

# Big Bro Detailing Website Brief

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## 1. Business Overview

Business Name: Big Bro Detailing

Tagline: Your Cars Best friend

Description:

Big Bro Detailing is a family-owned business specializing in professional car detailing services. We provide high-quality, affordable packages to meet all our customers' vehicle care needs. Our focus is on delivering exceptional detailing results with a personal touch, ensuring every customer leaves satisfied with the look and feel of their car.

Target Audience:

Car owners who want high-quality detailing at competitive prices. This includes busy professionals, luxury car owners, and anyone looking to maintain the appearance and cleanliness of their vehicle.

## 2. Services and Pricing

Shop Address or mobile: To drop off your car or we can pick your car up for you. At 4776 w 8450 s, West Jordan, Utah, 84088.

- Shop available All seasons,
- Mobile available in warm weather. Also need access to water source and outlet only

**Saver Package (Interior Detail):**

Price: \$100

Includes: Interior Refresh with Deep Cleaning, Dashboard Wipe Down, Upholstery Care, Trunk Detail. IF pet hair FEE of \$20

**Premium Package (Full Interior Detail):**

Price: \$150

Includes: Interior Refresh with Deep Vacuuming, Carpet Cleaning, Crystal Clear Windows, Leather & Vinyl Revival, Dashboard Wipe Down, Upholstery Care, Trunk Detail. IF pet hair FEE of \$20

**Ultimate Package (Full Interior & Exterior Detail):**

Price: \$200

Includes: Premium package Plus – Power Wash Perfection, Vent Revitalization, Deep Wheel Cleaning, Tire shine, Free WAX. IF pet hair FEE of \$20

Add-Ons/Extras:

Engine cleaning = \$25

### 3. Visual Branding



Our flyer we use for reference:

**INTERIOR CAR DETAILING**  
THE BEST CAR NEEDS OUR BEST CARE

**FREE WAX**  
with Ultimate

Affordable Detailing Service

Saver	Premium	Ultimate
Interior Refresh with Deep Vacuuming Carpet Cleaning Dashboard Wipe Down Upholstery Care Trunk Detail	Interior Refresh with Deep Vacuuming, Carpet Cleaning, Crystal Clear Windows, Leather & Vinyl Revival, Dashboard Wipe Down, Upholstery Care, Trunk Detail	<b>PREMIUM DEAL PLUS</b> <b>EXTERIOR</b> Tire shine Deep Wheel Cleaning Vent Revitalization Power Wash Perfection FREE WAX
INTERIOR ONLY	INTERIOR ONLY	
PRICE: \$99	PRICE: \$149	PRICE: \$199

FOR APPOINTMENT CALL:  
385-209-5838

Color Scheme:

**Recommended Combinations:**

- **Blue and Silver/Gray** – Clean, professional, and calming.
- **Black and Yellow** – Bold, energetic, and attention-grabbing.
- **Blue and White** – Fresh, clean, and trustworthy.
- **Red and Black** – High-energy, sleek, and premium.

Imagery:

We want the website to have images of clean, shiny cars, before-and-after detailing shots, and shots that showcase the attention to detail we provide. We are open to stock images or custom photos of our work.

## **4. Website Functionality**

### Online Booking System:

We need a system that allows customers to book appointments online. It should include options to choose a package, select add-ons, and pick a time slot.

### Payment Integration:

Ability to accept payments at time of service (credit cards, PayPal, Venmo etc.) for bookings.

### Contact Form:

Fields should include Name, Email, Phone Number, Address, Message, and preferred package (if applicable).

### Social Media Links:

Links to Instagram, Facebook, and any other platforms where customers can find us.

## **5. SEO Considerations**

### Keywords to Target:

mobile car detailing  
best car detailing in [West Jordan/Salt lake City]  
affordable car detailing  
professional car detailing services

## **6. Competitor Analysis**

### Competitor Websites:

Example:

[Alridgeinteriordetail.com] – I like their clean design and simple navigation.

[godetail.com] – They have great product/service descriptions, and I want something similar for our services like them, but we understand we don't need all of that since we are a small company but just for ideas.

## **7. Timeline & Budget**

### Timeline for Website Launch:

Desired launch: As soon as possible but no rush

## **8. Additional Features depending on the cost**

### Testimonials Section:

We would like a section to display customer reviews/testimonials. We are in the process of collecting these.

### FAQ Section:

We'd like to include answers to common questions (e.g., "How long does the detailing take?", "Can I book online?", "Do you offer gift certificates?").

### My information:

Isaac Aldridge

Phone number: 3952095838

Email: business email that is created with our package