

Top Edge Car Wash — Homepage IA & Content Order (v1.0)

Last updated: 2025-09-30

Goal: Convert first-time visitors into “Unlimited Club” members and drive repeat local usage across locations. Design for fast scanning on mobile, clear pricing, and one-tap actions.

Page-top essentials (sticky / global)

- **Announcement bar (optional):** promo or weather-trigger (“Rain this week? Wash free for 3 days with Unlimited.”)
 - **Header:** Logo (home), primary CTA buttons: **Find a Location**, **Join Unlimited**, **Manage Membership**; secondary: **Pricing**, **Contact**
 - **Utility strip (mobile overflow menu):** Locations (Wesley Chapel, Tampa, Port Richey), Fundraising, Careers, Customer Feedback, Social links
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1) Hero: Location-first + Join Unlimited

Purpose: Instantly route by location and push membership.

Content & UI - H1: “Shine Fast. Free Vacuums. Three Tampa Bay Locations.” - Subtext: “Exterior express wash with license-plate recognition. Join the Unlimited Club and wash every day.” - **Primary CTAs:** (geo-autocomplete / location selector) · - **Secondary CTA:** - Hero media: short loop of tunnel lights + belt conveyor; fallback static image per location. - Trust chips: *Locally Owned · Members-Only Lane · Free Vacuums*

2) Quick Location Selector

Purpose: Reduce friction for first-time visits.

Content & UI - Search box (auto-detect city/ZIP), or 3 cards: **Wesley Chapel**, **Tampa**, **Port Richey** - Each card: address, hours, ,

3) Pricing Snapshot (cards)

Purpose: Make value obvious; funnel to Unlimited.

Content & UI - Left: **Unlimited Club** highlight — “Starting at \$25/mo” + bullets: *Wash every day · No long-term contract · LPR—no stickers · Members-Only lane* - Right: **Single Wash Options** — 3–4 tiers with included extras; [Compare plan benefits](#) - CTA row: [Join Unlimited](#) · [See Full Pricing](#) · [Manage Membership](#)

4) What You Get (Features / Differentiators)

Purpose: Justify the choice in 20 seconds.

Content & UI - 4–6 icon cards: - **Belt Conveyor** — safer, easy entry - **License Plate Recognition** — automatic check-in, no windshield stickers - **Top-Tier Chemistry** — Rain-repel / Shine / Protect - **Free Vacuums & Air** — high-suction, interior finish - **Bug-prep / Towel stations** (as available) - **Members-Only Lane** — in/out fast

5) Why Unlimited? (Education + ROI)

Purpose: Convert hesitant users.

Content & UI - “If you wash 2×/mo, Unlimited pays for itself.” - Mini calculator: input local single-wash price; show **break-even**. - Badge list: *Skip the pay line · Wash after rain/pollen · Cancel anytime* - CTA: [Start for \\$25/mo](#)

6) Social Proof (Reviews + UGC)

Purpose: Reduce anxiety with authentic signals.

Content & UI - Review carousel (Google/Yelp snippets) with average rating per location - 3–6 Instagram tiles/reels (family-friendly tunnel visual) - CTA: [See more reviews](#) (anchors to location pages)

7) Amenities & How It Works (3-step)

Purpose: Set expectations; show speed & ease.

Content & UI - Three steps: 1) Roll onto belt 2) Enjoy the tunnel 3) Free vacuums - Photo row of vacuum plaza / members lane / LPR camera - Note: “Large vehicles welcome—see height/width guide” (popover chart)

8) Community & Fundraising

Purpose: Local roots; B2B & school outreach lead gen.

Content & UI - Brief copy about local ownership + photo - Fundraising CTA: [Apply for a Wash-to-Give Event](#)

9) FAQs (accordion)

Purpose: Preempt support tickets.

Sample FAQs - “How do I change or cancel my membership?” → Link to **Manage Membership** - “Can I use Unlimited on multiple vehicles?” - “Hours and holiday schedule?” - “What’s included in each wash?” - “Will LPR work with specialty plates/frames?”

10) Secondary CTAs / Lead Capture

Purpose: Capture intent that isn’t ready to buy.

Content & UI - **Join Unlimited** (primary), **Buy Gift Cards**, **Fleet / Business Inquiries** - Email/SMS opt-in: “Get rain-day promos & member deals” (double opt-in)

11) Footer

- Locations, Pricing, Manage Membership, Fundraising, Customer Feedback, Careers, Contact, Social
 - Compliance: trademarks attribution; privacy & terms
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Copy framework (plug-and-play)

Hero H1 options - “Shine fast. Free vacuums. Three Tampa Bay locations.” - “Wash every day with the Unlimited Club.”

Unlimited blurb - “Starting at \$25/month. No contract. License-plate recognition for instant check-in—no windshield stickers.”

Features microcopy - “Belt conveyor = no track wheels, safer entry.” - “Members-Only lane keeps you moving.”

Component map (implementation hint)

- Hero: media + dual CTA + trust chips
 - Location selector: card grid + search/autocomplete
 - Pricing: two-column layout w/ plan cards & comparison modal
 - Features: icon grid (2×3)
 - Why Unlimited: ROI calculator widget
 - Social proof: review carousel + IG embed
 - How it works: 3-step with numbered cards
 - Community: image left, text right
 - FAQs: accordion
 - Secondary CTAs: button group + email capture
 - Footer: multi-column sitemap
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Tracking & CRO notes

- Primary events: `select_location`, `join_unlimited_click`, `view_pricing`, `manage_membership_click`, `directions_click`, `calculator_used`
 - Place “Join Unlimited” in header and hero; repeat after Pricing and FAQs.
 - Show nearest location + hours on load (with consented geolocation).
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Content checklist (what to gather)

- Precise addresses/hours per location
 - Current Unlimited price ladder & single-wash menu
 - Amenities list (confirm at each site)
 - 6–10 real review excerpts (with permission)
 - 6–8 high-res photos (tunnel, vacuums, exterior, team)
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Wireframe outline (markdown)

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[Header]
  Logo | Find a Location | Join Unlimited | Manage Membership | Pricing
[Hero]
  H1 + subcopy
  [Find a Location] [Join Unlimited] [View Pricing]
  Trust chips
[Location Selector]
  Search + cards (3 locations)
[Pricing Snapshot]
  Unlimited highlight | Single-wash tiers
[Features Grid]
```

Belt | LPR | Chemistry | Free Vacuums | Bug Prep | Members Lane
[Why Unlimited]
Break-even calculator + bullets
[Social Proof]
Reviews carousel + IG tiles
[Amenities & How It Works]
3 steps + images
[Community & Fundraising]
Local story + CTA
[FAQs]
6-8 accordions
[Secondary CTAs / Capture]
Join Unlimited | Gift Cards | Fleet | Email/SMS opt-in
[Footer]