

The Digital Playbook for Laundry Equipment Distributors

*What your website actually needs to win territory, generate leads,
and outrank competitors in local search.*

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01

The Five Pages Every Distributor Site Needs

Most distributor sites try to do too much or too little. Here is the structure that converts:

Homepage - Your territory, your brands, your differentiator. Visitors should know within five seconds who you serve and where you operate.

Equipment / Products - Not a full catalog, but enough to show the brands you carry and the segments you serve: coin-op, OPL, multi-housing, campus.

About / Why Us - Years in business, brands you are authorized to sell, geographic coverage, and any exclusive territory arrangements.

Contact / Quote Request - A short form: name, email, phone, property type, and number of units. Do not make them fill out a novel to get a quote.

Service and Support - If you offer installation, maintenance, or emergency service, say so explicitly. Many distributors lose accounts by not making this visible.

02

What Goes Above the Fold on Your Homepage

The top section of your homepage is doing more work than any other part of your site. It needs to answer three questions instantly:

- What do you sell? (Commercial laundry equipment for multi-housing, laundromats, and on-premise facilities)
- Where do you operate? (Serving Pennsylvania, Ohio, and West Virginia)
- Why you? (Authorized Fagor and Domus distributor. 20+ years in the region.)

What kills conversions above the fold:

- Generic hero images: stock photos of people shaking hands
- Vague headlines: Quality Solutions for Your Business
- No geographic mention anywhere on the page

A property manager in your territory who lands on your homepage should immediately see their city or state referenced. That single detail - regional specificity - is one of the highest-converting elements on a distributor site.

03

Lead Capture That Works for This Buyer Type

Property managers and building owners are busy. They are not going to fill out a long contact form, and they are not going to wait three days for a response. Your lead capture needs to match how they actually make decisions.

What works:

- A short quote request form (five fields or fewer): Get a free equipment assessment for your property
- A click-to-call phone number visible in the top navigation, not just in the footer
- We respond within one business day - and then actually honor it

What does not work:

- Generic Contact Us forms with no context about what happens next
- Forms that ask for budget and timeline before you have established trust
- Hiding your phone number

One tactic that works well: a territory eligibility check. We serve [State A, State B] - if you are outside our territory, we will connect you with the right distributor. This builds trust and pre-qualifies leads at the same time.

04

Territory SEO: How to Show Up When It Matters

SEO for a laundry equipment distributor is not complicated, but it requires consistency. You are not trying to rank nationally. You are trying to rank in your territory for the searches your buyers are actually making.

The searches you want to rank for:

- laundry equipment distributor [city/state]
- commercial washer dryer [city] property manager
- Fagor distributor [state] / Domus distributor [state]
- coin-op laundry equipment [city]
- on-premise laundry installation [state]

How to rank for them:

Google Business Profile - Claim and fully build out your GBP listing today. Include your service area cities, your brands, your hours, and photos of actual installations. It is the single highest-ROI action a distributor can take.

Location pages - If you serve multiple metros, a dedicated page for each one significantly increases your chances of ranking locally. 300-500 words of relevant, location-specific content will outperform a generic homepage for local searches.

Brand association - Mention the manufacturer brands you carry - Fagor, Domus, Maytag, Speed Queen - explicitly on your pages. Buyers searching for authorized dealers will find you.

05

Equipment Pages That Actually Help Buyers Decide

You do not need a full e-commerce catalog. But you do need enough product information for a buyer to self-qualify before they call you.

For each equipment line or segment, include:

- The brand and model range (even if approximate)
- Capacity options: washer lbs, dryer BTU ratings
- Which buyer segment it is best for: coin-op, OPL, multi-housing
- A one-line description of what makes it right for that application
- A clear CTA: Request a quote for this equipment

What buyers hate: having to call just to find out whether you carry front-loaders, or whether a machine is available in stackable configuration. If that information is on your site, you get more calls from people who are already qualified.

06

Trust Signals That Work With Property Managers

Property managers are risk-averse. They are often spending their company money, not their own, and they want proof that you are an established, authorized operator before they engage.

The trust signals that move the needle:

Manufacturer authorization badges - If you are an authorized Fagor or Domus distributor, say so with their logos. These carry real weight.

Years in business / installations completed - Serving the region since 1998 or 500+ installations completed are simple, verifiable claims that build confidence.

Named client references - If you have worked with recognizable property management companies, HOAs, or campus programs and have permission to name them, do it. One name is worth ten generic testimonials.

Google reviews - Embed or link your Google Business Profile reviews. A 4.8 rating with 40 reviews from real property managers matters.

Service response time - 24-hour emergency service available is a differentiator that closes deals, especially for multi-housing accounts where a down machine is a tenant complaint.

07

What Your Competitors Are (Probably) Getting Wrong

Most distributor websites in this industry make the same three mistakes. Knowing them helps you position against them.

Not mobile-optimized - A property manager getting a recommendation at a trade show is going to pull up your site on their phone in the parking lot. If it is hard to read or navigate on mobile, you have lost them.

No geography - We serve commercial customers nationwide is less trustworthy to a regional buyer than We serve Western Pennsylvania and Eastern Ohio. Specificity signals legitimacy.

Buried contact form - Buyers should not have to scroll to the footer to find out how to reach you. A quote request form or a prominent phone number should be visible on every page.

08

After Launch: What to Track and When to Update

A website is not a one-time project. Here is what to watch in the first six months after launch:

Google Search Console - Set it up on day one. It shows which searches bring people to your site, which pages get impressions, and whether there are indexing issues. Free.

Contact form submissions - Track which page they came from. This tells you which pages generate leads vs. just traffic.

Google Business Profile views - The GBP insights panel shows how many people searched for you, viewed your profile, and clicked to call. Check it monthly.

When to update your site:

New brand relationship or authorization	<i>update immediately</i>
Service area expansion	<i>add a location page within a week</i>
New product line	<i>add to equipment pages</i>
Seasonal demand e.g. campus laundry in August	<i>update homepage messaging</i>

Solomon Watson builds websites specifically for laundry equipment distributors. Ready to turn your site into your best sales tool? Start with a free 30-minute strategy call at solomonwatson.com