



## Improving Marketing ROI for a Commercial Cleaning Company

---

How we sustained existing customers, grew conversions, and lowered costs with a powerful SEO strategy and audit.

Our client, a commercial cleaning company in our community, previously hired another Search Engine Optimization specialist but with no real strategy in place to grow bookings and appointments.

Their website collected just 14 leads per month. We tripled their numbers to 41 leads by the end of the 4th month, and we continue to grow their business.

## Our Campaign by the Numbers

193%

increase in number of leads per month

372%

improvement in site speed

60%

more bookings in the first 3 months and growing

## Catching Up with the Competition

Our client is a privately-owned company who has been servicing the area for nearly two decades. They recently discovered why they were not retaining clients and gaining new ones, as their marketing efforts lagged far behind their competition, especially digitally.

Their competitors were having marked success via digital channels while our client primarily relied on conventional marketing. This is where we stepped in to help them gain visibility on search engines, on keywords that matter.



# Their Goal

Gaining new clients and retaining existing clients

We helped our client define the goals and targets for their average monthly spend on marketing. Previously, they had spent nearly \$5,000 per month on combined digital marketing services, with less-than-satisfactory results. When we initiated the first set of goals, with a clear roadmap agreed upon, it was time to clean up the website and get started on growing their online presence.

# Our Solution

Focus on What Works and Change

Our team's experience has enabled many businesses to thrive against competition, even up against franchises.

Before we started implementing optimizations to the website, we audited the existing site to detail the work needed to improve traffic and conversions.

Our roadmap established the foundations needed to grow their website traffic with all the essentials such as Google My Business page setup, Schema Implementation, and Keyword Research.

Once the essentials to our roadmap were implemented, we then cleaned the content and removed the unnecessary elements to improve the site-speed and user experience as we proactively reviewed the performance each month to our updates, and reactively modified them.

For keywords that were underperforming and couldn't be helped with improved copy, we simply removed them.

Once we started to gain traffic from specific keywords and search strings, we then started to expand the list of targeted keywords to attract new customers and build awareness to pre-existing clients.



# Their Success

A Winning Strategy

Search Engine Optimization was critical in growing from a privately-owned cleaning company who cared for a handful of small office spaces, to attract a new type of clientele including commercial business centers and corporate offices.

The evolution of their clients, transformed the success of their business in many ways including:

**60%**

by the start of the 4th month working with us.

**1720**

website visits compared to 312 the month before starting.

**113**

new inquiries since starting the first SEO campaign with us.

**18%**

of bookings were repeat hires from customers last serviced more than 12 months ago.





## Search Engine Optimization Done Right

Our client was a privately-owned cleaning business with a long history of servicing the area.

Being in a large and competitive market for commercial cleaning services, the result of Search Engine Optimization allowed them to have visibility into the demand for residential cleaning.

Our Search Engine Optimization solutions enabled them to pivot and expand their fulfillment to cater residential clients in their local area who need housekeeping services.

## Digital Marketing Done Right

Our complete digital marketing services are ready to grow your business. Our professional SEO services includes keyword research to analyze which search terms will be more beneficial for your business. By pairing with our Social Media Campaign, you can generate more options for leads to make the first contact with you, through your online audience.