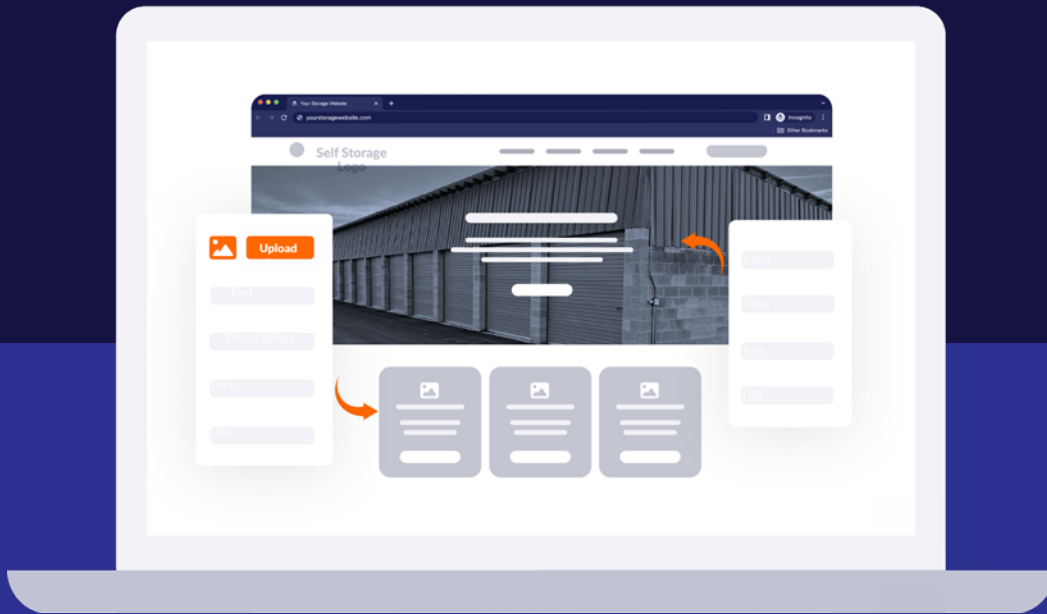




Storageely.io



What Makes an
EFFECTIVE
Self Storage Website?



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CONCLUSION

In today's digital age, your website is often the first point of contact between your self storage business and potential tenants. But what does your website say about your business? Is it a welcome sign leading visitors through the door? Or is it a stop sign deterring them from proceeding further?

To say **a strong storage website is a necessity** is an understatement. Currently, nearly 80% of small businesses utilize online channels, and an additional 16% are considering adopting them. Furthermore, on average, small businesses generate half of their sales through these online platforms.

What does this tell you? **Online bookings are the future for the storage business**—and **you can't have online rentals without a website.**

At Storagely, we believe an effective self storage website should be more than just a digital brochure. It should be a powerful tool in your marketing arsenal, attracting and converting leads into paying tenants. On average, our clients see an increase of up to 85% in online rentals and 45% in overall rentals. How? It all starts with a Storagely website.

In this eBook, we'll discuss the key elements that make an effective self storage website and how to use them to enhance your online presence. With the right tools, your website can increase rentals and boost tenant satisfaction, ultimately leading to higher revenue for your business.



Why Do You

NEED

a Self Storage Website?

In today's digital age, having a **strong online presence** is crucial for the **success of any business**.

We live in a world where people turn to the internet for everything, from finding a plumber to ordering groceries.

So why should self storage be any different?

According to a 2022 SSA study



**First learn about a storage facility
from ONLINE SOURCES.**

Online search for self storage is higher among younger generations, with rates steady for Gen-X but rising among Boomers and the Greatest Generation. Smartphone use for searches has increased, especially among younger people, while older generations prefer laptops/desktops. It's vital for self storage facilities to have a user-friendly online presence to attract younger customers .

A self storage website allows potential customers to rent units online and serves as a powerful marketing tool.

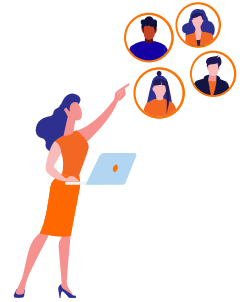


TOP TEN REASONS

Why Having a Self Storage Website is a Must

1 Reach a Wider Audience

Having a website for your self storage business means that you can reach potential tenants in your city and surrounding areas. With the click of a button, people can find and potentially rent units from your facility. This opens up a whole new market for your business and allows you to expand your renter base.

