

Pushups: [July 2, 2024 \(rumble.com\)](https://www.rumble.com)

Website/Copy is at the bottom of the doc

New website, same text as the bottom:

Business background: A family business that's been running for 3 years, basically brand new.

Goal for growing their business: Get people to call or email for a free measuring quote with this bringing more work to the company. Building up the trust in the company and giving them reasons to believe that we are the best by establishing authority and trust **(Dream State)**

Problems they've faced trying to reach their goal: Not enough work; only contractors have reached out to them for 1 or 2 day jobs for a week. (Road Block)

Solution: Drive attention to their business by improving and Redesign their website completely, as it currently looks untrustworthy; Investigate both Google paid ads but might not even have to as they show up organically around 5th or 6th. I will Copy the top companies in the country and worldwide and implement their strategies. Also I will perform Seo.

Ideas to help him get to his dream state: remodel and rewrite his website to make his business seem more legitimate, use pains/desires, needs, use visual and kinesthetic and auditory to achieve the desired goal, push more attention to his business, and get people to call him or email him to book a free measurement quote

Avatar



Name: Sarah and Mark Johnson

Age: Sarah (45), Mark (47)

Marital Status: Married

Children: 2 teenagers (ages 15 and 17)

Occupation:

- Sarah: Marketing Manager at a local firm
- Mark: Engineer at a manufacturing company

Location: Suburban neighborhood in Hamilton

Income: Combined annual household income of \$120,000

Home Ownership: Own a 3-bedroom house

Lifestyle and Interests:

- Value quality time with family
- Enjoy hosting gatherings with friends and family
- Looking to improve their home with a new floor replacing the old one.
- Prioritize comfort and aesthetics in their home environment
- Prefer sustainable materials and solutions that will last but also be budget friendly

Challenges:

- Existing flooring is outdated and worn out
- Concerned about the cost and hassle of floor replacement
- Limited time due to busy work schedules and family commitments
- Looking to have a good solution, but also not break their budget

Goals:

- Update their home's look with modern, stylish flooring
- Increase the home's value for future resale
- Find durable and easy-to-maintain flooring options
- Have a hassle-free, professional installation process
- Ensure the new flooring is safe and suitable for their teenagers and pets

Personal analysis of my copy's weaknesses and plan to improve them.

I analyzed that my copy does not talk directly to the reader and the text is not tailored to suit them as they do through my copy. I also think that the sections on the website page and the design is a major factor on why I think that the copy is not as impactful to the reader. My plan to improve all this is to get some more insight from other experienced G's and also watch some videos on how to design a website to strike the reader all the way and make them take action. I have fixed both of these things.

Identify the copy weaknesses and make an effort to fix them before submission.

I've identified a couple of points that I have improved, and I also got chat gpt to do a revision for my website. Some of the points were: Text was too long and was not building trust in solution and belief in the idea, also it was taking away from the trust in the company. I've shortened the text and applied it, tailored the text to suit the reader, and answer the question they have in my as they read the copy.

How I've attempted to fix the issues and ask for feedback on my efforts.

I will do research on my top competitors' website and model my copy similarly to theirs, if I don't like certain bits and pieces of their website I will look into another website and steal their strategies. I will also look into other countries' websites and see what strategies they are using and implement it in my copy. I got one of the G's helping me with my copy and reviewing it and giving me valuable insight. I can get my dad to look over it and point out things he does not like about it. I will do a walk through analysis of my own copy. I can also submit my copy in Arnos daily marketing examples.

Test my copy and its performance results

The copy has not been tested so no performance results. It is yet to be launched but before then I will need to be 90% sure that It is gonna work, But to be 100% sure it will need to be launched and tested in real time. I will add a mousetracker on the website before launch to know where the reader falls off and fix it.

Explain how your product's strengths and weaknesses play into the value equation

As people look for a flooring solution their desire is already high so sell them on the desire somewhat and sell them completely on mechanism. The weakness on the other hand is that my client moved to NZ 5 years ago and has not been in the industry for very long and therefore he has not got much testimonials and his brand for other people is not a trusted source. I will aikido their thoughts as my client is from Europe and was doing flooring in a different country. I will aikido it by saying: With over a decade of overseas experience. This will reinforce trust in the company, and let them know that he is not new, nor amateur in the industry.

What specific business objective am I seeking to accomplish with this project?

Getting people to book a free quote
Drive more attention to the business
Get more testimonials and advise people to leave reviews when they finish a job
Build up the trust in the company
Get people to book more quotes and turned them into clients

Why is important ?

It's important to do all this as my client's business is fairly new and we are trying to build his business up, also build him as a trustable source and ultimately get more people to call and email to book a free quote and turn them into clients, so my clients business will make massive profits.

What part of their online presence/funnel is needed to achieve this business objective?

- Make a new website
- Tailoring the website to the reader
- Fix all typos in the bios of social media
- Instead of doing a million hashtags on posts, explain the floor he has just done.

Top players in the market get most of their free quotes through their reviews. We need to make sure we collect as much testimonials as possible from previous clients and up and coming ones so we can build up my clients company as a trusted company. Other smaller companies are boosting themselves through Google ads and building their brand that way. If we do both and execute it correctly we will drive attention to the business, and get more people to book and ask for a free quote.

SEO: Chat GPT

Keyword Research

Home page title:

Top Quality Flooring Preparations & Installations in Hamilton

Description:

We offer top quality laminate, SPC, hybrid planks, hardwood, engineered wood, and vinyl flooring installations. Get your free quote + measures today!

- **Primary Keywords:**
- Hardwood Flooring Installation"
- "Affordable Vinyl Flooring"
- "Best Flooring Company Near Me"
- "Luxury Tile Flooring"
- "Professional Flooring Services"
- **Secondary Keywords:** Look for long-tail keywords and variations (e.g., "affordable hardwood flooring installation," "best vinyl flooring company near me").

- **Local Keywords:** Include geo-targeted keywords (e.g., "flooring services in [City]," "best flooring contractor in [Area]").

2. On-Page SEO

- **Title Tags:** Ts Flooring Solutions Ltd: quality flooring installations and preparations.
- **Meta Descriptions:** Transform your space with Ts Flooring solutions, a family owned business offering top quality laminate,SPC,hybrid panks,hardwood,eengired wood and vainaly flooring instalations. Discover our seemsles,hasle free service and stunning designs that boost your homes value. Get a measurements + free quote today.
- **Header Tags (H1, H2, H3):**
 - **H1:** Transform Your Home with Unmatched Flooring Solutions.
 - **H2:** Flooring Solution for Every Home
 - **H2:** Residential Flooring
 - **H2:** Quality & Timely Service Starts Here
 - **H2:** Why Trust TS Flooring Solutions?
 - **H3:** Transparent Pricing, Expert Guidance, Quality Assurance, Comprehensive Services
 - **H3:** Addressing Your Concerns
 - **H3:** Pricing
 - **H3:** Materials
 - **H3:** Service
 - **H3:** Communication
 - **H2:** Contact Us

Content Optimization

- **Home Page:** Enhance keyword integration: "flooring solutions," "residential flooring," "quality flooring installation."
- **Service Pages:** Detail each service with keywords: "laminate flooring installation," "engineered wood flooring."
- **Blog:** Answer common flooring questions and address customer pain points.

2. Image Optimization

- **High-Quality Images:** Use optimized, high-resolution images for faster loading.
- **Alt Text:** Include descriptive alt text with relevant keywords like "hardwood flooring installation" and "subfloor preparation."

3. Internal Linking

- **Navigation:** Ensure all services are interlinked. Link blog posts to relevant service pages.

4. Local SEO

- **Google My Business:** Complete and optimize your listing with accurate info and high-quality photos.
- **Local Directories:** List your business on local citation sites like Yelp and Yellow Pages.
- **Local Keywords:** Use local keywords such as "flooring solutions in [Your City]."
- **Customer Reviews:** Encourage satisfied customers to leave positive reviews.

