

Case Study



# Flagstop Car Wash Boosts Online Presence and Reputation with Welcomemat

## RESULTS

Over 90 days, Flagstop Car Wash saw substantial improvements with Welcomemat solutions:



### Google Rating

Increased from  
4.5 to 4.8



### Review Response Rate

Improved from  
88% to 95%



### Review Volume

Averaged over  
700 Reviews,  
surpassing 5 local  
competitors



### Enhanced Visibility

Gained valuable customer  
feedback through AI Pulse



### Online Listings

Flagged and corrected  
various listings for enhanced  
search presence





## CLIENT CHALLENGE

**Flagstop Car Wash needed to improve its brand reputation, SEO, and online visibility to boost its Google reviews and local search presence.**

## WELCOMEMAT SOLUTION

Welcomemat implemented a strategic approach to address these challenges:

**1. Review Management Platform:** Used AI to improve review responses and customer engagement.

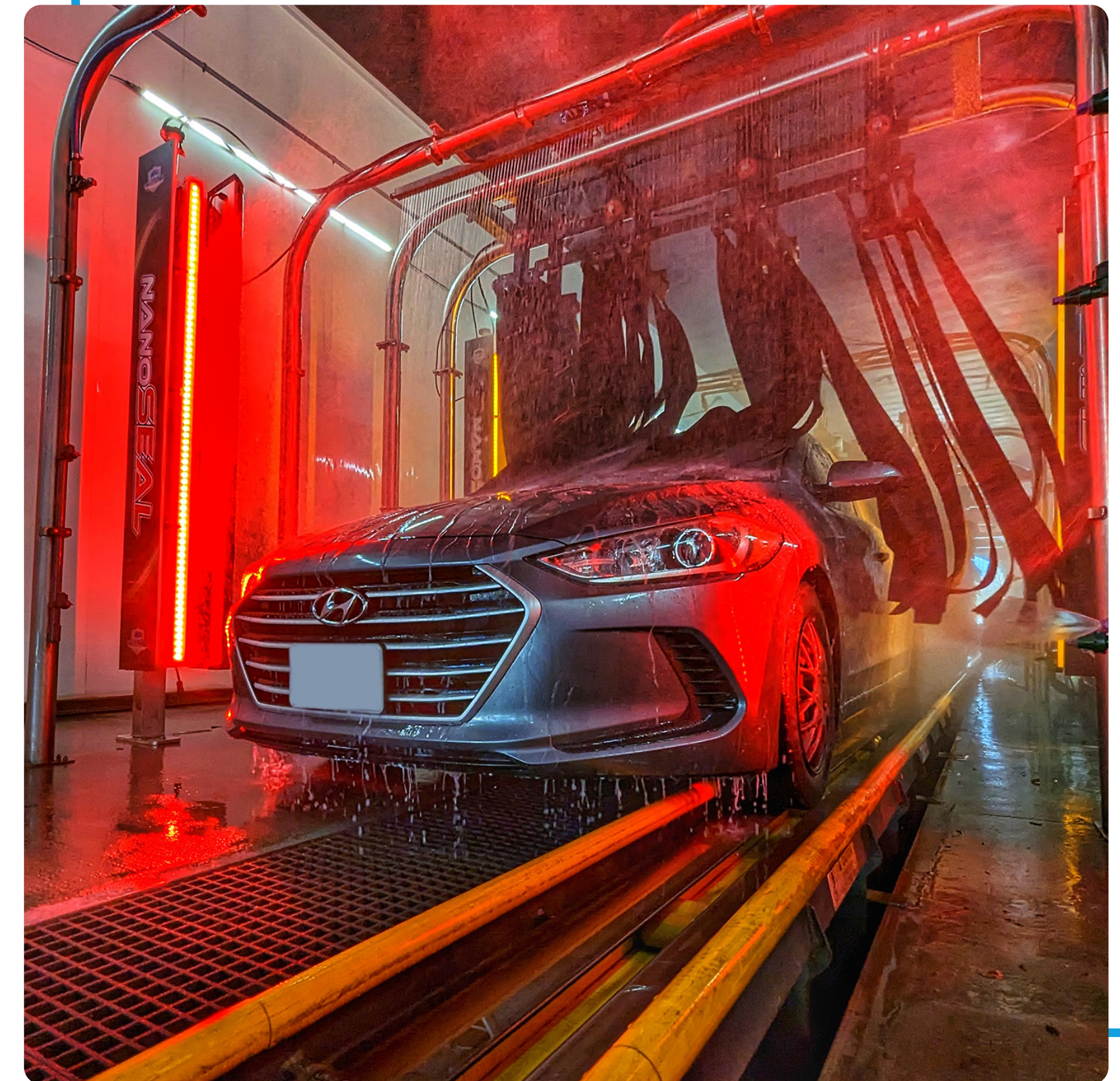
**2. Visibility Enhancement:** Applied AI tools to analyze customer feedback on various aspects of service.

**3. SEO Optimization:** Enhanced local SEO through optimized review management and increased online interaction.

**4. Listings Overhaul:** To drive better search results when people are searching for memberships, Flagstop did a deep dive to ensure listing data was correct throughout the internet.

## CONCLUSION

Partnering with Welcomemat significantly boosted Flagstop Car Wash's brand reputation and local community visibility. The improvements in Google reviews and customer insights strengthened their connection with the community and improved their market position.



## Client Testimonial

*Partnering with Welcomemat has given our brand a significant boost. Our Google rating and review response rate have significantly improved, and the AI insights have helped us better understand our customers' feedback. We've definitely seen a stronger presence and connection with our local community.*

**Daniel Hodson**  
Brand Manager, Flagstop Car Wash