

FREE GUIDE FOR CARPET CLEANING BUSINESS OWNERS

# The Carpet Cleaner's Lead Generation Blueprint

The 6-Pillar System to Fill Your Schedule with High-Paying Jobs, Every Month, Without Relying on Word of Mouth Alone.

1. High-Converting Website

2. Google Maps & Local SEO

3. Google Ads

4. Social Media

5. Referral

6. Automated Recall

**43%**

Conversion rate of local search, the highest-converting channel in home services

**6**

Connected pillars, not six separate guesses running on their own

**£0**

Cost to find out where your gaps are, starting with a free audit



# What's Inside

Ten short sections. Skip to whatever pillar needs work first

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If you're struggling to keep your schedule full, it's not because you're bad at carpet cleaning. It's because the system most carpet cleaners rely on was built for a market that no longer exists. Google now answers questions with AI summaries before a searcher even sees a website, and customers expect an instant quote and proof of quality before they'll pick up the phone. Most carpet cleaners are still running the same playbook from ten years ago: a van, a phone number, and word of mouth. That used to be enough. It isn't anymore.

## 43%

of home service customers who find a business through local search go on to convert. It's the highest-converting channel in the industry, and most carpet cleaners aren't set up to capture it.

Here are the six specific leaks draining jobs out of your schedule right now:

**1 You're relying on word of mouth alone**

It's unpredictable by nature. A great month tells you nothing about the next.

**2 Your Google Business Profile is set up wrong**

Listed under generic "Cleaning Service" instead of "Carpet Cleaning Service", quietly costing you rankings.

**3 You're too slow to respond to new leads**

A lead with no fast response system is a lead about to book your competitor instead.

**4 You're buying leads you don't own**

Shared lead platforms sell the same enquiry to four or five other cleaners at once.

**5 Your website is generic, or you don't have one**

One page trying to cover every service ranks for none of them, and earns no trust.

**6 You market reactively, not seasonally**

Running the same campaign year-round makes slow months feel like a crisis.

This guide fixes all six. Six pillars, built specifically for carpet cleaners, that turn your marketing into one connected system instead of six separate guesses.

Most carpet cleaning websites make the same mistake: one page trying to speak to every customer at once. A homeowner with a wine stain, a landlord doing an end-of-tenancy clean, and a facilities manager comparing contracts aren't looking for the same thing. A generic page tries to win all three and ends up genuinely useful to none of them.

## WHAT A HIGH-CONVERTING WEBSITE ACTUALLY NEEDS



### A dedicated page for each service

Carpet, upholstery, stain removal, and commercial contracts each get their own page, written for the exact search bringing that customer in.



### Real before and after proof

A clean is hard to describe and easy to show. Photos do more convincing than paragraphs ever will.



### Visible trust signals

Insurance, guarantees, and reviews shown clearly, not buried on an about page nobody reads.



### A form that separates job types

A one-off deep clean enquiry and a recurring commercial contract need different information, not the same generic box.



### Fast load speed and mobile-first design

Most local searches happen on a phone, standing in front of the stain. A slow site loses that customer before it even loads.

## ONE GENERIC PAGE VS. DEDICATED SERVICE PAGES

### Generic "Cleaning" Page

Ranks for nothing specific

### Dedicated Service Pages

Carpet

Commercial

More

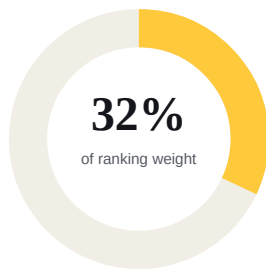
Each dedicated page targets one exact search, one exact customer, and one exact intent.

## HOW WEBLANE BUILDS THIS

We build carpet cleaning websites with a dedicated page for every service you offer, insurance and trust signals shown clearly, and separate forms for one-off jobs and recurring contracts. Live in 5 to 12 days, 0 upfront, and you own everything outright.