6. Technical SEO

- **Site Speed:** Ensure fast loading times using tools like Google PageSpeed Insights.
- **Mobile-Friendliness:** Ensure responsive design for mobile devices.
- **XML Sitemap:** Submit an updated XML sitemap to search engines.
- **Robots.txt:** Configure robots.txt correctly to allow crawling.

7. Link Building

- **Quality Backlinks:** Acquire backlinks from reputable home improvement or interior design websites.
- **Guest Blogging:** Write guest posts for relevant blogs.
- **Local Sponsorships:** Sponsor local events or charities for backlinks.

8. Social Media Integration

- **Profiles:** Maintain active profiles on Facebook, Instagram, and Pinterest.
- **Engagement:** Share content, engage with followers, and participate in relevant conversations.
- **Promotions:** Promote blog posts, special offers, and customer testimonials.

9. Analytics and Monitoring

- **Google Analytics:** Track website traffic, user behavior, and conversion rates.
- **Google Search Console:** Monitor search performance and fix issues.
- **Regular Audits:** Conduct regular SEO audits to identify and resolve issues.

Implementation:

1. **Content Optimization:**
 - Use clear, concise language for all content.
 - Ensure keywords are naturally integrated into the text.
2. **Image Optimization:**
 - Compress images without losing quality.
 - Use tools like TinyPNG for image compression.
3. **Internal Linking:**
 - Use descriptive anchor texts for all internal links.
4. **Local SEO:**
 - Update your Google My Business listing regularly.

- **Respond to customer reviews promptly.**
- 5. Content Marketing:**
 - **Create a content calendar for regular blog updates.**
 - **Highlight unique selling points in case studies.**
- 6. Technical SEO:**
 - **Regularly test site speed and mobile-friendliness.**
 - **Update your XML sitemap and robots.txt file as needed.**
- 7. Link Building:**
 - **Network with local businesses for guest blogging opportunities.**
 - **Participate in local community events for sponsorship opportunities.**
- 8. Social Media Integration:**
 - **Schedule regular posts on social media platforms.**
 - **Use tools like Hootsuite for managing social media engagement.**
- 9. Analytics and Monitoring:**
 - **Set up goals and events in Google Analytics.**
 - **Regularly review Google Search Console for any issues.**

Winner Writing process

Who am I talking to?

- Contractors
- Hamilton, NZ
- Mostly middle aged woman / couples looking to redo their floors
- Property owners

Where are they now ?

- Hamilton Nz
- Scrolling looking for a flooring solution in Hamilton Nz
- Level 3 Awareness (solution aware)
- Stage 4.5 - Kinda tired of mechanism (Look out for new mechanism, experience, and identity plays)
- Current state:
 - Tired of claims like (We are the best solution for you problem)
 - Unaware of what design to pick
 - Embarrassed of their floor in front of friends and family
 - I need of a contractor to help with work
 - Tired of being overcharge and companies taking too long for installation
 - Status in their tribe (middle age couples/families with kids. Others wanting to get a floor and outdo theirs.)
 - Social acceptens
 - Sense of security
- Dream state:

- Mirror image
 - Want's the floor to match the tribes esthetics
 - A straight show stopper and something everyone loves
 - (something that looks unique and that will make other people in their tribe jealous)
- Solution:
- Better flooring design, change out old flooring and replace it with something modern, new and vibrant.
 - Working with this non pushy, honest and friendly team has been our pleasure
 - So much better than the carpet we had
 - left the area nice and tidy
- Product:
- Flooring solution
- Current desire:
- 7 to 9 / 10
- Believe in the idea/solution:
- Low
- Trust in the company:
- Very Low (getting burned by previous companies)

What Do I want them to do ?

- Stay on the page
- Book or call for a quote
- Boost trust in the company
- Boost trust in the idea
- Connect with their current desires

What are the steps I need to take them throughout to get them from where they are to where I want them to go?

How will I get their attention?

- Sponsoring my page so that it pops up first
- Maybe boosting before and after videos for his socials (not sure as no one would really be actively scrolling looking for a flooring service)

How will I increase specific levers?

- Desire has already increased pretty much to the top. One more thing that would make their desire increase is if the service my clients company provides is cheaper / available earlier.

- Current belief in the idea can be increased with logic (this is already a thing as they decided that they want a hard floor and not a carpet), social proof (testimonials, previous project etc.), social proof (testimonials, review positive and negative), demonstration of result is basically just previous projects and photos/ videos of the services they provide, how closely the services fit my current situation (knowing that they are already looking for a hard flooring solution and not carpet it is safe to assume that the services fit

pretty close, they might just not be sure on which floor to go for. Some other factor to take into consideration would be costs (quote, another good thing would be their general price of the floor / service),

personality (this work good for us as my client business is a family oriented business and I think this would built on a bit of trust),

guaranties (I think the best way would be to make promises also testimonials and reviews.)
For the trust indicators familiarity and personal experience would be king of a hard one to gain as my client business is new, also no certifications as I'm not sure if you need any for flooring, primal indicators would be (sense of comfort / safety stripped off them, losing status in their tribe,)

Other person trust/ vouch for them would be connected with reviews and mouth from mouth words. My client hopefully has people to vouch for his this way as he only has 1 review on the google reviews and 4 on facebook.

How will I bring down perceived costs and thresholds?

I will do this by making a promise section on the website, making promises like not adding extra cost after quoting has been done, using only high quality installation process and only high quality materials, not worrying about cleanup costs.

Top Player analysis Auckland Quality Flooring / Floorida Flooring

Web page analysis:

- **Contrast color (black on white)**
- **Important headers are in big bold letters making sure that the potential customer does not miss them.**
- Get a free quote in big letters that stand out (cta)
- Contact us right next to the quote button (cta)
- Movement of photos from their previous job and areas of flooring they provide (Residential and Commercial making them believe that the idea will work)
- Under why us they are heavily leaning into the years of experience they got thus making the potential customer more likely to trust them, right next to their expertise is a big bold text saying we go an extra mile meaning that not only do they put the floors but also they do the sub flooring preparation.
- Under that there are customer reviews as a way to build up more trust in the company and the idea that what they are looking for will work.

- Under all the texts in all sections of websites there is a cta leading the buyer to either contact or call for a free quote.
- On the page it explains what services they provide, range they provide and also their expertise of knowledge can provide advice. It also goes into a bit of detail on the owners behind the business building up the trust in the company.
- On top of their website after they got residential and commercial also our projects.
- On residential they go into detail with services they provide for residential customers and types of flooring they do for residential
- On commercial they go into detail into what they provide for their commercial customers and types of flooring they do for commercial
- On our project they show and add texts on big projects they have done both for the commercial side and residential side thus building up the trust and the idea that it will work for them.
- At the bottom of every bit of their website they got the certification establishing their brand as trustable.
- **3 Rooms of Laminate \$2099. Everything's included!**
Letting people know what to expect as they are giving them fixed prices thus building the idea and trust in the idea will work for them.
- **Laminate flooring is a great choice for high traffic areas and kids. They bring kids into the equation as their targeted market is middle aged couples with kids. What I mean by this is that people are more likely to buy something that they know will be good for their family and in this instance kids.**
- **With waterproof versions now available, it is the easiest maintenance of all traditional floors. Here they are testing their service and also addressing people's concerns they might have about the product.**
- **Frequently Asked Questions. This area is addressing the concerns without having to really address them. They have figured out what the most common questions are between their competitors and their customers and they are answering all the questions but at the same time they are addressing their concerns. Some are Time frame, Quotations, How long for the materials to arrive and the installations to start. Payments etc.**

