

Business Characteristics

- Type: Gutter Protection Product
- Geographical Coverage: Tampa Bay, FL
- Target Audience: Homeowners
- Value Proposition: Unique Gutter Protection that is Tailored to the Local Environment

Business Overview

This product is a UV-resistant, effective, gutter protection product that is designed to address many common problems found in Florida. The product sold and installed by a parent landscaping company. The landscaping provides installation services as well as additional landscaping services.

The website needed to attract and convert leads into customers by showcasing the product and projects completed by the landscaping company. LocalDirective created a cost-effective small website that accomplished the company's goals.

Website Objectives

- 1) Deliver ROI with a website that would convert leads into customers.
- 2) Produce effective content that both attracts and converts leads.
- 3) Create a gallery to feature company projects.
- 4) Link to parent company services and site.

Homepage

