

AFJ Mechanical: Digital Presence & Customer Acquisition Strategy

A service-business digital strategy project focused on transforming an HVAC and refrigeration company's online presence into a clearer, more credible customer journey—connecting service discovery, local search visibility, trust, accessibility, and lead generation.

WEB	SEO	CX	BRAND
DIGITAL EXPERIENCE	SEARCH DISCOVERY	CUSTOMER JOURNEY	TRUST & POSITIONING

THE BUSINESS CHALLENGE

AFJ Mechanical offers residential and commercial HVAC and refrigeration services, including repair, coil cleaning, refrigerant-related service, and other mechanical solutions. The digital challenge was to communicate those services clearly while giving prospective customers a professional, easy-to-navigate experience that could support discovery and service inquiries.

PROJECT OBJECTIVE

Create a digital foundation that makes it easier for customers to understand what AFJ Mechanical does, find relevant services through search, evaluate the business with confidence, and move toward contacting the company. The project also needed to account for accessibility, policy transparency, and scalable content structure.

MY ROLE

Digital Strategy Translated business services into a customer-centered website structure and messaging system.	Website & Content Strategy Developed service-focused website copy, calls to action, FAQs, and supporting customer information.
SEO & Discovery Created search-oriented page descriptions and content designed around customer service needs.	Trust & Accessibility Developed accessibility, privacy, terms, refund/policy language, and customer-facing guidance.

Consultant: Travonda Williams | FRB Web Agency **Client:** AFJ Mechanical | HVAC & Refrigeration Services

Designing the Digital Customer Journey

The project was approached as more than a website build. The goal was to align the business's service offering with the questions customers ask at each stage of the journey—from discovering a provider to deciding whether to make contact.

1. CLARIFY THE SERVICE ARCHITECTURE

Organized residential and commercial HVAC/refrigeration offerings into clear customer-facing categories. Service descriptions were written to help visitors quickly identify whether AFJ Mechanical could address their needs instead of requiring them to interpret technical industry language.

2. BUILD FOR SEARCH DISCOVERY

Developed SEO-oriented page descriptions, service terminology, FAQs, and supporting copy around relevant HVAC and refrigeration needs. The strategy connected search intent with useful on-page information so prospective customers could move from search discovery to service evaluation with less friction.

3. STRENGTHEN TRUST THROUGH CONTENT

Customer stage	Digital need	Strategic response
Discover	Can this company solve my problem?	Clear service categories + SEO-oriented content
Evaluate	Does the business appear credible?	Professional brand presentation + useful service detail
Understand	What should I expect?	FAQs + transparent customer information
Act	How do I request service?	Clear calls to action and contact pathways
Trust	How is my information/service handled?	Privacy, terms, accessibility and policy content

4. DESIGN FOR ACCESSIBILITY & BUSINESS READINESS

Accessibility and customer policy content were treated as part of the digital experience rather than afterthoughts. The project included a WCAG 2.1 AA-oriented accessibility summary along with privacy, terms, refund/policy, and disclaimer content—helping create a more complete and professional digital foundation.

5. CONNECT DIGITAL EXPERIENCE TO LEAD GENERATION

Calls to action and service messaging were structured around a simple conversion principle: help the customer identify the relevant service, establish confidence, and make the next step obvious. This positions the website as a business-development asset rather than a static online brochure.

From Website Build to Digital Growth Foundation

The AFJ Mechanical engagement demonstrates how I approach digital marketing through the full customer experience: understand the business, organize the offer, translate it for the audience, improve discovery, build trust, and create a clear path toward conversion.

DELIVERABLES

Website Strategy Customer-centered information architecture and service presentation.	Service Content Residential/commercial HVAC and refrigeration copy designed for clarity.
SEO Content Search-focused descriptions, FAQs, and supporting service terminology.	Conversion Content Calls to action and pathways designed to support service inquiries.
Accessibility WCAG 2.1 AA-oriented accessibility guidance and customer usability considerations.	Business Policies Privacy, terms, refund/policy, disclaimer, and customer-facing trust content.

KEY MARKETING INSIGHTS

- 1. Service marketing begins with clarity.** Customers are more likely to continue through the journey when they can quickly understand the offer and determine relevance.
- 2. SEO and customer experience should reinforce each other.** Search visibility has greater business value when the landing experience immediately answers the customer's underlying need.
- 3. Trust content is part of conversion.** FAQs, accessibility, transparent policies, and professional messaging reduce uncertainty and support credibility.
- 4. A website should support a measurable funnel.** The next phase would connect analytics to service-page traffic, search acquisition, CTA interactions, inquiry conversion, and lead quality so marketing decisions can be optimized with performance data.

HOW I WOULD EXPAND THE STRATEGY

The next phase would introduce a formal measurement plan using Google Analytics, conversion events, tagged campaign links, local-search performance, service-page engagement, and lead-source tracking. I would pair those insights with targeted social content, seasonal service campaigns, customer reviews, and remarketing opportunities to build a more integrated acquisition program.

RELEVANCE TO INTEGRATED MARKETING & E-COMMERCE

Although AFJ Mechanical is a service business rather than a traditional retail brand, the strategic process is highly transferable: understand customer intent, create a clear value proposition, improve digital discovery, build trust, design the conversion journey, and use performance data to optimize growth. This case study demonstrates my ability to connect brand, content, technology, customer experience, and analytics around a business objective.

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