

Worked example: an EV installation page

This is an illustrative writing exercise for a fictional business. It is not a real contractor, customer project, testimonial or independently licensed-electrician review. Use the structure and workflow; replace the example facts with verified facts from the business you are writing for.

1. The supplied facts

For this exercise only, the fictional business is **Example Electrical**. Its owner supplies these hypothetical facts:

- It serves homeowners in **Example City**.
- It takes inquiries for home EV-charger installation and begins with an assessment.
- The team asks for the vehicle, charger if already selected, parking location and project goals.
- It confirms whether the requested equipment and location are within its scope before scheduling work.
- It supplies a written scope and estimate before the customer approves installation.
- Its estimate explains who will handle applicable permits and inspections.
- Its contact form routes to the person who schedules assessments.

No license number, review, project photograph, certification, price, response time, warranty or equipment-performance claim was supplied. The draft must not invent any of those. If the actual business needs those details on the page, obtain them before publishing.

2. The drafting instruction

Use the master instructions and EV brief. Draft a concise service page for the supplied fictional business. Explain the inquiry and assessment process using only the facts above. Avoid technical specifications and claims about required electrical work. Mark missing business details with [OWNER INPUT REQUIRED] and technical assertions needing review with [LICENSED REVIEW]. Include one primary action and useful questions. Do not invent social proof.

3. Review decisions

Candidate draft sentence	Review decision	Reason
Our certified experts install your charger in one day.	Remove.	Certification and timing were not supplied.
Every EV charger needs a panel upgrade.	Remove; request qualified assessment wording.	Unsupported technical generalization.
Installations start at \$499.	Remove.	No approved price was supplied.
Tell us about your vehicle, parking location and the charger you have selected.	Keep.	Supported by the exercise fact sheet.
Your written estimate explains the agreed work and who handles applicable permits and inspections.	Keep for this exercise.	Explicitly supplied hypothetical process; verify for the real business.

This walkthrough demonstrates an editorial check. It does not document an external professional review. The sample below avoids technical explanations rather than filling the licensed-review role.

4. The example page

Illustrative page begins. All business and location details below are fictional.

Title: Home EV Charger Installation in Example City | Example Electrical

URL: /services/ev-charger-installation/

Home EV charger installation in Example City

Planning a place to charge at home? Example Electrical helps homeowners in Example City understand the installation scope before committing to the work.

Start with an assessment. Tell us about your vehicle, where you park and the charger you have chosen, if you already have one. We will confirm whether the project is within our scope and explain the next step.

Request an installation assessment

Start with your plans

You do not need a finished project specification to make an inquiry. Share what you know:

- The vehicle you have or plan to buy.
- The charger you have selected, if any.

- Where you normally park.
- Your location in Example City.
- Anything else you want the installation to accommodate.

We use those details to prepare for the assessment and identify the questions still to answer.

Understand the work before approving it

The assessment helps establish the proposed installation and any additional work that needs consideration. We provide a written scope and estimate before you approve installation.

Your estimate explains what is included, what would be separate, and who handles applicable permits and inspections. Ask about anything that is unclear before agreeing to the work.

Already chosen a charger?

Include its make and model in your inquiry. We will confirm whether it is within our installation scope before scheduling the work. If you have not selected equipment, tell us where you are in the planning process.

Questions before an assessment

Can I ask about a charger I already own?

Yes. Provide its make and model so we can confirm whether the project is within our scope.

Can you give me an installation price from this page?

This page does not quote a standard installation price. We provide a written scope and estimate after assessing the project.

What if other electrical work needs consideration?

We will explain the proposed scope before asking you to approve work. You can also read about our panel assessment service if that service is relevant to your project.

How do I get started?

Use the assessment form with your location, vehicle, equipment details and project goals. It goes to the person who schedules our assessments.

Tell us about your project

Request an installation assessment

Suggested form: name, email or phone, service location, vehicle/charger details, parking location and project goals. Add the real business privacy notice and test that the form reaches the right person.

Illustrative page ends.

5. Implementation notes

- On the real page, use the verified business and location names. Add supported credentials and project evidence only when supplied.
- Link the primary action to the real contact form. Turn the panel-service mention into a link only if that page and service exist; otherwise remove it.
- Do not publish the labels, suggested form instructions or fictional facts as customer-facing copy.
- Have the owner approve every statement. Have a licensed electrician check any technical wording added during adaptation. The example's nontechnical scope does not exempt future additions from review.
- Confirm a useful title, description, accessible form labels, mobile layout, actual internal links and successful inquiry delivery.
- Record the page's baseline and publication date. Review impressions, clicks and qualified inquiries without claiming causation from a single change.

6. What makes this useful

The page has a clear customer task, explains the next step, identifies what information to provide and avoids unsupported proof. A real business can improve it substantially with verified examples, a documented assessment process and answers drawn from actual customer conversations. Length is not the target; useful, supported information is.