

# Copywriting Samples: Google PPC Ads, Google Business, Inside Sales: SMS, Company Brochure, Website Content, ROI White Paper, and Digital Media Scripts

## **SAMPLE 1: Google PPC Keyword Ads**

**Headlines:** 30 characters per headline (2 headlines)

**Descriptions:** 90 characters per line (2 lines)

### **1. Stop Waiting to Go Solar | Lock in Cheap 2019 Pricing**

Lock in the Absolute Lowest Rates on Solar Electricity with Green Solar Technologies.  
Home Solar Federal Tax Credit drops after 2019—Get Started Today!

### **2. Save HUGE with Solar Power | Last Year for 30% Tax Credit**

Go Solar with Green Solar Technologies before the end of year for Ultimate Savings.  
Get Best-In-Industry, World-Class Service & Product Manufacturer Warranties.

### **3. Top-Rated Solar Company | 300 Google Reviews, 4.7 Stars**

Install Your Solar Panel System with Green Solar Tech. We Put You, the Homeowner, First!  
Proven Record of Successful Solar Installation & Customer Service. Get a Free Quote!

### **4. Save on Electricity Costs | Get a Solar Quote Today!**

Why Lease When You Can Own? \$0 Down & 0% Interest For 2 Years.  
Discover Benefits of Solar Energy and Drastically Reduce Your Utility Costs!

### **5. Get The Best Prices on Solar | 25 Year Complete Warranty**

Go Solar, Increase Home Value, Cut Utility Costs, Become Energy Independent.  
11 Years In Business, Free Consultation, Complete Solar Panel Installation Services!

### **6. Top-Rated Solar Company | Over 900 Homeowner Reviews**

Install Your Solar Panel System with Green Solar Tech. We Put You, the Homeowner, First!  
Proven Record of Successful Solar Installation & Customer Service. Get a Free Quote!

### **7. Commercial Solar Panels | Power Your Business**

Take your Business to the next level and SAVE with Solar Power.  
Reduce Operating Costs, Increase Property Value, & Benefit from excellent Tax Credits.

## **SAMPLE 2: Google Business Copy**

### **Top National Solar Installer**

At Green Solar Technologies, we take pride in being one of the Top National Installers of solar in the United States. From coast to coast, we make the solar process the way it should be—simple and convenient. No need to hop from one company to next to make the transition to solar. We provide home and business owners the entire solar experience. From solar technology education to system design, from financing to permitting and installation itself—we handle it all, so you don't have to. No matter where you are in the nation, we are there with you every step of the way. We understand that going solar is life changing. You are freeing yourself from the burden of paying the utilities companies for the rest of your life—a very big decision—and we believe in making it a smooth and positive experience from start to finish. Visit us online at [www.greensolartechnologies.com](http://www.greensolartechnologies.com).

### **California Solar Power Installations**

Are you tired of paying high electricity bills? There is a better way! Green Solar Technologies, based out of Southern California, has boots on the ground in the LA area offering free in-home energy evaluations in cities such as Los Angeles, Rialto, Lancaster, and Sunland. We provide roof mount and ground mount solar panel installations for residential as well as for commercial properties. To see how much you can save going solar, contact us at (844) SOL-TECH or visit us at [www.greensolartechnologies.com](http://www.greensolartechnologies.com). We'll get you started with a complimentary solar consultation and our expert engineers will design a solar power system that is tailored to meet your energy needs.

### **Green Solar Technologies ranking on SolarReviews**

The buyers of solar have spoken. Green Solar Technologies is one of the highest-ranking solar installers in California and across the nation with a 4.85 star rating on SolarReviews for the year of 2017. As the number one California-based solar company in the country and number four in the nation, you can be sure you're working with the best. We provide solar panel installations to most states across the country. To see how we can help you achieve energy independence, contact us at (844) SOL-TECH or visit us at [www.greensolartechnologies.com](http://www.greensolartechnologies.com).

### **Platinum Installer of SolarWorld Panels**

Green Solar Technologies is a platinum supplier of SolarWorld—the largest and most experienced solar panel manufacturer in the country. Each of our products undergoes rigorous testing for all weather conditions to achieve peak system optimization and every system installed is guaranteed by a solid 25 year warranty. To complete the solar power array, we also offer SolarEdge inverters to help you keep track of the energy you are producing. You have nothing to worry about as we will complete the system design, obtain necessary permits, and install the perfect solar energy system for you. Hassle-free and utility bill-free is the way to be at Green Solar Technologies! Call (844) SOL-TECH or visit us online at [www.greensolartechnologies.com](http://www.greensolartechnologies.com).

