

GP#006:“Do tumble dryers use a lot of electricity??”

Overview:

This is a spoke article for the Tumble Dryer cluster, a part of the large appliance SEO campaign.

Top Competitor Result

This is the competitor article currently performing best for the query in Ireland. It may give us some useful material, but not necessarily.

Answer: The >Energy Saving Trust tells us that a tumble dryer uses roughly 4.5 kWh per cycle on average and that, as of April 2022, the average cost for electricity in the UK is 28.3p per kWh. Working on those averages, a tumble dryer would cost you £1.27 per cycle, or £132.44 a year if you use your tumble dryer twice a week.

URL:

<https://www.haier.com/in/blogs/a-guide-to-choose-right-washing-machine-capacity.shtml>

Title: Washing Machine Buying Guide: How To Choose The Right ... - Haier

We can use this article for inspiration and we can then also tailor our article to the Irish market. Remember we are focusing on these brands, so we want to emphasise them over other brands.

Fisher & Paykel

Miele

Smeg

Whirlpool

Siemens

Bosch

Rangemaster

Deliverables / Guidelines:

Spoke article guidelines

- Length over 700 words

- Link to the hub article GP#002

<https://docs.google.com/document/d/1fGovaYTXukSFOnivthBOw8X7g6eKxXANnGpnHt3sbDk/edit?tab=t.0>

- Link to the most relevant category page

<https://www.joyces.ie/large-appliances/tumble-dryers/> twice. Once in the first two sentences and once halfway through the copy.

- We also need to tailor our article to the Irish market, simply by mentioning Ireland occasionally and by talking in local terms. e.g. not what is the most popular washing machine, but "what is the most popular washing machine in Ireland?"

- Use 2 to 3 images

- Write for users, not for search engines. If we write genuine consumer advice we will be rewarded with traffic

H1 Do tumble dryers use a lot of electricity?

Links:

Important internal links:

Tumble dryers - <https://www.joyces.ie/large-appliances/tumble-dryers/> - place anywhere in the first half

Heat pump tumble dryers -

<https://www.joyces.ie/large-appliances/tumble-dryers/heat-pump/> - place anywhere in the first half

Condenser dryer -

<https://www.joyces.ie/large-appliances/tumble-dryers/condenser-dryer/> - place anywhere in the first half

Also add:

Whirlpool <https://www.joyces.ie/brands/whirlpool/whirlpool-tumble-dryers/>

Bosch <https://www.joyces.ie/brands/bosch/bosch-tumble-dryers/>

Miele - no tumble dryer landing page, use <https://www.joyces.ie/miele/>

Fisher and Paykel - no tumble dryer landing page, use <https://www.joyces.ie/brands/fisher-paykel/>

Tone, message, and style:

- Consumer friendly
- Geared to Irish market
- Only one call to action, at the end

Client Input

- Tumble dryers: From January 2025 there is a ban on production of new Vented dryers in the EU. This is to keep up with new energy efficiency targets. There will only be Heat pump and condenser. This will drive a lot more interest in heat pump technology. Essentially they are more expensive to purchase but much cheaper to run. This category is going to grow hugely and a very important keyword to rank for.