-DON'T MISS OUR **SPECIAL OFFERS**

Check OFFERS below including \$500 Off and Senior Citizen discount

- Here they are giving an advantage to senior citizens, as they are a part of their customers group and making them not feel excluded putting their mind at ease and they are more likely to take action with this service as not many people prioritize seniors.
- **We understand that deciding which new flooring to fit is an important decision. They start to amplify pains here, and they make sure to talk like they understand the customer**
- That's why a member of our team will visit you at your property with a range of samples to make the decision as stress free as possible. If it was me it would take out the stress free bit as it is enough for them to just say the first bit to build up the trust in the idea. But this is reassuring them that when they do take the step to call they won't have to do anything and the whole store and the services will be brought to them.
- They will provide you with their expert knowledge and take the time to answer any questions, so you are confident that you have selected the right flooring choice and within your budget. Whether that's a luxurious carpet, durable flooring or even artificial grass for an outside space. They are targeting the cost and budget sub niche and are focusing on those people. They carefully amplify the pains and desires as they address that they will not try to upsell them but provide them with what's right for the team but still let them choose and ask questions, as people in the past have not done so. They then address the cost part as some people might be thinking: "It's too expensive". They aikido this though by saying: "within your budget", meaning that there is a flooring for all budgets. They add on their services and after this text they list out all the types of flooring they do.
- All standard warranties are provided by Perfect Flooring. Before we begin, we will discuss the warranty/warranties that apply to your flooring project. Please keep in mind that the flooring material is not covered by the same warranty as the workmanship. Here they start to amplify the authority and trust by providing the warranties and also covering themselves with making sure that they say that is services only warranties and not flooring materials. I think that this is good and bad as it says yeah we install bad flooring quality products but it also kinda makes them think that we provide a good service.
- Perfect Flooring works closely with renowned interior designers, and home-building businesses to bring your dream home and interior design style to life, whether you are building a new home or renovating. They are amplifying more trust in the company as they are saying that you have anyone else working on your house, NO problem, we don't mind and we do not need extra space. Then after that they are making the reader picture that floor being just how they have imagined it but this is where I think that they went wrong as they created zero movie, just told them to imagine it.

Who exactly are we talking to?

People in need of new flooring / renovating solutions or contractors.

What kind of people are we talking to?

- Men or Women? Both
- Approximate Age range? Ranging all the way from 25-50 max 60.
- Occupation? Ranging from office workers to business owners to retired people.
- Income level? People between 58,544 nzd\$ and 96,846 nzd\$.
- Geographical location? Hamilton, New Zealand

Painful Current State

Pain Points:

Fear of being overcharged: Clients worry about paying more than the market rate for flooring services.

Concerns about the installation process: They fear a slow and subpar installation that disrupts their lives and leaves a mess.

Quality of products: They are apprehensive about receiving poor-quality flooring that doesn't last.

Communication and customer service: Clients dread poor communication, bad customer service, and scheduling issues, such as delays or no-shows.

Emotional Triggers:

Frustration with current flooring: Stained carpets, peeling vinyl, and outdated floors cause daily frustration and embarrassment.

Embarrassment and social stigma: They feel embarrassed to host guests due to the state of their flooring.

Anger at past experiences: Previous bad experiences with contractors who overcharged, delivered poor quality, or provided bad customer service.

Daily Frustrations:

Living with damaged or ugly flooring: Constantly seeing their stained or peeling floors makes them feel disappointed and embarrassed.

Inability to host gatherings: They feel embarrassed and frustrated because they can't comfortably invite friends and family over.

Emotional Impact:

Feelings of hopelessness and anger: The ongoing issues with their flooring make them feel lost, confused, and sometimes hopeless.

Mental strain: The constant reminder of their flooring problems drives them crazy and disrupts their peace of mind.

Social Perceptions:

Judgment from others: Friends and family may perceive them as lazy, unhygienic, or financially irresponsible because of their flooring issues.

Frustrations Voiced Over Dinner:

Personal complaints: "Tamara, I just wish I could get rid of that old, raggy carpet and replace it with some beautiful floor tiles. That room upstairs had tiles put in just last year, and they are already falling apart. My pockets are strapped as they are, and I just wish that I could find someone who sells quality flooring for a decent price."

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

The beautiful floor tailored for their desired needs and styles would improve their life drastically. It would make them feel happy, fulfilled and proud as one again they can have friends and family over at their house and show off that new floor that they put in. This would also improve their relationships with their friends and family and establish a status in their tribe. They would have that ugly carpet or old flooring removed and replaced with a beautiful one. Bonuses they would be happy to see are cost efficient and least time consuming service. It would feel amazing as their pain is now gone and that new floor would be a site for sore eyes, and that floor would put a smile on their face every time they look at it.

- Who do they want to impress?

Neighbors, friends, family.

- How would they feel about themselves if they were living in their dream state?

They would feel happy and proud knowing that they got a bang for their buck, and they would rest easy knowing that their new flooring is 10 times better than the old one.

- What do they secretly desire most?

A beautiful looking floor that they can be proud of when they invite their friends and family over. A floor that their friends and family are impressed with, the kind of floor that will bring a smile to their face and give them a sense of fulfillment every time they walk past it or look at it. A floor that they are not embarrassed about, a floor that friends and family ask about and compliment them on the amazing looks of it.

Bonus desires that they have but are not their main desire are to find someone who would do the job for relatively cheap and do a good and fast job at that. Have good customer communications and basically tell them what they're doing. Also be respectful.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

'Omg Tamara You won't believe what I'm about to tell you. So you remember my old wank stain floor right, Well it's gone and the relief feel I can't explain it. I'm not angry anymore and neither embarrassed of having anyone over, but the fact is now I encourage people to come over instead of avoiding the question when it comes. The new floor brings me peace and joy and calmness every time I look at it. The kids love it also. Now I enjoy spending time with them and playing with them on our new floor. Honestly It is one of the best decisions I have made. Not only have they done all this with quality products, but on top of all that these guys were extremely knowledgeable and they offered me the friendliest, most cost efficient, reliable service I've ever received. My wank stain floor is gone now, and they replaced it with beautiful new wooden tile flooring in under 5 hours. Can you believe that'

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

They believe that they won't find someone who is reliable, cost efficient, and time efficient. They believe that friends and family will be embarrassed of them because of their flooring situation and that's also the problem they can't have people over because of that ugly floor.

- Who do they blame for their current problems and frustrations?

Previous person that installed floors, bad quality, kids, themselves, their job.

- Have they tried to solve the problem before and failed?

Potentially they have and they failed. Installation process went wrong, property got damaged, got overcharged, bad quality products, maybe they tried to do the installation process themselves and failed.

Why do they think they failed in the past?

They haven't searched in the right place for the right flooring company, or they think that they should have tried to install the flooring themselves.

- How do they evaluate and decide if a solution is going to work or not?

Previous customer reviews and their experiences with the company, price, product, or solution they are looking for.

- What figures or brands in the space do they respect, and why?

Harrison carpets, Giles carpets. They are already reputable companies.

- What character traits do they value in themselves and others?

Trust, Communication, reliability, time efficiency.

- What character traits do they despise in themselves and others?

Untrustable, Not time efficient, not reliable, bad communication.

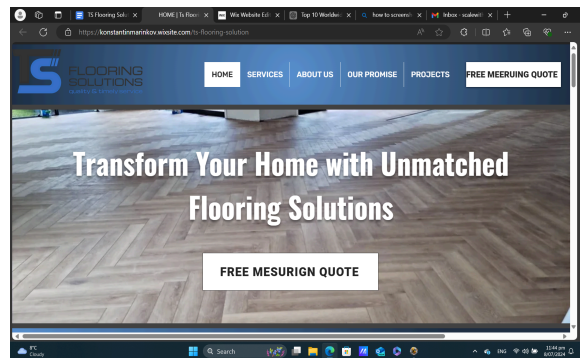
- What trends in the market are they aware of? What do they think about these trends?

In 2024, the top laminate flooring trends for New Zealand homes will include the natural wood look, wide planks, coastal and light tones, embossed textures, and sustainable options. They think these trends look the best, and they are most likely going to go for this kind of option as it will give them status in their tribe.

