

Floor IT Hardwood Floors

Floor It Hardwood Floors now has a strong online presence. Arising Media's web design, local SEO, and digital marketing brought in new clients.

ENGAGEMENT

Arising Media client

| Where Floor It Hardwood Floors started

When Floor It Hardwood Floors, a Buffalo based flooring contractor with three decades of experience serving Western New York homeowners and contractors, approached us to rebuild their digital presence from the ground up, they were facing a familiar problem for skilled trades businesses: an strong offline reputation that their website completely failed to represent. Their existing site had no portfolio, no clear service descriptions, and no imagery that matched the quality of their workmanship. Homeowners researching flooring contractors increasingly expected to see project photos, material options, and professional credentials before scheduling an estimate. Floor It was losing inquiries to competitors with more clean online presentations, despite having deeper experience and better results.

| Our approach

We rebuilt their website from scratch with a visual portfolio at its center, showcasing their work across hardwood species from traditional oak and maple to Brazilian cherry and exotic imports. Service pages clearly described what customers could expect from consultation through installation and finishing. We structured the content so search engines could match Floor It to relevant searches across the Buffalo market, and set up their Google Business profile to capture local discovery. The new site gave their estimating team a credible digital credential to send prospects before site visits, which shortened the sales cycle.

| What changed

Today, the website serves as a powerful business development tool that accurately represents Floor It's three decades of workmanship while making it simple for Western New York homeowners to discover and engage with this reliable flooring contractor. Organic search traffic has brought in inquiries from homeowners who found them while researching flooring options, many of whom would not have known Floor It existed under the old online presence. The portfolio gives first-time visitors immediate confidence, and the clear service descriptions reduce the qualification calls that previously consumed estimating time.

Want a similar outcome?

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