

Finger Lakes Tools Co

Finger Lakes Tools Co is growing across upstate New York. New web design, local SEO, and digital marketing from Arising Media brought in the customers.

ENGAGEMENT

Arising Media client

| Where Finger Lakes Tools Co started

When Finger Lakes Tools Co, a specialized tool storage and trailer rental company serving the Finger Lakes region of New York, approached us, they were struggling with an outdated website that made it extremely difficult to manage their extensive inventory of tool boxes, storage solutions, and rental equipment. Their main challenge was the time consuming and inefficient process of manually updating their product catalog with new inventory, pricing changes, videos, and images for each tool box and piece of equipment they carried. The company needed a modern platform that would allow them to easily showcase their wide selection of both new and used tool storage while providing customers with detailed product information, pricing, and availability in real time.

| Our approach

We built a new website with an inventory management system at its core, giving the Finger Lakes Tools team the ability to update product listings, add photos and videos, and change pricing without technical help. Product pages were structured to surface the details customers need when comparing tool storage options: dimensions, capacity, brand, condition, and available colors. We set up their Google Business profile and local search presence so customers in the Finger Lakes region would find them when searching for tool chests, job site storage, and trailer rentals nearby. The system reduced the time they spent on catalog updates from hours to minutes.

| What changed

Finger Lakes Tools Co now has a product catalog that stays current without the manual overhead that had consumed staff time. Customers browsing for tool storage can see accurate inventory, real pricing, and product details before contacting the team, which means inbound inquiries arrive more qualified and ready to buy. Their local search visibility connects them with customers in their region who previously had no way to find them online, expanding their reach beyond walk-in and repeat business.

Want a similar outcome?

Tell us where you are and what is in your way. We will scope a plan you can act on.