



12 Photos That Make Cleaning Companies More Trustworthy

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This list of ideas comes from hundreds of websites, SEO, and Google Ad campaigns I've set up over the past 15 years. This is the stuff that sells.

For most cleaning company websites, the biggest mistake is using generic stock photos or poor quality images/videos. This does very little to build trust.

The highest-converting cleaning websites usually focus on **proof**, **people**, and **results**. All of the content should be designed to build **TRUST!**

The photos that typically generate the most leads are:

- ☐ **Before & after photos**
- ☐ **Technicians working in homes**
- ☐ **Team photos**
- ☐ **Real customer photos**
- ☐ **Branded vehicle photos**

1. Real Before & After Photos/Videos

These can be the best sales propositions on the entire website.

Examples:

- ✓ Carpet before and after
- ✓ General cleaning before and after of a big mess
- ✓ Tile and grout before and after
- ✓ Upholstery before and after
- ✓ Pet stain removal before and after
- ✓ Hardwood floor restoration before and after



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Tips:

- ✓ Use the same angle and lighting.
- ✓ Get close enough to show the difference.
- ✓ Label the photos clearly.

2. Technicians SMILING, Working in a Customer's Home

People want to see who is coming into their house. When the people are SMILING, your prospect gets the impression that you were happy to do the work for you. Everyone wants to do business with someone who is happy to do business with them. SMILE!

Photos of:

- ✓ Technician doing spot removal with a SMILE
- ✓ Technician cleaning carpet
- ✓ Technician cleaning upholstery
- ✓ Technician cleaning tile and grout
- ✓ Technician setting up equipment
- ✓ Technician performing a spot test

These photos help customers visualize the service.

3. Team Photos

A professional team photo builds trust immediately. Make sure they are wearing a SMILE!

Examples:

- ✓ Entire company team



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- ✓ Office staff
- ✓ Production team
- ✓ Owner with staff
- ✓ You or staff at an event, convention, booth, etc.

If you're a small company, even a photo of the owner and one technician works well.

4. Owner Photos

Customers buy from people.

Good photos include:

- ✓ Owner smiling
- ✓ Owner working
- ✓ Owner with customers
- ✓ Owner holding certifications or awards

This is especially important for local businesses.

5. Branded Vehicle Photos

These show you're a real company.

Examples:

- ✓ Service van in front of a home
- ✓ Multiple vehicles
- ✓ Vehicle wrapped with company branding
- ✓ Technician unloading equipment



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This subconsciously communicates:

- ✓ Established business
- ✓ Professional operation
- ✓ Not a fly-by-night company

6. Happy Customer Photos/Videos

If you can get permission, these are gold.

Examples:

- ✓ Customer standing with technician
- ✓ Customer shaking hands with technician
- ✓ Family in clean living room
- ✓ Business owner in cleaned office
- ✓ Owner with groups of Realtors or other professionals

Real customers outperform stock photos almost every time.

7. Review Screenshots or Videos

Not technically photos, but they act like visual proof.

Examples:

- ✓ Google review screenshots
- ✓ Facebook reviews
- ✓ Nextdoor recommendations

Show:

- ✓ Customer name



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- ✓ Star rating
- ✓ Actual review

8. Certifications and Training Photos

These are especially important for carpet cleaners and restoration companies.

Examples:

- ✓ IICRC certifications
- ✓ Continuing education classes
- ✓ Industry events
- ✓ Team training sessions

This proves expertise.

9. Equipment Photos or Videos

Customers don't understand truckmounts, but they do understand professional equipment. Make sure your equipment is sparkling clean when you take the picture.

Examples:

- ✓ Truckmount
- ✓ Vacuums
- ✓ Cleaning agent caddy
- ✓ Cleaning wands
- ✓ Hardwood sanding system
- ✓ Air movers and dehumidifiers

Professional equipment suggests professional results.



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10. “Action” Photos/Videos of Problem Solving

These often outperform posed photos.

Examples:

- ✓ Removing a difficult stain
- ✓ Cleaning pet urine contamination
- ✓ Restoring heavily soiled tile
- ✓ Water extraction after a flood

People hire cleaners to solve problems. Show the problem being solved.

11. Local Landmark Photos/Videos

Help reinforce that you’re local.

Examples:

- ✓ Service van or employees near a recognizable local area or neighborhood
- ✓ Van or employees by a local monument or landmark
- ✓ Team photo at a local event
- ✓ Community involvement

This creates familiarity and trust.

12. Photos That Demonstrate Scale (Commercial)

If you serve large commercial customers:

Examples:

- ✓ Large office cleaning
- ✓ School cleaning



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- ✓ Medical office cleaning
- ✓ Apartment common areas
- ✓ Restaurant cleaning

This helps prospects think:

"If they can handle that, they can handle my job."

Homepage Photo Formula That Usually Converts Well

If I were building a cleaning company homepage today, I'd use:

1. Hero image: Technician cleaning in a real customer's home.
2. Review section: Real customer photos + Google reviews.
3. Before/after gallery.
4. Team photo.
5. Service vehicle photo.
6. Additional action photos throughout service pages.

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Those five categories alone will outperform a website filled with stock photography.



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Need Support to Help Grow Your Cleaning Biz?

My Ad Coaching Club provides support, ad templates, SEO training, Google Ads training, and more.

See all the detail details in our coaching club below:

www.Hitmanadvertising.com/adcoaching

Or, Need a website designed? See below:

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