



WEBSITE · CRM · AI VOICE · SEO/AEO · LINKEDIN

SUNRAISE CAPITAL

The Central Alignment Layer for Residential Solar

A **\$320M platform** was running on a static brochure website. In 9 weeks we built the institutional front door it actually needed - and **inbound leads now land in the inbox every week.**

12+

INBOUND INSTALLER LEADS
· FIRST 30 DAYS

100/100

GOOGLE LIGHTHOUSE
SEO SCORE

13,537

LINKEDIN IMPRESSIONS ·
11 WEEKS

159

NET NEW CONNECTIONS

01 · THE SITUATION

A SERIOUS PLATFORM WITH A FRONT DOOR THAT DIDN'T MATCH

Nathan Jovanelly founded SunRaise Capital as the **central alignment layer of residential solar** - a technology platform that sits between institutional capital partners, solar installers, and homeowners, connecting all three in one cohesive environment. In three years the business originated over \$320M in capital across 7,500+ contracts in 13 active markets. The platform was operating at real institutional scale. The website was not.

"Our website was just merely a placeholder for the last three years. People would comment on it - especially because we're transacting on hundreds of millions of dollars. You'd get questions like, hey, your website doesn't really explain what you guys do."

- NATHAN JOVANELLY, FOUNDER & CEO, SUNRAISE CAPITAL

The digital presence was a static brochure website split across legacy hosting, with a single generic contact form and a raw mailto link behind it. Every visitor - whether a family office capital partner or a homeowner - landed in the same inbox, unsorted and unattributed.

Nate tried to solve it the way many founders do - he built it himself. Using AI tools he put together something cleaner, a better face on the internet. But it was still just a face. The links didn't all connect. No CRM behind it, no routing logic, no structured data for search engines or AI to read, no system to tell a capital partner inquiry from a homeowner support question. It was a static brochure website with a different coat of paint.

What SunRaise needed was a **central hub** - one that could tell the institutional story, route three structurally different audiences to the right team, capture every lead from web and phone into a system the team could actually work, and be built to be found by the search engines and AI answer engines its buyers now use. The infrastructure had to be built from the ground up.

A PLATFORM AT SCALE - A FRONT DOOR THAT DIDN'T MATCH



02 · CHALLENGES & DELIVERABLES

FROM GAPS TO A WORKING SYSTEM

CHALLENGES BEFORE	WHAT WE DELIVERED
✗ Static brochure website on legacy hosting - no story, no conversion path	✓ Institutional 9-page website rebuild with three branded audience journeys
✗ Three distinct buyers funneled into one unsorted inbox	✓ Audience-routed lead capture - capital partners, installers, and homeowners each land in the right pipeline automatically
✗ No CRM, no pipelines, no lead attribution	✓ Go High Level CRM with 3 production pipelines and automatic opportunity creation on every form submission
✗ Inbound calls answered manually or missed entirely	✓ AI voice receptionist routing and qualifying every inbound call - 24/7
✗ Zero structured data - invisible to AI search engines	✓ 111 structured Q&A pairs across 22 FAQ schema blocks, built for ChatGPT, Gemini & Google AI Overviews
✗ No SEO foundation despite an established domain	✓ 100/100 Google Lighthouse SEO score live on sunraisecapital.com, anchored by a 12-article blog foundation
✗ LinkedIn posting inconsistent, no outreach running	✓ 3x weekly content engine in Nate's voice + outreach targeting capital providers and installer partners
✗ No social media management or community infrastructure	✓ Social media management plus Facebook group strategy and administration

03 · AUDIENCE ARCHITECTURE

THREE BUYERS, THREE JOURNEYS, ONE SYSTEM

SunRaise's core challenge isn't just digital presence - the platform serves three structurally different audiences, each requiring a completely different conversation. Building one generic website for all three wasn't a solution. It was the problem.