HOME PAGE:

Expert flooring Installations & Renovations in Hamilton

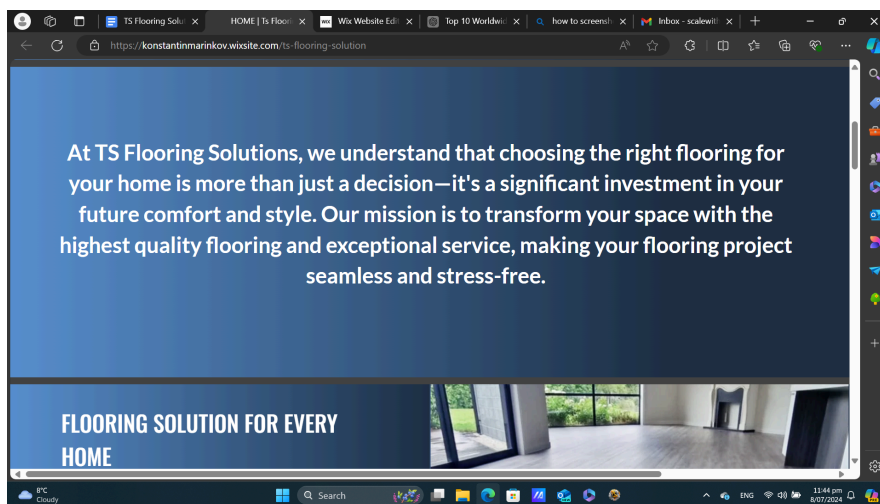
Quality Flooring Installations & Renovations in Hamilton



Quality Solutions for Every Home

Installing quality floors that surpass your expectations is what we are all about.

Our goal is to provide you a stress-free, seamless experience using our comprehensive services. We'll help you visualize the best solution for your home, making the entire process simple and efficient.

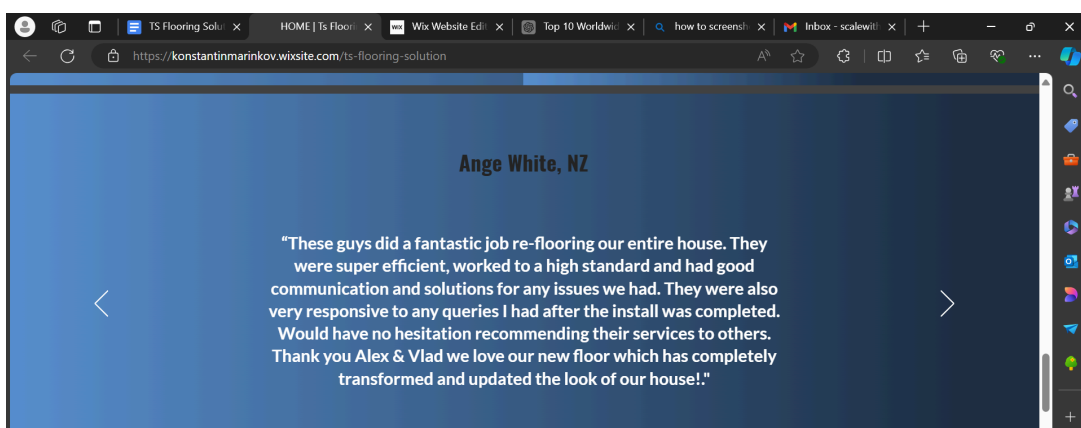


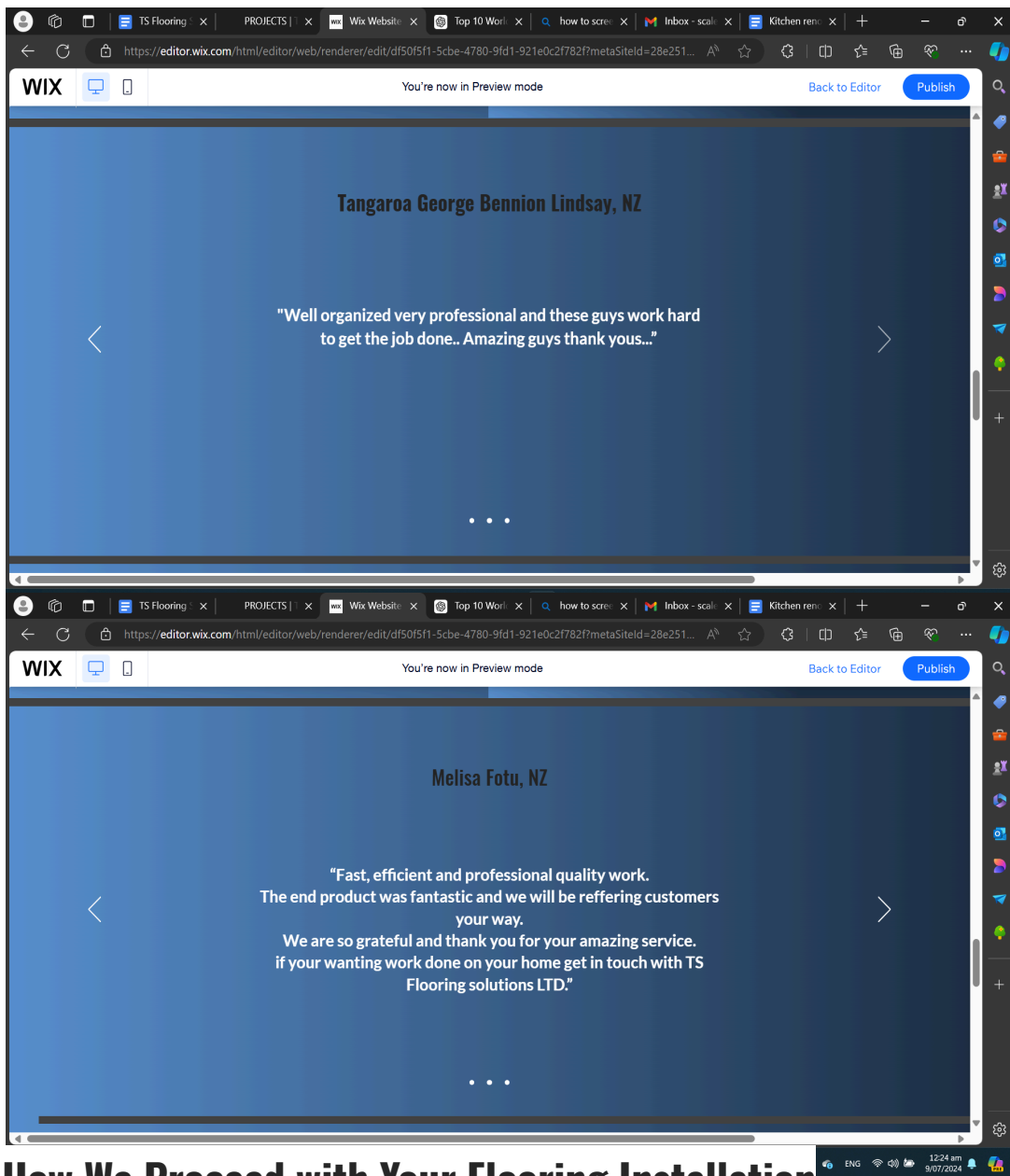
Flooring Professionals at Your Service

TS Flooring Solutions is a family-owned business led by two European experts, Vladan and Alex. With decades of overseas experience, we've transformed thousands of worn-out and outdated residences into stunning homes, featuring sleek, modern surfaces and stylish finishes.

Our long-term clients choose us for our high-quality flooring workmanship, practical solutions, and exceptional customer service. From the first consultation to the final installation, we prioritize your needs, ensuring your complete satisfaction and a transformed

What our customers have to say about us:





How We Proceed with Your Flooring Installation

When we arrive, point us in the right direction, we'll observe and let you know if preparation is necessary. You will receive a full quote with no obligation. If you decide to proceed after the quote we will create a design plan with you, providing you with our ideas and useful information to bring your dream floors to life.



We will proceed with the agreed design and, if necessary, provide our floor preparation services to ensure a stable foundation and protect your investment.

