

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Car Rental Company

Business Objective: Get more attention

Funnel: Use search engine to find information

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Persons residing in the US and UK market
- b. Adult males and females
- c. They want a reliable vehicle to rent as well as a smooth hassle-free experience when booking their rental.

2. Where are they now?

- They are searching on Google for a reliable car rental company.
- Current Levels
 - Pain/Desire 5/10 - customers desire to have a means of transport when arriving in the country.
 - Belief in the idea 8/10
 - Trust in the company - 7/10

- Current State
 - Searching on Google for a reliable cost-effective and trustworthy car rental company
 - Frustration
 - The need to have a reliable vehicle when going on a vacation/arriving at their destination
 - Reading reviews for car rental companies
- Dream State
 - Hassle-free service
 - Affordable
 - Friendly customer service
 - Free lift to the airport from drop off and agreed to pick up from the other end of the island.
 - Reliable and fuel-efficient vehicles
 - First class experience

3. What do I want them to do?

- Click on the top search result with a high number of positive reviews
- Click the link with the intention of booking a vehicle

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

- Rental company need to be in the top search results.
- They need to see five-star positive reviews for the company.
 - new car fleet
 - affordable rates,
 - excellent service
 - free delivery anywhere on the island.
 - Book online today!

DRAFT!

Headline (Search Ad Level)

“Reliable Cars, Easy Booking, Free Island-Wide Delivery – Reserve with Bigs Car Rental!”

Landing Page Copy

Your Ride Awaits in Antigua: Bigs Car Rental Has You Covered

You’ve finally made it to Antigua – and the last thing you want is to get bogged down with transportation hassles. You want wheels ready to go, no nonsense, no delays. Bigs Car Rental offers just that: a fresh fleet of reliable cars, budget-friendly prices, and island-wide delivery straight to you.

Why Choose Bigs?

- **Newest Fleet Around:** Drive with peace of mind, knowing every car in our lineup is in prime condition, fuel-efficient, and ready for any adventure Antigua throws your way.
 - **Affordable Rates, Zero Surprises:** Enjoy upfront, affordable pricing with no hidden fees. What you see is what you get.
 - **Free Delivery, Anywhere on the Island:** Wherever you land, we’ll be there. From the airport to your hotel, we’ll make sure your car is waiting.
 - **Friendly, Hassle-Free Booking:** Our online booking makes renting fast and easy, with support when you need it.
 - **First-Class Service:** We know the island inside and out. Need directions? Hot tips on where to eat? Our team has you covered.
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Call-to-Action (Main Section)

Book Your Ride in Minutes!

Reserve now and see why visitors rate us five stars across the board. Don’t just rent a car – start your adventure with Bigs. Click below to secure your rental today!

"I've rented from Bigs twice now, and they deliver every time! The car was waiting at the airport when we arrived – no fuss, no stress, just smooth sailing."

"Great service, great prices, and their team even helped us with recommendations on things to do. Couldn't ask for better."

Bigs Car Rental has every corner of the island covered with trusted, top-rated service. We're here to make sure your trip goes as smooth as possible. So skip the headaches and click below to get started.

https://www.google.com/search?q=car+rental+companies+in+antigua&sca_esv=c0f0804f73063d6c&sxsrf=ADLYWIKFmqJMEux6avkOXIqzE_fIOvDbtQ%3A1729376274673&ei=EjAUZ43bKLTOWbkPyOec8Qo&ved=0ahUKEwiNrKPuvJuJAxU0ZzABHcgzJ64Q4dUDCA8&oq=car+rental+companies+in+antigua&gs_l=Eqxnd3Mtd2l6LXNlcAiH2NhciByZW50YWwgY29tcGFuaVWzIGluIGFudGlnWEyChAAGLADGNYEGEcyChAAGLADGNYEGEcyChAAGLADGNYEGEcyChAAGLADGNYEGEcyChAAGLADGNYEGEcyChAAGLADGNYEGEcyChAAGLADGNYEGEcyChAAGLADGNYEGEdluRFQAFgAcAf4AZABAjgBAKABAKoBALgBDMgBAJgCaaACEJgDALgGAZA GCJIHATGgBWaA&scient=gws-wiz-serp&lqi=Ch9jYXIgcmlvdGFslGNvbXBhbmlldyBpbmBhbnRpZ3ZhSnJOoMjnqoCACFoTEAAQARACGAAYARgClh9jYXIgcmlvdGFslGNvbXBhbmlldyBpbmBhbnRpZ3ZhkgERY2FyX3JlbmRhbF9hZ2VuY3mqAXYKCS9tLzBkcmlwdAoHL20vMGs0ahABKhgiFGNhciByZW50YWwgY29tcGFuaVWzKAAYHxABIhsFct-cll7f0ivgrwYR6YGyTgh_qSiQiMcchDo ylxAClh9jYXIgcmlvdGFslGNvbXBhbmlldyBpbmBhbnRpZ3Zh#lkt=LocalPoiReviews&rliimm=14967870877932929885

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