

The energy services *playbook*

How to become an energy firm ChatGPT names when buyers ask who to trust



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Co-founder and CEO, Fortitude Media

AI assistants name energy firms they can match to a specific job and verify. State your service, sectors, region and project sizes plainly, list accreditations with the scope each covers, and publish case studies that compare forecast with measured savings. Brokers should explain how they are paid, and dated guides to ESOS, energy standards and chargepoint grants make you the firm assistants quote.

For founders and managing directors of UK commercial solar, heat pump, EV charging, energy consultancy, broker and climate tech software firms.

A finance director with a large factory roof used to wait for the next cold call or ask a peer. Now she asks ChatGPT which commercial solar installers in her region have done large rooftop systems on food factories. A school trust asks Copilot who specialises in heat pump retrofits for older buildings. Each assistant replies with a handful of names, and the enquiry goes to them.

Buyers in this market are wary. Many have been cold-called too often or sold savings that never appeared, and the assistants reflect that caution by favouring firms whose claims can be checked. Most energy websites are built around a savings calculator and a quote form, with case studies in PDFs and accreditations shown only as logos. That gives an assistant little to confirm, so it names a competitor.

94%

of business buyers use AI in their buying process, and they are four times as likely as consumers to use Copilot

FORRESTER, JANUARY 2026

45%

of software buyers said citations of review sites were the most confidence-inspiring signal in an AI answer

G2, APRIL 2026

5 December 2027

ESOS phase 4 notification deadline, with a qualification date of 31 December 2026

GOV.UK, SEPTEMBER 2026

02	What your buyers ask	P3
03	Where they check you	P4
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The questions that decide *who gets the call.*

Energy buyers describe a site, a job and a worry, usually about cost or trust.

BUYER ASKS

Which commercial solar installers in the Midlands have done 500kW rooftop systems?

BUYER ASKS

Heat pump retrofit specialists for schools in older buildings

BUYER ASKS

How are energy brokers paid, and how do I see their commission?

BUYER ASKS

Does ESOS phase 4 apply to my company, and when is the deadline?

BUYER ASKS

Is the Workplace Charging Scheme still open for EV chargers in 2026?

BUYER ASKS

What is the best carbon accounting software for UK SMEs?

BUYER ASKS

Is this energy firm legitimate?

TRY THIS

Ask five of these in ChatGPT, Gemini, Claude, Copilot and Perplexity, each in a fresh chat. Note who is named, and who is named instead of you. Answers vary from run to run, so only count a result that repeats.

How the assistants choose

01 Service, sector, region and size

"Rooftop solar and batteries for logistics sites in the Midlands, 100kW to 1MW" can be matched to a question. "Net zero solutions" cannot.

02 Accreditations, with scope

MCS, NICEIC or NAPIT, OZEV authorisation and ESOS lead assessors are independent proof, but only where they apply, so say which of your work each one covers.

03 Measured results

Case studies that set forecast savings beside metered results for a stated period carry far more weight than an estimated annual saving.

04 Client voice

Named quotes from a finance director or site manager, and reviews that mention the job, give the assistant something independent to repeat.

05 One name everywhere

Energy firms often rebrand as they change technologies. If Companies House, scheme registers, Google and your website differ, the assistant struggles to connect the evidence.

06 Clear answers on the rules

Pages that name the rule and answer inside the first paragraph are the ones assistants lift for compliance questions.

The sources assistants *trust in your field.*

An assistant rarely names a firm on its own website's word. It looks for the same facts in places that have checked you independently. These are the ones that matter most for energy.

SOURCE	WHY IT COUNTS	WHAT TO DO
Scheme registers: MCS, NICEIC or NAPIT, OZEV authorisation	They let an assistant confirm an accreditation you claim.	List each in text with your registration number and the scope it covers.
Companies House and directories	Assistants check that your name and description are consistent before they trust the evidence.	Use one name and one description everywhere, especially after a rebrand.
Google Business Profile	Assistants cross-check your service, sector and region against it.	Match its service description and area to your service pages.
Google and Trustpilot reviews	Reviews that mention the job are independent evidence of what you delivered.	Ask clients for reviews that describe the site and the work.
Clients' own sustainability reports and news	They confirm projects and results from a source other than you.	Make sure the projects and results in your case studies match what clients publish.
The Energy Ombudsman's broker register	Ofgem points customers to it to check a broker paid by a supplier.	Name your redress scheme and link to its broker register.
G2 and review sites, for software firms	Software buyers find review site citations the most confidence-inspiring signal in an AI answer.	Gather reviews where your buyers read them and publish fair comparisons.

Common mistakes

"Save up to" claims

Figures that cannot be traced to a project are the ones buyers have learned to discount. Separate forecasts from measured results and say why if a project underperformed.

Logos instead of scope

An MCS logo does not say which systems it covers. Above MCS size limits, buyers and assistants look for electrical accreditation, insurance and comparable projects.

Hiding how you are paid

How brokers are paid is one of the questions business owners ask most. Be more open than the rules require.

Undated compliance pages

ESOS, energy standards and chargepoint grants all have moving dates. Put a "last checked" date on each page.

