



DETAILERS MOVEMENT

OWNED BY YOU, DRIVEN BY US



LOVE AUTO DETAIL

Website: <https://lovesautodetail.com/>
SEO & PAIDS ADS AUDIT

ABOUT DETAILERS MOVEMENT

Dear Joey,

Thank you for connecting with us here at Detailers Movement.

We are Jesse Karistianos, Managing Director and Edward Bews.

Ed, the owner from the UK, has have lived in Vietnam for 18 years. He is the owner of a system of 24 franchises under two brand names in Vietnam which he established in 2015.

We are exclusive distributors for IGL Coatings and manufacturer of Apeax PPF and Window Tint, we also own a dedicated training academy for **PPF, Ceramic Coatings, Tint, Detailing, Marketing, and Business growth.**

Our marketing team consists of 56 staff members, including SEO Experts, Ad managers, web designers, web developers, and content writers. All of who are in-house and have managed the digital strategies for our detailing and film businesses since 2016. They now also handle SEO and website management for detailers around the world.

The following content in these slides will cover an overview of your competitors in the area, as well as propose the best approach to grow your business through **website and Ooganic SEO and paid Ads.**



TABLE OF CONTENTS

01 MARKET DEMAND

02 SEO & WEBSITE AUDIT

03 PAIDS ADS AUDIT

04 CASE STUDIES

MARKET DEMAND



MARKET DEMAND BASED ON GEOGRAPHY



Your Area: **Hawaii** (KAPOLEI, HI | Waipahu, HI / Ewa Beach, HI / Waianae, HI)



Area

13,7 mi²



Population

~ 203.000



Number of cars

~ 45.000



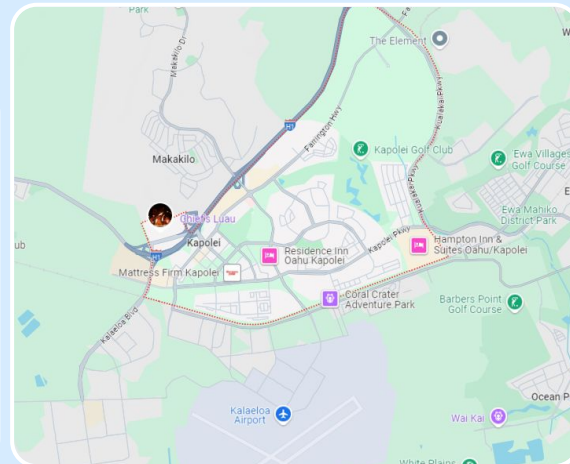
Number of households

22.651



Average income

\$33.100



From the collected data, we concluded two key points:

- **The average number of vehicles per household in your service area is 2** >> Indicates a **high demand** for auto detailing.
- **The average income of citizens in your service area is higher than the national average, especially Kapolei, accounting for more than \$45,000** => These numbers indicates the ability to afford high-value services.



In terms of income, vehicle ownership, and population, **the area of Kapolei, HI, Waipahu, HI, Ewa Beach, HI, and Waianae, HI in Hawaii** represents a **promising market** for auto detailing services due to two key factors:

1. High demand
2. Growth potential for high-value auto detailing services



COMPETITION LEVEL - GEOGRAPHIC LOCATION



Your Area: **Hawaii (KAPOLEI, HI | Waipahu, HI / Ewa Beach, HI / Waianae, HI)**



Area

13,7 mi²



Businesses providing Car Care Services

170 (Data from yelp)



Number of households

22.651

From the collected data, we can draw two conclusions:

- On average there are **12 auto detailing businesses per square mile**.
- On average, **one car care business serves 133 households**.

Competition Level - Geographic Location - **High**

Yelp f


ailing Kapolei, HI 96707

ts Home Services Auto Services More

Yelp > Kapolei > Automotive > Auto Detailing

Auto Detailing near Kapolei, HI 96707 Sort: Recommend

Sponsored Results



Street Shine Hawaii
91362 Konaoh

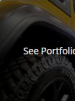



5 YEARS CERAMIC COATING \$299

Car Wash Auto Detailing

Locally owned & operated • 10 years in business


"Efficient" - according to 3 users

"I made an appointment this morning and they had something available within a couple hour. They made sure I was completely satisfied before I left..." more



Responds in about 3 hours
336 locals recently requested a quote

Get pricing & availability



Turnup Hawaii Mobile Detailing
5001 Iroquois

5.0 (9 reviews)

Auto Detailing Auto Upholstery





MARKET DEMAND ON THE FACEBOOK PLATFORM

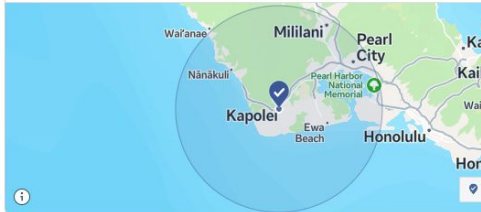
* Locations ⓘ

Reach people living in or recently in this location.

United States

📍 Kapolei, Hawaii + 10mi ▼

📍 Include 🔍 Search locations



Add locations in bulk

Age ⓘ

24 ▼ 55 ▼

Gender ⓘ

☒ All ☐ Men ☐ Women

Detailed targeting ⓘ

Include people who match ⓘ

Demographics > Work > Employers > Car and Driver

Car and Driver

Interests > Additional interests > Auto detailing (vehicles)

Auto detailing (vehicles)

Interests > Additional interests > Auto maintenance (vehicles)

Auto maintenance (vehicles)

Interests > Additional interests > Car dealership (retailer)

Car dealership (retailer)

🔍 Add demographics, interests or behaviors

Suggestions Browse

Narrow Audience

Location

10 mile radius from Hawaii (KAPOLEI, HI) | Waipahu, HI / Ewa Beach, HI / Waianae, HI

Age

24 - 55

Gender

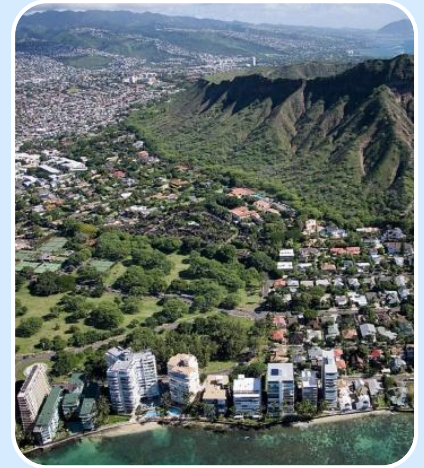
All genders

Interests Or Behavior

People interested in car care topics

Estimated audience size

225,800 Accounts



Based on the data provided by Facebook, we know that:

In the Hawaii (KAPOLEI, HI) | Waipahu, HI / Ewa Beach, HI / Waianae, HI areas, approximately **225,800 Facebook accounts** are interested in **car care-related topics**. This is a **relatively large number** considering the size of this area.

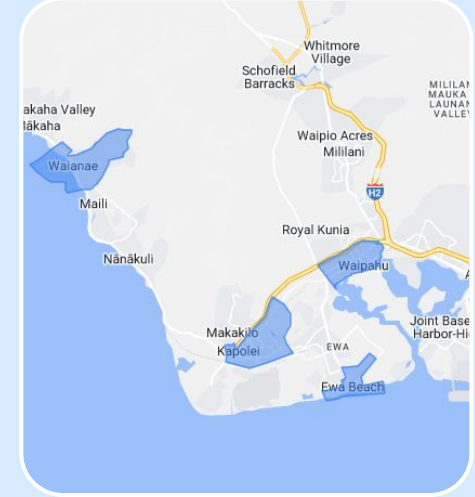
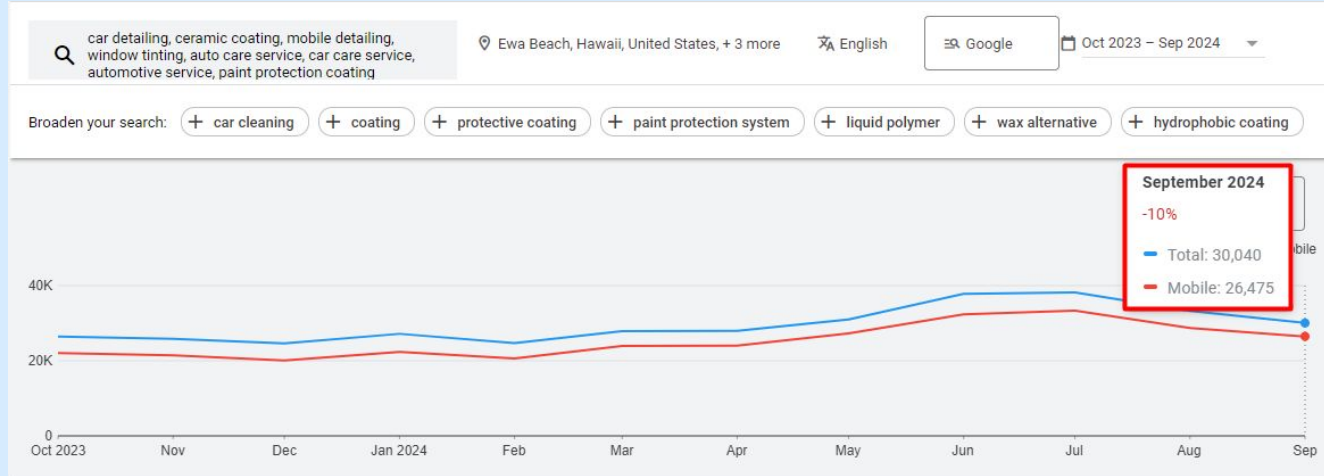


When assessing the demand for car care services on **Facebook** in the Hawaii (KAPOLEI, HI) | Waipahu, HI / Ewa Beach, HI / Waianae, HI area, the data collected allows us to conduct two conclusions:

- **There is a high level of demand.**
- **There is a potential market for advertising campaigns**



MARKET DEMAND ON THE GOOGLE PLATFORM



There are about **30,040** searches - with an expected reach of approximately **203,000** for keyword phrases related to **car care** and services such as Ceramic Coating, Paint Correction and Car Detailing...

Given the area's population, this is **a significant number**, indicating a **medium demand for car care and related services**, with many people using Google to search for these services.



When assessing the demand for car care services on **Google** in the Hawaii (KAPOLEI, HI) | Waipahu, HI / Ewa Beach, HI / Waianae, HI area, the data collected allows us to conduct two conclusions:

- **Medium Demand**
- **Potential and Stable Market for Advertising Campaigns**

SEO AUDIT



KEYWORD & LOCAL COMPETITOR OVERVIEW

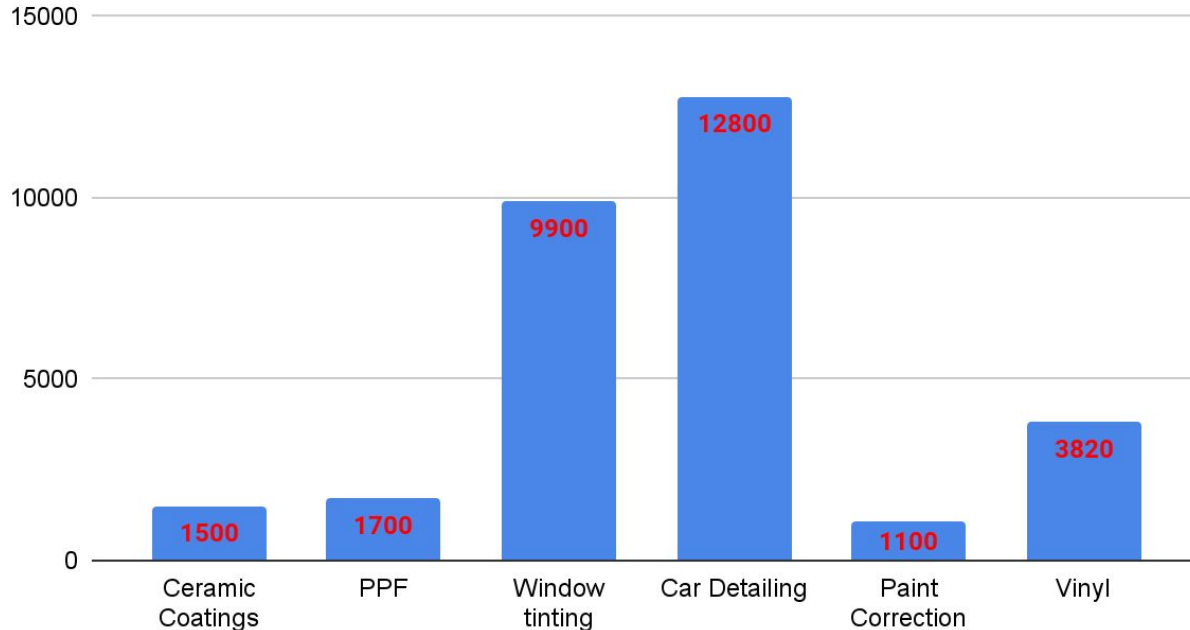


TOP KEYWORDS NEEDED FOR HIGH RANKING



Keywords Research in Area: **Hawaii (KAPOLEI, HI | Waipahu, HI / Ewa Beach, HI / Waianae, HI)**

Avg. Volume search per month



Window Tinting and Car Detailing has the highest volume search in your target areas.

Other premium services like **Ceramic Coating, PPF** have lower search volume in the range of **1500 -2000** searches / month.

