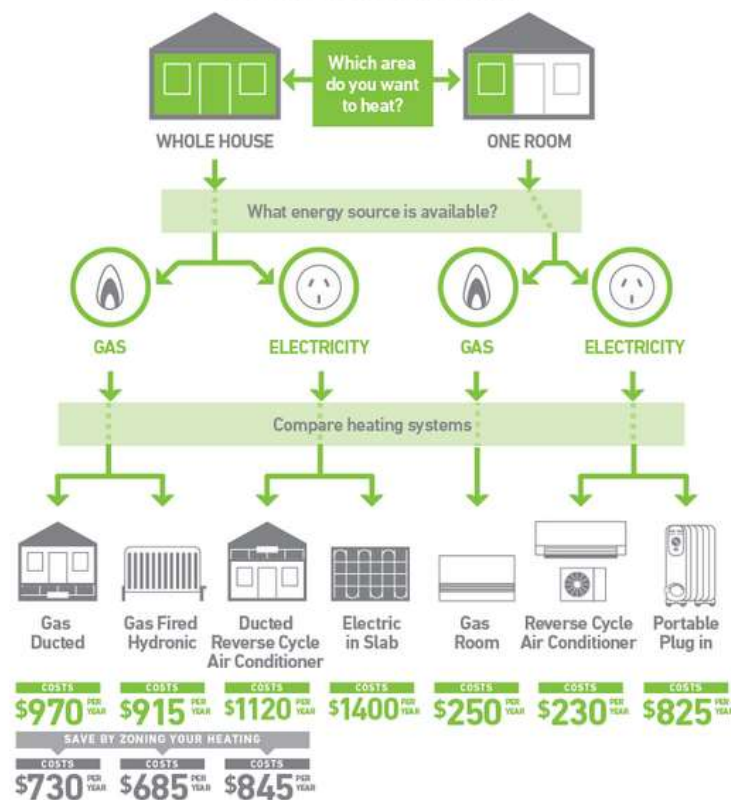
▶ Winter Wise

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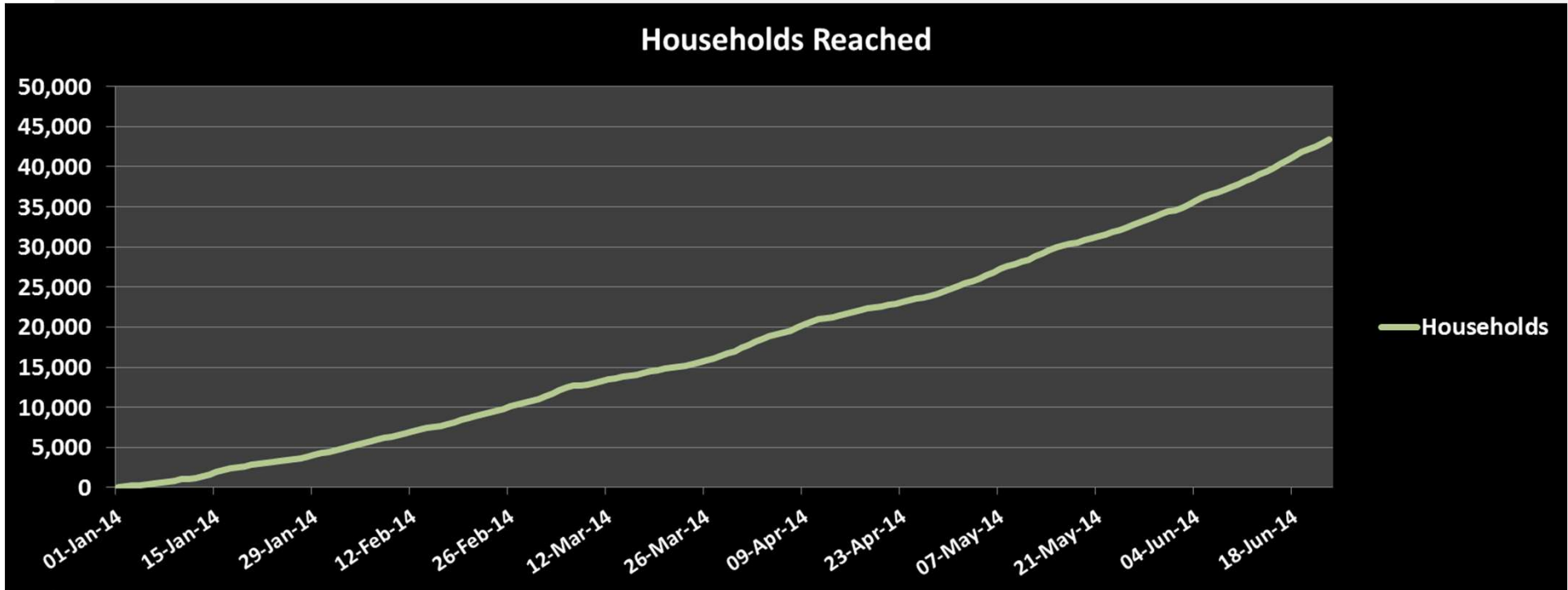
## How to choose an energy efficient heater