Ten questions. *Be honest.*

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- | | | | |
|----|--|------------------------------|-----------------------------|
| 01 | Does your homepage state your service, sectors, region and typical project sizes in plain words? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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- | | | | |
|----|---|------------------------------|-----------------------------|
| 02 | Do you list every accreditation in text on one page, with registration numbers and the scope each covers? | ☐ Yes | ☐ No |
|----|---|------------------------------|-----------------------------|
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- | | | | |
|----|--|------------------------------|-----------------------------|
| 03 | Do you say which of your work falls inside MCS and which does not? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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- | | | | |
|----|--|------------------------------|-----------------------------|
| 04 | Do your case studies set forecast savings or generation beside measured results for a stated period? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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- | | | | |
|----|---|------------------------------|-----------------------------|
| 05 | Do your case studies say what you advised against, as well as what you installed? | ☐ Yes | ☐ No |
|----|---|------------------------------|-----------------------------|
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- | | | | |
|----|--|------------------------------|-----------------------------|
| 06 | Do Companies House, scheme registers, Google and your website describe your firm the same way? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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- | | | | |
|----|---|------------------------------|-----------------------------|
| 07 | Have you published a dated page on the rule your buyers ask about most, such as ESOS phase 4, energy standards or chargepoint grants? | ☐ Yes | ☐ No |
|----|---|------------------------------|-----------------------------|
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- | | | | |
|----|--|------------------------------|-----------------------------|
| 08 | Do you publish dated price ranges for the project sizes you do most, and explain what moves the price? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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- | | | | |
|----|--|------------------------------|-----------------------------|
| 09 | Is your key text in the page itself, rather than in PDFs, logos or calculator widgets? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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- | | | | |
|----|--|------------------------------|-----------------------------|
| 10 | Have you confirmed that your firewall or Cloudflare settings do not block AI crawlers? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
-

Fewer than seven yeses means a business asking an assistant who to trust with its energy project is probably being given other names.

What to do this month, *and next*.

This month

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- 01 Rewrite your homepage and main service pages to state your service, sectors, region and typical project sizes in plain words.
 - 02 List every accreditation in text on one page, with registration numbers and the scope each covers, including where MCS applies.
 - 03 Rebuild your three strongest case studies with forecast and measured results side by side.
 - 04 Publish a dated page on the rule your buyers ask about most, whether ESOS phase 4, energy standards or chargepoint grants.
 - 05 Publish how you are paid and which redress scheme you belong to, with a link to its broker register, if you broker energy.
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The next ninety days

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- 01 Publish typical price ranges for the project sizes you do most, explain what moves the price and date the page.
 - 02 Rebuild the rest of your case studies in five parts: site and starting point, what you recommended and advised against, what was installed, forecast against measured, and a named client quote.
 - 03 Match your name and description across Companies House, scheme registers, directories and Google, especially if you have rebranded.
 - 04 Move case studies out of PDFs and accreditations out of logos, and ask your web provider to confirm AI crawlers are not blocked.
 - 05 Name your category in the buyer's words if you sell software, gather reviews where your buyers read them and publish fair comparisons.
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How to tell it is working

- Keep a fixed list of 20 to 50 buyer questions, covering finding, deciding and checking questions.
- Expect a rewritten page or fixed listing to show within weeks in assistants that search the web live.
- Run each several times a month in ChatGPT, Copilot, Gemini and Google in a clean session, and count a win only when it repeats.
- Allow several months of steady publishing, reviews and outside coverage before you are named reliably for broad questions.

Straight answers.

Which commercial solar installers in the Midlands have done 500kW rooftop systems?

An assistant can only answer with firms that publish projects of that size in that region. A project list giving site type, location, system size and year is what lets it name you. Systems that large fall outside MCS's solar standard, which covers PV up to 50kWp, so buyers look instead at your electrical accreditation, insurance and comparable projects.

Is the Workplace Charging Scheme still open in 2026?

Yes, for now. GOV.UK says it has been extended for a final year until 31 March 2027, with grants of up to £500 per socket from 1 April 2026, and the installer must be OZEV-authorized. Put the date you last checked on any page that mentions it, because this is its final year.

Should an energy services firm publish its prices?

Yes, as ranges with dates. Buyers ask assistants what commercial solar, heat pumps or EV charging cost, and an assistant can only quote figures it can find. Give typical ranges for the project sizes you do most, explain what moves the price and date the page. Saying when a project does not make sense reads as expertise.

How do we publish savings without overpromising?

Separate forecasts from measured results and state the period. If a project underperformed, say why. Avoid "save up to" figures that cannot be traced to a project. Explain whether savings account for tariff changes, and let a named client confirm the result in their own words.

arum®

arum works in collections and recoveries, not energy, but it had a problem many energy firms share: a strong track record, more than 500 projects in 23 countries, and a website that undersold it.

310

pages rebuilt across three regions, in weeks

PROBLEM	A 28-year track record, more than 500 projects in 23 countries, and a website that undersold it.
WHAT WE DID	Rewrote every word, sharpened the brand and rebuilt 310 pages across three regions.
RESULT	A website that finally does the firm justice, delivered in weeks rather than months.

"It was obvious from day one that they are founders themselves."

Jamie Waller, CEO and Executive Chair, arum

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Why does ChatGPT recommend other energy firms when businesses ask? ↗

What makes ChatGPT treat our content as expert rather than marketing? ↗

Do awards and accreditations make ChatGPT more likely to recommend us? ↗

Is our website technically ready for ChatGPT and AI search? ↗

How do we find out whether ChatGPT is recommending our firm? ↗

How does a construction firm get named when clients ask ChatGPT? ↗

SOURCES

[Forrester, B2B buyers make zero-click buying number one \(January 2026\)](#)

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[Ofgem, Get a business energy contract \(accessed September 2026\)](#)

[Cloudflare, Content Independence Day: no AI crawl without compensation \(July 2025\)](#)



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