

## Module 6: Make Your Website Sell

### Two “Key Points” to Hammer in on Your Website:

1. I’m local.
2. You can trust me.

IMPORTANT: You MUST convey these two points within the first 5 seconds your prospect is on your site. If you don’t answer these two questions going on in their mind, they click the back space button.

### How do you show you’re local?

- Have your city name in the H1 headline at the top of the page
- Have your city name in the title tag
- Have your city name in your domain name
- Use a header graphic with city landmarks or monuments
- Use a picture of you or your cleaning van in front of a city landmark
- Place your phone number with local area code at the top of the page
- Place your physical local address on your web page
- Mention your city name in bold or sub-head toward the top of the page
- Put up testimonials and place the city name after the client’s name
- Use hyperlinks that are called “Carpet Cleaning Yourcityname”
- Put links and/or logo to local affiliations like “As seen on WEAR3”, your local newspaper, etc.

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

[Tile Cleaning](#) | [Pet Stains](#) | [Carpet Cleaning](#) | [Rug Cleaning](#) | [Our Guarantee](#)  
[Allergy Relief Through Cleaning](#) | [Cleaning Articles](#) | [Quick Cure To Stain Removal](#) | [Email us](#)

**"The Most Thorough Carpet and Rug Cleaning in Athens, GA or it's FREE..GUARANTEED"**

The above header graphic sits at the top of the web page.

It instantly tells the prospect you are local with the pictures of local landmarks.

**Dear Athens Neighbor:**

Welcome to our web site!! This is Joey Conglose. Owner of Certified Clean Care. This site was developed to help you gain information about our company and the services that we provide. If you need any help or have any questions regarding any of the content or you would like a FREE no obligation quote on any services that we perform please contact us at **(706) 769-1444**

Native Athenian Joey Conglose has provided "worry free" [Carpet Cleaning Athens](#) serving Athens, Watkinsville and surrounding counties since he opened his business in 1992; after graduating from the University degree in Family Consumer Science.

The above text is a "WELCOME" letter to the website. It's not vague.

It gives specific information and mention the city name as well as phone number area code.

## How can you prove you can be trusted?

- Picture of your vans, your shop, your employees, your clients, etc.
- Picture of you with your full name beneath or near the pic
- Message from the owner describing who your company is and why you exist
- Video of you welcoming prospects to your site
- Video of your cleaning system in action
- Video testimonials
- Audio testimonials
- Written testimonials from clients
- Before and after pictures
- Pictures of the steps in your cleaning system
- Your guarantee in big, bold letters with specifically what you do in the event they are unhappy



[Carpet Cleaning Process](#) | [Cleaning Specials and Articles](#) | [Email Us](#)

**"If You're Looking For a Professional Carpet Cleaning Service in Raleigh and Wake Forest... This is the Right Place"**

**"You'll Get the BEST Cleaning in the **Raleigh Area**"**

The above is another example of how using local pictures can instantly make them feel at home on your site.



This is the cast of our infomercial that airs on [BLAB](#) and Leased Access [Channel \(39\)](#) in [Pensacola](#). The show is called Carpet Care Tips as we give tips on how to maintain [carpet](#), [leather](#), and [tile](#).

Avoid Bait and Switch [Carpet Cleaning Pensacola FL](#)

The above is from a section of our website that show some of our clients involved in the infomercial we shot.



### Plus Get My 100% Guarantee!

*"I promise to use the finest products and the best equipment to clean your carpets and fine furnishings. If you are not completely satisfied with any aspect of my work, call me within 10 days of the initial cleaning and I will return and re-clean any areas that you would like at no additional charge. If this fails to resolve the problem, **I will cheerfully refund your money** on whatever part of the job you are not satisfied with. This warranty specifically excludes pet stains, stains caused by dyes, ink, paint, bleach spots and color loss. Oil and grease spots on poly-based carpet fibers are excluded. Pre-existing conditions such as traffic lane gray due to texture loss, shading, pooling and pile reversal are not conditions that are correctable by cleaning and are, therefore expressly excluded from this warranty."*

Display your guarantee in big and bold. Give specifics. Don't just say, "100% Guarantee" and leave it at that. Explain how and when you'll make good on your guarantee.

