

DUNRITE DETAIL

Auto Detailer in Hartford, Connecticut

Johnnie Coles needed help building up his business's name within his community.



The Challenge

Johnnie was starting a brand-new business and needed help attracting customers.

He needed to focus on the quality of his work instead of learning how to build his own website.

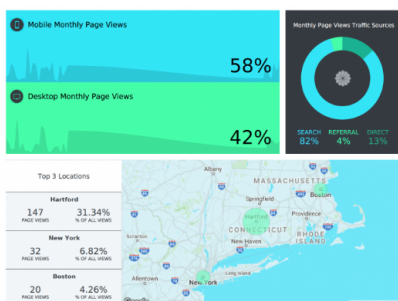
He didn't have a partner he could trust to handle the marketing side for him.

Our Solution

We assessed Johnnie's business goals and built a personalized marketing campaign to help him get there.

His new website is designed to covert customers with frequent calls to action and easily accessible contact information.

We completed in-depth SEO and updated all of his business's directory listings to help him get found online.



DunRite Detail's Results

- 01 Average of **470** page views per month
- 02 **82%** of views come from getting found in search
- 03 Ranking on the first page of Google for car care terms such as **"car detailing service"** and **"tractor trailer detailing"**

Products



Website Design

DunRite Detail got a brand-new website that's sleek, easy to navigate and full of informative copy. Johnnie can edit the mobile-optimized site whenever he wants-or he can leave the edits to his dedicated digital marketing specialist.



Directory Listing Optimization

We make sure DunRite Detail's business name, address and phone number are correct and consistent across 70+ of the most popular online directories. Not only does this boost Johnnie's long-term SEO strategy, but it also helps potential customers find him instead of his competitors.



Search Engine Optimization

We wanted DunRite Detail to rank on page one of Google for the business's industry and location, so we optimized the content on Johnnie's site for a list of keywords researched by our in-house SEO experts. We also updated the website's metadata so search engines like Google know where to rank it.