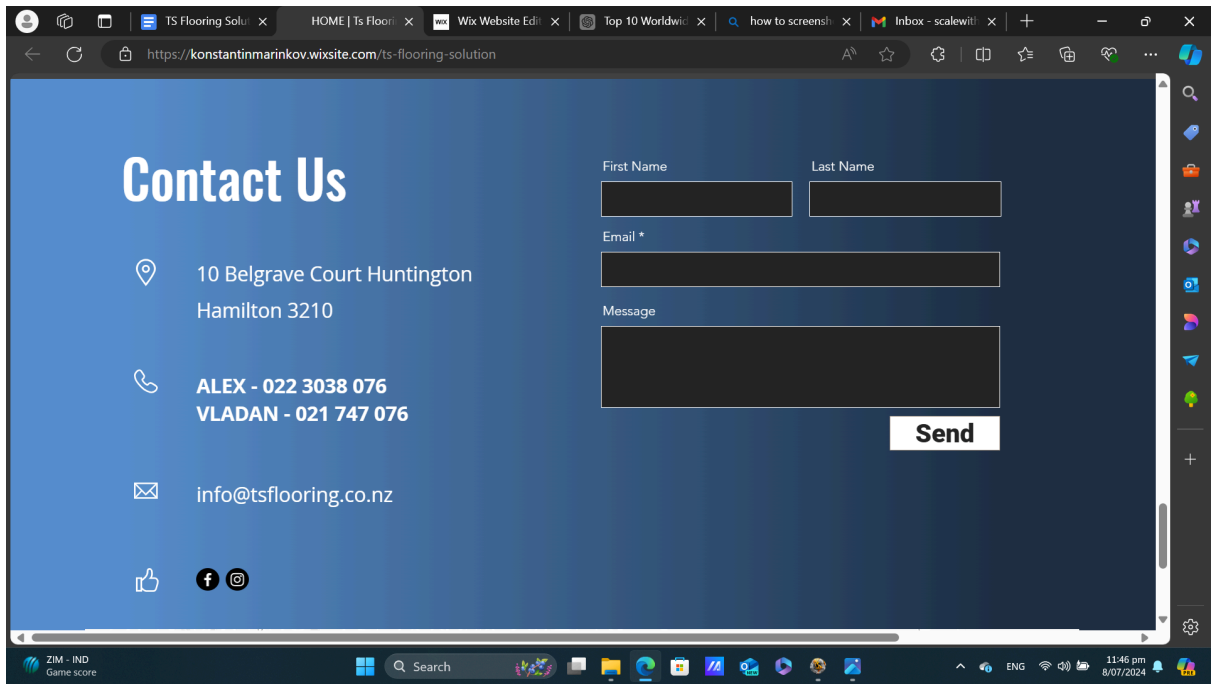


During the entire process, you will be informed every step of the way, so you always know how your project is progressing.



After the installation is complete, we will handle the cleanup, put the furniture back where you want, and leave your home spotless, so you can have more time to enjoy your new floors.





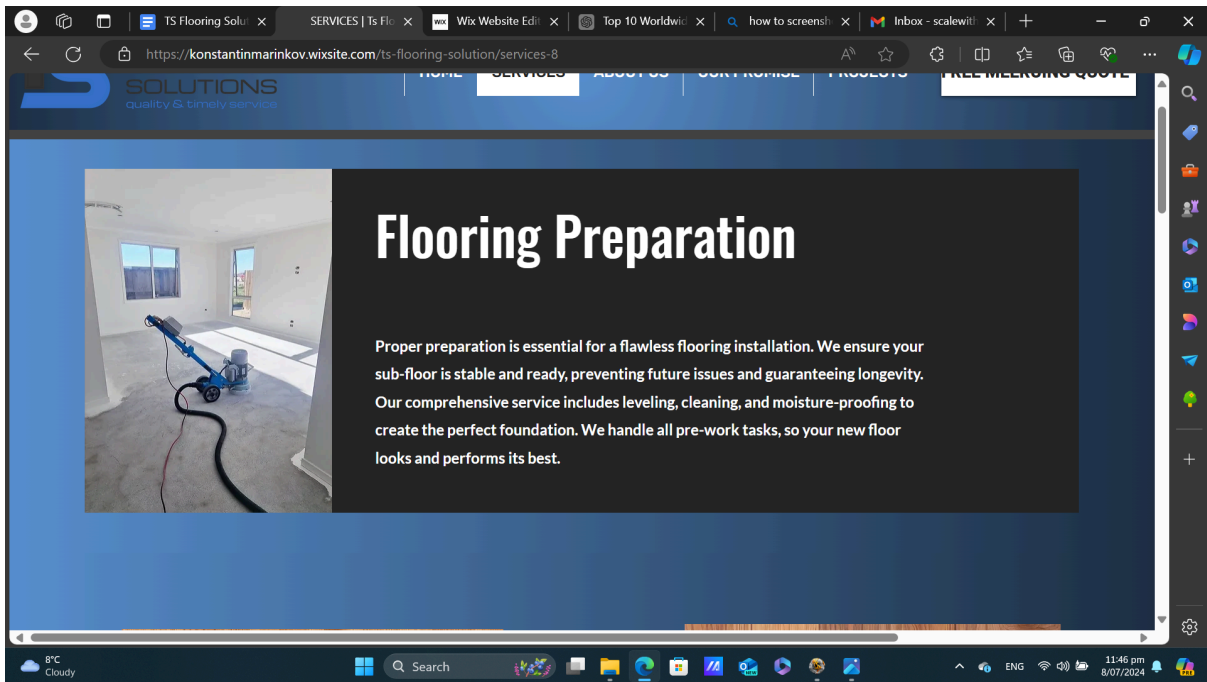
Footer Cta Is on all pages

SERVICES SECTION OF THE WEBSITE

Flooring Preparation

Proper preparation is essential for a flawless installation. We ensure your subfloor is stable and ready, preventing future headaches and ensuring long lasting durability.

Our preparation services include floor grinding, leveling, skirting, and kitchen undercutting, bringing you one step closer to your beautiful space. We also handle the uplift of carpet, tiles, and vinyl, removing all debris so you can enjoy a seamless transition..



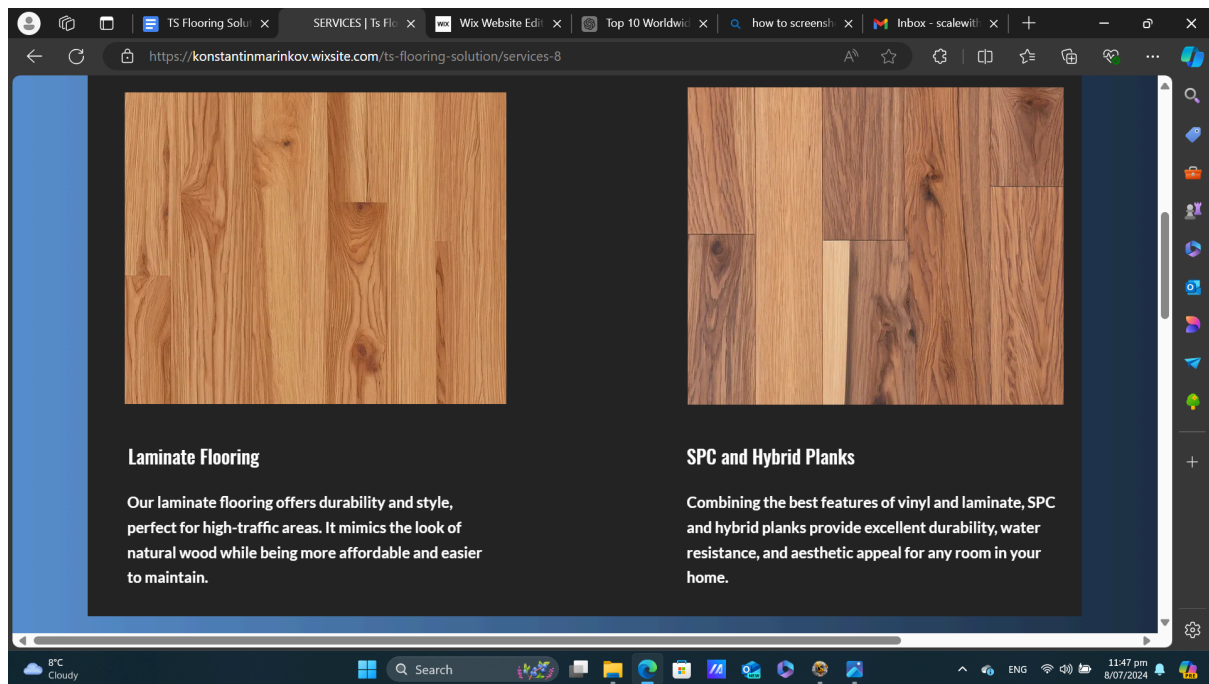
Laminate Flooring

A perfect blend of durability and style. Ideal for high-traffic areas like your living rooms and hallways. It mimics the look of natural wood while being more affordable and easier to maintain.