### **SAMPLE 3: Inside Sales - SMS Copy**

1. Great News! Green Solar Tech is holding a Father's Day LG Solar promotion!

Install American-made LG Solar Panels

Get \$1000 Cashback, plus a 55" LG TV

Reply to text or call us at (888) 926-3952 to take advantage of this limited time offer!

Txt "STOP" to quit

2. Don't forget, Green Solar Tech is holding a Father's Day LG Solar promotion!

Install American-made LG Solar Panels

Get \$1000 Cashback, plus a 55" LG TV

Reply to text or call us at (888) 926-3952 to save BIG on electricity costs!

Txt "STOP" to quit

3. Don't miss out on Green Solar Tech's Father's Day LG Solar promotion!

Go solar with LG panels and earn \$1000 Cashback, plus receive a FREE a 55" LG TV.

Offer ends soon. Take advantage NOW by replying to text or call us at (888) 926-3952.

Txt "STOP" to quit

4. Last chance to take advantage of Green Solar Tech's Father's Day LG Solar promotion!

Enjoy Energy Independence with American-made LG Solar Panels.

Get \$1000 Cashback, plus a 55" LG TV

Reply soon to this text or by calling (888) 926-3952.

Txt "STOP" to quit

## **SAMPLE 4: Outside Sales - Brochure Print Copy**

### **GREEN SOLAR TECH IS RIGHT FOR YOU**

#### **EXPERIENCE**

Green Solar Technologies has been a leading installer of residential and commercial solar power generation systems throughout the nation for 30 years.

#### **ONE-STOP SHOP**

Green Solar Technologies is America's top full-service solar power company offering custom system designs, financing, and quick installation for homes and businesses alike. We handle it all so you don't have to.

#### **QUALITY PRODUCT**

Green Solar Technologies is a proud supplier of SolarWorld—the largest and most experienced solar panel manufacturer in the country. Each of our products undergo rigorous testing for all weather conditions to achieve peak system optimization. And every system installed is guaranteed by a solid 25 year warranty.

#### **OUR PRODUCTS**

Since 2010, we at Green Solar Technologies have insisted on providing our valued customers with the highest quality products at unbeatable prices. Due to our long-standing relationships with our partners and the sheer volume of our business, we are able to pass on unbeatable value to you.

#### **Monitoring**

By displaying real-time performance data for each module, the monitoring portal allows:

- Full visibility of your system's performance
- Automatic alerts on system issues

## **Inverter SolarEdge**

Simpler and more reliable inverter:

- Responsible only for DC to AC conversion, as all other functions are handled separately for each panel by the power optimizers
- Compact design for optimal esthetics

## **Power Optimizer**

By connecting a SolarEdge power optimizer to PV panel it becomes a smart panel. This allows:

- 25% more energy from each panel
- Constant feedback on panel performance
- Designed to automatically shut down each panel for maximum safety in case of an emergency

## **HOW SOLAR WORKS**

- Solar panels capture energy from the Sun
- Microinverters convert solar energy into usable AC electricity
- AC electricity powers the lights and appliances in your home

## **RISING ELECTRICITY RATES**

As the world's fossil fuels continue to deplete, their costs continue to rise. Utility companies use these finite resources to produce electricity for your home, costing you more every month on your utility bill. By going solar you can lock in your electricity rates and pay less than you do now. Go solar and become energy independent.

## **SAVING MONEY AND OUR PLANET**

Switching to solar energy not only helps save the environment, but it can also save you thousands of dollars per year in electricity.

A solar power generation system provides clean, renewable energy and helps eliminate damaging fossil fuels produced to power homes, all while lowering your monthly costs for electricity.

- Save money every month
- Increase the value of your home
- Support green energy

## **ABOUT GREEN SOLAR TECHNOLOGIES**

Since 2010, long before renewable energy was a buzzword, we have been pioneers of the national clean energy movement. Our goal then and our goal now is the same: to make renewable energy technology an everyday reality for American home and business owners.

