

### Landing Page Notes:

1. Read and follow everything highlighted in green
2. Don't publish anything highlighted in green or yellow
3. To switch your traffic source from paid search to organic traffic, we need to create and implement a SEO and Content strategy. Let's Discuss about this.
4. I've attached a file with schema mark-up codes. Put all the codes in the <head> section of the landing page.

### Hero's Section

Image (Headline and Subline on this image)

#### Headline

# Look Sharp, Feel Confident: San Diego's Expert Tailor

#### Subline

Shirt sleeves too long? Pants too baggy? Accidental tear to a precious garment? With our 25-Years experience, trust us to get it right the first time. No need for DIY or new purchases, we will revive your wardrobe. Your time is precious, and we respect that.

#### CTA

**Schedule My Repair**

## The Garment Magician: Soak in His 25-year Tailoring experience

How you dress isn't just a decision you make in the morning. It is a testament of who you are, and it has a direct effect on how your day will turn out.

Don't believe me?

Walk out in torn pants tomorrow... I doubt if you will.

We know that you wear what you love, what makes you happy, better, confident, powerful, attractive, and makes you stand out.

That's why we don't let any tailor handle your alterations or tailoring needs other than Ruperto.

Why Ruperto?

He's been through it all. He's seen it all. He's conquered it all.

From the highly regarded Men's Fashion Depot, to the luxurious David's Bridal, through the iconic Men's Wearhouse, and the elegant Nordstrom, Ruperto has learnt his Magic.

And he is bringing it close to you.

Ruperto understands that behind every stitch, is a person looking to feel their best. That's why he is offering a personalized and centralized tailoring and alteration services, all done on site for your convenience.

His mantra? Why buy new when I can make what you have look and feel brand new? An eco-friendly mantra that aligns perfectly with our loyal customers.

When you entrust your garments with Ruperto, you are not just getting a service, but a lifetime of expertise, personalized to fit you perfectly.

**CTA**

**Experience His Magic**

**David's Bridal Logo, Men's Wearhouse Logo, Men's Fashion Depot Logo**

## The VIP Cleaners Tailoring Services

Our tailoring services started after we realized so many people in San Diego were disposing their best garments because of small tailoring alterations. The garments were fine and just needed a dedicated tailoring service and alteration shop near them.

We are a tailoring shop who specialize in custom clothing alteration, dress alteration, suit alteration, wedding dress alteration, and professional alteration. We believe you should not dump your favorite garments because of minor alterations.

We also do clothing repair, seamstress services, hemming & stitching, and garment fitting.

Under the leadership of Ruperto, The VIP Cleaners Tailoring services is not your ordinary clothing tailor, we are a bespoke tailoring shop. We have mastered the tailoring craft and we will ensure your garment fits you as it were designed just for you.

## What we offer

### **Shorten/lengthen hems**

Don't let the ill-fitting hems ruin your look. Our tailoring expertise ensures that your pants or skirt falls right where you want them. Not any shorter, not any longer. We don't just cut the fabric, we create the perfect silhouette for you.

### **Cuffs**

Cuffs aren't just ordinary parts of your garments. They are a statement of your style. Whether you need a classic cuff or a modern one, we got you covered.

### **Linings**

Did you know that the undercoat of a surfboard enhances its performance on the waves? That's exactly what a lining does to your garment. Get the extra comfort, durability, and an elevated wearing experience.

### **Splitting the waist**

Hellooooo Sleek mode? Finding the perfect waist fit can be a challenge. But not with us down the road... We ensure you get the comfort and style that you deserve without the awkward belt punching.

### **Lengthen/shorten sleeves**

The reputation of a shirt or jacket is guarded by its sleeve length. We give you that polished look with the sleeve ending just where it should. We've got your arms covered, literally.

### **Re-sew button/clasp**

Missing button/faulty clasp = End of the road for your perfect dress, But we won't let that happen to you. We ensure that your button/clasp are securely re sewn and hence breathe life back to your garment.

### **Zipper replacement**

A broken zipper is a small fix that makes a big difference. We replace the zipper fast, and seamlessly.

### **Stitching**

To ensure each thread serves its purpose, we will reinforce the seams or add any decorative stitches. Our attention to detail ensures that your garment is exceptional

### **Major Alterations**

Whether you seek to resize your suit or totally transform your dress, with precision and care, we will give your cloth a new lease of life.

### **Custom Creations**

Got a unique vision of how you want your dress to look? We walk with you to bring that into fruition.

**CTA**

**Ready for the perfect fit? Schedule Now**

## **Section: What others have to say about us (Avg Rating 4.4/5 53 Reviews)**

*"I'm a local dude and I'm glad I connected with them. They are very knowledgeable and are honest from the beginning. Ask for cleaning/tailoring/anything. They even deliver my clothes to my door earlier than expected ♥ ..."* - Michael

*"Friendliest people ever! They always clean my shirts for work and they always do an excellent job! They have such a happy vibe as soon as you walk in. They are always so polite and friendly. I had a hole in a jacket that I have had for over 10 years and they fixed it right up. I would recommend to everyone to go to the best dry cleaners and tailors in town!!!"* - Marisa Maccrobie

*"I recently had the pleasure of using VIP Cleaners & Laundry, and I must say it was a fantastic*

*experience! The staff was friendly and professional, and they did an excellent job with my clothing. My clothes came back looking great and smelling fresh. I was impressed with their attention to detail and the quick turnaround time. I highly recommend this VIP cleaners for anyone looking for top-notch service”* -Misha Misha

**CTA**

### **Book Ruperto’s Magic**

## **Our Pricing**

Our pricing model is affordable and friendly. Here’s a list of how much each service will cost you:

- Minor repair \$7.00 & Up
- Hem pants \$12.95 & Up
- Waist take in/ out \$14.95 & Up
- Hem dress/ skirt \$19.95 & Up
- Elastic on dress/ skirt \$14.95 & Up
- Taper \$14.95 & Up
- Sleeves up/ down (jackets, \$20.00 & Up
- sport coats, blazers)

Note: Prices of alterations are subject to change depending on fabric content, style, difficulty, lining, and buttons.

## **Why choose VIP Cleaners & Laundry for your tailoring, alterations and dry cleaning services**

1. Top-notch service quality and customer-first customer care. We are dedicated to consistently providing excellent service to our customers, by always putting them first. We are committed to continuing to produce high-quality products while furnishing an enjoyable relaxing atmosphere because we take pride in a job well done – expect nothing but the best.
2. With three locations at 1878 Rosecrans St., 855 Morena Blvd., and 4021 Avati Dr., we're making top-notch tailoring, and dry cleaning services accessible across San Diego. Wherever you are, we're just around the corner(and just a call away), ready to provide you with the perfect fit.
3. Get the tailored look you deserve from the comfort of your home with our free scheduled pickup and drop-off.
4. Fast turnaround time. Easily communicate in advance that yours is a rush order, and we won't let any tailoring or dry cleaning needs get in the way of your busy schedule.
5. We provide reliable, efficient, flexible, and affordable tailoring, alterations, and dry cleaning service for virtually all items of clothing, whether everyday wear or special items of evening wear or wedding attire.

**Footer: Let the footer have these information**

Contacts

Operating Hours