

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Auto Detailing

Business Objective: Get Website Visits

Funnel: Search Engine (Google), Possibly FB/IG Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

Car enthusiasts or people who value the presentation of their vehicle and the preservation of its paint.

2. Where are they now?

3. Searching for local Detailing
4. Pain: 5/10 Desire for solution is somewhat present
5. Belief: 6/10 Generally people searching think a good percentage of detailers can perform
6. Trust: 2/10 Local Detailer with online presence but little online marketing.
7. Current State: Owns a car that can use paint restoration.

8. Dream State: Restored paint job. Having a car that looks better than out of factory

9. What do I want them to do?

10. View the website (with intent of booking) and discover how this business is a trusted service with experience and previous success stories. (Client has helped cars win shows)

11. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

See the end results of detailing (Quality they receive), Realize the quality of the service is of great value for the price, Overall improving the trust the viewer has in the business. The viewer is likely a person who values the appearance of their vehicle as it makes them feel a certain way, for example wearing a new pair of clothing or shoes. Website can capitalize on this and have images that sell this experience/ dream state to the viewer.

DRAFT

Google Search→ Auto Detailing

Result→ Globo Auto Detailing

(underneath website name) → Include services, and limited new client \$300 offer

- Thought: I noticed there is a limited character count under a search result, and thought adding the new client offer could provoke more visits.
- Also on hovering mouse over the site, ensure quality pictures that stand out are being utilized.

—Website—

Website Background: Slow zoom in of a detailed car to create movement which is more pleasing to the eye.

Ensure CTA of limited time offer is easily accessible and catches immediate attention upon entering the site.

Use previous customers cars that have won car shows as testimonials to build trust with viewer.