But You Still Dominate in Coatings, Detailing etc



TOP KEYWORDS NEED TO HIGH RANKING



Keywords Research in Area: [Hawaii \(KAPOLEI, HI | Waipahu, HI / Ewa Beach, HI / Waianae, HI\)](#)

No	Keywords	Type	Volume search / month	Trend	Competition
1	car detailing near me	High conversion keyword	2.400	Increasing	High
2	ceramic coating near me	High conversion keyword	320	Increasing	High
3	mobile detailing near me	Medium conversion Keyword	170	Increasing	High
4	car wash near me	High conversion keyword	22.200	Increasing	High
5	car detail shops near me	High conversion keyword	2.400	Increasing	High
6	ceramic coating cost	Medium conversion keyword	40	Stable	Medium
7	interior car detailing near me	High conversion keyword	70	Stable	Medium
8	ppf near me	High conversion keywords	40	Stable	Medium
9	paint correction near me	High conversion keywords	70	Stable	Medium
10	detailing near me	High conversion keywords	590	Stable	Medium



KEYWORD RANKING TRACKING

Keywords to check Kapolei, HI	Love's Auto Detail (You)		Eco Wash Hawaii		Brown's Mobile Detailing		Street Shine Hawaii		Highend Mobile Car Detailing	
	WEB	GBP	WEB	GBP	WEB	GBP	WEB	GBP		
ceramic coatings near me	1 🏆	1	11	N/A	13	N/A	N/A	N/A	N/A	N/A
car detailing near me	1 & 2 & 5 🏆	1	10	N/A	36	16	11	4	12	12
paint correction Near me	1 & 7 🏆	1	8 & 11	N/A	4 & 6	N/A	N/A	N/A	12	N/A

After conducting research on the rankings for a range of keywords related to Detailing, Ceramic Coating, and PPF, we found that in your area **Love's Auto Detail (You) are dominating in local search**. This is largely due to your well-optimized website and effective SEO strategy.



KEYWORD RANKING TRACKING

The image displays three side-by-side screenshots of Google Maps search results for 'ceramic coating'. Each screenshot shows a sidebar on the left with search results, a map view in the center, and a 'Layers' button at the bottom left of the map.

Search 1: ceramic coating near me

- Results: 0
- Sort by: [Dropdown]
- Sponsored: Crespo Clean (4.9 stars, 37 reviews). Car detailing service. 91-1010 Hoakalei St. Closed - Opens 7 AM Wed - (808) 203-3224.
- Car Detailing & Restoration: Professional Auto Detailing At Affordable Rates. Located in Kapolei or we can come... Visit Site
- Love's Auto Detail (4.9 stars, 71 reviews). Car detailing service. 2045 Lauuliwili St Unit 405C. Closed - Opens 8 AM Wed - (808) 628-0134. "They specialize in ceramic coatings and have several options."
- Standard Paint Protection (5.0 stars, 16 reviews). Car detailing service. 91-1023 Kaniuu St. Open 24 hours - (808) 672-2956. "Mike did a great job with the PPF and ceramic coating on my brand new car."
- Shea's Luxury Ceramic Coatings (4.9 stars, 176 reviews). Update results when map moves

Search 2: ceramic coating kapolei

- Results: 0
- Sort by: [Dropdown]
- Sponsored: Crespo Clean (4.9 stars, 37 reviews). Car detailing service. 91-1010 Hoakalei St. Closed - Opens 7 AM Wed - (808) 203-3224.
- Next Day Bookings Available: Professional Auto Detailing At Affordable Rates. Located in Kapolei or we can come... Visit Site
- Love's Auto Detail (4.9 stars, 71 reviews). Car detailing service. 2045 Lauuliwili St Unit 405C. Closed - Opens 8 AM Wed - (808) 628-0134. "They specialize in ceramic coatings and have several options."
- Standard Paint Protection (5.0 stars, 16 reviews). Car detailing service. 91-1023 Kaniuu St. Open 24 hours - (808) 672-2956. "Mike did a great job with the PPF and ceramic coating on my brand new car."
- Street Shine Hawaii (4.6 stars, 61 reviews). Car detailing service. 91-362. Update results when map moves

Search 3: ceramic coating kapolei


- Results: 0
- Sort by: [Dropdown]
- Sponsored: Crespo Clean (4.9 stars, 37 reviews). Car detailing service. 91-1010 Hoakalei St. Closed - Opens 7 AM Wed - (808) 203-3224.
- Next Day Bookings Available: Professional Auto Detailing At Affordable Rates. Located in Kapolei or we can come... Visit Site
- Love's Auto Detail (4.9 stars, 71 reviews). Car detailing service. 2045 Lauuliwili St Unit 405C. Closed - Opens 8 AM Wed - (808) 628-0134. "They specialize in ceramic coatings and have several options."
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- Street Shine Hawaii (4.6 stars, 61 reviews). Car detailing service. 91-362. Update results when map moves

In local searches, you are **dominating Google Map rankings** when searching for **high-converting keywords (Money Keywords)**:
Ceramic Coating near me, Kapolei Ceramic Coating, Auto Detailing, or Detailing near me ...



ceramic coating kapolei

Keyword difficulty: 46.61% (for google.com database) — View [full report](#) for this keyword


 Love's Auto Detail
<https://lovesautodetail.com> > ceramic-coating-kapolei :

1. Ceramic Coating in Kapolei, HI

L: 6 LD: 1,18K I: 234; whois </> source Rank: 1,08M


We are a **ceramic coating** company in **Kapolei, HI**. We offer **ceramic coating** services for your vehicle. Give us a call at (808) 628-0134 today!

5.0 ★★★★★ (217)



ceramic coating kapolei

Keyword difficulty: 46.61% (for google.com database) — View [full report](#) for this keyword

 Love's Auto Detail
<https://lovesautodetail.com> :

2. Love's Auto Detail: Auto Detailing & Ceramic Coating Kapolei, HI


L: 413 LD: 1,18K I: 234; whois </> source Rank: 1,08M

Looking for the best auto detailing services in **Kapolei, HI**? Call (808) 628-0134 now to get your car looking brand new.

[Ceramic Coating in Kapolei, HI](#) [Our Team](#) [Automotive Detailing](#) [Paint Correction](#)

car detailing kapolei

Keyword difficulty: 55.42% (for google.com database) — View [full report](#) for this keyword

 Love's Auto Detail
<https://lovesautodetail.com> :


1. Auto Detailing & Ceramic Coating Kapolei, HI

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 413 LD: 1,18K I: 234; whois </> source Rank: 1,08M


Looking for the best **auto detailing** services in **Kapolei, HI**? Call (808) 628-0134 now to get your car looking brand new.

[Automotive Detailing](#) [Our Team](#) [Ceramic Coating in Kapolei, HI](#) [About Us](#)



car detailing near me

Keyword difficulty: 65.99% (for google.com database) — View [full report](#) for this keyword

 Love's Auto Detail
<https://lovesautodetail.com> > auto-detailing-kapolei :

2. Exterior & Interior Detailing in Kapolei, HI

L: 4 LD: 1,18K I: 234; whois </> source Rank: 1,08M

Love's **Auto Detail** is your expert for **auto detailing**, paint correction, and ceramic coatings servicing Kapolei, Pearl City, and surrounding areas in Hawaii.

5.0 ★★★★★ (217)

Love's Auto Detail is **dominant in the region** when **achieving very high rankings with high converting keywords**, with the keywords "ceramic coating kapolei" and "car detailing kapolei".. ETC....



LOCAL COMPETITOR OVERVIEW

Overview Performance of Your Local Competitors

Engagement ⓘ

Metric	lovesautodetail.com	ecowashhawaii.com	brownsmobiledetailin...	highendmobileautodet...	streetshinehawaii.com
Monthly visits	3,026	4,598 🏆	964	490	954
Monthly unique visitors	990	2,457 🏆	464	157	475
Visits / Unique visitors	3.06	1.87	2.08	3.13 🏆	2.01
Visit duration	00:09:45 🏆	00:00:45	00:00:26	00:00:04	00:00:05
Pages per visit	5.92 🏆	2.27	1.75	1.51	1.63
Bounce rate	37.5%	22.47% 🏆	43.28%	43.23%	47.03%
Page Views	17,926 🏆	10,457	1,687	741	1,559

Top 4 Local competitors

1	Eco Wash Hawaii
2	Brown's Mobile Detailing
3	Street Shine Hawaii
4	Highend Mobile Car Detailing

When analyzing the keywords related to the services you offer, we have identified the following main competitors who are directly competing with you in the top ten Google search results in your area:

In terms of traffic, ecowashhawaii.com is the **strongest competitor** with the highest traffic. However, when considering overall performance, including traffic, engagement, and other factors, lovesautodetail.com leads the competition. Meanwhile, highendmobileautodetail.com and streetshinehawaii.com are **average competitors** without any standout strengths.



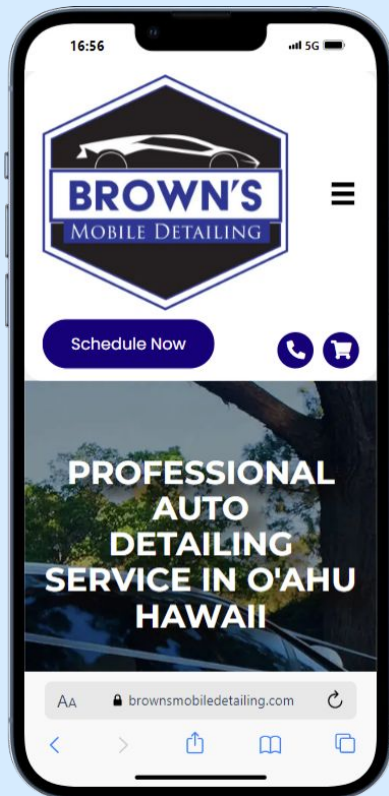
LOCAL COMPETITOR OVERVIEW



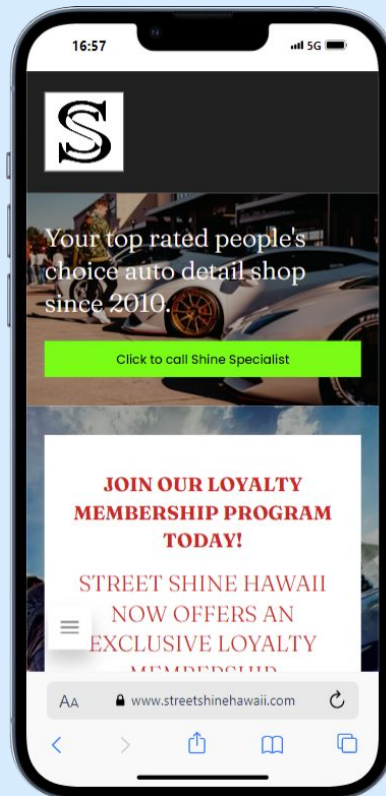
Overview of your competitor's websites



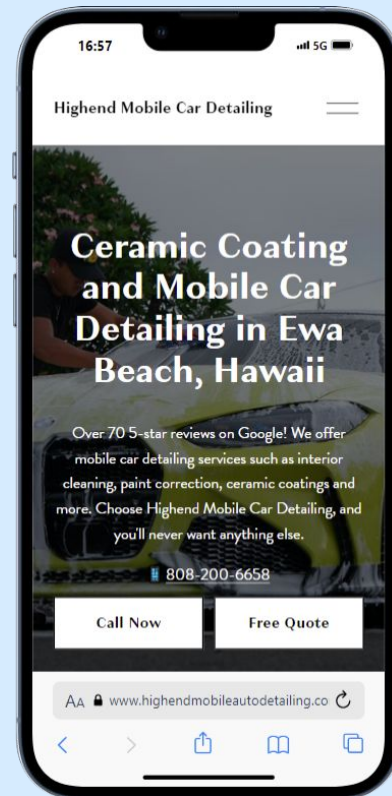
Eco Wash Hawaii



Brown's Mobile Detailing



Street Shine Hawaii



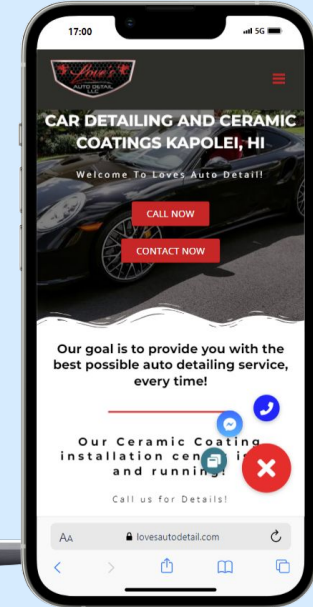
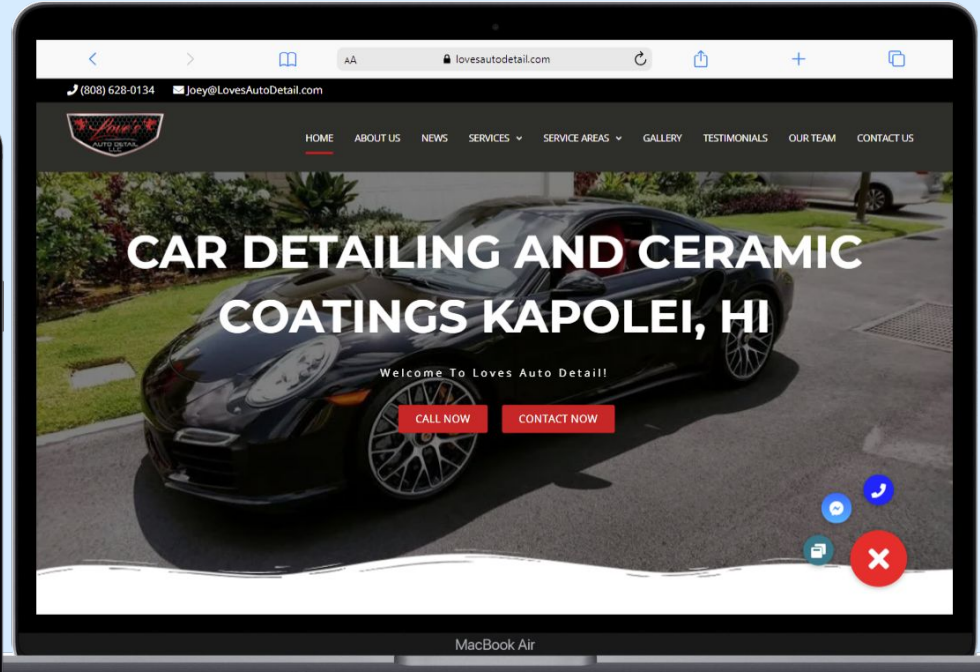
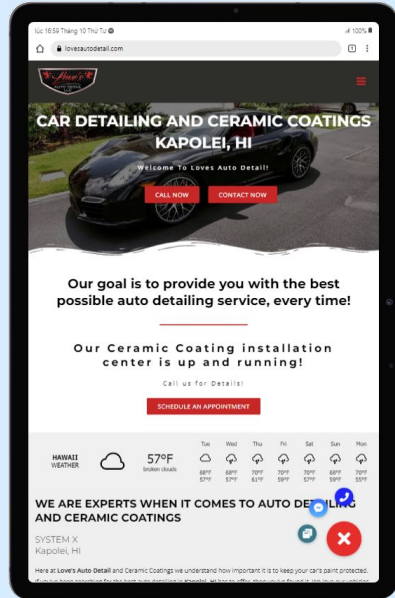
Highend Mobile Car Detailing