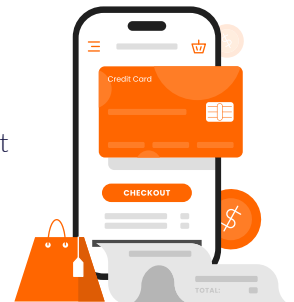


2 Online Rentals

People love convenience. By having a self storage website, you're providing people the option to rent units from the comfort of their own homes. This not only saves them time and effort but also makes the rental process much smoother and hassle-free.

3 Streamline Payments

A self storage website allows for online payments, making it easier for tenants to pay rent and for you to keep track of payments. This eliminates the need for paper invoices and reduces the risk of errors.

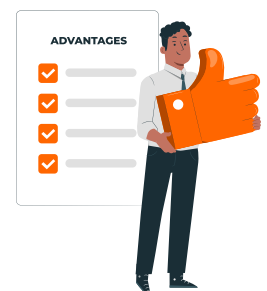


4 Mobile Access

With most people accessing the internet through their smartphones, having a mobile-friendly website is essential. It allows leads to easily find and navigate your site, increasing their chances of renting from your facility.

5 Showcase Your Facility

A website allows you to showcase your facility and highlight its features and amenities. Potential tenants can see photos of your units, take virtual tours, read about your security measures, and get a feel for the overall environment. The more information you provide, the more trust you build with potential tenants, making them more likely to choose your facility over others.



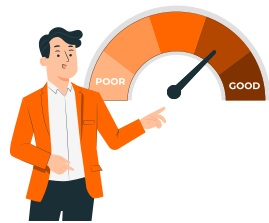


TOP TEN REASONS

Why Having a Self Storage Website is a Must

6 Build Trust & Credibility

Having a professional website gives your self storage business credibility and makes it stand out from competitors who may not have an online presence. It also shows that you are invested in your business and committed to providing the best experience for your tenants.



7 Cost-Effective Marketing

A website is a cost-effective way to promote your self storage business and attract potential renters without breaking the bank. With an array of customizable website options, you can build your brand and reach your target audience efficiently. Marketing strategies like SEO can help improve your website's visibility and increase traffic.

8 24/7 Availability

Unlike traditional business hours, a website is available to potential tenants 24/7. This means that even when your facility is closed, tenants can still access information and rent units. It also enables round-the-clock customer service and inquiry responses, enhancing your business's accessibility and responsiveness.



9 Collect Valuable Data

With a storage website, you can collect valuable data such as [marketing source attribution](#) and contact information. Understanding your most effective marketing channels allows you to maximize the impact of your marketing budget. In addition, Storagely offers abandoned rental recovery, so you can recover rentals from potential tenants who began the process of renting a storage unit but did not complete the transaction.

10 Stay Competitive

Having a self storage website puts you on the same level as other businesses in your industry with an online presence. In today's competitive market, not having a website can put you at a disadvantage.



Are you convinced yet?

A self storage website is absolutely essential for the success of your business. Not having a storage website is like Iron Man without his suit. Sure, he still has good intentions—but is he really as likely to save the world without his high-tech armor?

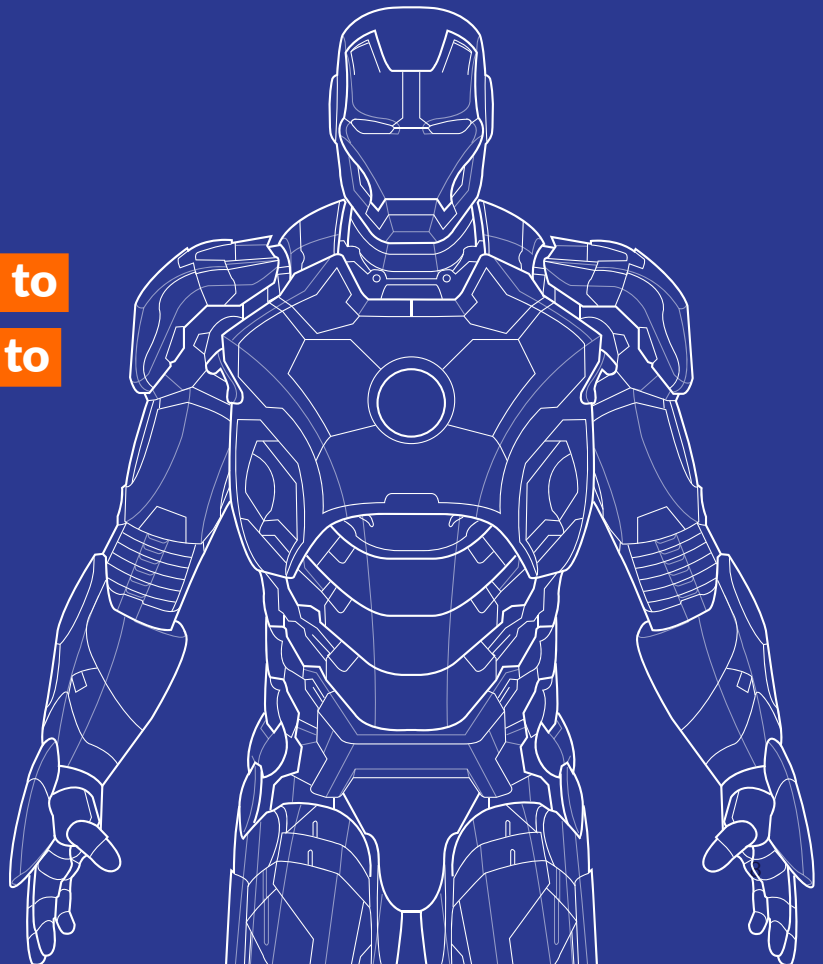
Embrace the power of a website and gain access to your SUPERPOWER: occupied storage units.