SPC and Hybrid Planks

Our SPC and hybrid planks combine the best features of vinyl and laminate, offering you excellent durability and water resistance. Perfect for any room, especially

kitchens and bathrooms, where moisture resistance is essential.

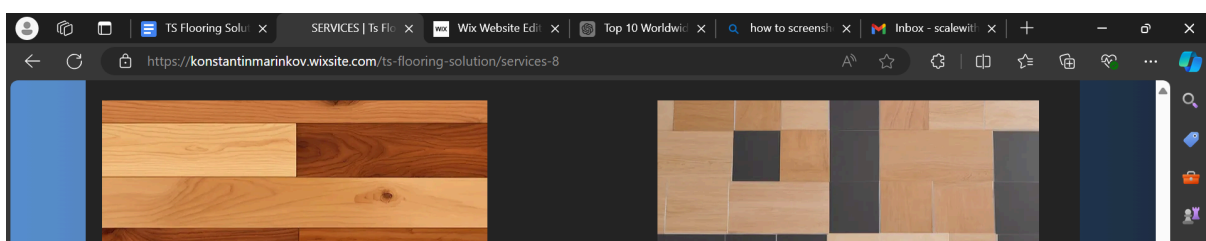


Hardwood and Engineered Wood

Timeless allure of hardwood and engineered wood flooring, brings on the luxurious and elegant ambiance. These options offer natural look and exceptional durability, with the added benefit of being refinished for a long-lasting investment. Ideal for living rooms and bedrooms.

Vinyl Planks

Our vinyl planks are waterproof, easy to clean, and come in a variety of styles to suit your décor. They provide a practical yet beautiful solution for areas prone to spills and moisture, while being the most cost-friendly option. Perfect for bathrooms and kitchens.



FOOTER CTA

ABOUT US SECTION OF THE PAGE



residential flooring

WHO ARE WE?

From Europe, to Hamilton, Alex and Vladan have founded Ts Flooring solutions in 2020. Our family-owned business brings a fresh perspective and unwavering commitment to the flooring industry.

Each floor we install and every project we take, reflects on our dedication to provide you with quality and excellence. Our goal is to ensure a seamless, stress-free experience from start to finish.

What Do we Do?

At TS Flooring Solutions, we turn your flooring dreams into reality.

Start Your Journey by booking your free measurement quote today. We will tailor each project to fulfill your desires and bring a stunning new look to your home.

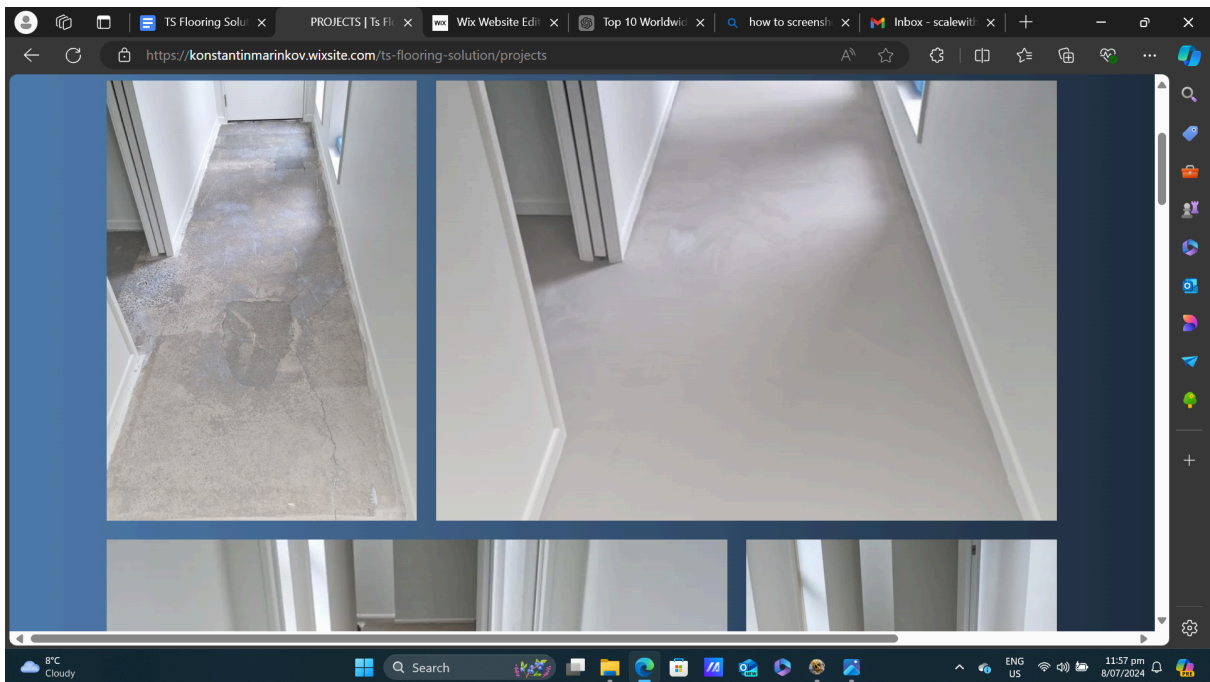
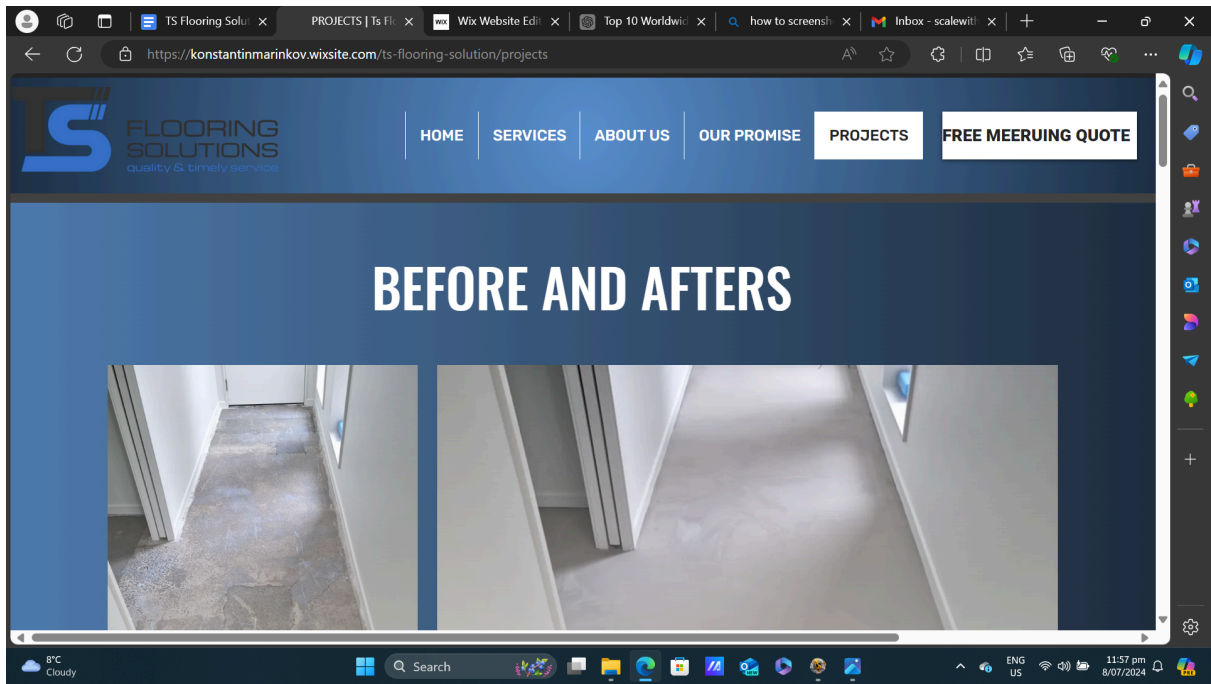
If you are unsure on what floor you should pick, feel free to ask. We are here to help you find the best option that you can proudly present to your friends and family.

