



# STATE ENERGY EFFICIENT APPLIANCE REBATE PROGRAM



## Suggestions for State and Territory Web Sites

To help meet consumer and industry requests for program information, States and Territories should post program information on their Web sites. Some general suggestions are outlined below.

### Get a page posted right away even if your program won't start for a few months.

- Include a hyperlink from the State Energy Office home page and/or other appropriate State Web sites.
- Specify when your program will likely launch, and when more information will be available.
- Create a short and easy to write "alias" for this page, e.g., [www.state.gov/appliancerebates](http://www.state.gov/appliancerebates).
- Include the date that the page was last updated.
- Include the ability for consumers to sign up for an e-mail notification whenever the page is updated.

**Ensure the primary program details are easy to find in the opening text.** Clearly state when the program will start, what products are covered, who is eligible, how consumers will apply, and if haul-away/disposal or recycling are required.

**If signing up retailers or contractors to participate in the program, don't forget to include information for them.** Many may be visiting your site looking for information.

### If your program is closer to launch, consider including the following in your Web site:

- The specific program start date.
- Disclaimers about funding availability, first-come first-served until all funding is expended, etc.
- A clear explanation of eligibility criteria and rules.
- A list of covered products and efficiency levels.
- Answers to Frequently Asked Questions (plus a consumer hotline phone # for questions).
- The status of rebate funding – periodically update how much money is left.
- Downloadable copies of the rebate application forms (if appropriate).
- Links to information about recycling and proper disposal in your State or Territory.
- Links to lists of qualified models ([www.energystar.gov](http://www.energystar.gov) includes lists of all ENERGY STAR® qualified refrigerators, freezers, clothes washers, room air conditioners, and water heaters).
- A list (with hyperlinks if appropriate) of participating retailers (if applicable).

Keep pages consumer friendly and easy to navigate. Some additional design and content suggestions are outlined below:

### Design Considerations:

- Easy to print and remember URLs are helpful.
  - A short, memorable alias URL will be useful for your outreach materials, and will be easier than a long address for your residents to remember.
  - Delaware, [www.EnergizeDelaware.com](http://www.EnergizeDelaware.com), and Georgia, [www.GeorgiaRebate.com](http://www.GeorgiaRebate.com) are good examples.

- Graphics are generally more eye-catching than plain text. Although they may not have the same style as the State's overall Web site look and feel, site graphics can convey messaging in a more dramatic way. Examples:
  - [Indiana](#) uses oversized dollar signs with the wording "Federal Grant Dollars"
  - [New Jersey](#) uses "Cool Advantage" and "Warm Advantage" logos to highlight heating and cooling equipment rebates, and the ENERGY STAR logo to highlight other appliance rebates.
  - Consider including the [Recovery.gov logo](#).
- Minimize the number of clicks needed to find program information.
- Avoid circles. Some Web sites go around in circles on "for more information." Although it is likely there are plans to insert information at some point, it can be irritating to click on "for more information" only to go back to the same starting point.
- Opt-in e-mail sign-up options are helpful to allow program managers to quickly communicate updates with interested consumers and other partners. [Utah](#) includes this option.
- Adding a "last updated date" is helpful so consumers know how current the information is.
  - [Utah](#) includes this option at the top.
  - [Tennessee](#) includes a list of key dates.
- Make sure your page prints easily, so consumers can print off all of the pertinent information to take with them to go shopping. In addition, those who do not have a computer may rely on public libraries or other locations to research and print information.
- Other language translations. [Alabama](#) has 4 easy translation buttons on the bottom of their Web site, for Spanish, German, Japanese, and Korean. Knowing your residents and as appropriate, consider if translations, especially to Spanish, will help reach your audience.
- Social networking sites like [Facebook](#), [Twitter](#)<sup>™</sup>, [MySpace](#), or [YouTube](#)<sup>™</sup> may be other avenues to communicate your program details with consumers in your State.

### **Content Considerations:**

- Highlight program information of most interest to consumers (when, which products, how to apply, recycling requirements, etc.). Some background on the American Recovery and Reinvestment Act of 2009 is appropriate, but probably not of primary concern to consumers. [North Dakota](#) is a good example.
- Pointing out how the new SEEARP rebates complement other existing programs shows consumers all of the ways they can benefit. [California](#) and [New Jersey](#) include this option so consumers can see more bang for the buck. Including a link to information on federal tax credits may be appropriate if your program includes HVAC products or water heaters ([www.energystar.gov/taxcredits](http://www.energystar.gov/taxcredits)). Also consider adding a link to the [ENERGY STAR Rebate Finder](#), which lists additional incentives available throughout the year.

- If promoting recycling, consider including a link to the ENERGY STAR Appliance Recycling pages at [www.energystar.gov/recycle](http://www.energystar.gov/recycle), which are in the process of being updated. The site currently focuses on the importance of recycling replaced refrigerators and freezers (ENERGY STAR Make a Cool Change), and clothes washers (ENERGY STAR Make a Clean Change). Basic information about recycling room air conditioners and other appliances is also included. Feel free to link to these pages and use the partner tools as appropriate resources.
- Some Web sites, such as [Delaware](#)'s, provide localized information and show “fun facts” of what the State would save by people participating in the program; this information can be received positively.
- Keep all of your qualifying residents in mind. [Wisconsin](#) notes that residents with summer homes are eligible for the program. Other States may have large numbers of seasonal residents—and many of them have the oldest appliances—so it is good to address this issue up front.
- Overall exemplary site: Delaware's Web site, at [www.EnergizeDelaware.com](http://www.EnergizeDelaware.com) is a streamlined Web page with a very easy chart with all of the information needed, including printable PDF rebate forms. Links to each rebated ENERGY STAR product category provide useful product information for consumers as they are making purchasing decisions.