# Carpet Cleaning in Naperville

630-474-9223

Cleaner Image  
Carpet Care



[Home](#) | [Carpet Cleaning Naperville](#) | [Rug Cleaning in Chicago Area](#) | [Cleaning News](#)

## Naperville Homeowners Love This Carpet Cleaning...

Dear Naperville Neighbor:

Date: July 21, 2009

Welcome to Cleaner Image Carpet Care's website of Naperville, Illinois. My name is Michael Malandruccolo. I proudly service the Naperville and Aurora area. I have been in the carpet cleaning business for over 8 years now and **truly love** what I do.

I want to provide you with the **best service ever!** My goal is to surpass any expectations you have. Please call me today at **630-474-9223** to schedule an appointment or for any carpet cleaning question you may have.



Above is the top or "above the fold" section of a recent website I created. Count how many selling and local hints there are just at the top of this page. Remember, the top is most important.

Middle Georgia



Rug Spa

# Area Rug Cleaning in Macon



[Home Page](#) | [Rug Cleaning Steps](#) | [Rug Cleaning Pictures](#) | [Cleaning Articles and Specials](#)

## "Fine Area Rug Cleaning in Macon Georgia"

Dear Macon Neighbor:

Date: July 21, 2009

Welcome to the **Middle Ga Rug Spa website**. Discover how you can get the most thorough rug cleaning Macon, Forsyth, and Warner Robins can offer. We'll share 5 reasons why you'll love our service.

You'll see a video on how to select the best rug cleaning company for you. You'll see pictures of our work and you'll hear what others say about us too.



Here's the "above the fold" clip of another recent site I created. If you have clients drop off rugs, you always want a picture of the building as well as a Google locator map.



**FREE Online Estimate With This Form Below  
Or Call (630) 474-9223 9am-6pm**

Your Name

Email Address

**What type of flooring do you need cleaned?**

Plush Carpet  Berber Carpet  Frieze Carpet  Other Carpet  Area Rug

**How old is your carpet or rug?**

**What type of problem are you having?**

Pet Odors  Pet Stains  Other Odors  Dirty Traffic Lanes  Drink Spills  Grease and Oils

As with all advertising, ALWAYS HAVE A CALL TO ACTION. On this site, the call to action is the estimate or phone number during business hours. All the pages on this website refer back action to this one spot.

## More Ideas to Make Your Site Sell:

- Information on each of your services (the reason they have come to your site is to find out information)
- Call to action. Make sure you tell your prospect what you want them to do. Don't leave them hanging
- Blog where you can post current specials and happenings about your company
- Estimate inquiry form. Many people search for cleaners after business hours
- Opt in box for your e-mail newsletter with a special incentive to sign-up.

**ACTION ITEM:** Compare your website to the lists in this handout. Make a list of what you want added to your site to make it sell better.

**Note About Copying Websites:** All the websites are given as an example in this handout to give you ideas. You do NOT have permission to copy any portion of them as they are privately owned content.

Create fresh, new content for your own website. Or, you have use the content at [www.carpetcleaningpensacola.com](http://www.carpetcleaningpensacola.com) if you like (for this you have permission).

## Client Reviews...



(Press play to see the video)

**Vickie Horton of Gulf Coast Kid's House** "Great job. The guys were friendly and worked hard to finish the building effeciently."

**Robert Rockwell** "I've been in real estate since 1974 and have found Premium Carpet Care to be one of the finest firms I have dealt with. Thank you for your professionalism."

**Joanne Griffin of Med Tran School** "I have used several and some people are better than others. I think Premium is tops."

**Margo Fancher- Pensacola**  
"Your employees were prompt"

Graphic above shows a combination of video testimonials and written testimonials. Both are HUGELY important. Video testimonials can be easily captured with a flip video camera.