Where does your superpower come from?

Your superpower won't come from any basic website.

A GOOD website is essential to ensure you have all the tools to brave the storage industry.

What makes a website good? Let's find out.



RECOGNIZING THE SIGNS

Is Your Website Up to Snuff?

An outdated design, poor user experience, lack of mobile responsiveness, inconsistent branding, and low conversion rates —sound familiar? These are not just minor inconveniences; they are glaring

**red flags indicating that your website may
indeed be in need of a makeover.**





WARNING SIGNS

Recognizing the following warning signs is the first step toward unlocking the full potential of your online presence:



Outdated Design

Your website may appear outdated and less appealing than those of your competitors. Upholding a professional image is crucial to aligning with the latest design trends and meeting user expectations.



Poor User Experience

If your website is difficult to navigate, suffers from broken links, or experiences slow loading times, it increases the likelihood of users abandoning it in favor of another. In fact, 47% of website visitors won't wait longer than two seconds for a website to load. Additionally, 40% of users will leave a website if it takes more than 3 seconds! Every additional second it takes for your site to load is money down the drain. Ensuring a seamless user experience is paramount for tenant retention and fostering repeat rentals.



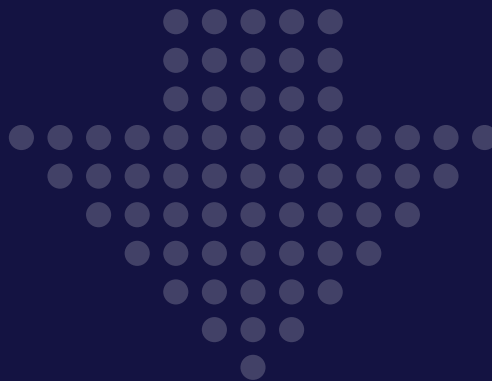
Lack of Mobile Responsiveness

With 58.67% of all web traffic generated through mobile phones in 2023, it's critical to ensure your website is mobile-friendly. A responsive design that adapts to various screen sizes is essential for providing a smooth browsing experience.



Low Conversion Rates

Your website may have many visitors, but if they are not converting into leads or sales, it could indicate issues with its design or functionality. A website makeover can improve the user experience and ultimately lead to higher conversion rates. For self storage businesses, this might mean a clunky check-out process that goes through a third party or takes several minutes to complete. In fact, 7/10 potential online renters will leave your website without converting due to simple inconveniences adding up to one thing: poor user experience. The faster you can move tenants through the rental process, the more likely they will become paying tenants.



SEVERAL FACTORS COULD BE CONTRIBUTING TO **LOW CONVERSION RATES**, INCLUDING:

- ✓ Bad User Experience
- ✓ Complicated Website Navigation
- ✓ Poor Homepage Layout
- ✓ Unappealing Design
- ✓ Vague Calls to Action
- ✓ A Broken Check-out Process
- ✓ Inadequate Service Descriptions
- ✓ Lack of Security Badges or Credentials
- ✓ Absence of Mobile-Friendly Design
- ✓ Slow Loading Times
- ✓ Inadequate Customer Support
- ✓ Not Targeting the Right Audience
- ✓ Too Many Pop-Ups
- ✓ Missing Trust
- ✓ Ineffective Copywriting



WARNING SIGNS

Recognizing the following warning signs is the first step toward unlocking the full potential of your online presence:



Inconsistent Branding

Your website should reflect your brand identity and be consistent with your company's messaging and visuals. If your website has a different look and feel from your other marketing materials, it can confuse leads and weaken brand recognition.