Green Solar Technologies was created out of a need to provide high quality American-made solar power systems at unbeatable prices. For the past decade, we have been a leading provider of residential and commercial solar power systems nationwide. As an early contender in the development, integration, and financing of solar energy systems, we are able to pass on unbeatable value to you backed by the best warranties in the business.

## **SAMPLE 5: Green Home Systems - Website Copy**

### **ROOFING**

Even though many homeowners are tempted to cut costs on all types of maintenance, you should avoid working with hobbyists or inexperienced people who say they can install or repair roofs but lack proper roofing training and certification. Costly and time-consuming disruptions can occur if the installer makes novice mistakes. Furthermore, you are also gambling with your own liability if they lack sufficient insurance.

Since a stable roof is a crucial factor to safe, comfortable living, and can help extend its lifespan, it's most efficient and productive to get your roof done properly the first time around. You don't want to waste time with a company who cannot guarantee an excellent professional job. Working with inexperienced individuals can pose serious risks to your budget and meeting your deadlines. Cutting corners on quality when it comes to roofing may have unsafe consequences regarding your health. Green Home Systems is there to install a stable roof to provide safety, insulation, and comfort for many years to come.

### **SOLAR**

There are many moving parts to going solar that require know-how of the industry, the expertise of a solar electrician, awareness of the current laws, thousands of dollars of equipment, and a working relationship with utility companies and municipalities. Choosing an inexperienced solar company or doing it yourself can lead to costly accidents, postponement of your project indefinitely, and even physical dangers.

Making the decision to go solar should be followed up with the help of a strong company like Green Home Systems that knows how to implement the right solar panels and inverter to bring you optimal energy-producing results. The goal with a solar photovoltaic system is to increase your home value, drastically cut utility costs, reduce your carbon footprint, and become energy independent. Without the right professionals managing your solar panel installation, you could be losing precious time and money while adding unnecessary stress and complications.

### **HVAC**

Heating, Ventilation, & Air Conditioning might seem like things any home remodeling business can handle, but do not make the mistake of assuming this. An inexperienced company may easily misdiagnose your issue leading to fixing the wrong component, damaging your gas lines, and exposing yourself to harmful chemicals. Make sure you are hiring the right company for the job of repairing your HVAC system or water heater to bypass complications and avoid hazards that can come from mismanagement when working with high-voltage electricity.

In addition to the aforementioned inconveniences, choosing to repair your HVAC system yourself or hiring an unprofessional company may interfere with your service warranty, leaving

you to pay full price on renovation costs in the future. You may also incur exorbitant medical expenses if you injure yourself while repairing your HVAC or water heater, so it's important to make the decision early on to go with expertise and experience. You'll get that from Green Home Systems, making your HVAC installation secure and energy efficient.

## **GENERATORS**

Severe weather conditions can cause unexpected damage to power lines and interfere with your home's power source. Losing power will shut down your HVAC system, refrigerator, and your sump pump during a storm. The cost alone from the damage that can result from a failed sump pump is enough reason to consider purchasing a backup power generator for your home.

Backup generators are your best friend when the power goes out, giving you continual access to heat, light, and power to all of your electrical appliances. They serve as reliable protection against power outages and keep your home running without skipping a beat. Generators offer ultimate peace of mind for homeowners who live in areas prone to unpredictable weather making them an investment you don't want to pass up.

## **BATTERIES**

When you need to store excess energy production for later use, it always helps to have battery storage systems. Batteries are highly efficient at making maximal use of the power you generate from solar panels by holding it for times you are not receiving photons from the sun. Batteries also make it possible and even convenient living completely off the grid, but you will first need the solar panels, inverter, communications software, and electrical equipment installed by a qualified contractor like Green Home Systems.

Doing it yourself or hiring an amateur company could create more problems than it solves. Some existing service panels don't have room for the addition of current transducers (CTs). Whole-house metering—a necessary function of many battery storage systems—will therefore not be feasible. It is also not uncommon for homeowners with battery systems to run into issues with buggy software and firmware or interconnection. Experience and all-around knowledge of solar and battery dynamics is crucial in getting the right battery working seamlessly so you can store your energy and keep yourself off the grid for good.



