

New Full-Service Website Launched by Sioux City, Iowa HVAC Services Provider

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Sioux City, Iowa - December 04, 2020 -
Excel Comfort Inc., a reputable Sioux City, Iowa-based HVAC services provider, is pleased to announce the launch of their new website. The company, although well known throughout the Tri-State area, knew it was time to upgrade their web presence to ensure a more congruent message to the marketplace as whole. The newly launched website addresses the value proposition of choosing Excel Comfort for residential and light commercial heating and cooling needs. The previous website was a lite version of the company?s product and services offering, the new website provides a robust amount of information with more content relevant to the consumer?s needs. They chose Smarty Pants Web Marketing to handle their new website.

?We knew it was imperative to hire a company that truly understood the needs of an HVAC contractor. Smarty Pants came to us highly recommended and has 12 years experience working with HVAC companies. We?re experts in HVAC and wanted to work with a digital agency who has expertise in our area. We?re very pleased with the great improvement that was made to our web presence,? said company spokesman Ian Cardona.

As a result, the new website offers more detailed information about the company?s strong relationship with popular HVAC products supplier Daikin. Daikin is the global leader in innovation and has some of the best product offerings in the business as well as outstanding consumer warranties. Earning the Daikin DCP (Daikin Comfort Pro) status is attained only the best HVAC contractors in the industry, as it requires a high level of commitment and training that goes above and beyond the norm. This designation is reserved for only the best HVAC contractors in the industry.

Cardona continued, ?We are a company that firmly believes that if we just stand pat on what we do well, that other HVAC services will pass us by. That?s why we do things like staying up to date on industry trends and supplying the latest and best products that come into the HVAC marketplace. It?s this progressive type of thinking that also led us to believe that our website was not as up-to-date and user-friendly as we would have liked it to be.?

Based on the company?s core beliefs, it was decided that instead of just making a few tweaks to the old website, it would be best to start from scratch and build an entirely new site. The positive feedback that Excel has received on the newly launched website from longtime customers has only reinforced the feeling that the new website is a huge improvement over the old one.

There were two major areas of emphasis in the design of the new website. The first was to improve the user interface (the UI) as much as possible: An improved user experience was provided by using a more logical navigation menu and reducing the number of clicks to access any part of the site. The second element that was addressed was to improve consumer confidence: Consumers are served by giving them the most relevant information on all of the HVAC products and services that Excel offers. There are also more points of contact if the visitor requires a quote or more info.

"The Daikin Promise" is a core component of the Excel Comfort Inc. business model and is explained in great detail: featuring the outstanding Daikin Products that are on offer. The website explains how Daikin has established such an excellent reputation for product quality which has made it the world leader in heating and cooling equipment. Also discussed is the outstanding guarantee Daikin provides. Only factory trained, licensed, and bonded service and installation pros can deliver on ?The Daikin Promise?.

The company also understands the value of video marketing and has taken steps this year to add video to their content marketing. Their videos can be found on The Ductless Directory?s YouTube channel. Additionally, consumers can find more information about them on Excel?s Facebook page.

?I named my company Excel Comfort because it captures my mission of delivering Excellence in Comfort to homeowners and businesses, not only at our base in Sioux City, Iowa but also all of the Tri-City area

including parts of South Dakota and Nebraska. Of course they are all covered by our 24/7 emergency response capabilites and our 100 percent customer satisfaction service guarantee,? Cardona added.

Excel Comfort Inc. is a featured High Efficiency Contractor for the region they serve on The Ductless Directory.

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For more information about Excel Comfort Inc., contact the company here:Excel Comfort Inc.Ian Cardona(712) 223-8101info@excelcomfortinc.com708 W 7th StSioux City, IA 51103

Excel Comfort Inc.

As an experienced Sioux City Ductless Heating Contractor, Excel Comfort has the solution to your heating needs. We are an official Carrier dealer and as such provide new installation or replacement of worn and aging HVAC systems, often with ductless.

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