LOCAL COMPETITOR OVERVIEW



Overview of your website interface



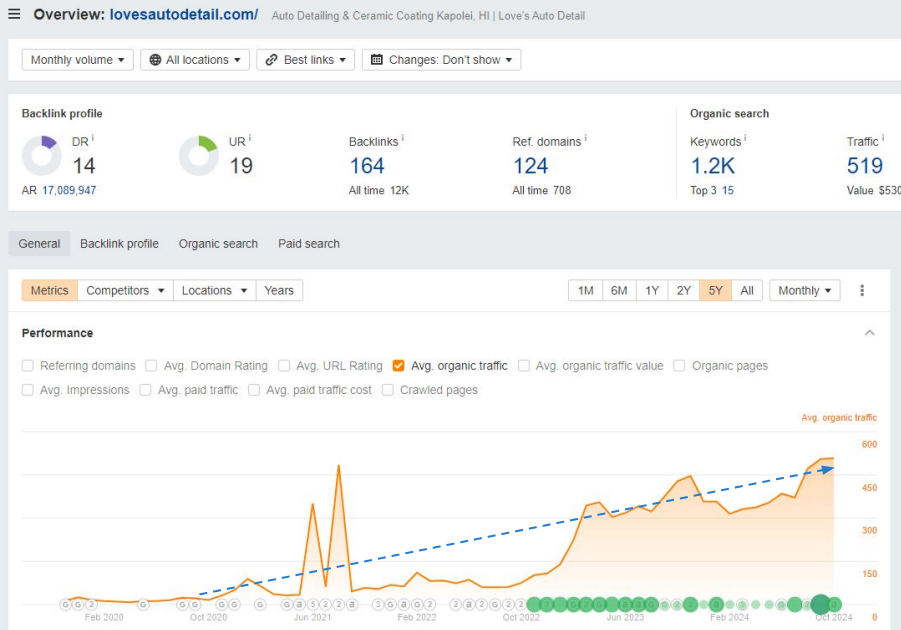
Compared to your competitors, your website has a professional design specially customized for the Auto Detailing industry,. It additionally has advanced features to optimize conversion rates and a good display response on the market. It is compatible for all devices.



SEO & WEBSITE OVERVIEW



SEO OVERVIEW | Performance of: <https://lovesautodetail.com/>



Your website has been **ranking quite well** by Google with **1.2K keywords** and **more than 500 traffic** from Google per month. This proves that you have been implementing SEO for a while and it is effective. This is a good **step to promote advanced SEO methods** to find more customers.

Backlinks How to use

All Dofollow Nofollow ▾ Best links ▾ Backlink type ▾ DR ▾ Domain traffic ▾ Q Word or phrase Ref. page URL

129 groups of links Group similar ▾ All New Lost Show history: Don't show ▾

Referring page	DR	UR	Domain traffic	Referring domains	Linked domains	Ext.	Page Kw. traffic	Anchor and target URL
8 Best Honolulu, HI Car Detailing Shops Expertise.com https://www.expertise.com/lifestyle/car-detailing/hawaii/honolulu EN	90	4.4	262.8K	5	16	32	13 31	Website https://lovesautodetail.com/ ▾
Domains on ip 166.62.107.20 https://domains.tntcode.com/ip/166.62.107.20 EN	59	18	6	5	4,261	4,775	0 0	lovesautodetail.com NOFOLLOW: https://lovesautodetail.com/ ▾
NEW HIGH DA AND DR WEBSITES-112 Way Ranks https://wayranks.com/new-high-da-and-dr-websites-112/ EN FR WORDPRESS	69	12	0	8	2,387	3,235	0 0	lovesautodetail.com https://lovesautodetail.com/ ▾
Best Custom Web Design Company Professional Website Designer https://alexanderprod.com/ WORDPRESS	44	7	0	74	10	12	0 0	IMAGE https://lovesautodetail.com/ ▾
most visited site 197 https://websitehubdirectory.com/most-visited-site-197/ EN WORDPRESS	52	7	0	28	2,617	3,423	0 0	lovesautodetail.com NOFOLLOW: https://lovesautodetail.com/ ▾
most visited site 197 https://topdomairectory.com/most-visited-site-197/	42	7	0	28	2,628	3,436	0 0	lovesautodetail.com NOFOLLOW: https://lovesautodetail.com/ ▾

You already have an **average backlink profile**. This is enough for you to **get good rankings** in your targeted area. However, to be able to develop the strength of the website stronger and have **more traffic**, you still need to optimize and increase the number of backlinks further in the future. We are consistently working on backlinks etc.



SEO OVERVIEW | Overview evaluation checklist



Business Name: Love Auto Detail

Audited By: DMI SEO Team

Signature:

Date: Oct 09

Reviewed By: DMI Project Manager

Signature:

Date: Oct 10

Technical SEO, Onpage, Offpage	Status	Technical SEO, Onpage, Offpage	Status
Crawlability and Indexing	Good	Security	Good
Site Speed and Performance	Good	Core Web Vitals	Good
Mobile-Friendliness	Good	Image Optimization	Good
URL Structure	Good	External Factors	Medium
Structured Data (Schema Markup)	Good	Analytics and Tracking	Good
Internal Linking and Navigation	Medium	Page Experience	Good
Duplicate Content	Good	International SEO (if applicable)	Good
Meta Tags	Good	Ranking (Local)	Good

**Measurement scale: Bad, Medium, Good*



SEO OVERVIEW | Overview evaluation checklist



Business Name: Love Auto Detail

Audited By: DMI SEO Team

Signature:

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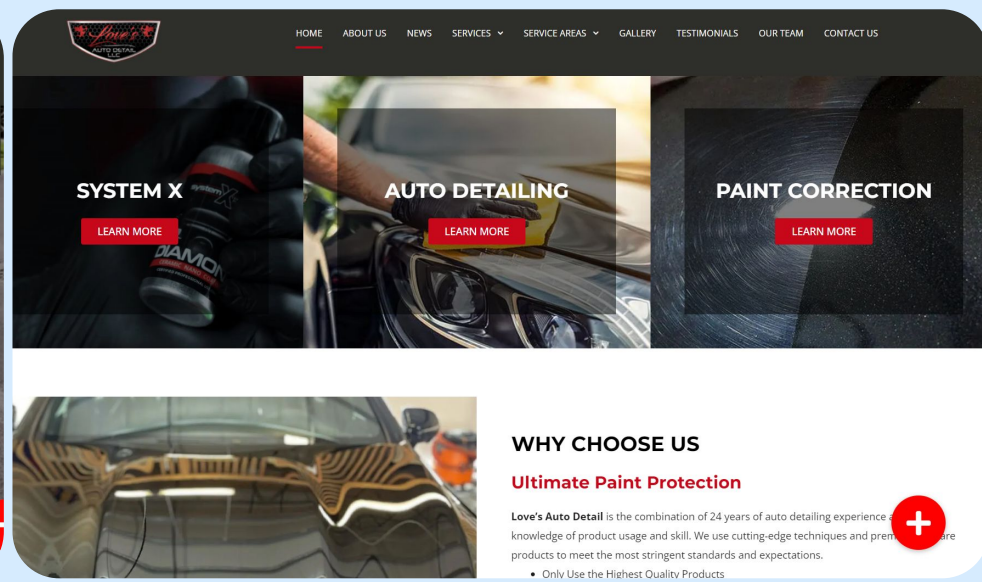
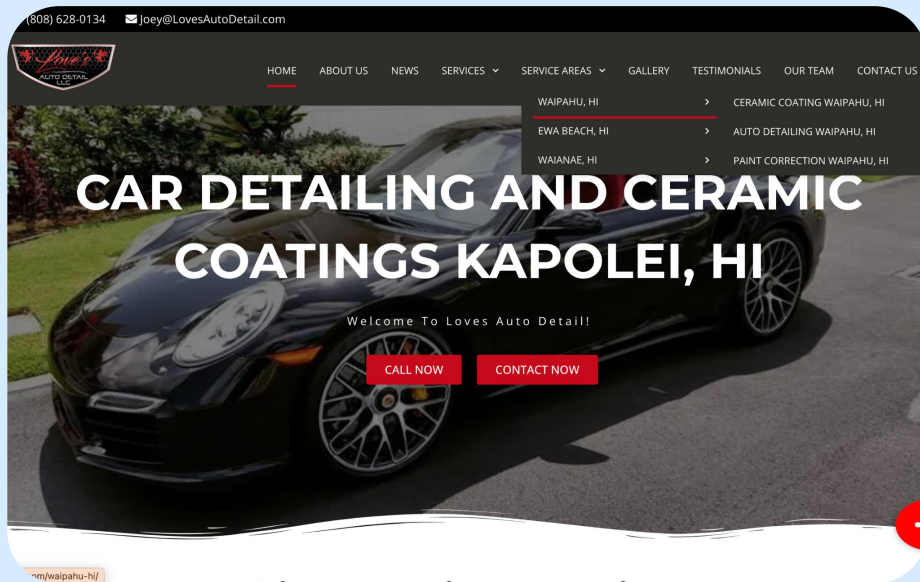
Local SEO	Status	Local SEO	Status
Google My Business (GMB) Optimization	Good	Local Content Marketing	Good
Local Citations and NAP Consistency	Good	Social Media for Local SEO	Good
Website Optimization for Local SEO	Good	Technical SEO for Local Websites	Good
Local Backlink Building	Good	Localized PPC and Ads (Optional)	N/A
Online Reviews and Reputation Management	Medium	Tracking and Analytics	Good

**Measurement scale: Bad, Medium, Good*

Overall, your website is **doing well in terms of Technical and Local SEO**. These factors need to be **maintained** so that the website's ranking and traffic are always at their best.



WEBSITE OVERVIEW | <https://lovesautodetail.com/>



The website is developed according to the **Matrix structure** with **Niche Service pages** targeting each specific area. This will help users **easily find business information** as well as get high rankings on search results.

The information on the website **is well-organized**, fully displaying the services provided by the business. This helps customers **easily receive** your information when accessing the website.



WEBSITE OVERVIEW | NEED TO IMPROVE

Mini Detail

Checkout Details



- ✓ Exterior wash topped with a durable protective sealant
(may require decontamination)

Complete Detail

Checkout Details



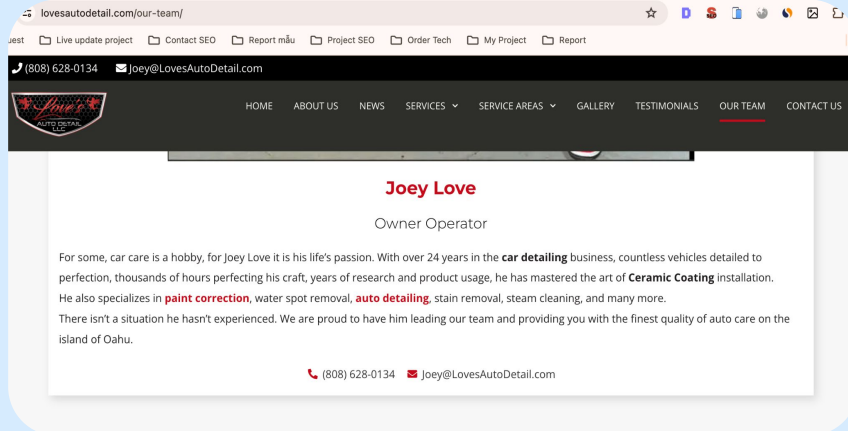
- ✓ Exterior detail
- ✓ Clay bar treatment topped with a durable hydrophobic sealant

Exterior Detail

Checkout Details



- ✓ Exterior Detail
- ✓ Clay bar treatment topped with a durable sealant



Some pages are **missing calls to action (CTAs)**. Adding CTAs to packages can help increase conversion rates. **The team will be working to improve onpage CTA's next month!**

The website also contains a few pages with **thin content**. This affects how Google evaluates the quality of the website. **We will update these pages in October!**



SOLUTION

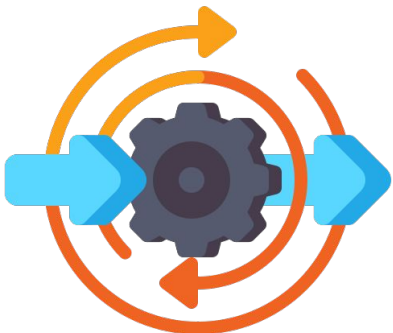


**Increase
TRAFFIC**

**Increase
LEADS**



Overall, your website and SEO are doing very well. However, to **increase traffic**, we need to **add more blog posts**. In terms of your website, we need to **develop more funnels to increase the number of leads** in the future by adding more **CTA elements such as Popup, Button, ...**



SEO BEST PRACTICES

SEO best practices will apply for you

We will apply all SEO best practices for your website:

- SEO Onpage
- Technical SEO
- Off-Page SEO
- Monitoring and Reporting

For both Website & Google My Business profile.