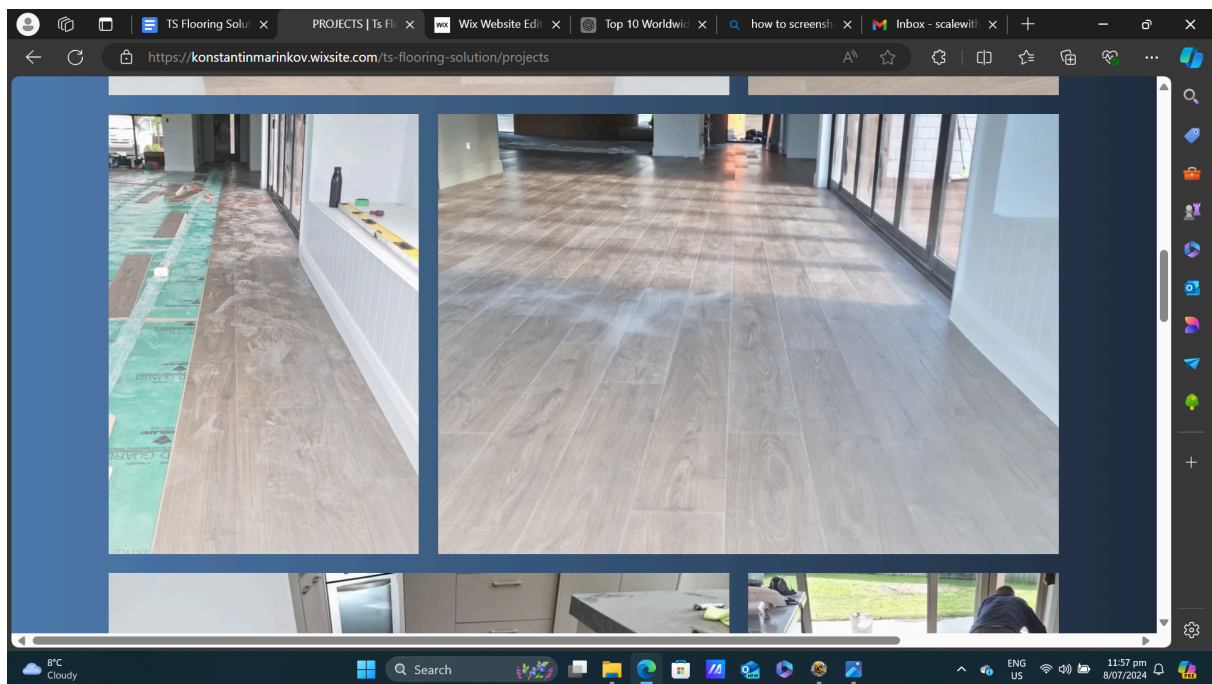
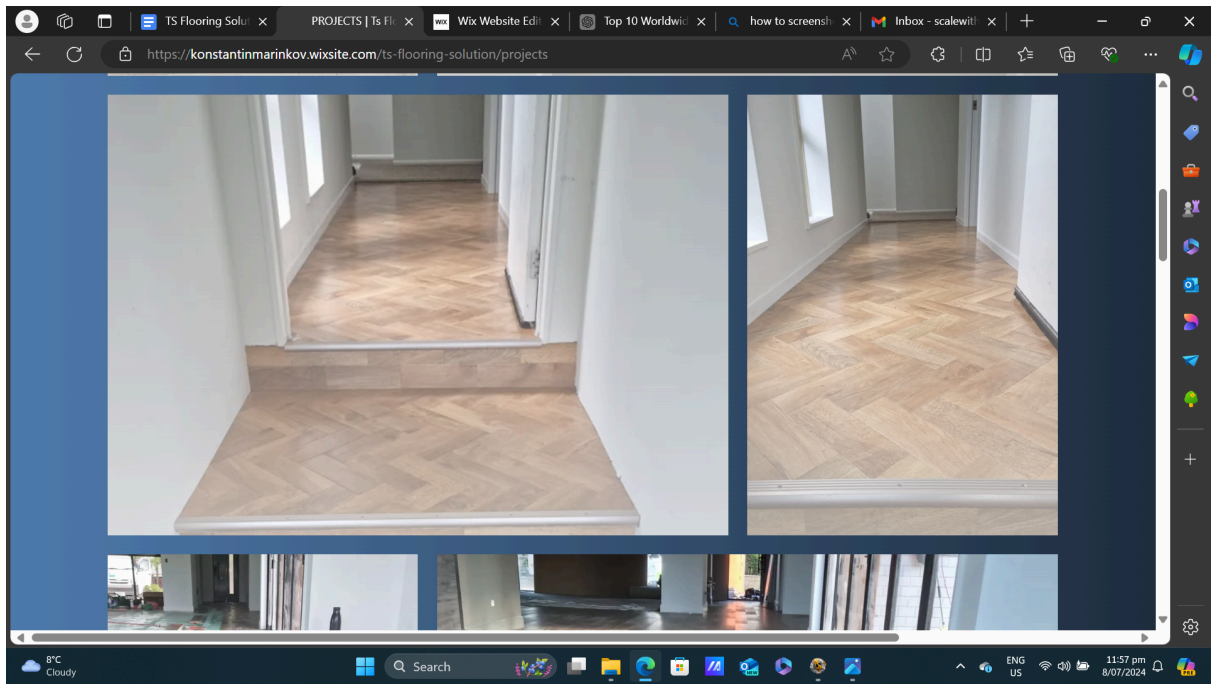
We will install the floors you select on your preferred date, ensuring a hassle-free experience with desired results.

