Big Bro Detailing Website Brief

# 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

Logo:A car on a black background

Description automatically generated

Our flyer we use for reference:

A advertisement for a car detailing

Description automatically generatedColor 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