



Water Doctors International

Water Doctors International is the leading provider of onsite automotive leak and wind noise repair. With a network of skilled technicians across the United States and proprietary tools to address these niche automotive issues, they specialize in serving dealerships and car owners with precision and expertise.

Business Challenge

As a team of automotive repair experts, Water Doctors International needed ongoing support to maintain and improve their newly designed website. Their primary challenges included keeping technician listings up-to-date for accurate customer searches, making progressive updates to enhance usability, and ensuring the site remained optimized over time.

Our Solution

Imagi-tech provided its comprehensive Website Partnership Package, delivering monthly maintenance, performance tracking, and actionable recommendations. We worked closely with the client to refine the website experience, tailoring updates to meet both customer and internal team needs. We improved the business-to-business information available to their customers, add cross-linking for improved workflows, and maintained SEO touchups to keep the site active and competitive.

Budget

\$0 \$100K

Services

- Website Partnership Package
- Web Development & SEO
- Analytics Insights

About Imagi-tech

At Imagi-tech, we're a team of passionate developers and designers dedicated to helping businesses grow. From smart web apps to custom software, we solve real challenges with solutions that make a difference. With years of experience in creating user-friendly designs, building websites, and driving e-commerce success, we focus on what works best for you. Let's build something extraordinary together.

Results

Through a tailored and consistent approach, Imagi-tech helped Water Doctors International refine their web presence and ensure the site continued to meet evolving needs. The result was a polished and dynamic web presence that supported the company's growth and industry leadership.

Some of the deliverables provided included:

Enhanced Website Usability

- Updated technician contact listings to ensure customers could always find accurate information for the nearest service provider.
- Added cross-linking to internal applications, simplifying workflows for technicians and improving their user experience.
- Provided ongoing styling improvements to maintain a professional and modern look for both desktop and mobile users.

Improved Business-to-Business (B2B) Engagement

- Introduced a dedicated section on the homepage to communicate directly with their primary customer base: dealerships.
- Developed a new page highlighting dealer partnerships, enhancing credibility and trust among potential B2B clients.

Empowered Client Self-Sufficiency

- Generated training materials for the company's owner, enabling him to confidently make minor updates to the website as needed.

SEO and Traffic Growth

- Delivered monthly reports detailing SEO rankings, page load times, and traffic patterns, offering actionable insights into user behavior.
- Applied progressive SEO touchups to maintain a competitive edge, keeping the site active and relevant in search engines.

Consistent and Proactive Support

- Provided regular recommendations for site enhancements and content updates based on web metrics and evolving business needs.
- Ensured a dynamic, evolving site that grew alongside Water Doctors International's business, maintaining its position as an industry leader.

This results-driven approach transformed the website into a powerful asset, supporting not only the company's daily operations but also its long-term growth and market credibility.