Integrating New Technologies or Marketing Strategies

Consider, for instance, the convenience of allowing your tenants to effortlessly rent units, check available sizes, and peruse amenities directly on your site. Incorporating features like a storage unit Size Guide, virtual tours, and online reservations can significantly enhance the user experience and boost rentals.



Changes in the Business

A website overhaul may be needed if your business has experienced significant changes or has recently rebranded. It's crucial that your website accurately mirrors your current products and services, as well as your brand messaging, to communicate with and attract tenants effectively.

Don't worry if you've identified some or all of these warning signs –it's never too late to improve your website and reap the benefits.

With a Storagely website, you will conquer each of these red flags with our savvy marketing know-how and innovative storage rental system.

The Importance of **CONVERSION- FOCUSED WEB DESIGN**

According to Forbes, users form an opinion of a website in .05 seconds. That means **you have an incredibly short window of time to make a good impression**. So, what makes a self storage website stand out?

Conversion-focused design should be at the core of every self storage website. After all, the goal is to transform visitors into renters. The website should have a **clean and modern layout** that is **easy to navigate**, with **clear calls to action guiding users to click that rental button**.





WHAT TO INCLUDE ON WEBSITE

Let's explore the must-have features to boost your website's effectiveness and skyrocket your online presence. By incorporating these key elements, you'll create a lean, mean rental machine.

Engaging Website Design

Ensure that your website design is attractive, modern, and visually appealing. Use high-quality images of your facility and units to showcase the features and amenities you offer. Incorporate brand colors and fonts consistently throughout the website to enhance brand recognition. The key is keeping the design simple. When you build a clean, uncluttered website, you'll minimize distractions and create a streamlined user experience.



Foundational SEO

An optimized storage website will adhere to fundamental SEO strategies, ensuring its content is primed for ranking on the top of search engines. A website with a solid SEO foundation will use relevant keywords, create engaging and informative content, and use SEO strategies like proper title tags, meta descriptions, and schema markup to ensure high visibility in search engine results.

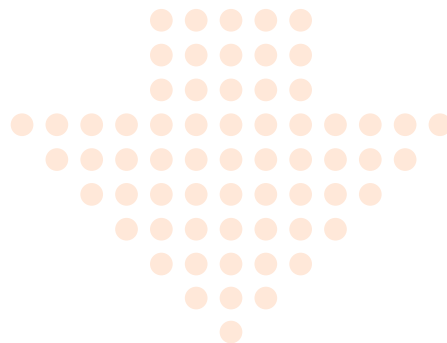
Intuitive Navigation

Make it easy for visitors to find what they are looking for by using a logical and intuitive navigation system. Include a search bar for quick and convenient access to specific information or units.



Clear Calls-to-Action (CTAs)

Calls to action are essential for driving conversions on your self storage website. Use clear and concise language to guide users toward making a reservation or rental. Place CTAs strategically throughout the website, such as on the home page, navigation, Size Guide page, FAQ page, and location pages. Additionally, white space around the CTA will help draw attention.



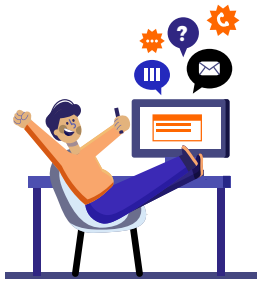


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Mobile Responsiveness

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User-Friendly Rental Process

The storage rental process should be effortless and convenient for your tenants. A complicated or time-consuming process can deter potential renters and lead to abandoned reservations. A fast and easy rental process will not only improve conversions but also give tenants a great first impression that will keep them coming back for more.

The magic formula for a successful self storage website boils down to enhancing the user experience. By focusing on a conversion-focused design, engaging visuals, intuitive navigation, and crystal-clear calls to action, you're setting up a digital storefront that not only looks the part but plays it brilliantly too.

SEO-Friendly Storage Websites:

YOUR ROADMAP TO SUCCESS

Did you know **Google accounts for 91.54% of global online traffic?** In fact, the top-ranking Google search results see a 22.4% click-through rate. While there are 200 different search ranking factors, in reality, **15-20 factors will ultimately determine where your website is ranking**. If you're not trying to tap into the massive rental potential from organic ranking, you're missing out on a significant opportunity to drive traffic and conversions. Ensuring your storage website is fully optimized for search engines has never been more important.