A high efficiency gas heater or high efficiency reverse cycle air conditioner will cost less to run. By choosing the right sized system for your home you can avoid paying for energy you don't need.

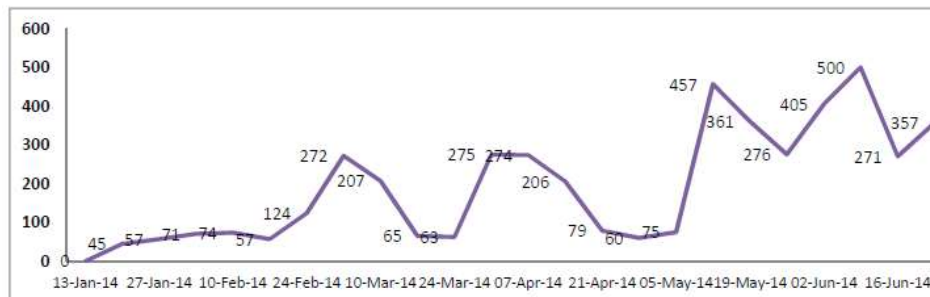
### How to select a heater



# Results



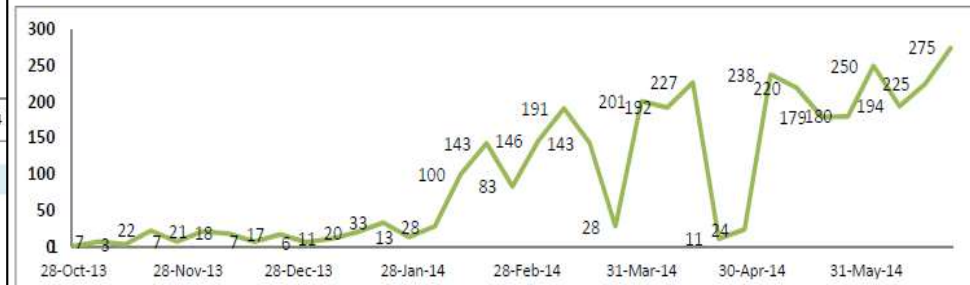
Smarter Renovations Landing Page



Running Total 4,631

sustainability.vic.gov.au

Smarter Choice Calculator



Running Total 3,464

# Results – SEO & Google AdWords

The image shows a Google search interface for the query "heater running cost". The search bar is highlighted with a purple box. Below the search bar, navigation tabs for "Web", "Shopping", "Videos", "Images", "News", "More", and "Search tools" are visible. The search results page shows "About 12,100,000 results (0.27 seconds)".