<p>AUDIENCE 01 CAPITAL PARTNERS</p> <p>Institutional and family-office capital sources evaluating IRR, asset lifecycle management, and portfolio fit. Messaging built around embedded returns, underwriting standards, and the \$8B annual TPO market opportunity.</p> <p>→ Routes to the Capital Partners pipeline</p>	<p>AUDIENCE 02 INSTALLER PARTNERS</p> <p>Solar installation companies evaluating financing access, underwriting speed, and capital diversification. Messaging focused on next-business-day underwriting decisions and diversified capital pools.</p> <p>→ Routes to the Installer Partners pipeline</p>	<p>AUDIENCE 03 HOMEOWNERS</p> <p>Residential customers evaluating solar through a no-pressure, utility-data-based process. Messaging focused on day-one savings and transparent pricing.</p> <p>→ Routes to the Homeowner Support pipeline</p>
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ONE LOGIC, END TO END

The same three-audience logic drives the website forms, the CRM tags, the pipeline stages, and the AI voice agent. A capital partner who submits a form and a capital partner who calls in both land in the same pipeline, tagged the same way. **Nothing lands in an unsorted inbox.**



04 · SEO / AEO / GEO BLOG FOUNDATION

BUILT TO BE FOUND - IN SEARCH AND IN AI

Search is splitting in two. Some buyers still click a link; a fast-growing share ask ChatGPT, Gemini, or Google's AI Overview and read the answer directly. The new sunraisecapital.com is built to win both - and the delivery mechanism is the blog. We built a 12-article technical blog from the ground up, engineered from the first post to feed AI answer engines and rank in traditional search simultaneously. Topics span TPO finance, the 48E credit, IRR underwriting, ABS methodology, and FEOC compliance - the exact questions Nate's three audiences are already asking.

“ The result is a site that doesn't just rank. It gets quoted.

100/100

SEO

Google Lighthouse · Mobile

100/100

BEST PRACTICES

Google Lighthouse · Mobile

98/100

ACCESSIBILITY

Google Lighthouse · Mobile

ANSWER-ENGINE LAYER - STRUCTURED DATA LIVE ACROSS THE SITE

17

Schema.org entity types - FinancialService, Organization, WebSite, Person, FAQPage, BlogPosting, SpeakableSpecification & more

111

FAQ answer pairs across 22 FAQPage blocks - primary fuel for AI Overviews, ChatGPT & Gemini answers, and People Also Ask

8

Voice-answer schema blocks - SpeakableSpecification marks the exact passages a voice assistant can read aloud

23

Person entities - E-E-A-T signals making explicit to search and AI who stands behind the platform

12

Article blog - each a fully structured BlogPosting with schema, indexable content built to compound

20

URL XML sitemap - unique title/meta per page, site-wide canonicals, 100% image alt coverage, one H1 each

With 111 Q&A pairs, explicit entity schema, and speakable markup on an established domain, SunRaise is now built to be **quoted and surfaced when a buyer asks an AI a question** - not just to rank in a list of links.

05 · LINKEDIN CONTENT & OUTREACH

REACHING THE RIGHT ROOMS

Nate had spent years building a LinkedIn network where real partnerships form and capital relationships begin - but posting had dropped to once a week at most, with no outreach running alongside it. We took over content at 3x per week in his voice - utility cost trends, financing-stack realities, market observations grounded in real data - while an outreach campaign targeting capital providers and installer partners turned visibility into conversations.

CONTENT PERFORMANCE · APR 1 – JUN 18

13,537	4,307	199
TOTAL IMPRESSIONS	UNIQUE MEMBERS	ENGAGEMENTS

OUTREACH PERFORMANCE · APR 1 – JUN 17

461	159	~24%
REQUESTS SENT	NET NEW CONNECTIONS	ACCEPTANCE RATE

TOP PERFORMING POSTS

- "The residential solar financing stack is broken."
33 engagements · 25 reactions
- "PJM wholesale power prices jumped 54% last year."
23 engagements · 19 reactions
- "The homeowner shopping for solar today is a fundamentally different person."
15 engagements

WHO'S PAYING ATTENTION

Profile viewers in the past 90 days include decision-makers at:

- IGS Energy
- Sungage Financial
- Momentum Solar
- SunVena Solar
- Sunlight Financial
- Palmetto
- Qcells North America
- EliteGate Partners (PE)

TOP INDUSTRY	TOP LOCATION
Renewable Energy Equip. Mfg.	NYC Metro

That's not random traffic. That's the ICP showing up.

06 · IN NATE'S WORDS



You've built something on time - very sleek, the feel we were looking for - that really tells people who SunRaise is. That's going to be critical as we move through the next phase of our company.