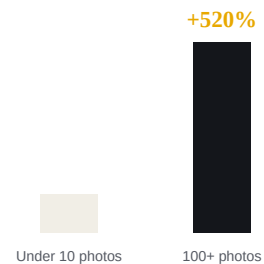
When someone searches "carpet cleaner near me", Google's Local Map Pack shows three businesses. If you're not one of them, you're invisible to a customer who's ready to book today. For carpet cleaners, local SEO isn't a nice-to-have. It's the highest-converting channel available.

### PRIMARY CATEGORY WEIGHTING



Choosing "Carpet Cleaning Service" as your primary category, not the generic "Cleaning Service", is the single most influential ranking factor.

### PHOTOS AND BOOKED CALLS



Carpet cleaners with 100+ photos on their Google Business Profile get significantly more calls than those with under 10.

### YOUR LOCAL SEO CHECKLIST



#### Correct primary category

Set to "Carpet Cleaning Service", with secondary categories added for upholstery, tile, or water damage if you offer them.



#### Consistent NAP everywhere

Your business name, address, and phone number identical across every listing online.



#### A steady flow of fresh reviews

Coming in weekly, not just a pile from three years ago that's stopped growing.



#### Location pages for every area you cover

Built for each town or postcode you actually service, so you show up in every relevant local search.

### HOW WEBLANE BUILDS THIS

Our Local SEO service sorts your Google Business Profile, builds citations, and gets you ranking above competitors so you're the obvious first call, not page three.

# 04

## Pillar 3: Google Ads

The fastest lane to a ringing phone, if you respond fast enough

Local SEO builds long-term visibility. Google Ads gets you leads this week. Both matter, but Ads only pays off if you treat speed of response as part of the campaign, not an afterthought.

### 60%

average conversion rate when a lead is contacted within one minute. Response times any slower see a sharp drop.

### £300

minimum monthly ad spend we recommend for most service businesses. Enough data to optimise, enough reach for consistent leads.

### WHAT SEPARATES PROFITABLE ADS FROM WASTED SPEND



#### Intent over volume

"Carpet cleaner near me today" converts far better than "cleaning services", even with lower search volume.



#### Negative keywords

Excluding irrelevant searches like jobs, DIY, and supplies protects your budget from clicks that were never going to book.



#### Call tracking

Every lead tagged back to the campaign that produced it, so you know exactly what your spend is returning.



#### Fast, trained response

A text notification system so a new lead never sits unanswered while you're mid-job.

**The trap most carpet cleaners fall into:** paying for clicks with no plan to answer them fast. A great campaign with a slow response system is money spent training your competitor's next customer.

### HOW WEBLANE BUILDS THIS

We write the ads, manage the bids, set up call tracking, and check performance daily. Month-to-month, no long-term contract, and most clients see qualified leads within one to two weeks of launch.

By the time someone calls a carpet cleaner, they've usually already looked you up. Social media isn't about going viral. It's about having something worth finding when a nervous customer checks whether you're legitimate before letting you into their home.

## WHO'S ACTUALLY WATCHING SHORT-FORM VIDEO

### Common Assumption

"Too Young"

Assumed to be mostly teenagers

### Actual Data

57%

of users are 30+, the exact homeowner profile who hires carpet cleaners

## MAKING SOCIAL MEDIA ACTUALLY PRODUCE JOBS



### Repurpose what you already shoot

The same before and after footage for your website works as short-form video, no extra filming required.



### Consistency beats production value

The algorithm rewards showing up regularly far more than expensive editing ever will.



### Post for trust, not just reach

A page with recent posts, reviews, and real job photos reassures a customer before they even call.



### Paid ads for retargeting

Someone who visited your website but didn't book is a far warmer audience than a cold one.

## HOW WEBLANE BUILDS THIS

We create content that builds trust and run targeted local ads that turn followers into enquiries, not just likes, as part of your full marketing campaign.