SEO Basics

- ☐ Set up GSC and Bing Webmaster tools
- ☐ Set up Google Analytics
- ☐ Install and configure an SEO plugin (WordPress)
- ☐ Generate and submit a sitemap
- ☐ Create a Robots.txt file
- ☐ Check Search Console for manual actions
- ☐ Make sure that your website is indexed

SEO Basics Tools

Google Search Console
Google Analytics
Bing Webmaster Tools
Yoast
Semrush Organic Research Tool

Keyword Research

- ☐ Identify your competitors
- ☐ Conduct a keyword gap analysis
- ☐ Find your main 'money' keywords
- ☐ Find long-tail keyword variations
- ☐ Find question keywords
- ☐ Analyze the intent of pages that rank
- ☐ Create a keyword map
- ☐ Prioritize by search volume and keyword difficulty

Keyword Research Tools

Semrush Keyword Magic Tool
Semrush Keyword Gap Tool
Google Ads
Semrush Topic Research
People Also Ask
Answer The Public

Technical SEO

- ☐ Leverage "Inspect URL" feature in GSC
- ☐ Ensure your website is mobile-friendly
- ☐ Check your site's loading speed
- ☐ Make sure you are using HTTPS
- ☐ Find and fix crawl errors
- ☐ Check the page depth
- ☐ Check for duplicate versions of your site
- ☐ Identify and fix broken links
- ☐ Use an SEO-friendly URL structure
- ☐ Find and fix orphaned pages
- ☐ Check canonical tags
- ☐ Add structured data

Technical SEO Tools

GSC and GA
PageSpeed Insights
Google's Mobile-Friendly test
Semrush Site Audit
Structured Data Markup Helper
Merkle Schema Markup Generator

On-Page and Content

- ☐ Fix duplicate, missing, and truncated title tags
- ☐ Find and fix duplicate or missing meta descriptions
- ☐ Find and fix multiple H1 tags
- ☐ Improve title tags, meta descriptions, and page content
- ☐ Run a content audit and prune content
- ☐ Optimize images for SEO
- ☐ Organize topic clusters
- ☐ Find and fix keyword cannibalization
- ☐ Update outdated content
- ☐ Improve content readability

On-Page and Content Tools

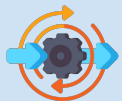
Semrush Content Audit
Semrush Topic Research
SEO Writing Assistant
On Page SEO Checker

Off-Page SEO

- ☐ Analyze your competitor's link profile
- ☐ Conduct a link intersect analysis
- ☐ Target your competitors' broken backlinks
- ☐ Leverage digital PR
- ☐ Implement the Skyscraper technique
- ☐ Turn unlinked mentions into links
- ☐ Set up and optimize Google Business Profile

Off-Page SEO Tools

Semrush Backlink Audit
Semrush Backlink Analytics
Semrush Backlink Gap
Semrush Link Building Tool
HARO
ProWly
Google Business Profile



BEST PRACTICES

For every partner **website**, we always research and apply the **best practices** to optimize **user behavior** and achieve the **highest conversion rates and ranking**, this helps increase your revenue while optimizing your costs.



SOME SEO BEST PRACTICES FOR YOUR WEBSITE HAVE BEEN APPLIED:



LP design follows the AIDA model guidelines.



LP design follows UX/UI standards.



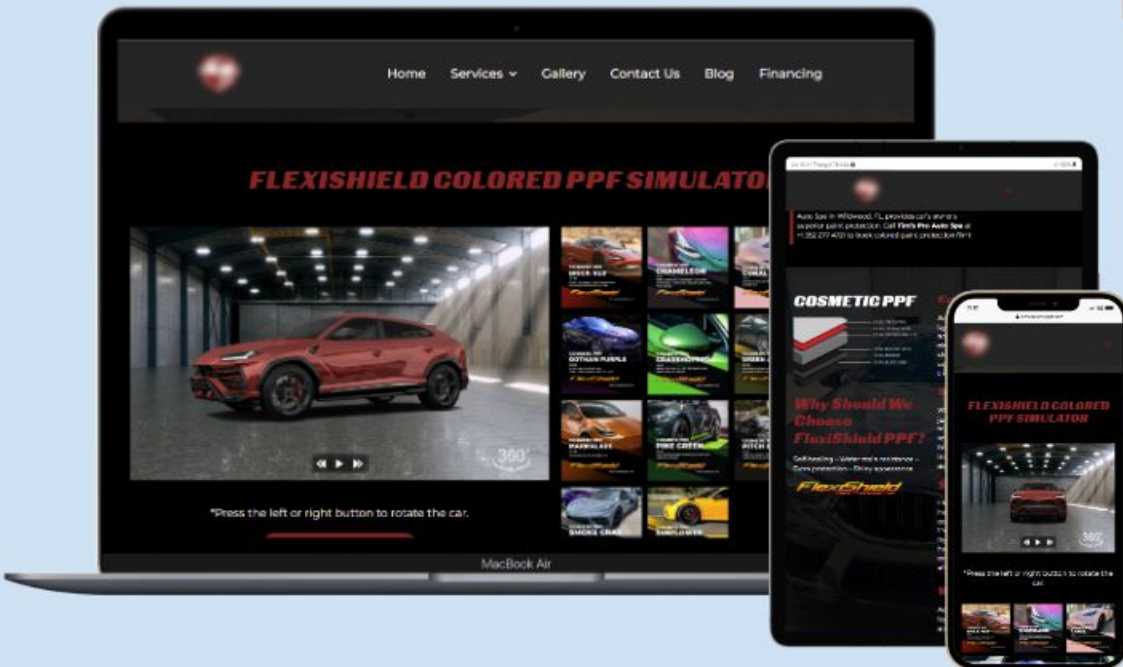
Tracking and analyzing customer behavior platform

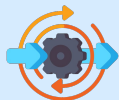


Integrate with your CRM System



For the website: All pages must have features that meet the standards of our industrial website.





BEST PRACTICES



The new website needs to apply very smart pages structure, ensuring coverage and following the SEO Silo structure.



URL STRUCTURE

- DOMAIN/MAIN-SERVICE
- DOMAIN/LOCATIONS
- DOMAIN/LOCATION/SERVICE

GOOD

Home

Main Service Pages

Area Pages

Blog

CTA Page & Single
Page

Service page 1

Service page 2

Service page 3

Etc..

Area 1

Area 2

Area 3

Service (1) by Area 1

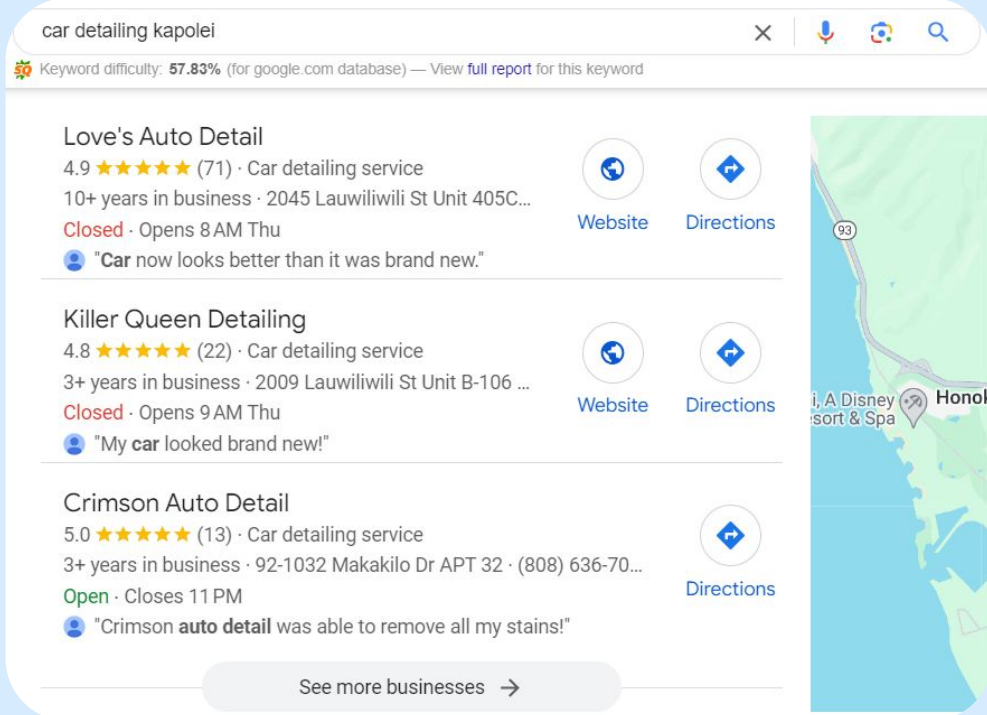
Service (2) by Area 1

Service (...) by Area 1

**Domination Packages Only*

Articles

Optimize GBB & GPB Postings Monthly



car detailing kapolei

Keyword difficulty: **57.83%** (for google.com database) — View [full report](#) for this keyword

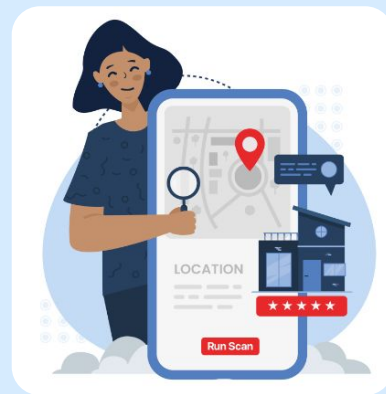
Love's Auto Detail
4.9 ★★★★★ (71) · Car detailing service
10+ years in business · 2045 Lauwiliwili St Unit 405C...
Closed · Opens 8 AM Thu
"Car now looks better than it was brand new."

Killer Queen Detailing
4.8 ★★★★★ (22) · Car detailing service
3+ years in business · 2009 Lauwiliwili St Unit B-106 ...
Closed · Opens 9 AM Thu
"My car looked brand new!"

Crimson Auto Detail
5.0 ★★★★★ (13) · Car detailing service
3+ years in business · 92-1032 Makakilo Dr APT 32 · (808) 636-70...
Open · Closes 11 PM
"Crimson auto detail was able to remove all my stains!"

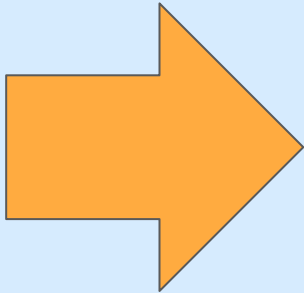
See more businesses →

70%
of local clicks come from
The Google Map Pack



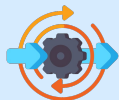
Optimizing GBP will help reach customers effectively.

Maintaining GBP also helps Google appreciate the business, thereby ranking the business higher on search results.



						Gmail	Pass Email	Pass Social	Username
						nguyenminhhang004h	phamvanhoang	Upacha@z1000	danielsdetailing
Info	Social Name account						ronnie@detail		
Business name	Daniel's Detailing								
Address	6133 S Adelle, Mesa, AZ 85213, United States								
Hotline	+1 480-734-8316								
Email	info@danielsdetailingaz.com								
Website	https://danielsdetailingaz.com/								
	<p>Daniel's Mobile Detailing provides professional mobile car detailing in Mesa, Arizona. We</p> <p>Address: 6133 S Adelle, Mesa, AZ 85213, United States</p> <p>Hotline: +1 480-734-8316</p> <p>Email: info@danielsdetailingaz.com</p> <p>Website: https://danielsdetailingaz.com/</p> <p>Google Maps: https://www.google.com/maps?cid=14383341555877210507</p>	437							
Desc: (<500 chars)									
Desc: (<250 chars)	Daniel's Mobile Detailing provides professional mobile car detailing in Mesa, Arizona. We	240							
Desc: (<150 chars)	Daniel's Mobile Detailing provides mobile car detailing in Mesa, Arizona from interior and e	147							
Social Name	Link Profile	Submit	Note	Status	Index rate		Google Stack	LINK	wordpress.c
twitter.com	https://twitter.com/daniedetailing	31/10	Done	Indexed	148/200=74%		GG Driver	https://drive.goo	tumblr.com
youtube.com	https://www.youtube.com/@danielsdetailing/	31/10	Done	Indexed			GG Sheet	https://docs.goo	folkd.com
twitch.tv	https://www.twitch.tv/danielsdetailing	31/10	Done	Indexed			GG Doc	https://docs.goo	yellowpages
myspace.com	https://myspace.com/danielsdetailing	31/10	Done	Indexed			GG Form	https://docs.goo	yelp.com/
reddit.com	https://www.reddit.com/user/danielsdetailing	31/10	Done	Not yet			GG Slide	https://docs.goo	scribd.com
flickr.com	https://www.flickr.com/people/danielsdetailing/	31/10	Done	Indexed			GG Site	https://sites.goo	
behance.net	https://www.behance.net/danielsdetailing	31/10	Done	Not yet			GG My Map	https://www.goo	
scoop.it	https://www.scoop.it/topic/danielsdetailing	31/10	Done	Indexed			GG Draw	https://docs.goo	
wordpress.com	https://danielsdetailingaz.com/wordpress.com/	31/10	Done	Indexed			PDF	https://drive.goo	
tumblr.com	https://www.tumblr.com/danielsdetailing	31/10	Done	Indexed			Calendar L	https://calendar	
folkd.com	https://folkd.com/profile/danielsdetailing	31/10	Done	Not yet			colab	https://colab.res	
yelp.com	https://www.yelp.com/user_details?userid=I9C6tvgDHqhCMnKdB5gqw	31/10	Done	Not yet			GG Jamboar	https://jamboard	
scribd.com	https://fr.scribd.com/user/699726315/Daniel-s-Detailing	31/10	Done	Not yet					
flipboard.com	https://flipboard.com/@danielsdetailing	31/10	Done	Not yet					
dliqo.com	https://www.dliqo.com/profile/danielsdetailing	31/10	Done	Indexed					
instapaper.com	https://www.instapaper.com/p/danielsdetailing	31/10	Done	Not yet					
pearltrees.com	https://www.pearltrees.com/danielsdetailing	31/10	Done	Not yet		Không login in được			
500px.com	https://500px.com/p/danielsdetailing	31/10	Done	Indexed					

Build Your Social Entity / Google Stacking & taking care of them monthly. This is an important best practices to boost SEO.