**Organic Results:**

- Running Cost Calculator - vic.gov.au** (highlighted with a purple box)  
Ad [www.sustainability.vic.gov.au/](http://www.sustainability.vic.gov.au/)   
Make A Smarter Choice When Purchasing Your Heater
- winter heating guide - Ausgrid**  
www.ausgrid.com.au/Common/Ways.../Ausgrid\_Heating\_2011.pdf   
**running costs.** Portable electric heaters have the lowest purchase price, however they cost more to run. If you plan to leave a heater running unattended, such as ...
- Estimate running costs of appliances and technology ...**  
www.livinggreener.gov.au/.../estimate-running-costs-of-appliances-and-t...   
Find out how much your appliance will cost to run over its lifetime. ... **Running costs** can add up over the life of a product so it's worth taking a moment to ... Gas hot water heaters produce only 25 to 33 per cent of the greenhouse gas emissions ...
- Operating costs of electrical appliances - Momentum Energy**  
www.momentumenergy.com.au/.../operating\_costs\_of\_electrical\_applian...   
A 2400 watt (2.4 kW) fan heater used for 8 hours—Total electricity used:  $2.4 \times 8 = 19.2$  kWh. The electricity tariff is the cost of each kilowatt hour of electricity.
- Running Cost Calculator - Rheem**  
www.rheem.com.au/RunningCostCalculator   
The Rheem Running Cost Estimator is provided as a guide only to help you compare estimated **running costs** between various water heater types.
- Choosing the right electric heater for your home - Aurora ...**  
www.auroraenergy.com.au/.../Choosing-the-right-electric-heater-for-you...   
Versatile. Whatever the space, whatever the use, there's an electric heater to suit. ... However, if you spend a lot of time inside, **running costs** are critical.
- Heating running costs - Sustainability Victoria** (highlighted with a purple box)  
www.sustainability.vic.gov.au/services-and.../heating-running-costs   
The table below gives you some approximate annual **running costs** for a range of types ... For more information on choosing the right heater for your needs, see ...

**Ads (Right Column):**

- Bunnings - Heaters**  
www.bunnings.com.au/heater   
Bunnings Heaters at Warehouse Prices. View Range Online.
- Energy Heater**  
www.braemar.com.au/   
1300 160 927   
Find The Right Climate Control Solution For Your Home Today.
- Running Costs Of Heaters**  
www.ask.com/Running+Costs+Of+Heaters   
Search for Running Costs Of Heaters Look Up Quick Results on Ask.com!
- Now: Heaters Running Costs**  
au.sale-fire.com/Heaters+Running+Costs   
Incredible savings on products. Save up to 85% off on many items!   
See your ad here »

# SEO Results – March vs May

- Tracked keywords ranking across the energy efficiency, hot water systems, insulation, smarter renovations and windows categories have all received positive results
- Amount of Page 1 (Positions 1 to 10) rankings increased by 28% from 47 in March to 60.
- There are now 14 tracked keywords in first position compared to the 9 in March.
- There are now 13 tracked keywords in second and third position compared to the 6 in March.
- Amount of visitors landing on Energy efficiency pages increased by 97.54% according to Google Analytic comparisons (May vs. March)

## SUSTAINABILITY VICTORIA - KEYWORD RANKINGS : MAY 2014



# Winter Wise

Winter Wise

**Reduce your energy costs this winter.**

**Plug the gaps**

A draughty home could cost you up to \$160 per year. It's quick and easy to fix.

[Find out how](#)

**Cover the windows**

You can lose up to 20% of your home's heat through bare windows.

[Find out how](#)

**Set your**

Every degree above heating bill.

[Find out how](#)

**Replace hungry halogens**

56% lights in Victorian homes are inefficient. Swap your halogen downlights for LEDs.

[Find out how](#)

**Use hot water wisely**

Heating water in winter requires around 30-40% more energy than in summer.

[Find out how](#)

Watch our video

**Energy Efficiency at Home: Draught Heaters'**

Discover the best way to draught proof your home. Draughts can not only leave your home uncomfortable but can increase heating costs by around 20%.

**Winter Wise Web Stats** From 4 to 23 June 2014

<b>Winter Wise Page (Users)</b>		<b>2,388</b>
1	/winterwise	1539
2	/energy-efficiency/winter-wise	849
<b>How To Guides (Top Ten by Users)</b>		
1	/how-to/choose-an-energy-efficient-heating-system	399
2	/how-to/stop-heat-loss-through-windows	205
3	/how-to/seal-gaps-under-and-around-doors-and-windows	105
4	/how-to/use-a-heating-system-efficiently	103
5	/how-to/select-the-right-replacement-hot-water-heater	90
6	/how-to/select-insulation	75
7	/how-to/stop-draughts-through-evaporative-cooling-outlets	63
8	/how-to/seal-exhaust-fans	60
9	/how-to/seal-up-gaps-and-cracks	60
10	/how-to/keep-heat-in	58
<b>Visits via mobile</b>		<b>1689</b>
70%!		
<b>Google AdWords Clicks</b>		<b>563</b>
Heaters' is the best performing keyword, accounting for 195 of the clicks.		

# What's next?



Services & Advice   Who we are   Our Priorities   News & Events   Public

## Smarter Renovations Planner

We're going to ask you 8 quick questions about your renovation project.

