



## ACCIDENT REPAIR CENTRES

[www.car-craft.com.au](http://www.car-craft.com.au)

August 2021

### Exciting Changes to our Car Craft Group Website and Social Media pages

Dear Members,

The Car Craft Group has commenced a revamp of our Car Craft Accident Repair Centre website to further improve its reach to potential customers both retail and fleet, the site will include cleaning up its home page and streamlining its functionality and repairing or removing damaged or unused links.

We have also moved our management and SEO provider to Digitlc an arm of Max My Profit, which we believe will drive our footprint on Google and we believe increase traffic to members businesses as well, we have also switched our social media operations to Digitlc as well, and already we have seen an impressive increase in traffic across these platforms.

As part of our revamp of the website will be blogs and customer/member stories, this is where we would like to unashamedly self-promote ourselves on how good we are, and the awesome customer service we give our customers.

Attached is a member customer story form template, if you want to tell us about a customer's experience with you and the great outcome don't hold back in the self-promotion of you and Car Craft, please attach your company logo and we'll send onto to Digitlc who will get their copywriting team to ensure we use all the key words, and the stories will be scheduled over the next several months.

Once you've had an opportunity to fill out the templates, please email to [peter.mcmahon@carcraftgroup.com.au](mailto:peter.mcmahon@carcraftgroup.com.au)

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