SEO BEST PRACTICES

Here are some SEO best practices for self storage websites



Relevant Self Storage Keywords

Imagine chatting with Google in its native tongue. By weaving relevant keywords throughout your website content and meta tags, you're essentially saying, "Hey Google, this way!" It's the first step in ensuring potential tenants find you, not your competitors.

In the self storage industry, local, long-tail keywords are paramount. When you're researching, ensure you're using keywords with high search volume and incorporating city names and features. This will ensure you're not going head-to-head with competitors (REITS) who dominate the market.

Some keyword examples may include: *self storage in Houston, climate-controlled storage in Houston, storage units in Houston, TX*



Quality Control

Quality content is crucial for engaging website visitors and essential for SEO. Creating compelling, informative, and relevant blog articles and web pages can establish you as a reputable source of information while boosting your search engine ranking. By incorporating keywords in your content, you'll improve the chances of being found by potential tenants through search engines.



Optimized Meta Tags

Meta tags are snippets of code that provide search engines with information about your website. By optimizing them with relevant keywords and descriptions, you're making it easier for Google to understand what your website is all about. Make sure to include meta titles and descriptions (incorporating relevant keywords) on each page of your website. Although frequently overlooked, meta tags can significantly impact your search engine ranking.



Title Tags

Title tags and meta descriptions are the first things users see when your website appears on a search engine result page. They provide a brief description of your web page's content, making them crucial for attracting potential tenants to click through to your site. Including relevant keywords and accurately describing the page's content can greatly improve your click-through rate and overall SEO ranking.



SEO BEST PRACTICES

Here are some SEO best practices for self storage websites



Lightening-Fast Load Times

Waiting for a page to load shouldn't be like watching paint dry. Speeding up your website isn't just about keeping visitors happy (though it does that, too); it's about impressing search engines. A quicker website gets a nod of approval from Google, pushing you ahead in the SEO race.



A Mobile-Friendly Website (Yes, This Again)

Having a mobile-friendly website is like rolling out a welcome mat for over half of your potential visitors. Responsive mobile design ensures your site looks great and functions perfectly, regardless of device. It's like being the host with the most, but online.



Intuitive Navigation

Have you ever been lost on a website, clicking back and forth and getting nowhere? An intuitive layout makes finding information a breeze for your visitors and for search engines cataloging your site. It's all about making the right impression from the get-go.



URLs That Tell a Story

Descriptive and SEO-friendly URLs are like signposts that guide visitors and search engines through your digital domain. By optimizing slugs with consistent target keywords across all elements, you can quickly inform Google about the page's content, enhancing its ranking speed and effectiveness.



Image Optimization

They say a picture is worth a thousand words, but without proper alt tags, it might as well be invisible to search engines. Optimizing your images speaks volumes to Google while ensuring everyone can appreciate the visuals, regardless of how they browse. Furthermore, it's crucial that photos load quickly, necessitating a smaller file size for optimal performance.



Heading Tags

Using the correct heading tags (H1, H2, H3) isn't just about keeping things tidy; it's about structuring your content so search engines and visitors alike can digest it easily and understand the hierarchy of information. Plus, headings are an excellent opportunity to incorporate keywords and provide a roadmap for your content.



SEO BEST PRACTICES

Here are some SEO best practices for self storage websites



Proper Linking

Including internal and external links is like networking at a party. The more connections you make, the more memorable you become. Links to relevant and authoritative sources boost your credibility, and sprinkling in some internal links keeps visitors exploring your site longer. It's a win-win.



Schema Markup

Schema markup might sound like tech sorcery, but it's just a way to help search engines understand your website better. Employing schema markup significantly improves search engines' understanding of a web page's content, context, and relevance. This enhanced data not only refines the indexing and presentation of pages in search results but also boosts their visibility and the probability of drawing relevant traffic. Furthermore, schema markup enhances the user experience by providing extra information, thus aiding users in making informed decisions.



Review Schema

Review Schema enhances web page visibility in search results by enabling search engines to display rich snippets, including product ratings, prices, and reviews. This structured data markup not only helps storage services stand out against competitors but also significantly increases click-through and conversion rates by providing potential renters with essential information upfront. Additionally, it plays a crucial role in boosting brand awareness and enriching the Google Knowledge Panel, making it an invaluable tool for improving online presence and engagement.



