

Lahr Auto Spa

Lahr Auto Spa in Waterloo, New York now has a strong online presence built by Arising Media. New customers come in for their high-end detailing work.

ENGAGEMENT

Arising Media client

| Where Lahr Auto Spa started

When Lahr Auto Spa, a premier auto detailing service located on Waterloo Geneva Road in Waterloo, New York, partnered with us, they were struggling to establish their digital presence in a competitive market despite offering strong detailing services including ceramic coating, paint correction, and custom floor mats. As a local business providing both drop off and mobile detailing services throughout the Finger Lakes region, they understood that potential customers were searching online for car detailing options but were finding competitors instead. Owner Jessica Lahr had built a reputation for careful attention to detail and high-end service quality, but without proper online visibility and a professional website, the business was missing valuable opportunities to connect with customers who valued quality auto care. The lack of online booking capabilities and limited local search presence meant that even satisfied customers found it difficult to schedule return appointments or refer friends, while new customers struggled to discover the strong services Lahr Auto Spa offered.

| Our approach

Our approach began with designing and building a full website that showcased the high-end nature of their detailing services while making it easy for customers to understand service options and book appointments. We created detailed service pages for each offering, from basic interior and exterior detailing to specialized services like ceramic coating and paint correction, with clear descriptions and pricing that helped customers choose the right package for their needs. The booking platform connection we implemented allows customers to schedule appointments directly through the website, selecting their preferred service, date, and whether they want drop off or mobile service at their location. Beyond the booking functionality, we established speed monitoring and website monitoring systems to ensure the site remains fast and accessible, particularly important when customers are searching for immediate detailing services or trying to book appointments from their mobile devices. The website design emphasized visual appeal with before and after galleries showcasing actual work completed on customer vehicles, building confidence and demonstrating the quality difference that professional detailing provides. The Google Business Profile management, local search engine expansion strategy we executed greatly improved Lahr Auto Spa's visibility throughout the Waterloo and greater Finger Lakes region. We completely improved their Google Business Profile with professional photos, detailed service descriptions, business hours, and regular posts showcasing recent detailing work and seasonal promotions.

| What changed

Lahr Auto Spa has established itself as the premier detailing service in the Waterloo area, with a steady stream of new customers discovering them online and existing customers finding it easier than ever to book their regular detailing appointments.

Want a similar outcome?

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