



Shop Challenge: A Website in Need of Repair



Fred Gestwicki, owner of Fix-it With Fred in Canton, OH, had an overall low car count, with very few first-time customers and an 18% customer retention rate. He quickly realized that his outdated website was doing him no service. Fred's low ranking on Google also made it difficult for people to find his shop in an online search, bringing in only 12 new customers a month.

Shop Success Solution:

Create Online Credibility with [Websites & Digital Marketing by AutoVitals](#)

Outdated websites can feel spammy and unprofessional, leading to potential customer distrust. Today's motorist will visit your website before stepping foot in your shop, making that virtual impression your first impression.

To reach Fred's goal of a welcoming, fully-functional website, he worked with AutoVitals to create an updated, fresh look built with the motorist experience in mind.

With Fred's updated online presence:

1. Customers can book appointments with ease directly from Fred's site
2. Customers receive customized email and texts reminding them of appointments and special deals
3. Search Engine Optimization (SEO) puts him on the first page of search in his area
4. Paid online ads through Google and Facebook effectively targets Fred's ideal customer while continuing to expand his customer base

Fred's Success Stats:

**DRIVING
PROFITABLE
GROWTH**

**250%
CUSTOMER
RETENTION**

**3X
NEW
CUSTOMERS**

**AUTO INC
MAGAZINE
WEBSITE
WINNER**