

Module BONUS: Make Your Website Book More Jobs

Top ranking and tons of traffic mean NOTHING if your website can't turn visitors into clients.

HINT: Think more about making it sell than making it look pretty.

2 Questions Your Website Visitor is Wondering?

1. Are you local?
2. Can I trust you?

Failing to prove both of these questions within the first 5 seconds of a website visit, means fewer responses. You must PROVE it on every landing page at least two or three times. Most of this needs to be done toward the TOP of each page.

Proving you are local!

This is a vital step many local websites forget. Don't assume your prospect is convinced that you service their area.

Your local proof needs to be more than a small mention of your city once or twice in the body copy of your website. It has to be mentioned, blasted, and shouted several times.

Your prospect is in a hurry. If you don't reassure them right away that you service their area regularly, they'll bounce and you may still pay for the click.

Likewise, proving that you are local can also have a positive SEO effect on your natural rankings. Google wants to rank a website that mentions their city and has local pics on the website.

While it's possible to overuse the "local proof" sales tactic, it would be difficult. I don't believe I've ever seen a local website ever over-prove that they are local.

Ways to prove you are local:

- Put your city name in a BIG headline, H1 tag, of your site.
- Put your city name in the main graphic at the top of your site.
- Put your city name in the title tag and description HTML.
- Mention your city in bold and non-bold several times throughout the body copy.
- Use local pictures that anyone from your city instantly recognizes.
- Take a picture of your company van in front of a local recognizable monument.
- Use a header graphic with city landmarks or monuments
- Use pictures with trees or landscape that is familiar to your area.
- Include your Google map location or another map of your area.
- Include testimonials that mention your client's name and city.
- Include a list of the areas you service.
- Include your phone number, with area code, multiple times. Make it clickable.
- Use hyperlinks with your city name
- Put links and/or logos to local affiliations like "As seen on TV WEAR3", your local newspaper, local chamber, local BBB, local awards, etc.

NOTE: Place as many of these components at the top of the page as seems reasonable. The more of these components, the better. Make it look natural.



Use your area code and phone number that reflect your area. Consider subtle or obvious pictures that reflect your area, include lettered vehicles when possible.



Google Ads Course

For Cleaning Businesses

Service Areas

Arvada
Boulder
Broomfield
Castle Pines
Cherry Hills
Denver
Golden
Superior
Westminster



Professional Carpet Systems
3444 Huron Peak Ave
Superior, CO 80027

303-403-1900

Home
Services
Carpet Cleaning
Upholstery Cleaning
Area Rug Cleaning
Tile & Grout Cleaning
Water Damage Restoration

This is from the bottom of a website that include your address and list of areas you service. Also, the area code phone number is there too at the bottom.

Buster's
Carpet Cleaning
Serving Minneapolis and St Paul Areas
(952) 220-5809

Home Carpet Cleaning Pet Problems Emergency Water Restoration Upholstery Cleaning Contact Us

Buster's Carpet Cleaning is the Professional Cleaning Company For You

If you're looking for a professional company in the Minneapolis and Saint Paul areas, this is the right place.

Any 3 Areas of Carpet Cleaning \$129.95
*Up to 200 square feet per area. We also offer deep cleaning.

Sofa and Loveseat Special \$99.95
*Get your sofa and love seat cleaned with our professional system.

Include city names and pictures that reflect your city in the main top image. Also, the area code phone number is there too.



Include local noteworthy pictures and include the city names in the main image.

Ways to prove you get be trusted!

Trust is likely the BIGGEST factor when someone is selecting a cleaning company.

Don't forget that you are being invited into a client's home. This isn't something that happens without gaining trust.

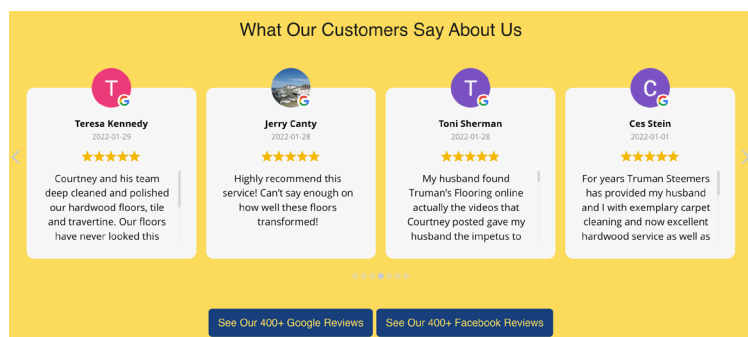
Prove trust in multiple ways and you'll sell more cleaning jobs.

Also, since prospects are interested in whether or not you are trustworthy, they'll spend a little bit of time on your site watching videos and checking out your content.

This can also translate into higher SEO ranking when people spend more time on your site. Give prospects content to digest.

