

# Sundance® Spas

## Dealer Locator Writing Style Guide

Main Goal: Create roughly 250-300 word content showcasing your hot tub dealer location and **do NOT copy and paste the same words that are on your website**; Google will notice the duplicate info and your online performance will not be optimal.

This is an opportunity to encourage consumers to check out your store and purchase a hot tub of their own. This is your chance to shine! Write about what makes your store unique, your knowledgeable staff, and your vast selection of Sundance® spas and accessories. Tell the story of the dealership and the Sundance® Spas Brand from your own perspective.

-**Do** write content, which is always fresh and relevant regardless of seasonality or time.

-**Do NOT** include limited time promos or events in your description. For example, talking about a spring promotion, which will run from March to May, is not relevant outside of those months.

-**Do NOT** include specific pricing on your products

-**Do** include the surrounding cities you serve along with any neighborhoods.

-**Do** talk about the history of your store. Tell us your story. How did you start? How long you've been in business?

-**Do** entice and encourage consumers to visit your store.

-**Do** keep this Sundance® Spas brand focused. While your store might also sell other products, keep your content relevant to Sundance® Spas.

-**Do** take the time to talk about what motivates you to provide the absolute best service and products for your customers.

-Always keep your ideal customer in mind when writing your descriptions! What's important to them? Why should they choose you over your competitor?

### STAFF Writing Tips:

Here are some guiding questions to help write about your staff:

- How long have they worked there?
- What drives them to give 110% customer service?
- What do they enjoy the most about Sundance® Spas?
- What sets them apart from the ordinary hot tub staff member?

Here's a Sample of a Sundance® Spas dealer's ideal page:

### About this Sundance® Dealer

Here at the Sundance Spas of St. Louis in St. Louis, Missouri, we've spent the last 42 years blowing our competition out of the water. Our goal is to help find you the ideal Sundance® spa best suiting your needs, whether you're looking to create an inviting backyard oasis or benefit from the best hydromassage available. We're dedicated to educating you on everything from how many jets to choose and the benefits of hydrotherapy to the differences between models, such as the 780™ Series and the 880™ Series. We present you with all the need-to-know information concerning our Sundance® spas, including details about each model, handy maintenance tips, the



latest gadgets, and most popular products on the market. Stop by our store and you'll be greeted by hot tub experts waiting to answer all your questions!

At Sundance Spas of St. Louis, our commitment to providing quality service starts as soon you walk in the door. We offer walkthroughs of our showrooms, provide answers to your hot tub questions, and invite you to take a dip in our private Sundance® Spas room to get a feel for our products. What's more, when you visit our establishment, you won't feel pressured to spend money like water. Because we're one of the biggest leisure product dealers in all of the Midwest, we're in a position to offer you the best value on our Sundance® Spas products. So swing by today, and don't forget your swimsuit!

#### Our Outstanding Staff

**Tyler Jones:** Tyler lives and breathes Sundance® Spas as he's been serving our team for the last 16 years. He's a dedicated team member, who has a drive for providing the best customer service around. Tyler is the first one on the scene to heat up the tub for your soak test and the last one to leave after ensuring he's answered all of your water-product questions. Passionate and knowledgeable, Tyler loves pouring over spa features and tech specs, which becomes evident the minute you meet him. Ask Tyler what his favorite Sundance® Spas model is, and you'll get a toss-up between the "Life of the Party" Aspen™ model or the spacious Optima™ model, both of which are perfect for socializing and entertaining during your next backyard party.

This is your chance to spotlight your dealership! Have fun highlighting your business and encouraging customers to visit your establishment today.