City Pages for SEO

City pages are a great way to target specific locations and attract local traffic. By creating customized content for each city you serve, and incorporating relevant keywords and local information, you can improve your search engine ranking while appealing to potential tenants in those areas. Don't forget to include links to these city pages on your homepage or other relevant pages.



SEO BEST PRACTICES

Here are some SEO best practices for self storage websites



Automatically Generated Google Reviews

93% of tenants say online reviews impact the company they rent from. By automatically displaying Google Reviews on your website, you're showcasing your reputation and credibility while improving your SEO. As an added bonus, it's a great way to boost your website's social proof and encourage more reviews from satisfied tenants.



Bonus Tip! Multi-Lingual SEO

Don't limit yourself to just one language when it comes to search engine optimization. If your facility is in a location where multiple languages are spoken, multi-lingual SEO can give you a huge leg up. By incorporating multi-lingual SEO into your website, you can reach a broader audience and attract tenants who may speak different languages. This not only improves your search engine ranking but also shows consideration for all potential renters.

All of these ranking factors are important, but remember that SEO is an ongoing process. Keep analyzing and adjusting your strategy to stay ahead of the curve and continue attracting potential tenants to your website and storage facility. By implementing these tips, you can ensure that your digital presence leaves a lasting impression on both visitors and search engines alike. Now, go forth and conquer the world (of SEO)!

Don't have the time to implement all these strategies yourself?

No worries. Storagely builds professional self storage websites

with built-in Second-Mile SEO—going beyond the usual SEO basics.

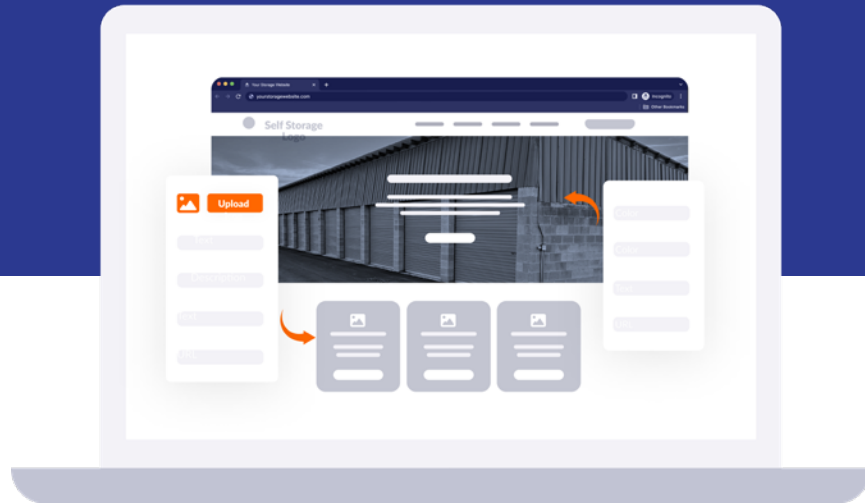
With a Storagely website, you'll be armed with all the tools needed

to leave your competitors in the dust. Want to know more?

Join us in the next chapter!

REVOLUTIONIZE YOUR BUSINESS

with a Storagely Website



Let's examine how Storagely can revolutionize your self storage website. We're talking **sleek designs** **laser-focused Second-Mile SEO** **exceptional user experience**—everything we've discussed in this eBook wrapped up in one convenient package.

Our websites contain a treasure trove of high-performing features, all designed to enhance the user journey, boost conversions, and simplify website management with our self storage website builder.

STORAGELY WEBSITE FEATURES

We offer the following groundbreaking website features.



Customizable Design

Tailor your website's photos and colors to ensure it perfectly reflects your brand. Storagely puts you in the driver's seat with our easy-to-customize self storage websites. You can choose between quick and easy templates, fully customized designs, or everything in between.



Content Control

Effortlessly update your website content without contacting a developer. Say "no" to external content management systems (CMS). Storagely has you covered!



Highlight Features & Value-Based Pricing

Spotlight top features, highlighting what makes your storage facility unique. Additionally, Storagely's value-based pricing feature allows you to bundle valuable "add-on items" that give tenants a variety of choices. This feature has become wildly popular in self storage lately, giving tenants a sense of control and convenience. Bundling services and amenities can help increase revenue for storage facilities.



Google Reviews Integration

Showcase your facility's Google Reviews directly on your website to boost online credibility.



Blog Builder

Effortlessly maintain a blog, fostering community engagement and driving website traffic.



Find Locations Easily

Enable website visitors to effortlessly locate their closest storage facility with our user-friendly Location Map feature.