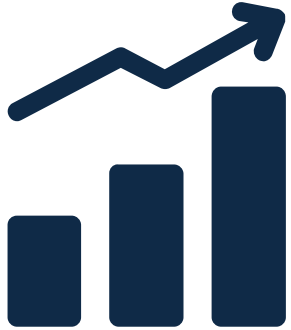
BEST PRACTICES

No.	Domain	URLs	Content	Checked	Link to website
1	reddit.com	https://www.reddit.com/user/danielsdetailing/comments/1cci8rr/ceramic_coating_in_mesa_az_daniels_detailing/	Are you tired of your car's paint job fading, chipping, or dulling under the scorching Mesa, AZ sun? Look no further than Daniel's Detailing for the ultimate solution: ceramic coating. Our cutting-edge ceramic coating	✓	https://danieldetalingaz.com/rv-detailing/
2	folkd.com	https://folkd.com/link/Ceramic-coating-in-mesa-AZ-...	In Mesa, AZ, Daniel's Detailing offers top-notch RV detailing services to keep your recreational vehicle looking its best. Our blog post dives into the importance of professional RV detailing and the benefits it brings	✓	https://danieldetalingaz.com/rv-detailing-average-price/
3	boostv.to	https://boostv.to/danielsdetailing/posts/ef36d383-cc...	In Mesa, AZ, Daniel's Detailing offers top-notch RV detailing services to keep your recreational vehicle looking its best.	✓	https://danieldetalingaz.com/interior-detailing/
4	yelp.com	https://www.yelp.com/user_photos?select=TINy-fi-v...	In Mesa, AZ, Daniel's Detailing offers top-notch RV detailing services to keep your recreational vehicle looking its best.	✓	https://danieldetalingaz.com/boat-detailing/
5	flipboard.com	https://flipboard.com/@danieldetaling/-mobile-auto-...	In Mesa, AZ, Daniel's Detailing offers top-notch RV detailing services to keep your recreational vehicle looking its best. Our blog post dives into the importance of professional RV	✓	https://danieldetalingaz.com/chandler-az/
6	diiqo.com	https://www.diiqo.com/item/note/apihd/dc9k?k=efb7...	In Mesa, AZ, Daniel's Detailing offers top-notch RV detailing services to keep your recreational vehicle looking its best. Our blog post dives into the importance of professional RV	✓	https://danieldetalingaz.com/queen-creek-az/
7	instapaper.com	https://www.instapaper.com/p/danieldetaling	In Mesa, AZ, Daniel's Detailing offers top-notch RV detailing services to keep your recreational vehicle looking its best. Our blog post dives into the importance of professional RV	✓	https://danieldetalingaz.com/qilbert-az/
8	Band.us	https://band.us/band/92834291/post/7	In Mesa, AZ, Daniel's Detailing offers top-notch RV detailing services to keep your recreational vehicle looking its best.	✓	https://danieldetalingaz.com/does-ceramic-coating-protect-against-bird-droppings/
9	hahalolo.com	https://www.hahalolo.com/post/6629f651de22ac0a0...	In Mesa, AZ, Daniel's Detailing offers top-notch RV detailing services to keep your recreational vehicle looking its best.	✓	https://danieldetalingaz.com/auto-detailing/
10	Ko-fi.com	https://ko-fi.com/i/P5P8XBFKS	In Mesa, AZ, Daniel's Detailing offers top-notch RV detailing services to keep your recreational vehicle looking its best.	✓	https://danieldetalingaz.com/auto-detailing/
11	justpaste.it	https://justpaste.it/ccqzr	In Mesa, AZ, Daniel's Detailing offers top-notch RV detailing services to keep your recreational vehicle looking its best. Our blog post dives into the importance of professional RV detailing and the benefits it brings. Phone: +1 480-734-8316 Website: https://danieldetalingaz.com/ceramic-coating/	✓	https://danieldetalingaz.com/ceramic-coating/
12	qlose.com	https://qlose.com/activity/6629f8a8c69b4146e265af...	In Mesa, AZ, Daniel's Detailing offers top-notch RV detailing services to keep your recreational vehicle looking its best. Our blog post dives into the importance of professional RV detailing and the benefits it brings. Phone: +1 480-734-8316 Website: https://danieldetalingaz.com/rv-detailing/	✓	https://danieldetalingaz.com/rv-detailing/

+ ≡ Daniel's Detailing ▾ Local KWs generator ▾ Plan ▾ Social Entity - NOV ▾ Social Entity - DEC ▾ Social Entity - JAN ▾ Social Entity - FEB ▾ Social Entity - MAR ▾ **Social Entity - April**

Build Your Social Entity / Google Stacking & take care of them monthly, This is an important best practice to boost SEO.

PAID ADS AUDIT



COMPETITION LEVEL & EVALUATION



COMPETITION LEVEL - GOOGLE PLATFORM

Sponsored



thirstycarspaintprotection.com

https://www.thirstycarspaintprotection.com › thirsty_cars › ceramic_coating

Oahu's #1 Ceramic Coating

We Install **Coatings** Daily — Thirsty Cars Is Oahu's #1 Installer Of Premium **Ceramic Coatings** & Protective Window Tint. After Installation Your Vehicle Will Look Better Than & Stay That Way For Years To Come.

[View Coating Packages](#) · [Our Recent Work](#) · [Window Tint](#) · [Why Choose Thirsty Cars?](#)



*** The data table on the side shows the **number of Google's advertising positions** purchased by competitors for searches related to service keywords.

Note: For each search involving a service keyword, Google reserves **seven display positions** for ads on the search results page.



Location: Hawaii (KAPOLEI, HI) | Waipahu, HI / Ewa Beach, HI / Waianae, HI

For keywords related to Ceramic Coating, Paint Correction, Detailing services specfically and other car care services in general:

Out of **ten random Ad checks** throughout the day, **seven** showed all six Google Ad positions were occupied.

This shows that the competition on Google advertising platform for car care services in this area is **high**.

paint correction near me

Sponsored

standardpaintprotection.info

https://www.standardpaintprotection.info

Kapolei Hawaii | Pro Ceramic Graphene Coatings

November Special. \$300 Off our 8-Year Ceramic Coating. Limited Availability. 8-Year/100K Mile Warranty Ceramic Coating. Save Time And Money. Ultimate Protection. Flawless Aesthetics. Benefits: Increased Resale Value, Flawless Aesthetics, Hassle-Free Maintenance.

Sponsored

killerqueendetailing.com

https://www.killerqueendetailing.com

Kapolei - Paint Correction

See Why Killer Queen Detailing Was Voted Best in Hawaii Two Years In Row Today. We Offer a Variety of Packages and Terms to Meet Your Budget and Your Needs. Fair Prices. Request A Quote. Great Customer Service.

[Ceramic Coating Services](#) · [Ceramic Coating Service](#) · [Contact Us](#) · [Membership Information](#)

Sponsored

oahudetailing.com

https://www.oahudetailing.com › auto › detailing

Car Detailing & Restoration | Car Detailing Oahu

Professional Auto Detailing At Affordable Rates. Located in Kapolei or we can come to you. Leaving You With A Flawless Finish For Maximum Results. Contact us today for a quote.



Keywords about car care services (Ceramic Coating, Paint Correction, Detailing, ...)

Search times	Number of ad positions purchased
1st time	6/7
2nd time	6/7
3rd time	3/7
4th time	6/7
5th time	7/7
6th time	7/7
7th time	3/7
8th time	7/7
9th time	4/7
10th time	6/7

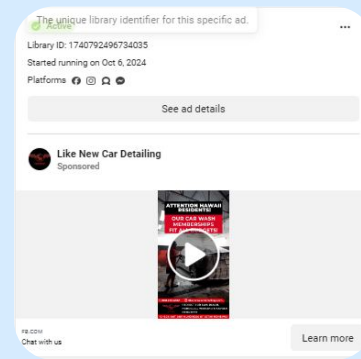
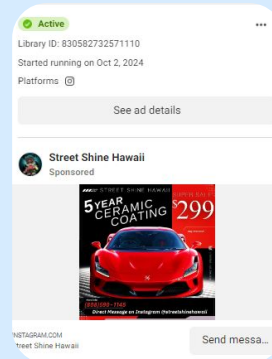
Competition Level - Google Platform - **High**



COMPETITION LEVEL - FACEBOOK PLATFORM

Competitor	Facebook Advertising Status	Article Update Frequency
Street Shine Hawaii	Running ads	No Often
Killer Queen Detailing & Tinting	None	No Often
Standard Paint Protection	None	No Often
Crimson Auto Detail LLC	None	No Often
Oshima Detailing Services, LLC	None	No Often
Premiumautosalonhawaii	None	Frequent
Brown's Mobile Detailing	None	No Often
Like New Car Detailing	Running ads	No Often
Professional Auto Detailing	None	Frequent
Moku Detailing, LLC	None	No Often

Competition Level - Facebook Platform - Low



 **Location:** Hawaii (KAPOLEI, HI) | Waipahu, HI / Ewa Beach, HI / Waianae, HI

After analyzing ten competitors offering Ceramic Coating, Paint Correction and Detailing services, we found that:

- Only 20% of competitors are running Facebook advertising campaigns.
- Only 20% of competitors are posting regularly on social media

This shows that the competition on Facebook advertising platform for car care services in this area is **Low**.



EVALUATE THE FEASIBILITY OF RUNNING ADS

Advertising platform	Facebook	Google Search
Market Demand	Medium	Medium
Competition Level	Low	High
Evaluate The Feasibility Of Running Ads	Should be implemented	Should be implemented

 **Location:** Hawaii (KAPOLEI, HI) | Waipahu, HI / Ewa Beach, HI / Waianae, HI

Based on our research and data collection from platforms in your area, we recommend the following:

Google Ads: Deploy Google Ads campaigns to capture potential customers actively searching for related services each month.


Facebook Ads: Deloy Facebook advertising campaigns to target potential customers in this moderately competitive market.

Sponsored

 iccdetailingpros.com
<https://www.iccdetailingpros.com>

Oahu Mobile Detailing

Mobile **Car Detailing** Service — ICC Mobile **Detailing** offers premium **car cleaning** and **detailing** services at your location. Our Mobile **Detailing** Services Come to You—whether at Home or Work.

 Contact us - Top mobile detailing Book now!

Sponsored

 oahuprofessionals.com
<https://www.oahuprofessionals.com>

Auto Detailing Aiea, HI | Call Today | Oahu Professionals


Get a Professional **Cleaning** Service at a Reasonable Price. Call Us for More Information. Go online or call for quotes and availability.

 Call us

Sponsored


 turnphawaiimobiledetailing.net
<https://www.turnphawaiimobiledetailing.net>


See Detailing Oahu

 Active

Library ID: 830582732571110
Started running on Oct 2, 2024
Platforms @

See ad details

 Street Shine Hawaii
Sponsored




Instagram.com
Post: Street Shine Hawaii


Send messa...

The unique library identifier for this specific ad.

Library ID: 1740792496734035
Started running on Oct 6, 2024
Platforms f @ i

See ad details

 Like New Car Detailing
Sponsored



Instagram.com
Post: Like New Car Detailing

Learn more



PROPOSED ADVERTISING BUDGET: GOOGLE ADS



PROPOSED ADVERTISING BUDGET - GOOGLE ADS



TYPES OF GOOGLE ADS	ADS	AUDIENCE	AD POSITION
Google Search Ads	Display Ads when customers search for relevant keywords. Use catchy and attractive titles and messages to entice customers to click on the ads.	New	Google search page results

CAMPAIGN	BUDGET PER MONTH	BUDGET PER DAY	IMPRESSIONS (EXPECTED)	CLICKS (EXPECTED)	AVG. CPC (EXPECTED)
Ceramic Coating	\$800	\$26.7	2606	258	\$ 3.1
Paint Correction	\$800	\$26.7	3207	276	\$ 2.9
Car Detailing	\$800	\$26.7	3685	348	\$2.3

We recommend the above budget for Google Ads campaigns. You can choose any campaign you prefer.



PROPOSED ADVERTISING BUDGET - GOOGLE ADS

Top Keywords Used For The Campaign

Ceramic Coating

<input type="checkbox"/> Keyword	↓	Avg. monthly searches
Keywords you provided		
<input type="checkbox"/> ceramic coating	720	
<input type="checkbox"/> ceramic coating near me	320	
Keyword ideas		
<input type="checkbox"/> ceramic coaters near me	320	
Keywords you provided		
<input type="checkbox"/> car ceramic coating	170	
Keyword ideas		
<input type="checkbox"/> auto ceramic coating	170	
<input type="checkbox"/> automotive ceramic coating	170	
<input type="checkbox"/> best ceramic coating for cars	90	
<input type="checkbox"/> best auto ceramic coating	90	
<input type="checkbox"/> best automotive ceramic coating	90	
<input type="checkbox"/> best ceramic auto coating	90	

Paint Correction

<input type="checkbox"/> Keyword	↓	Avg. monthly searches
Keywords you provided		
<input type="checkbox"/> paint correction	70	
<input type="checkbox"/> paint correction near me	70	
Keyword ideas		
<input type="checkbox"/> correction paint	70	
<input type="checkbox"/> paintwork correction	70	
Keywords you provided		
<input type="checkbox"/> car paint correction	10	
Keyword ideas		
<input type="checkbox"/> paint correction and ceramic coat...	10	
<input type="checkbox"/> paint correction cost	10	
<input type="checkbox"/> car paint correction near me	10	
<input type="checkbox"/> paint correction and ceramic coat...	10	
<input type="checkbox"/> auto paint correction near me	10	

Car Detailing

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> car detailing	720
<input type="checkbox"/> car detailing near me	2,400
<input type="checkbox"/> auto detailing	390
<input type="checkbox"/> auto detailing near me	880
<input type="checkbox"/> automotive detailing	390
<input type="checkbox"/> automotive detailing near me	880
Keyword ideas	
<input type="checkbox"/> ceramic coating near me	320
<input type="checkbox"/> mobile car detailing near me	110
<input type="checkbox"/> mobile detailing near me	170
<input type="checkbox"/> detailing near me	590
<input type="checkbox"/> full service car wash near me	260
<input type="checkbox"/> hand car wash near me	260

These are the top most searched and popular keywords for each service you want to focus on. The chart below shows the average amount of monthly search volume as well as the search trends over time.



