

Floors Etc. Launches New Website to Enhance Customer Experience for Flooring Services

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Floors Etc., a Houston-based flooring contractor serving residential and commercial clients since 1992, is pleased to announce the launch of their new digital platform designed to streamline customer engagement and service delivery. The enhanced website provides comprehensive information about the company's extensive flooring services while offering improved functionality for project consultations and service requests.

The new website was developed by digital marketing firm ASTOUNDZ and can be accessed at https://floorsetc.com/. The website represents a significant investment in the company's digital infrastructure. The platform showcases Floors Etc.'s complete range of services, from hardwood floor installation and repairs to specialized treatments like sand and refinish, screen and coat, and professional cleaning services as well as expert installation of laminate, luxury vinyl tile, carpet, and resilient / rubber flooring. The site also features detailed service information, educational resources, and streamlined communication tools for prospective clients.

"This new digital platform reflects our commitment to making the flooring selection and installation process as seamless as possible for our clients," said Tracy Burnett, a spokesperson for Floors Etc. "After three decades in the Houston market, we understand that today's customers expect both exceptional craftsmanship and convenient digital access to services. This website delivers on both fronts."

The platform's improved navigation allows customers to easily access information about specific services at https://floorsetc.com/flooring-services/ where they can learn about installation processes, repair options, and maintenance programs. The website also features comprehensive information about the company's diverse flooring options, including hardwood, laminate, luxury vinyl plank and tile, carpeting, and rubber gym flooring. Additionally, clients can explore custom solutions such as area rugs and stair runners.

Floors Etc. provides flooring solutions to Houston and surrounding communities, including The Woodlands, Sugar Land, Katy, Cypress, Spring, Galveston, Friendswood, and League City. The company's service portfolio encompasses everything from initial installation to ongoing maintenance, with specialized expertise in hardwood floor restoration techniques.

The new website also emphasizes the company's consultative approach, providing detailed information about different flooring materials and their applications. This educational component helps clients understand the benefits and considerations of various flooring options, from the natural beauty and durability of hardwood to the water-resistant properties of luxury vinyl products.

The collaboration with ASTOUNDZ, accessible at https://astoundz.com/internet-marketing-service/, focused on creating a user-friendly interface that addresses the unique needs of Houston-area property owners. The website incorporates educational resources through its Floors 101 section, helping customers make informed decisions about flooring materials and maintenance practices suitable for the local climate.

Established in 1992, Floors Etc. is a full-service flooring contractor serving residential and commercial clients throughout the greater Houston area. The company specializes in flooring installation, hardwood floor repairs, refinishing services, and ongoing maintenance programs. With over 30 years of experience in the Houston market, Floors Etc. has developed expertise in addressing the unique flooring challenges presented by the local climate (specifically relating to moisture and water issues) while maintaining a focus on quality craftsmanship and customer satisfaction.

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For more information about Floors Etc., contact the company here:Floors Etc.Tracy Burnett713-880-8888tracy@floorsetc.com1203 Roy StreetHouston, Texas 77007

Floors Etc.

Floors Etc. has delivered expert flooring in Houston since 1992?hardwood, vinyl, carpet & more with trusted service and lasting style.

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