Helpful Tooltips

Effortlessly address visitor questions using our informative Tooltips.



Size Guide

Our comprehensive Size Guide simplifies the process for visitors, allowing them to effortlessly select the storage unit that perfectly meets their requirements with a visual guide.



Live Chat

Effortlessly engage with prospective tenants through the instant connectivity of Live Chat and the efficiency of Chatbot services. Through our integration with Swivl, Storagely enhances live chat further with Unit Connect by directing prospective tenants to the exact unit they are interested in.



Multi-Lingual Capabilities

This functionality promotes inclusivity and expands your reach to a broader audience.

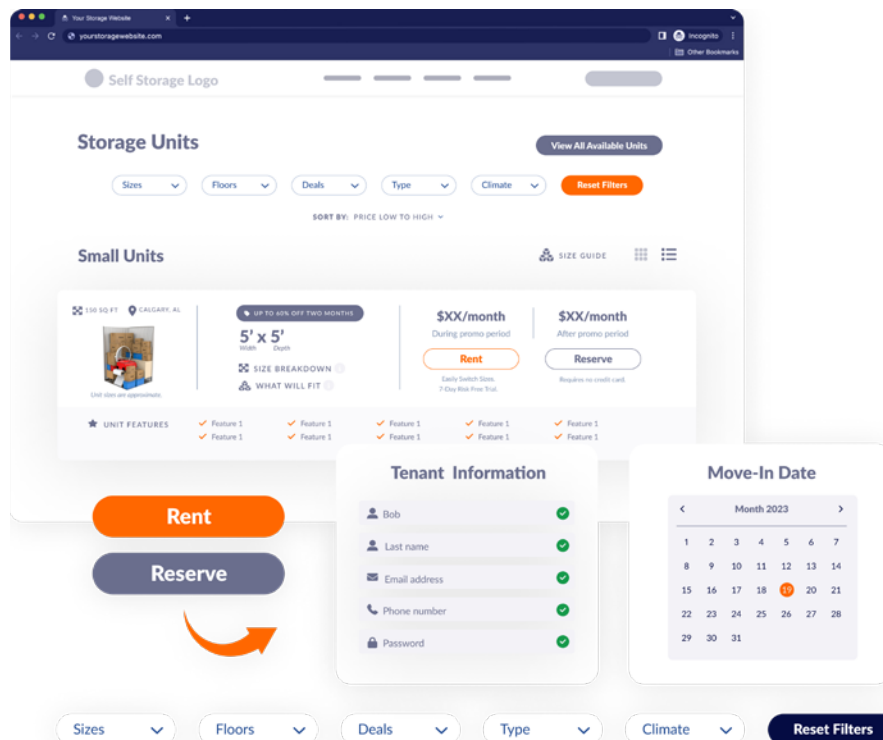
With these impressive features, you can be confident Storagely will exceed expectations and drive your storage business toward success. Our expertise in the storage industry means you're not just gaining access to a basic website. You're receiving a comprehensive storage website tailored to the needs of self storage businesses. We perform ongoing research to ensure our services are up-to-date, providing our clients with innovative strategies that actually work in the self storage sector.

OTHER KEY FEATURES

of the Storagely Platform

Wait, Storagely doesn't just build websites? That's right. Although websites are the foundation of our platform, we offer much more. There are so many aspects of the Storagely platform that make it unique, but certain features stand out from the rest.

Let's take a deeper look at Storagely's remaining features. Buckle your seatbelt—this is where it gets even more exciting.



SELF STORAGE RENTAL SYSTEM

No one enjoys playing Sherlock Holmes when all they want is to secure a storage unit. A straightforward storage website paves the way for a frictionless experience, guiding tenants from their initial visit right through to confirming their payment. For storage businesses, this isn't just good news—it's a game-changer.

Simple bookings and hassle-free online payments cultivate tenant satisfaction, setting the stage for exponential growth within the storage business. It's time to wave goodbye to complexity and welcome simplicity with open arms.

Thanks to Storagely's 'Renterface,' the days of laborious rental processes are behind us. We've reimagined the entire experience, ensuring smooth sailing across all our custom sites. Our approach minimizes upfront info fuss and manages everything else after you've rented, dramatically smoothing out the process and leading to an impressive 45% uptick in online bookings. Now, reserving a unit takes just 30 seconds with our innovative rental system.



Streamlined Simplicity

With Storagely, complex navigations are a thing of the past. It's all about simplicity and efficiency.



Enhanced User Experience

A user-friendly interface ensures a smooth journey from start to finish.