PROPOSED ADVERTISING BUDGET: FACEBOOK ADS



PROPOSED ADVERTISING BUDGET - FACEBOOK ADS



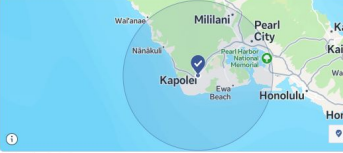
Demo Target Audience

Locations ⓘ
Reach people living in or recently in this location.

United States

Kapolei, Hawaii +10mi

Include Search locations



Add locations in bulk

Age ⓘ
24 55

Gender ⓘ
☒ All ☐ Men ☐ Women

Detailed targeting ⓘ
Include people who match

Demographics > Work > Employers > Car and Driver

Car and Driver

Interests > Additional interests > Auto detailing (vehicles)

Auto detailing (vehicles)

Interests > Additional interests > Auto maintenance (vehicles)

Auto maintenance (vehicles)

Interests > Additional interests > Car dealership (retailer)

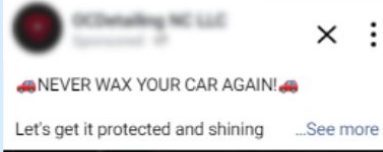
Car dealership (retailer)

Q Add demographics, interests or behaviors Suggestions Browse

Narrow Audience

Location	10 mile radius from Hawaii (KAPOLEI, HI) Waipahu, HI / Ewa Beach, HI / Waianae, HI
Age	24 - 55+
Gender	All gender
Interests	People interested in car care topics
Estimated audience size	225,800 Accounts

Demo Ads Template




NEVER WAX YOUR CAR AGAIN! 🚗
Let's get it protected and shining ...See more

BEST CERAMIC COATING IN NC

1 YEARS - 5 YEARS - LIFETIME

FORM ON FACEBOOK
Revolutionize Your Ride with **Get quote**



NEVER WAX YOUR CAR AGAIN! 🚗
Let's get it protected and shining better than ever with our Professional Ceramic Coating and Paint Correction!
We're excited to present our unmatched Ultimate Ceramic Coating Packages: ...See more

CERAMIC COATING SERVICE

Call Now: +1 806-701-7454
Request A Quote

FORM ON FACEBOOK
Revolutionize Your Ride
Limited Spots Available! **Get quote**

We recommend this target audience & Ads template for Facebook Ads campaigns. You can choose any campaign you prefer.



PROPOSED ADVERTISING BUDGET - FACEBOOK ADS

TYPES OF FACEBOOK ADS	ADS INTRODUCE	AUDIENCE	ADS POSITION
Lead Form	Use service introduction videos to attract customers to leave consulting information.	Customers who have a need for the service you are providing. Customers who have interacted with your Fanpage and customers who have visited your website	Facebook News Feed
PURPOSE		Increase leads requesting Paint Correction, Car Detailing and Ceramic Coating service consultation. The quality of the leads brought back is always monitored daily to ensure quality and minimize spam leads.	

CAMPAIGN	BUDGET PER DAY	BUDGET PER MONTH	MONTHLY ENGAGEMENT (EXPECTED)	COST PER ENGAGEMENT (EXPECTED)	MONTHLY LEAD (EXPECTED)	COST PER LEAD (EXPECTED)
Paint Correction	\$33.3	800	5000	\$0.2	14	\$60
Ceramic Coating	\$33.3	800	4166	\$0.24	14	\$60
Car Detailing	\$33.3	800	6213	\$0.19	20	\$40

We recommend the above budget for Facebook Ads campaigns. You can choose any campaign you prefer.



OUR SOLUTION: BEST PRACTICES



BEST PRACTICES

For every Ads campaign to be effective, it is crucial to have a good landing page that uses best practices to optimize paid search conversions

NANOPRO CERAMICS-CERTIFIED CERAMIC COATING INSTALLATIONS

At CDC Detailing, our team stays updated with the latest installation and maintenance techniques to provide exceptional ceramic coating products from **NANOPRO**. This ensures top-quality ceramic coating for every vehicle. The particular package you choose from our offerings boasts some of the most resilient and water-repellent formulas available in the ceramic coating market.

The formulas from **NANOPRO** that our team specializes here at CDC Detailing include:



Titanium™ 9H Ceramic Coating

NanoPro Titanium 9H Ceramic
Coating is a scratch proof



Borophene 2.0 Maximum™

The NanoPro Borophene 2.0
Maximum formula is the industry



10H Radical™ Ceramic Coating

NanoPro Ceramic Plus 10H
Radical provides a high gloss

MacBook Air



SOME BEST PRACTICES FOR LANDING PAGE RUN ADS HAVE BEEN APPLIED



LP design follows the AIDA model guidelines.



LP design follows UX/UI standards.



Tracking and analyzing customer behavior platform



All-in-one marketing and CRM (Customer Relationship Management) System



BEST PRACTICES



**BEST PRACTICES FOR LANDING PAGE
RUN ADS HAVE BEEN APPLIED**

AIDA Model



LP design follows the AIDA model guidelines.

A well-designed AIDA landing page includes:

- **A**ttention: An eye-catching headline and engaging visuals to grab attention.
- **I**nterest: Content that addresses the visitor's needs or interests, often with relevant information or a story.
- **D**esire: Persuasive elements that highlight the benefits and unique selling points, creating a strong emotional appeal.
- **A**ction: Clear and compelling calls to action (CTAs) that prompt visitors to take the desired action, such as filling out a form or making a purchase.

> AIDA-based landing pages effectively capture attention, build interest, create desire, and drive action, leading to higher conversion rates.



BEST PRACTICES



BEST PRACTICES FOR LANDING PAGE RUN ADS HAVE BEEN APPLIED



LP design follows UX/UI standards.

The screenshot shows a landing page for 'EXPERT AUTO DETAILING & CAR WASH WILMINGTON, NC'. The page features a dark background with a car's interior. The main headline is 'EXPERT AUTO DETAILING & CAR WASH WILMINGTON, NC'. Below the headline, there is a sub-headline: 'Drive in today and experience the difference'. The page includes a 'GET A QUOTE' button and a 'CALL US NOW' button. The page also features a section titled 'IS IT TIME FOR YOUR CAR'S NEXT DETAILING?' with a 'BEFORE' and 'AFTER' image comparison. The 'AFTER' image shows a car's interior with a clean, polished look. The page also includes a section titled 'REASONS TO CHOOSE OUR CAR DETAILING SERVICE' with three columns: 'Long-Lasting Protection', 'Improve Comfort & Safety', and 'Increase Longevity'. Each column has a brief description of the service and a 'GET A QUOTE' button.

The screenshot shows a landing page for 'THE BEST MOBILE DETAILING IN COLORADO'. The page features a dark background with a car's interior. The main headline is 'THE BEST MOBILE DETAILING IN COLORADO'. Below the headline, there is a sub-headline: 'Choose our mobile detailing and experience professional care at your doorstep'. The page includes a 'GET A QUOTE' button and a 'CALL US NOW' button. The page also features a section titled 'LOOKING FOR PROFESSIONAL CAR DETAILING?' with a 'BEFORE' and 'AFTER' image comparison. The 'AFTER' image shows a car's interior with a clean, polished look. The page also includes a section titled 'WHY SHOULD YOU CHOOSE MOBILE DETAILING?' with four columns: 'PRESERVED APPEARANCE', 'CONVENIENT SERVICE', 'PROFESSIONAL CARE', and 'EXTENDED VEHICLE LIFESPAN'. Each column has a brief description of the service and a 'GET A QUOTE' button.

To ensure the best user experience when designing a landing page, we following **UX/UI** standards:

- **Simple Design:** Keep the page uncluttered.
- **Clear Headlines:** Highlight the main offer.
- **Easy Navigation:** Organize for smooth use.
- **Visible CTAs:** Place clear action buttons.
- **Mobile-Friendly:** Ensure compatibility with all devices.
- **Fast Loading:** Optimize for speed.
- **Accessible:** Design for all users.
- **Engaging Visuals:** Use quality images.
- **User Testing:** Gather feedback and improve.
- **Consistent Branding:** Use uniform styles.

> Applying these standards helps create a user-friendly and effective landing page that meets the needs of visitors and drives conversions.



BEST PRACTICES



BEST PRACTICES FOR LANDING PAGE RUN ADS HAVE BEEN APPLIED

The pop-up is designed visually to showcase promotions (if any), including both call and form options for action in various formats

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EXP

DON'T MISS OUT

HURRY UP!

20% off

Let's enjoy an irresistible 20% off on our Detailing Services

Call Now: 1-800-986-4497
Call Now: 1-800-986-4497
Call Now: 1-800-986-4497

23 hours 59 minutes 49 seconds

+1 720-986-4497

GET A QUOTE

YOUR NAME * EMAIL *

First Name: Email:

PHONE * VEHICLE INFORMATION

Phone: Year, Type, Color:

PACKAGE YOU ARE INTERESTED IN

☐ I agree to [terms & conditions](#) provided by the company. By providing my phone number, I agree to receive text messages from the business.

SUBMIT



LP design follows UX/UI standards.

Package information is transparent and clear

CUSTOMER REVIEWS

Google Reviews
5.0 ★★★★★ (79)

[Review us on Google](#)

Bella Mulkerins ●
1 month ago
★★★★★
BEST DETAIL EVER I reached out to Martin looking for a quick car
[Read more](#)

Greg Kline ●
1 month ago
★★★★★
[Read more](#)

nathan phillips ●
1 month ago
★★★★★
I can't say enough great things about Martin. I was terrified of owning a black
[Read more](#)

Alexander Patters... ●
1 month ago
★★★★★
Professional, knowledgeable, and great service
[Read more](#)

Genuine customer reviews From Google Business

LET'S TAKE A LOOK AT OUR WORK

We are excited to showcase our recent work at Pure Finish Auto Detailing, where we have transformed numerous vehicles with our exceptional detailing.

[CALL US NOW](#) [GET A QUOTE](#)

There is a video showcasing the service process

SILVER SHINE

The Silver Shine Package is perfect for vehicles in good condition, offering a comprehensive clean that keeps your car looking its best inside and out. Our expert team ensures every detail is meticulously handled for a sparkling and refreshed finish, inside and out.

What's Included:

- ✓ **Thorough Clean:** Keeps your car looking pristine with a detailed exterior and interior clean.
- ✓ **Enhanced Shine:** Adds a beautiful, long-lasting shine with our spray wax application.
- ✓ **Protective Care:** Maintains your vehicle's appearance by removing dirt and contaminants.
- ✓ **Interior Freshness:** Ensures a clean and comfortable interior environment.
- ✓ **Wheel and Tire Care:** Improves the look and longevity of your wheels and tires.
- ✓ **Comprehensive Service:** Covers essential cleaning tasks to maintain your car's overall condition.

GOLD CARE

Our Gold Care Package provides a comprehensive detailing service designed to enhance your vehicle's appearance and protect it from daily wear and tear. This essential package ensures your car looks its best, inside and out, with meticulous attention to every detail.

What's Included:

- ✓ **Comprehensive Clean:** Keeps your car looking immaculate with detailed exterior and interior cleaning.
- ✓ **Enhanced Shine:** Adds a beautiful, lasting shine to tires and trim.
- ✓ **Leather Care:** Maintains and protects leather surfaces, preserving their quality.
- ✓ **Protective Care:** Loosens and removes dirt and contaminants to protect your vehicle's appearance.
- ✓ **Interior Freshness:** Ensures a clean, comfortable, and inviting interior environment.
- ✓ **Detailed Service:** Covers essential cleaning tasks to maintain your car's overall condition and appearance.
- ✓ **Spotless Jamb and Windows:** Crystal-clear windows and clean door jamb entrance both visibility and aesthetics.

PREMIUM DETAIL

Our Premium Detail Package is the ultimate service for those who want their vehicle to look and feel brand new. This package provides top-to-bottom cleaning and protection, ensuring every inch of your car is meticulously cared for with premium products and expert techniques.

What's Included:

- ✓ **Comprehensive Clean:** Keeps your car looking immaculate with detailed exterior and interior cleaning.
- ✓ **Enhanced Shine:** Adds a beautiful, lasting shine to tires, trim, and paintwork.
- ✓ **Leather Care:** Maintains and protects leather surfaces, preserving their quality.
- ✓ **Thorough Contaminant Removal:** Clay bar and non-removal leave the surface smooth and free of impurities.
- ✓ **Deep Sanitization:** Steam cleaning ensures a hygienic and fresh interior environment.
- ✓ **Pleasant Fragrance:** An air freshener leaves your car smelling great.
- ✓ **Detailed Glass and Door Jamb Cleaning:** Provides clear visibility and removes grime, ensuring every part of your vehicle is pristine.
- ✓ **Detailed Service:** Covers essential cleaning and protection tasks to maintain your car's overall condition and appearance.
- ✓ **Long-Lasting Protection:** The 1-year ceramic coating offers superior protection and a glossy finish.

[CALL US NOW](#) [GET A QUOTE](#)



BEST PRACTICES



**BEST PRACTICES FOR LANDING PAGE
RUN ADS HAVE BEEN APPLIED**



Tracking and analyzing customer behavior



- **Red zones** indicate areas of high customer interest.

- **Yellow** and then **green zones** indicate decreasing levels of customer interest in different sections of a landing page.

We utilize advanced tools to track, survey, and analyze customer behavior, enabling us to optimize the landing page effectively.