## SAMPLE 6: CloudFront and AWS Global Accelerator Ebook

### CloudFront: A Foundational Component for Web Applications

CloudFront is Amazon's Content Delivery Network (CDN). To use this service, customers create a CloudFront distribution, configure their origin (any origin that has a publicly accessible domain name), attach a valid TLS certificate using Amazon Certificate Manager, and then configure their authoritative DNS server to point their web application's domain name to the distribution's generated domain name. During the DNS resolution phase when users navigate to the web application, the HTTP(S) request is dynamically routed to the best CloudFront PoP in terms of latency and availability. Once the PoP is selected, the user terminates the TCP connection, including the TLS handshake, on one of the PoP's servers, and then sends the HTTP request. If the content is cacheable and cached in one of the cache layers of CloudFront, the request will be fulfilled locally by CloudFront, otherwise it is forwarded to the origin.

To learn more about these steps, watch *A Few Milliseconds in the Life of an HTTP Request*. In general, users interact with web applications using HTTP(S), which makes CloudFront the recommended component in the architecture.

Typically customers use CloudFront in use cases such as:

- **Full website delivery**, like Olx who chose CloudFront to deliver their e-commerce brands across their worldwide markets.
- **API protection and acceleration**. Slack for instance halved their API responses times globally by leveraging CloudFront as a reverse proxy.
- **Adaptive video streaming (VoD/Live)**. For example, M6 uses CloudFront to improve video playback quality in terms of startup time, bitrate and buffering rates.
- **Software download**. For gaming company like Nordcurrent, CloudFront offload their infrastructure thanks to caching, and players' waiting time has been reduced by up to 90%.

In the following paragraphs, you can learn more about how CloudFront improves the security, reliability, and performance of web applications. In addition, CloudFront allows you to optimize your egress traffic costs. In fact, the pricing model of CloudFront is mainly based on the number of HTTP(S) requests and bytes served from PoPs. When the origin is hosted on AWS, those charges replace Data Transfer Out charges that otherwise apply to the origin.

### Security

CloudFront processes incoming HTTP(S) requests and only forwards well-formed ones, which protect customers against certain attacks at session layer (ex: TLS abuse, SlowLoris) and application layer (ex: malformed HTTP requests).

In the customer part of the shared responsibility model, customers can implement controls in CloudFront to enhance their security posture. For example, you can configure access control

using signed URLs, or associate a WebACL from AWS WAF. When used with CloudFront, AWS WAF rules are enforced in CloudFront PoPs, which allows HTTP inspection at the scale of millions of requests per second. You can find in-depth information about CloudFront's security controls in this [whitepaper](#).

## **Reliability**

CloudFront measures the internet in real time to route requests to the best available PoP, and avoid issues such as internet congestions. You can also leverage CloudFront to increase the resiliency of your web applications in the event of an origin failure. For example, customer can configure caching, origin failover and custom error pages for graceful failover. More sophisticated origin failover can be achieved in combination with Route 53 or Lambda@Edge.

## **Performance**

Since CloudFront processes HTTP(S) requests in distributed PoPs, the performance of web applications is enhanced thanks to the following:

- **Serving content over modern internet protocols** such as HTTP/2 or TLS1.3 even if the origin doesn't support it. For example, HTTP/2 has a feature of multiplexing requests over the same TCP connection, which addresses the issue of Head of Line Blocking in HTTP 1.1, and as a consequence helps loading web applications faster.
- **Serving cacheable content locally from CloudFront PoPs.** By avoiding a round trip to the origin, and the origin response time, requests can shave off tens to hundreds of milliseconds in latency.
- **Persisting connections to the origin.** Sometimes, the request must be forwarded to the origin, for example when the content is not present in local cache or when it is purely dynamic such as APIs. Requests forwarded over persistent connections from PoPs do not need to establish a new TCP/TLS connection to the origin, which removes the latency of multiple round trips.
- **Moving application logic to CloudFront.** Some application logic like authorization, routing or redirections can be moved to CloudFront and executed with lower latency thanks to the distributed nature of PoPs. CloudFront natively provides features like compression, signed URLs, path based routing, etc.. For more advanced logic, customers can use Lambda@Edge or CloudFront Functions.