Increased Rentals

Easy online rentals and payments spell satisfied tenants, which translates directly to increased revenue for storage companies.



Innovative 'Renterface'

This cutting-edge feature transforms the rental process, reducing friction and boosting online bookings by a remarkable 45%.



Quick and Easy

Say goodbye to unnecessary steps. Reserve your unit and pay online in just 30 seconds.

Storagely is charting a new course for the storage industry, making it easier and more convenient for tenants to secure their ideal storage unit. With our simplified online rental process, storage businesses see increased satisfaction, revenue growth, and improved efficiency.

Let's face it: rentals are the name of the game. Storagely offers the best platform for guaranteed increased rentals. What more could you ask for?

SECOND-MILE SEO

Enhance your online visibility and reach by optimizing customizable SEO elements for peak performance. Every Storagely website is optimized for search engines from the ground up. We incorporate what we call Second-Mile SEO—SEO that goes above and beyond your run-of-the-mill strategies to enhance your visibility on Google and other search engines. With Storagely, you'll enjoy higher search rankings, more organic traffic, and, more importantly, increased rentals.

Proper URL Structure

Schema Markup

Review Schema

Multi-Lingual SEO

Proper Title Tags

Proper H Tags

City Pages for SEO

Google Reviews that
Generate Automatically

Want to know more about Second-Mile SEO strategies? Check out our free eBook, **The Ultimate Checklist for Self Storage SEO: Innovative Strategies Guaranteed to Transform Your Business!**



Click to Download

Sound familiar? We certainly like to tick all the boxes. In addition to our standard website Second-Mile SEO features, we offer even more through Storagely+.

Don't want to worry about all the technicalities of SEO? Let Storagely handle it for you. We also offer comprehensive SEO services through our experienced self storage marketing team. With Storagely+, you'll have a custom website, content marketing, analytics and reporting, local SEO optimization, Google Business Profile Optimization, Paid Advertising, and more—all on the same convenient Storagely platform.

Our success stories and case studies prove our methods are revolutionary in the storage business. If you succeed, we succeed. Our goal is—and forever will be—ensuring you're the bright star in the self storage industry. Contact us today to learn more about our services and how we can help your business thrive in the digital world.

DEPENDABLE HOSTING

There's nothing more frustrating than a website that continuously crashes. When a potential tenant can't access your website due to poor hosting, you're basically pouring money down the drain. Within seconds, you can say goodbye to your would-be renters as they virtually fly off into your competitor's welcoming arms.

But with Storgely, you can say goodbye to hosting issues. With a staggering 99.9% uptime, our website platform guarantees uninterrupted online availability, ensuring that your business runs with flawless reliability.



**DON'T JUST TAKE
OUR WORD FOR IT**

HERE'S WHAT

OUR CLIENTS ARE SAYING

ABOUT THEIR

STORAGELY EXPERIENCE!





“

“We ended up dramatically increasing the conversions, and also moving more of our traffic to renting online. Our online share of total rentals increased probably from 10% to almost 25% pretty quickly. Being able to convert something like twice as many online customers. So many fewer customers were bouncing from our site...So for folks that know that they need more rental activity, they know that they need a better website, they need an online rental system, I would just encourage them to talk to Storgely.”

”

 **Bluebird Self Storage**

JASON KOONIN,
CHIEF EXECUTIVE OFFICER



“

“There’s no other vendor out there right now that is doing what Storigely does. So, our website, you can rent on it in thirty seconds. Super smooth process. We’ve taken all the friction out of the move-in process. And that’s just led to some really great results and near-term wins for us. And we expect, especially as this industry gets more competitive and the macroeconomic environment starts to tighten and things like that, that partnering with a vendor that is innovative and thinking outside the box is gonna make a difference.”

”



ANDREW CAPRANOS,
PRESIDENT



“

We got over a hundred and thirty rentals our first month... we were able to get these results even without paid advertising through Google...We've had huge success in investing with them as a partner. And, ultimately, we wouldn't open a store without them.

”

**Bluebird Self Storage**

JAMIE BENNET,
SELF STORAGE OWNER



Storageely.io

As you can see, we love building relationships with our clients that promote a collaborative, goal-oriented process. We take concrete steps to help you achieve your self storage facility's objectives in a way that also fits your budget. Our clients consistently report increased conversion rates, streamlined rental processes, and overall satisfaction with our services.

So, why not join the ranks of these satisfied Storageely clients? With our innovative platform and dedicated team of experts, we're confident our website will help you hit the ground running. and it's brighter than ever.