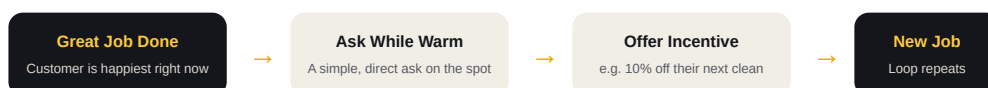
## 06

## Pillar 5: Referral

Your cheapest, highest-trust source of new jobs

A referred customer already trusts you before you've even quoted them, because someone they know vouched for the work. That's a warmer lead than anything an ad can produce, and it costs a fraction of the price to generate. Most carpet cleaners still leave this entirely to chance.

### THE REFERRAL LOOP



### BUILDING A REFERRAL SYSTEM THAT RUNS ITSELF



#### Ask at peak satisfaction

Right after the job, when the result is fresh, not weeks later in a forgotten email.



#### Make the incentive concrete

"10% off your next clean" beats a vague "let us know if you know anyone."



#### Partner with adjacent trades

House cleaners who don't touch carpets, letting agents, and end-of-tenancy cleaners all meet people who need you.



#### Track where jobs come from

If you don't ask "how did you hear about us", you can't tell what's actually working.

Selling to a referred customer is far easier than winning a cold one. This isn't an extra pillar. It's one of the highest-return items in this whole guide, and it costs almost nothing to run.

## 07

## Pillar 6: Automated SMS, Email & Past-Client Recall

Carpets get dirty again. Make sure you're the one they call

Carpets don't stay clean forever. Most homes need a re-clean every three to twelve months depending on traffic, pets, and kids. That means every past customer is a future booking waiting for a nudge, but only if someone actually sends it. Most carpet cleaners never follow up at all.

### THE RECALL TIMELINE



### A SIMPLE AUTOMATED SEQUENCE



#### 24-48 hours after the job

An automated text asking for a review while the result is still fresh in their mind.



#### 3 months later

A short, low-pressure check-in message, not a sales pitch.



#### 6 months later

A direct recall offer, timed to when carpets in an average household actually need attention again.



#### All of it automated

Set up once through a simple SMS or email tool, so past clients get followed up whether you remember to or not.

This pillar turns every completed job into two future touchpoints instead of one. It's the cheapest booking you'll ever generate, because you've already done the hard part: earning their trust once.

Go through each pillar below and be honest. Every "no" is a specific, fixable leak in your schedule, not a vague problem. This is exactly where to focus first.



## Pillar 1 — Website

Does your website have a dedicated page for every service you offer, with real before and after photos?

☐

## Pillar 2 — Local SEO

Is your Google Business Profile set to "Carpet Cleaning Service" with fresh reviews coming in weekly?

☐

## Pillar 3 — Google Ads

Are you running ads on intent-based keywords, with a system to respond to leads within a minute?

☐

## Pillar 4 — Social Media

Do you post job photos or video consistently, and run any paid social to retarget site visitors?

☐

## Pillar 5 — Referral

Do you have a specific, repeatable incentive you offer every customer at the moment they're happiest?

☐

## Pillar 6 — Recall

Is there an automated system following up with past clients at 3 and 6 months, or does it rely on memory?

☐

**Fewer than 4 ticks?** Your schedule isn't inconsistent because of bad luck. It's inconsistent because most of the system that's supposed to be filling it isn't actually running.

You don't need to fix all six pillars overnight. Start with whichever gap the audit just showed you. Here's exactly where that fits with what we do.

## Website Gap

### From £299

- Dedicated page for every service you offer
- Insurance and trust signals shown clearly
- Live in 5 to 12 days
- 0 upfront, zero monthly fees
- 100% ownership from day one

[Get a Free Website Quote →](#)

## Marketing Gap

### Free Audit

- Google Ads, Local SEO, and Social campaigns
- Built specifically for service businesses
- Leads tracked back to revenue, not just clicks
- Month-to-month, no long-term contract
- Campaigns live within days of approval

[Book a Free Consultation →](#)

Not sure which one you need? That's exactly what the free audit is for. We'll look honestly at your website and current marketing and tell you where the real gaps are, no charge, no obligation.

**weblane.co.uk**

Website design and marketing built specifically for cleaning and service businesses in the UK.