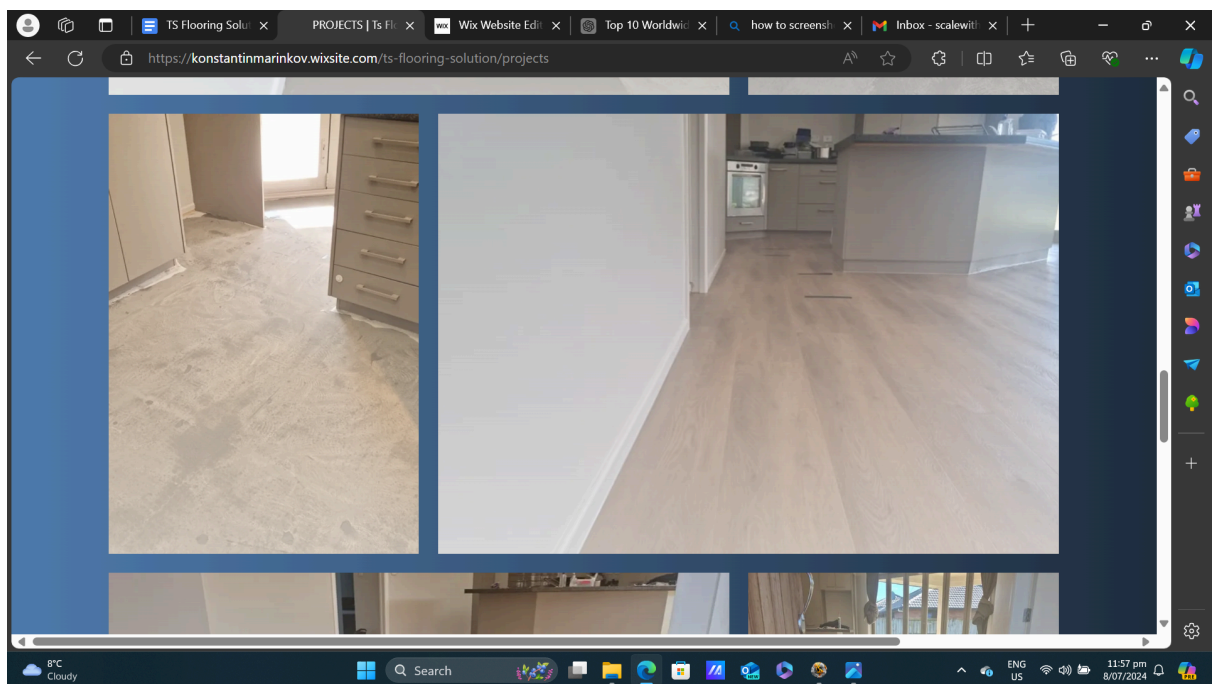
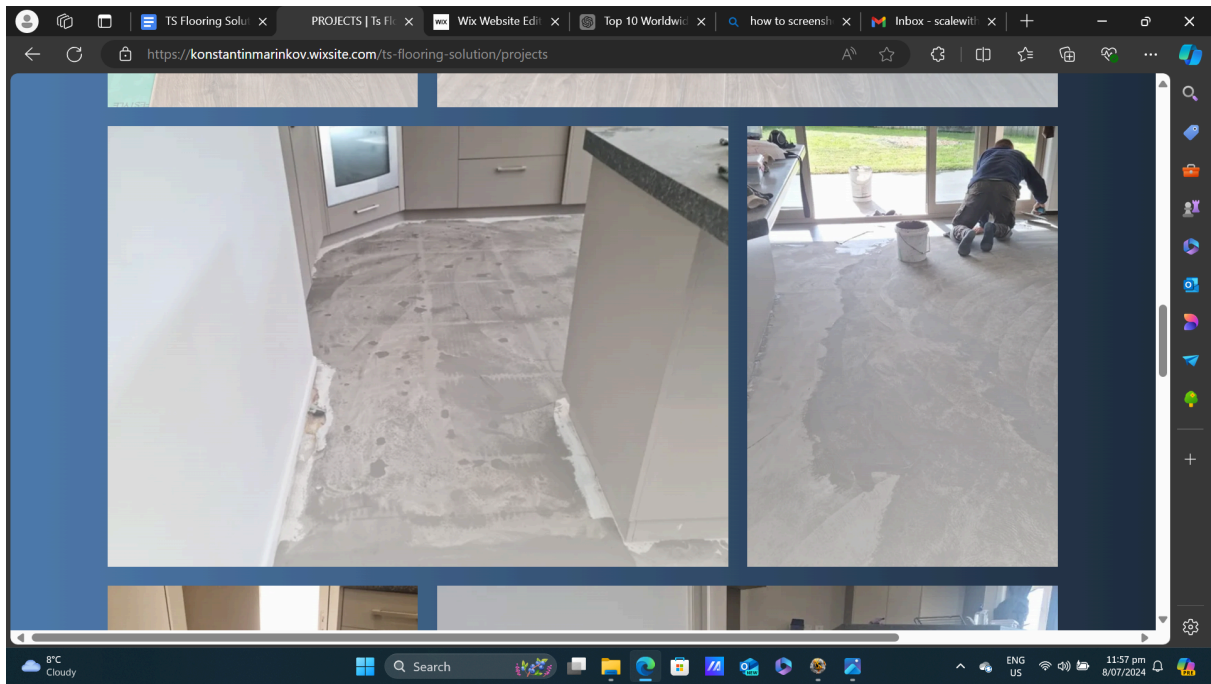
FOOTER CTA

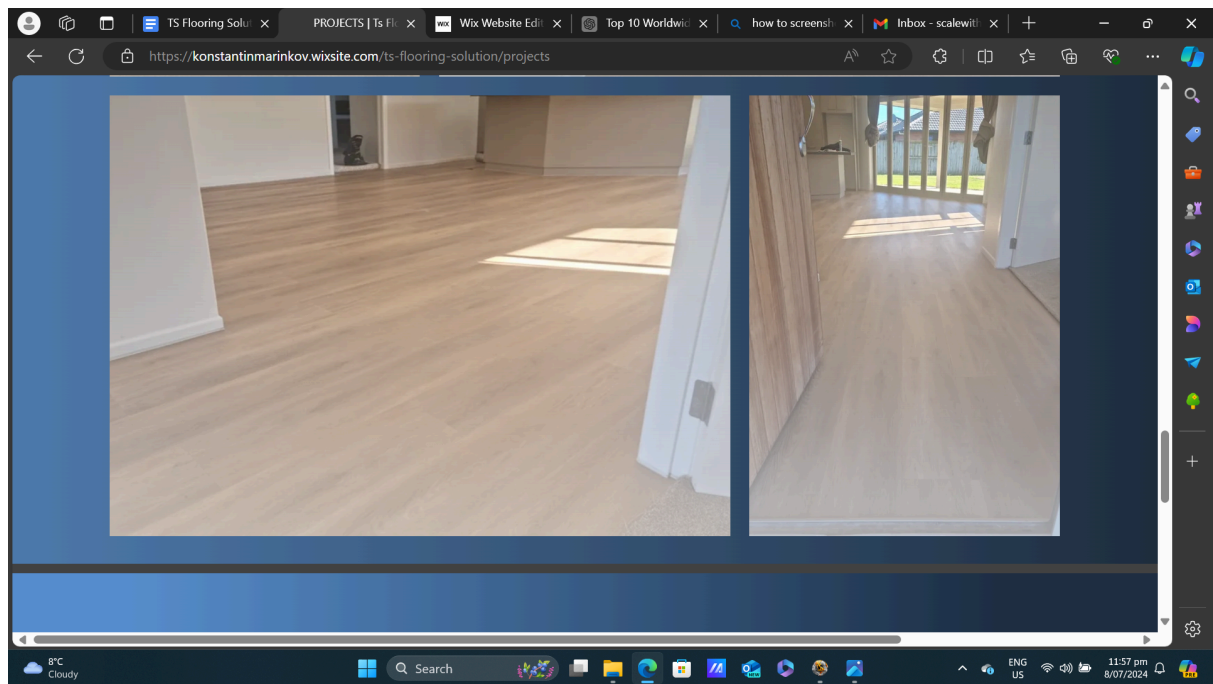
Before and afters

PHOTOS OF BEFORE AND AFTERS TO BUILD UP THE TRUST IN THE company AND IN THE service. (Not Final will change the unclear ones at the end, waiting on the client to send me some photos as he has one he wants me to put in there.)









FOOTER CTA

FAQ bit on the website, to demolish their objections.

1. What are the most durable flooring options for high-traffic areas?

Advancements in flooring technology have made SPC (Stone Plastic Composite) and hybrid planks popular choices for high-traffic areas due to their exceptional durability and water resistance. Laminate flooring remains a strong contender for its robust nature and affordability. These options ensure your floors withstand daily wear and tear while maintaining their beauty over time.

2. Can I install new flooring over my existing tiles or hardwood?

Yes, many modern flooring options are designed to be installed over existing surfaces if they are in good condition. Products like luxury vinyl planks (LVP) and laminate often feature floating installation methods, making this possible without extensive demolition. This approach saves time and reduces mess, making your flooring upgrade smoother and more efficient.

3. How do I properly maintain and clean my new flooring?

Maintenance varies by material but generally includes regular sweeping or vacuuming and occasional mopping with manufacturer-recommended cleaners. Hardwood floors benefit from specific wood cleaners and should be kept dry, while vinyl and laminate can handle more moisture but still need non-abrasive cleaners. Proper care extends the life and look of your floors, keeping them pristine for years.

4. Will there be additional charges after the quote?

At TS Flooring Solutions, we pride ourselves on transparent pricing. Our quotes are comprehensive and include all expected costs, ensuring there are no surprises down the line.

5. Do you use high-quality materials?

Absolutely. We use only top-tier materials to ensure your investment is protected and your floors stand the test of time. Quality materials not only enhance the look of your space but also contribute to the longevity and durability of your flooring.