Ways to prove you can be trusted:

- Start with a decent, clean looking, professional website.
- Use pictures of you, your techs, or a spokesperson to show a face to the company.
- Include pictures of your lettered vehicles or shop to show you're a real company.
- Include before and after pictures.
- Picture of you with your full name beneath or near the pic
- Message from the owner describing who your company is, why you exist, what you do that's different, and/or your written guarantee.
- Include pictures or videos of you with clients.
- Include reviews or testimonials with the name of the client who gave it.
- Include pictures of you or your techs cleaning.
- Use logos of associations or certifications you have.
- Specifically outline your guarantee and what it includes.
- Give links to your Facebook, Angie's List, Google reviews, and other sources.
- Includes videos or pics that explain your cleaning process.
- Your written guarantee in big, bold letters with specifically what you do in the event they are unhappy (No spots return guarantee, 100% money back, etc)
- Captures of your Google reviews or other review sites with a link back to the actual review page. Wordpress plugins for use are wp Google Places Review Slider or Widgets for Google Reviews by Trustindex.



Other ways to help sell more cleaning jobs:

- Information on each of your services (the reason they have come to your site is to find out information)
- Post your phone number at least 3 times on every page. Make it clickable.
- Post your specials. Give a link to your special offers page.
- Call to action. Make sure you tell your prospect what you want them to do. Don't leave them hanging
- Post coupons or offers.
- Opt in box for your e-mail newsletter with a special incentive to sign-up.
- Estimate inquiry form. Many people search for cleaners after business hours.
- Give enough information about your company to prove you're the one to hire.
- Set up a re-marketing campaign on Google Ads and Facebook Ads.

Serving Superior, Denver, Boulder, Broomfield & Westminster Colorado

Call us at 303-403-1900

As one the country's foremost experts in fabric care, our trained technicians will identify the fabric to be cleaned and clean it to its cleanest possible state without harming the fabric, texture, or the dyes.

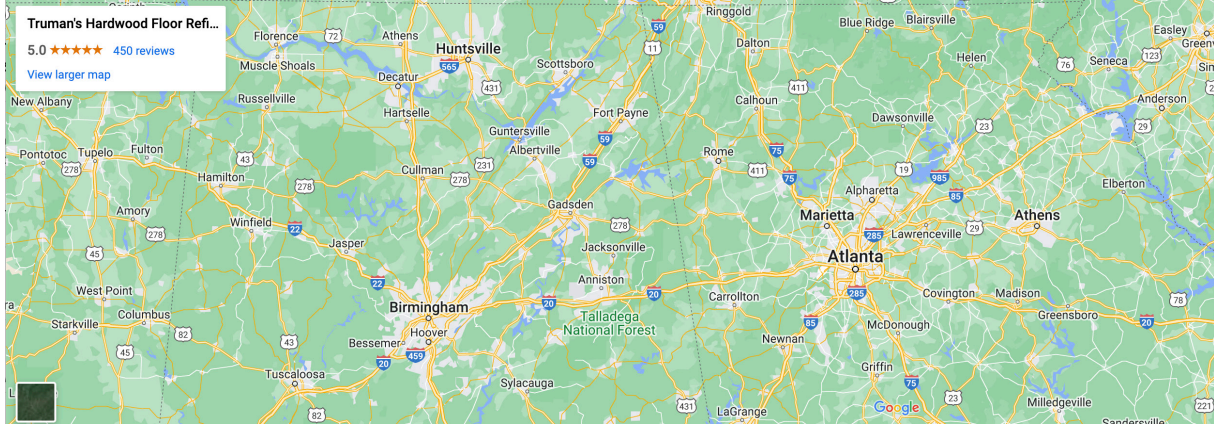
We are a family owned carpet, upholstery, oriental rug cleaning, and restoration business. We have been cleaning in Colorado for close to 20 years. Our company was founded by **Shawn Bisailon, an IICRC Master Cleaner, and Restorer.** He is an approved IICRC Instructor, a Certified LEAD renovator, a Certified Natural Stone and Masonry Technician, and an Oriental Rug Specialist. He was trained very young in the family cleaning business and has stayed his entire working career in the carpet and rug cleaning industry.



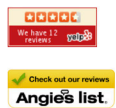
Shawn and Anna Bisailon, owners



Pictures of you, your family, and your staff are great. Also, listing your specials page, contact us links, and explanations of why you do what you do are great.



Use your Google My Business locator map. This proves you are real and it shows that you are local. (Below) Have a nicely lettered van? Show it off!



This was our first time that we used A Clean Pro. We are impressed with their prompt, courteous customer service. They arrived on time as promised and the carpet cleaning was excellent.

Linda & Jim, Hesperia

Your technicians worked very hard, were friendly and professional and answered all our questions. They were very thorough and went out of their way to perform



A Clean Pro...Your Premier Professional Cleaning Company in the High Desert!

A Clean Pro is a professional, full-service carpet, floor and fabric care company delivering a professional cleaning experience.

At A Clean Pro, we take great pride in our reputation, experience, education, systems, and guarantee. A Clean Pro certified by the ICRC, the world's most recognized body of training and certification for carpet and upholstery cleaners. We hold multiple cleaning technician certifications.

You can depend on A Clean Pro for your carpet cleaning, upholstery cleaning, urine damage treatment, area rug cleaning, fiber and fabric protection, tile and grout cleaning and sealing, air purification services and water damage restoration.



Use pictures of you and your techs. Also, Angie's List, certifications, Facebook page links are great. Plus, use testimonials.