Mobile Car Detailing Website Review

100 bodyweight squats

Video link:

<u>(It's on YouTube since on the other two platforms the video wasn't uploading so I had to use my backup plan)</u>

The 4 questions

1. **Who am I talking to? Who is the avatar? What kind of person is going to get the most from this service?**
- Someone who wants an affordable detail on their dirty car
- Male 30 - 65+
- People who don't have time to clean their car(s)
- Bad odor, dog hair, sand, dirt & scratches on their car
- Want a shiny and glossy car at an affordable price because they want to look good while driving their car through the streets.
- The kind of person who is going to get the most from this service would be people who either want a shinier car or has a dirty car that they want cleaned.

2. **Where are they now? What are they feeling? Where are they inside my funnel?**
    - Level 3 of market awareness, their feeling unsure about what car detailing company to choose to get their car detailed which also needs to be cheap while having high ROI.
    - They know they need to detail their car but are unsure who they should hire to detail their car.
    - Stage 4.5 on market sophistication since the simple headlines still seem to work and get attention (E.G. Attention all car owners if you want a showroom-like car in your driveway).

3. **What actions do I want them to take at the end of the copy? Where do I want them to go?**
    - At the end of the website, the reader should be convinced that we are the best for their current problem and then I want them to call us to book their car in.
    - The reader should also be convinced that our detailing business is the most affordable one than the Top Players.

4. **What must they experience inside the copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?**
    - They need to experience some sense of having an identity play on them (as I want to move the reader to stage 5 market sophistication), and how they will be viewed as a higher person based on the appearance of their car (this

could also link back to the 'tribe' aspect since they want to have the best looking car in their friend group).

The steps that they need to take to take action would be: <u>Using the below image</u>
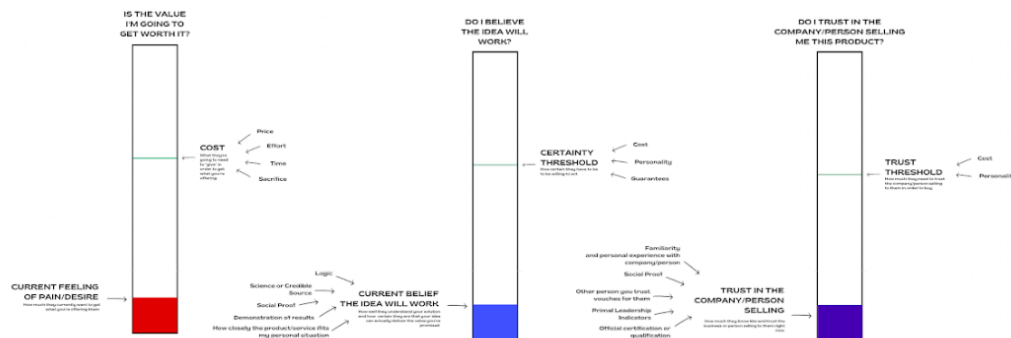
1. Need to get their attention with their dream outcome (having a shinier car). **Increasing desire**
2. How all of the detailing packages will work for everyone and it does not matter what car they have or what their car condition is. **Increases belief in the idea**
3. See all of the detailing packages and decide which one would be best for their current situation. **Increases cost of value. Reduces risk/sacrifice/time**
4. Seeing social proof. **Increases trust**
5. Reasons why our detailing business is the best. **Increases trust & belief in the idea**
6. More social proof. **Increases trust**
7. Booking/Call

Reader's Roadblock

What is keeping them from living their dream state today?
1. They want to have a shiny car but the detailing prices are too high and are not affordable for everyone.
2. They also don't know which detailer to choose from since for some, the customer needs to drive their car to the detailer and for others, the detailers come to the customer's door and detail their car in their driveway.
3. Unsure of which detailer to choose from due to too many options so the reader does not end up choosing any or leaving it for another time.
4. Trust in the detailing company.

What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?
1. One key roadblock that once fixed will allow them to move forward would be choosing the right detailer for them. As this can get rid of all of their struggles when deciding to pick a detailer (So I need to position my client's detailing business as affordable, the best in the industry so they can easily choose us, having high social proof and building trust with the customers by showing social proof and the client's experience in the industry).

Reader's Dream State

What do they want?
- The reader wants to have a shiny and clean car that they can take out on a drive and get attention from their shiny car.
- They also want to have the best looking car on the road which gets all the attention.
- They want other people to compliment them on their good-looking car and just overall have a shiny and glossy car all of the time even if they are not driving it out.

Dream outcome from detailing services

They will have a clean and glossy car after the detail which is their dream state. Plus all of the attention from their friends would be a bonus that they get from their new-looking car after the detailing service.

Solution & Product

What is the solution that we are offering to the customers?
- The solution we are offering is to get them to buy one of our services and they will have a cleaner and shiner car

Value Ladder

Value Ladder:
Low-ticket service (prices vary depending on size of vehicle)
1. In & Out detail = $89
2. Headlight Restoration = $95

Mid-ticket service (prices vary depending on size of vehicle)
1. Full detail = $229
2. Cut & Polish = $249

High-ticket service (prices vary depending on size of vehicle)
1. Full detail + Cut & Polish = $360
2. Ceramic coating = $699

Self-analysis of Website

Weaknesses:
1. One of the weaknesses in my client's website was a lack of trust since it only had one review slider.
2. The current main weakness of my client's website is the large number of bounce rate and exit rate. And the viewers are only spending a few minutes max on these pages and aren't even visiting the other pages. I don't know what's wrong and how to fix this issue.

How I tried to fix them:
1. So I just simply added in 2 review sliders so the reader can see some of the reviews that my client has gotten and the results he has for them.
2. I tried searching on YouTube on how to make the reader not exit from the website but they were all waffling.

Questions for you:
1. After seeing my client's website, what other weaknesses or issues did you find?
2. Would you buy from us or choose another detailing company?
3. Are there any resources to help my client's website perform better? How to lower the bounce rate and increase the conversion rate?
4. How can I improve the flow of so the customer would want to buy the service?

Bonus Information

1. What type of business/niche are we talking about?

My client is in the car detailing niche as he has 15 years of experience doing car detailing in this niche.

2. To send a link to the client's social media accounts.
Client's Facebook page: https://www.facebook.com/garrymobilecardetailing/

3. Tell us what your client has tried before (why did it work/why didn't it work?).
I recommended my client to give out his business card to companies that have a lot of cars, trucks, or even buses and be their personal detailer every 2 weeks or every month. This has not worked out that well as he only got 2 callbacks I believe.

4. Tell us what his current revenue is.
- From what I know it is around $2-3k a month (this is with their regular customers)
- The client is currently working under the top detailing company in Melbourne (Jim's Car Detailing 'Top Player'), but the client wants to work from their own detailing business.
- Client's goal is to hit $10k/month from their own detailing business and leave Jim's so he can make a lot more profits.