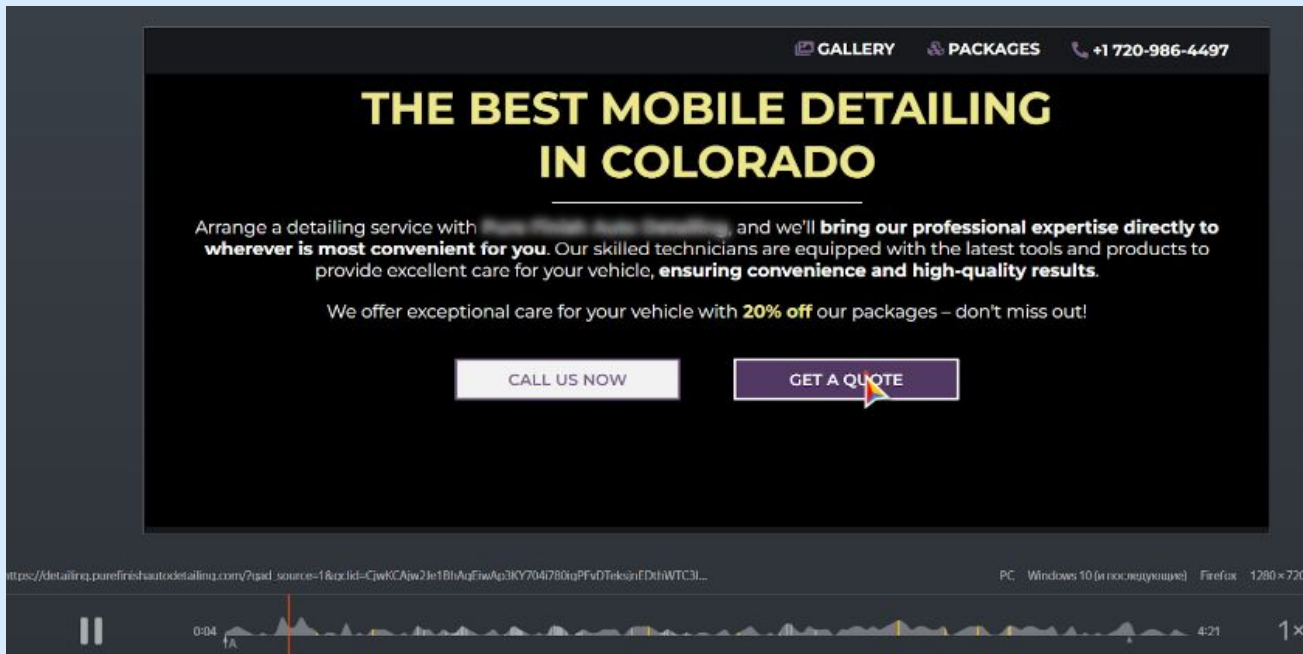
BEST PRACTICES



**BEST PRACTICES FOR LANDING PAGE
RUN ADS HAVE BEEN APPLIED**



Tracking and analyzing customer behavior



Our platform records customer interactions in video simulations and analyzes their behavior on the landing page.



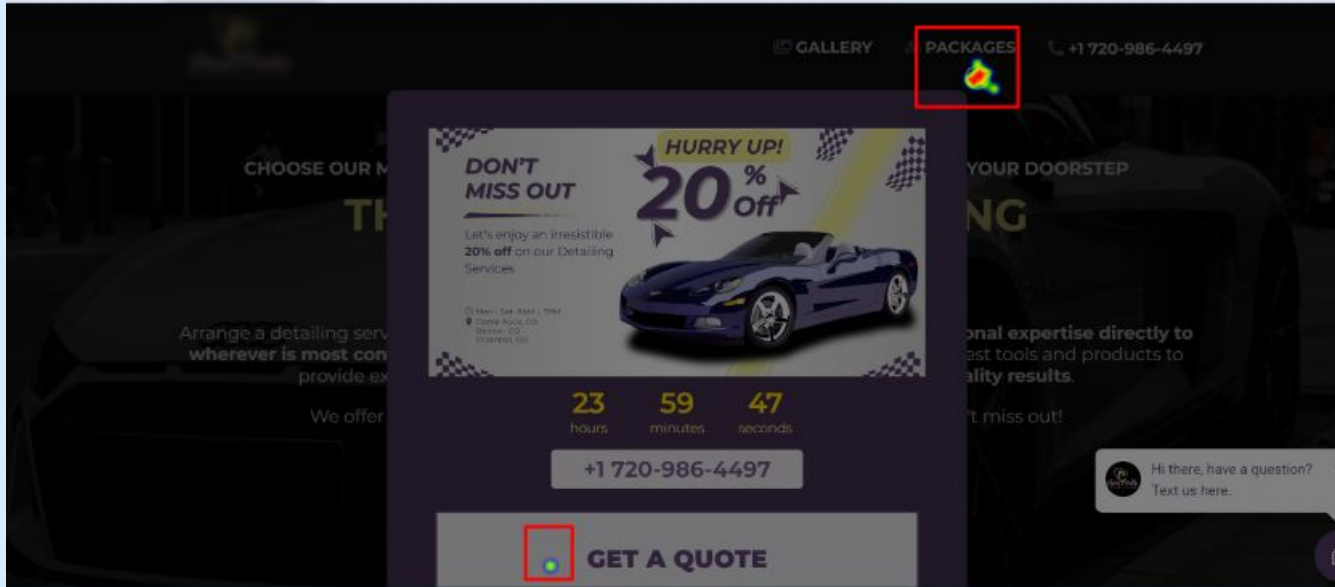
BEST PRACTICES



**BEST PRACTICES FOR LANDING PAGE
RUN ADS HAVE BEEN APPLIED**



Tracking and analyzing customer behavior



- **Red zones** indicate areas of high customer clicks.

- **Yellow** and then **green zones** indicate decreasing levels of customer clicks in those areas.

The tool also analyzes customer interaction behavior on the landing page.



BEST PRACTICES



**BEST PRACTICES FOR LANDING PAGE
RUN ADS HAVE BEEN APPLIED**



**All-in-one marketing and CRM (Customer
Relationship Management) System**

CRM is a system that helps businesses efficiently organize and analyze customer information. We collect data from three main sources through the landing page: forms, calls, and chat widgets.

Form

GET A QUOTE

YOUR NAME *

First Name

EMAIL *

Email

PHONE *

Phone

VEHICLE INFORMATION

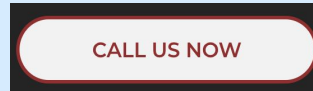
Year, Type, Color

SERVICE YOU ARE INTERESTED IN

☐ I agree to **terms & conditions** provided by the company. By providing my phone number, I agree to receive text messages from the business.

SUBMIT

Call



Chat widgets

Have a question?

Enter your question below and a representative will get right back to you.

Name

Mobile Phone

E-mail

Message

☒ By submitting you agree to receive SMS or e-mails for the provided channel. Rates may be applied.

Send

Pool Friendly Name	Visitors Source	Tracking Number	Forwarding Number	Status
TrackingNumbers	all_visitors	4 numbers	+1 910-816-0352	Active

Additionally, we will purchase a dedicated phone number for each campaign to use as a tracking number.



BEST PRACTICES



BEST PRACTICES FOR LANDING PAGE WHERE RUN ADS HAVE BEEN APPLIED

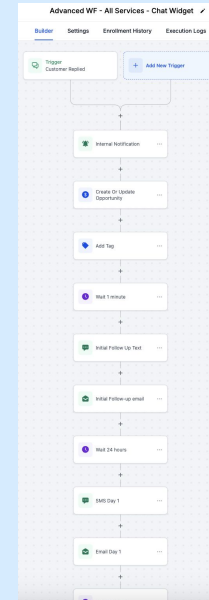
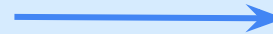
Once customers provide their information, our system records the details of each customer, and you will receive immediate notifications about them.

The screenshot displays the CRM's 'Opportunities' section. At the top, there are tabs for 'Opportunities', 'Pipelines', and 'Bulk Actions'. Below these, a dropdown menu shows 'Lead Journey | Wax Waste...' and a count of '68 opportunities'. A search bar and a '+ Add opportunity' button are also present. The main area is divided into columns representing different lead statuses: 'CC | Form' (22 Opportunities, \$0.00), 'CC | Chat' (12 Opportunities, \$0.00), 'CC | Phone' (17 Opportunities, \$0.00), 'CC | Not Interested' (0 Opportunities, \$0.00), 'PPF | Form' (17 Opportunities, \$0.00), and 'PPF | Chat' (0 Opportunities). Each column contains a list of individual leads with their names, phone numbers, and contact details.



All-in-one marketing and CRM (Customer Relationship Management) System

Finally, based on the collected information, we will follow up with each customer via messaging within one week. **This is a unique automation system.**



CASE STUDY



OUR CASE STUDY - SEO



OUR CASE STUDY - SEO

auto detailing near woodrow

Keyword difficulty: 63.93% (for google.com database) — View full report for this keyword

All Maps Images Shopping Forums Videos Web More Tools

Open now Within 5 mi Top rated Affordable Mobile Best

Results for **Lubbock, TX 79423** · Choose area

Devon's Auto Spa in Woodrow, TX provides exceptional auto detailing services. Call 806-701-7464 to schedule an appointment and see the impact our skilled services can make for your vehicle. From thorough cleaning to delicate polishing, our professional staff will revive your vehicle and exceed your expectations.

<https://www.semrush.com> · car-detailing-woodrow-tx

1. **Best Auto Detailing Near Me In Woodrow, Texas**

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 0 LD: 8 I: 234; whois source Rank: 8.47M

About featured snippets Feedback

auto detailing near slaton texas

Keyword difficulty: 67.66% (for google.com database) — View full report for this keyword

All Maps Images Shopping Forums Videos Web More Tools

Open now Prices Within 5 mi Top rated Interior Mobile

Results for **Slaton, TX** · Choose area

Devon's Auto Spa in Slaton, TX provides top-tier auto detailing. Call 806-701-7464 to schedule an appointment and experience the difference our skilled services can make for your vehicle. From thorough cleaning to delicate polishing, our professional staff will revive your vehicle and exceed your expectations.

<https://www.semrush.com> · car-detailing-slaton-tx

1. **Best Auto Detailing Near Me In Slaton, Texas** - [Devon's Auto Spa](#)

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 0 LD: 8 I: 234; whois source Rank: 8.47M

About featured snippets Feedback

auto detailing near wolfforth


Keyword difficulty: 48.40% (for google.com database) — View full report for this keyword

All Maps Images Shopping Forums Videos Web More Tools

Open now Within 5 mi Top rated Mobile Best

Results for **Wolfforth, TX** · Choose area

Devon's Auto Spa in Wolfforth, Texas offers superior auto detailing. Call 806-701-7464 to schedule an appointment and see the impact our skilled services can make for your vehicle. From thorough cleaning to delicate polishing, our professional staff will revive your vehicle and exceed your expectations.



<https://www.semrush.com> · car-detailing-wolfforth-tx

1. **Best Auto Detailing Near Me In Wolfforth, Texas**

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 0 LD: 14 I: 234; whois source Rank: 6.43M

About featured snippets Feedback

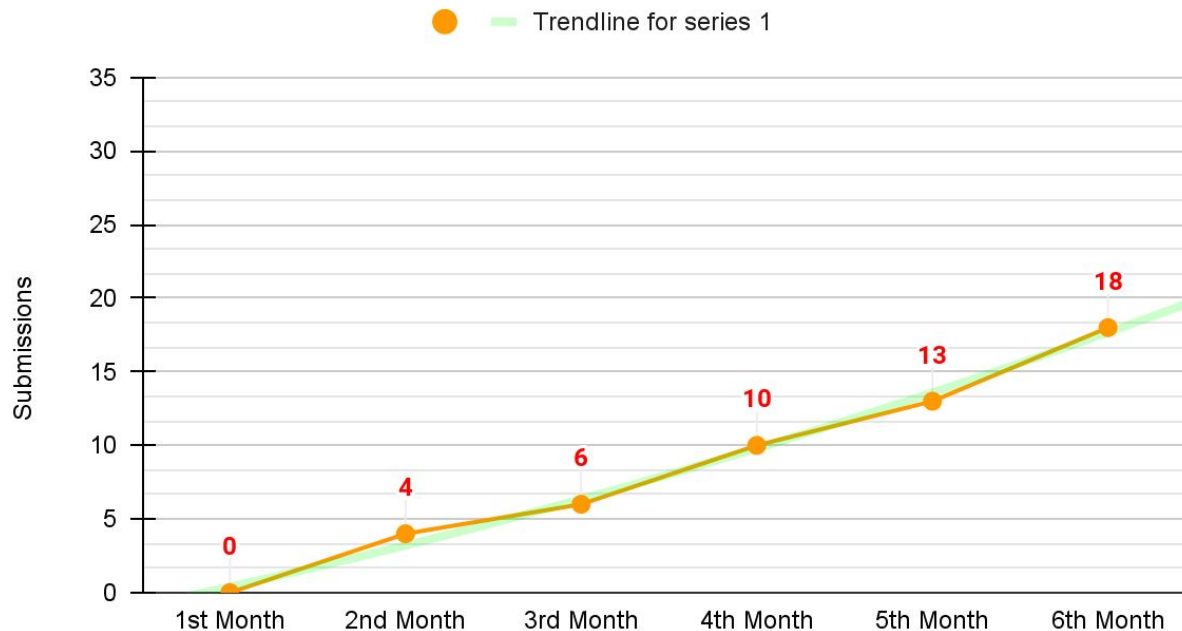


Our partner ranks as Featured Snippets for three keywords + areas: **"auto detailing near woodrow"**, **"auto detailing near slaton"**, **"auto detailing near wolfforth"**. This enhances their visibility and search ranking and secures prime positions on Search Engine Results Pages (SERPs).



