

Presidential Limousine Shifts Its Marketing Strategy

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A reputable car rental company based in Washington, DC launches a new marketing campaign and explores online advertising, including advanced Search Engine Optimization (SEO). Washington, DC, United States - April 20, 2017 /MarketersMedia/ -- Presidential Limousine, a well-known provider of luxury car rental services from Washington, DC, has launched an online advertising campaign with the aim of increasing organic traffic to its website and subsequently acquiring quality leads for their business.

Presidential Limousine has recognized the importance of building a trustworthy online brand. In order to achieve that goal, the company is adopting a structural approach to managing their customer reviews. With the aim of greater transparency, the company is investing in creating various channels of communication with the past, existing and potential customers.

By being highly responsive and addressing the questions posed by the customers in an effective and timely manner, Presidential Limousine takes the customer-oriented approach a step further.

With the recent developments in mobile optimization and its undeniable effect on SEO, Presidential Limousine is also improving the mobile responsiveness of its website. In order to ensure the best possible user experience, the company wants to enable customers not only to reach the website but request a quote easily and from any device, mobile and desktop.

Additionally, learning from the recent updates to Google's ranking algorithm, the company is also investing in building an improved internal website structure. Advanced linking techniques will make the website easier to index and crawl, making it more "machine-friendly".

The enhanced internal website structure will also make it easier for visitors to move around the website and reach the information they need with the minimum number of clicks possible.

Finally, Presidential Limousine will continue with its ongoing content production strategy, employing blogging as the primary source of new content on the website. Apart from growing the website with new blog content, the purpose of the blog is to offer useful and interesting information about the local area, as well as the services the company offers.

"We are happy to collaborate with a team of SEO experts who can help us establish our online brand, make us visible to a greater number of potential customers in our area, and ultimately help us maintain a sustainable business. Our company prides itself on keeping up with the times, which has also enabled us to make informed marketing decisions," says the company's marketing coordinator.

About Presidential Limousine:

Presidential Limousine is a well-established provider of luxury transportation in Washington DC, Northern Virginia, and Maryland. With a track record spanning three decades, Presidential Limousine is one of the top limousine companies with a large fleet featuring limo and party buses. The company strives to deliver the best value-driven customer service, guarantee competitive pricing and ensure employee motivation at all times. Presidential Limousine frequently provides promotional offers to its customers, all of which are clearly presented on the official website.

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