At the end, we'll give you a checklist of 10 simple things you can do that will reduce your ongoing energy costs, improve comfort and add value to your property.

Let's begin

⌚ TIME TO COMPLETE: 5 MIN



### Popular topics

TV and computer recycling  
Battery recycling  
Council waste and recycling services  
Energy efficient office buildings  
ResourceSmart School Awards  
Tenders and EOIs

### Who we are

About us  
Our Minister  
Our partners  
Strategic plan

### Our priorities

Integrated waste management  
Resource efficiency  
Our capabilities

### News & events

Latest news  
Media releases  
Newsletters  
Events

### Contact us

Send us an enquiry  
Ph +61 3 8626 8700  
Fax +61 3 9663 1007

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State Government of Victoria

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Search for people, places and things

You are posting, commenting and liking as Smarter Renovations — Change to Mariza Bubac

Smarter Renovations Timeline Recent Admin Panel

Smarter Renovations  
Be the first person to like this.

Government Organisation  
Avoid renovation regret – plan your Smarter Renovation

About

Highlights

Status Photo / Video Event, Milestone +

What have you been up to?

Smarter Renovations shared a link.  
Posted by Mariza Bubac (1) · 15 minutes ago · 1/1

Learn more about other renovator's experiences. These happy renovators talk about their successes and challenges.  
<http://www.sustainability.vic.gov.au/services-and-advice/households/energy-efficiency/smarter-renovations/ship-shape>

Ship shape - Sustainability Victoria  
www.sustainability.vic.gov.au

Don is a retired country boy from Queensland who worked and travelled extensively before finding 'home' in inner city Port Melbourne in the early 2000s. Around eight years ago he bought a tiny, uninsulated, two-bedroom home in what was once a groundbreaking/leasing Commission...

Smarter Renovations shared a link.  
Posted by Mariza Bubac (1) · 3 minutes ago · 1/1

Thinking about lighting? Use our guide to help you make the right decision.  
<http://www.sustainability.vic.gov.au/services-and-advice/households/energy-efficiency/smarter-renovations>

LED ✓ CFL ✓ HALOGEN ✗

Smarter Renovations - Sustainability Victoria  
www.sustainability.vic.gov.au

Your renovation is the ideal time to make changes to improve the energy efficiency of your home. The decisions that you make now while you're planning your renovation will have a long-term effect on your energy bills, so take the time to research and get the right information.

Like Comment Share

Smarter Renovations changed their cover photo.  
Posted by Mariza Bubac (1) · 19 minutes ago · 1/1



# Waste...

Title	Formats	Aesthetic Value		Messaging			Actionability			Findability	Average
		Text Layout	Imagery	Relevance	Coherence	IA	CTA	Interactivity	Social		
	-									-	
<b>A-Z of household waste disposal</b>	Text, PDF	3	0	3	4	1	3	2	1	5	2.444
Detox your home	Text, PDF	3	0	4	4	2	1	1	1	4	2.222
Detox your home mobile collection service	Text	3	0	3	3	2	1	1	1	2	1.778
Accepted items mobile collection	Text, PDF, image	4	1	4	3	4	2	3	2	2	2.778
FAQs detox your home mobile collection service	Text, interactive Q&A	4	0	5	4	3	2	3	1	3	2.778
Mobile collection locations	Text	4	0	5	4	4	1	1	1	3	2.556
Victorian permanent drop off service	Text, PDF	4	0	4	3	2	2	2	1	3	2.333
Victorian permanent drop off locations	Text	4	0	5	3	3	2	2	1	4	2.667
Council resources	(Not available to public)										0.000
Television and computer recycling	Text, image, link to video,	4	1	4	3	2	2	1	1	3	2.333
Batteryback	Text, image, map, downlo	4	1	4	3	2	3	3	1	3	2.667
Batteryback locations	Text	3	0	4	2	2	0	0	1	4	1.778
FAQs	Text, interactive Q&A	4	0	5	4	4	2	4	1	4	3.111
Polystyrene recycling	Text	2	0	4	3	2	2	1	1	4	2.111
Disposal of white goods	Text, PDF	3	1	4	3	3	2	1	1	4	2.444
Mulch	Text, PDF	4	1	4	3	2	2	1	1	4	2.444
Composting	Text, PDF	4	0	4	4	3	2	1	1	4	2.556
Council waste and recycling services	Text	4	0	5	5	4	3	3	1	4	3.222