OUR CASE STUDY - SEO

Organic leads generation chart

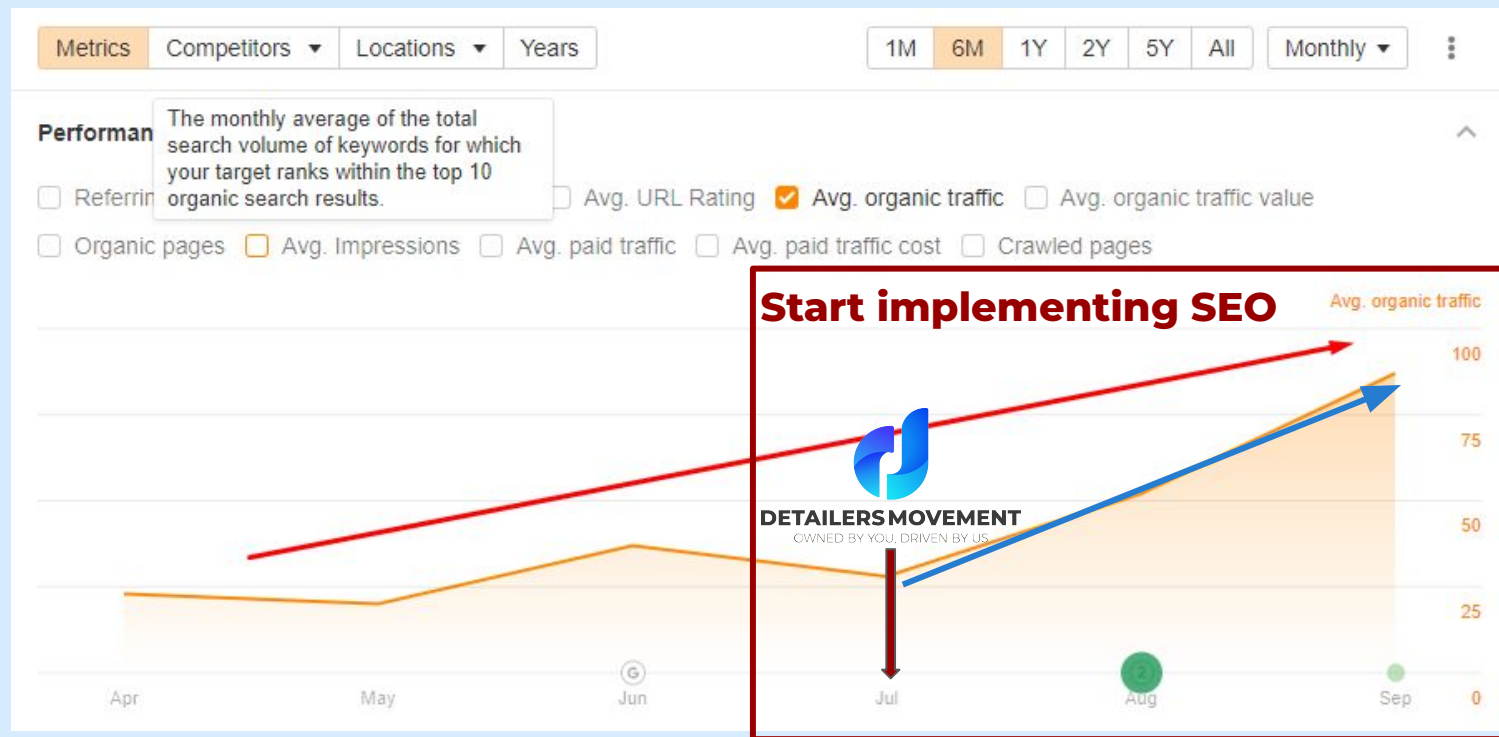


The graph shows the result of a client who achieved significant organic revenue growth nearly six months after launching a new website and implementing our SEO strategies.





OUR CASE STUDY - SEO



After we audited and improved our client's website and started using SEO strategies, we saw **SEO growth** had **increased by more than 100%**. This improvement is seen in more **website visitors, better rankings, and more keywords showing up in searches.**





OUR CASE STUDY - PAID ADS



OUR CASE STUDY



Before working with us, **Our Partner** had run Google ads with their previous agency.

However, their Google advertising campaign was **not effective** because the **cost per lead and per click was quite high**.



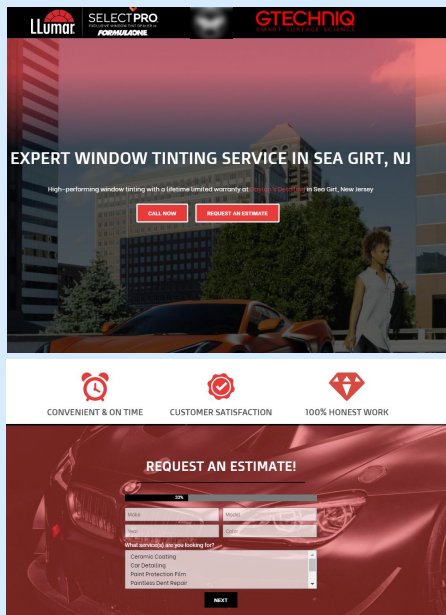
After taking over the campaign, we improved its effectiveness through **three main points**.

1. **Research high-converting keywords.**
2. **Improve the entire landing page, including content, call-to-action buttons, and the lead generation funnel.**
3. **Rewrite the Ad copy, adding compelling content to encourage customers to click.**



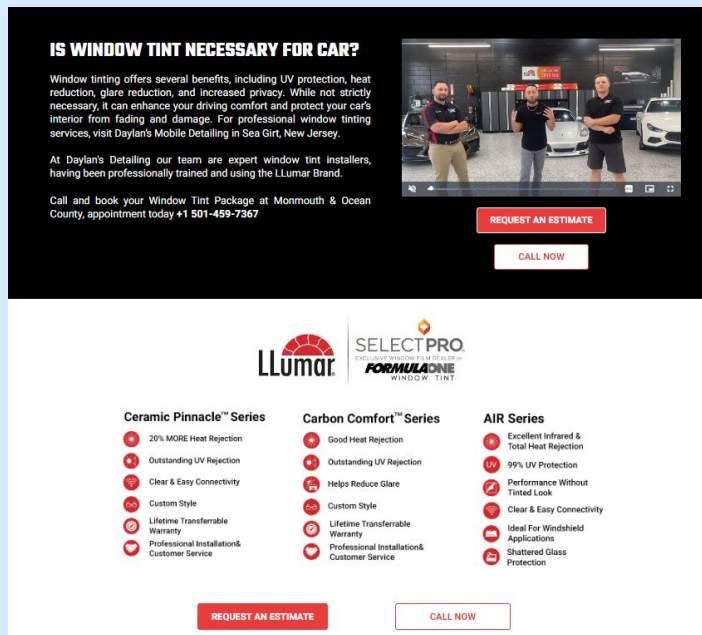
OUR CASE STUDY

Old Landing Page



Improve

New Landing Page



New Ads Copy

Daylan's Detailing | The #1 Window Tint Shop in NJ | Lifetime Limited Warranty
[Ad](#) windowtint [daylansdetailing.com/Win...](#)

The Best Window Tinting For best window tinting services. Protect Your Skin and Health with Our High-Quality Window Tinting Solutions.

What our clients say

Why choose us?

View packages

Get A Free Quote

Daylan's Detailing | The #1 Window Tint Shop in NJ | Lifetime Limited Warranty
[Ad](#) windowtint [daylansdetailing.com/Win...](#)

For best window tinting services, visit Daylan's Detailing in Sea Girt. Protect Your Skin and Health with Our High-Quality Window Tinting Solutions.

View packages

What our clients say

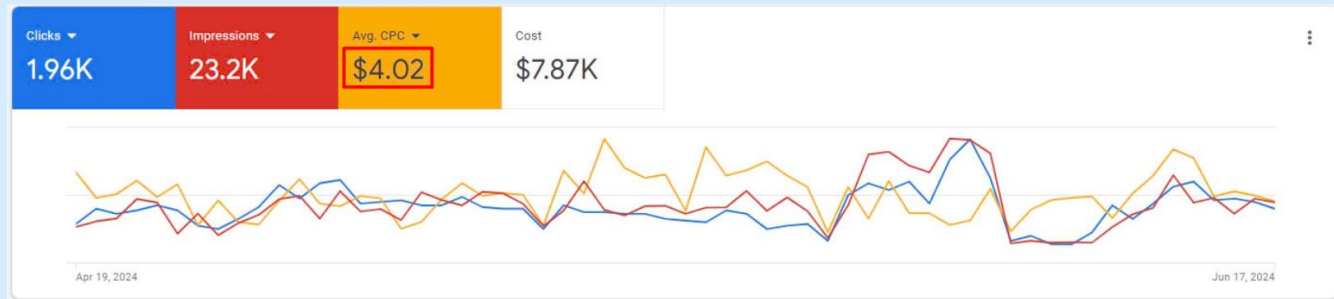
Why choose us?

Get A Free Quote

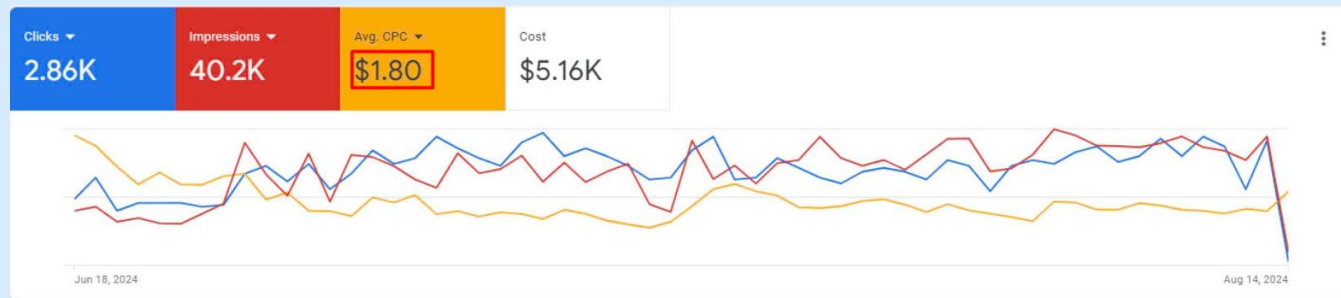


OUR CASE STUDY

Before
Improvement
CPC: \$4.2



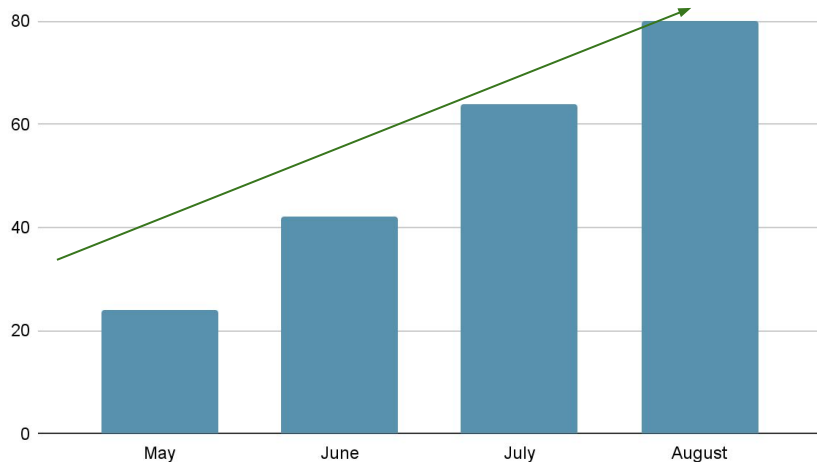
After
Improvement
CPC: \$1.8



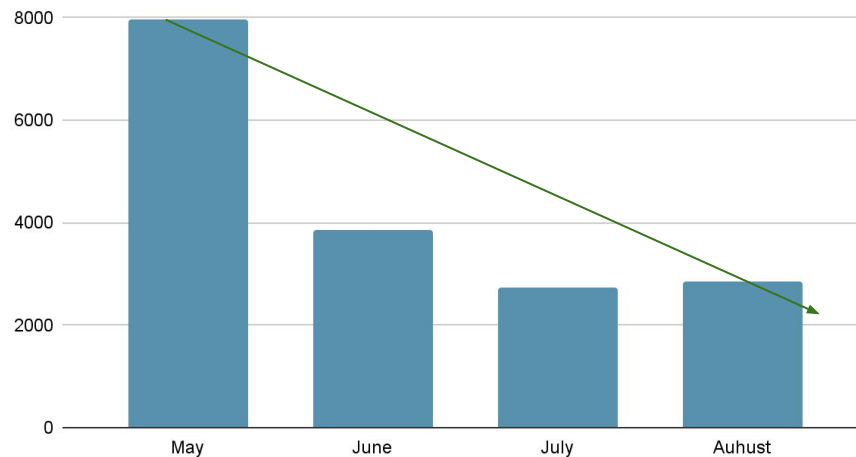


OUR CASE STUDY

Monthly Lead Growth Chart



Monthly advertising budget chart



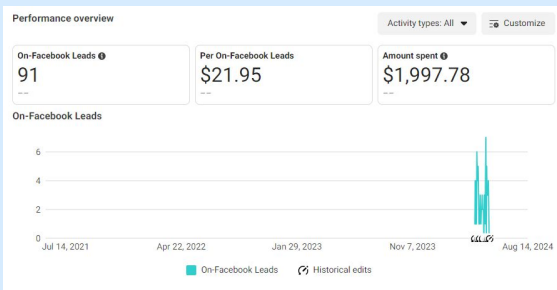
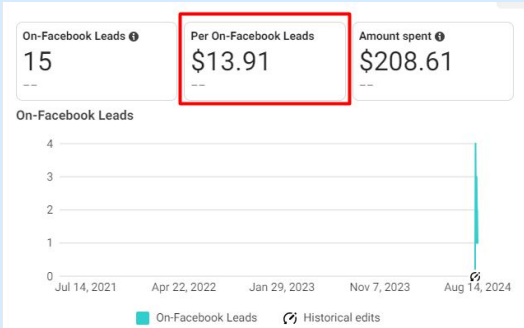
From May to August, we comprehensively applied the best optimization tactics to our partner's advertising campaign, yielding extremely positive results:

- **Budget:** Reduced from \$7,957 to \$2,040
- **Number of Leads:** Increased from 24 to 80



OUR CASE STUDY

Facebook Ads Case Study



Through hundreds of Facebook advertising campaigns, we have come up with **effective advertising formulas** for "Car Care, Detailing and Auto Protection" businesses on the Facebook platform.

Our team will closely monitor your advertising campaign results on a daily basis to ensure your investment is cost-effective and brings you results.



DETAILERS MOVEMENT

OWNED BY YOU, DRIVEN BY US



Thanks, please let us know if you have any questions:

<https://bookacallwithdetailersmovement.as.me/schedule.php>

THANKS FROM THE WHOLE TEAM AT DMI - WE APPRECIATE OUR PARTNERSHIP