## **SAMPLE 7: ROI White Paper**

### **ROI Model for Homeowners switching to Renewable Solar Energy**

#### **Green Solar Technologies Objective:**

- To identify the following: Target Customer Base, Products and Manufacturers, Payment Process & Finance Options, and Top Incentives for Client to go Solar

#### **Target Customer Base:**

- Demographics: Homeowners over age 25 in Continental U.S. with 650+ credit score

#### **Products and Manufacturing Information:**

- Solar Modules: LG Panels, LG Battery, Mission Solar Energy, REC Panels
- Inverters: Enphase, SolarEdge HD-Wave, SMA, Fronius
- Typical Size Range: 3 to 10 kW (for residential PV system installations)

#### **Payment Process & Finance Options:**

- Payment Options: Cash or financing term
- Finance Term Duration: 13, 15, or 20 years
- Interest Rate for High Credit Candidate: 0.99%-2.99% fixed rate (depending on state)
- Photovoltaic Solar System Price: \$30,000 (for 6 kW systems)
- Comparative Utility Company Price: \$48,000 (over 13 year period for average energy consumption equal to the output of a 6 kW system)
- Differential in Cost: Savings of approximately \$18,000 or 37.5% going solar (over 13 year period)

#### **PV Solar Incentives Summary:**

1. Drastically reduce your power bill
2. Increase your property value
3. Achieve energy independence
4. Federal tax credit, net metering, & net billing
5. Create jobs and help your local economy
6. Sustain the environment with clean energy

## SAMPLE 8: Digital Media Scripts for Video, Carousel, and Static Image

### 1. Video Ad (Less than 1 minute)

**Objective:** Drive engagement and conversions by showcasing real customer experiences and benefits of impact windows.

**Copy:**

- **Opening Hook (0-5s):** *“South Florida storms are unpredictable. But your home’s protection shouldn’t be.”*
- **Customer Testimonial (6-20s):** Show a happy homeowner talking about their experience with The Hurricane Pros:
  - *“We wanted more than just storm protection—our energy bills are lower, and our home is cooler than ever!”*
- **Value Proposition (21-40s):**
  - Energy efficiency: *Lower your AC costs while keeping your home safe & comfortable*
  - Expert installation: *5-star rated service - done right the first time*
  - Financial incentives: *50% OFF installation + 24 months interest-free payments*
- **Call to Action (41-60s):**
  - *“Protect your home. Save on energy. Get a FREE quote today!”*

**Design Instructions:**

- Use real customer footage or actor reenactment
- Highlight key messages using dynamic text overlays
- Show before-and-after shots of homes with upgraded impact windows
- End with a strong CTA button: *“Get a FREE Quote”*

## 2. Carousel Ad (Up to 5 images)

**Objective:** Educate homeowners on the benefits of impact windows while emphasizing special offers.

### Copy for Each Image:

#### 1 Image 1 - Intro Slide

- Headline: *"More than just storm protection. Upgrade your home today!"*
- Subtext: *Save on energy costs, block heat, and protect your home—all in one upgrade.*
- CTA: *Swipe to learn more!*

#### 2 Image 2 - Energy Efficiency & Comfort

- Headline: *Lower Energy Bills, Year-Round Comfort*
- Subtext: *Impact windows block heat, UV rays & reduce AC usage—keeping your home cool & energy-efficient.*

#### 3 Image 3 - 5-Star Installation Matters

- Headline: *The Right Installer Makes All the Difference*
- Subtext: *We don't just install windows—we ensure a perfect fit with top-rated service & reliability.*

#### 4 Image 4 - Financial Incentives

- Headline: *No-Pressure Payments. Limited-Time Savings!*
- Subtext: *50% OFF Installation + 24 Months Interest-Free. Easy & affordable home upgrades!*

#### 5 Image 5 - Call to Action

- Headline: *Get a FREE Quote Today!*
- Subtext: *Book now & lock in these savings before the next storm season!*

### Design Instructions:

- Clean, modern design with high-quality images of homes with impact windows
- Consistent brand colors and easy-to-read text overlays
- Each slide should have a clear CTA, leading to the final call-to-action slide

### 3. Static Image Ad

**Objective:** Quickly grab attention and drive immediate inquiries.

**Copy:**

- **Headline:** *Storm Protection & Energy Savings in One Upgrade!*
- **Subtext:** *Keep your home safe, block heat, and cut energy costs with 5-star impact window installation.*
- **Offer Highlight:** *✓ 50% OFF Installation / ✓ 24 Months Interest-Free*
- **CTA:** *Get a FREE Quote Today!*

**Design Instructions:**

- High-impact image of a South Florida home with installed impact windows
- Bold, easy-to-read text emphasizing storm protection & energy savings
- A contrasting CTA button (e.g., *"Get a FREE Quote"* in bright orange or yellow)