07 · KEY OUTCOMES

[▶ WATCH THE FULL INTERVIEW](#)

"My business development guy said - this is like Christmas morning. Every time I wake up, I have another lead in the inbox."
 - NATHAN JOVANELLY, CEO

"I feel like you guys are part of the team. I don't say this is my outsource marketing firm. I say this is my marketing team."
 - NATHAN JOVANELLY, CEO

"I've made a lot of meaningful relationships through LinkedIn over the years. I just didn't have the time to maintain it. Now we have that consistency, and you can already see it building."
 - NATHAN JOVANELLY, CEO

"It's evolving into a real company - from startup to enterprise. Having that extra layer of credibility allows us to pivot and do the things we want to do into the future."
 - NATHAN JOVANELLY, CEO

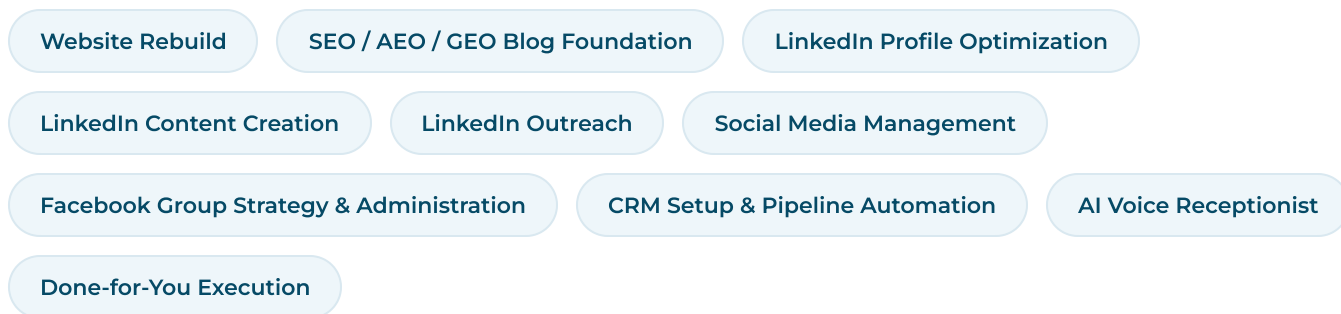
07 · KEY OUTCOMES

AN INSTITUTIONAL FRONT DOOR THAT WORKS AS HARD AS THE PLATFORM

Within the first 11 weeks, SunRaise moved from a static brochure website with a broken contact path to a fully operational conversion system - three audience-routed pipelines live, an AI voice receptionist on every inbound call, a 100/100 SEO foundation with 111 structured answer pairs, and a LinkedIn engine pulling profile views from the exact companies that belong in Nate's pipeline.



08 · SERVICES USED



- Website Rebuild
- SEO / AEO / GEO Blog Foundation
- LinkedIn Profile Optimization
- LinkedIn Content Creation
- LinkedIn Outreach
- Social Media Management
- Facebook Group Strategy & Administration
- CRM Setup & Pipeline Automation
- AI Voice Receptionist
- Done-for-You Execution

09 · ABOUT BLUE OCEAN SOLUTIONS

Blue Ocean Solutions was built on a simple observation: the rise of AI didn't just change what's possible - it changed who it's possible for.

Founder Kreeel Hutchinson has spent over 20 years building businesses across health and wellness, clean tech, and renewable energy - real experience across marketing, sales, and client management. When AI changed the equation, he saw it clearly: owners who'd built something real could now operate with the infrastructure once reserved for much larger companies.

We work with ambitious B2B owners serious about growth - across renewable energy and solar, agencies and consultants, home services and trades, health and wellness, and beyond. We act as a strategic growth partner, not a vendor - building a plan that fits your stage and budget, and executing it largely hands-off, so your time stays where it belongs.

BUSINESS GROWTH SERVICES

- › GTM strategy and messaging
- › Lead generation and outbound systems
- › Sales enablement
- › CRM automation and integration
- › Content and brand authority
- › Website SEO / AEO / GEO
- › AI voice agents and workflow automation

READY TO EXPLORE WHAT THIS LOOKS LIKE FOR YOUR BUSINESS?

[BOOK A CALL →](#)

Book a free 45-minute discovery call · Kreeel@BlueOceanSolutions.AI

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