



“Here are Your 3 Best Friends to Help You Market Your Cleaning Services Online.”

1. Google- This is where your prospects go when they don't have a referral. And they are HOT prospects. The people searching Google for “Rug Cleaning Las Vegas” are looking to hire a rug cleaner in Las Vegas!



THREE Ways to show up in Google:

- 1. Google “Organic”**- This is the natural listing of Google. You get ranked here by doing SEO for your website.
- 2. Google Local (aka Maps)**- This is the listing that shows up with the letter with a circle around it and is based on your geographic location.
- 3. Google Adwords**- This is an ad that you pay for. It's also called pay-per-click.

The screenshot shows search results for 'carpet cleaning atlanta ga'. Red arrows point from three red boxes to specific results:

- GOOGLE ADWORDS** points to an ad for 'Atlanta Carpet Cleaning' with a '\$4 Per Room' offer.
- GOOGLE ORGANIC** points to a result for '#1 Rated Carpet Cleaning' from atlanta-carpetcleaners.com.
- GOOGLE LOCAL** points to a map listing for 'Stanley Steemer Carpet Cleaner - Atlanta, GA'.

Avoid These Common Pitfalls With Google:

- Never trust a tele-marketer selling “SEO” services
- Set your keywords properly, but don't overdo your keywords- this could get you de-indexed
- Never use text on your website that is copied on another website
- Don't create more than one Google Local account for your business
- Test Google Adwords with a small budget until you make it profitable
- Make SURE you check all your Google Local profile and online directories to make sure they are accurate

2. YouTube- The 2nd biggest search engine. People LOVE watching videos. If you construct a great sales message for your video, it will sell your services for you! YouTube videos can get ranked in Google rather easily. And videos can get lots of clicks.



Tips to Getting More Clients With YouTube:

- Create a slide presentation video with pics of your cleaning process, before/after pics, your crew, cleaning vans, awards you've won, etc.
- Shoot a simple video of the owner giving unique sales points about your business
- Shoot a simple video of your cleaning process, client testimonials, or before/after cleaning



- Remember your videos don't need to be perfect, just get them done!
- Make your video 1-3 minutes long and keep the viewers attention
- Add your keywords to the title, description, and tags

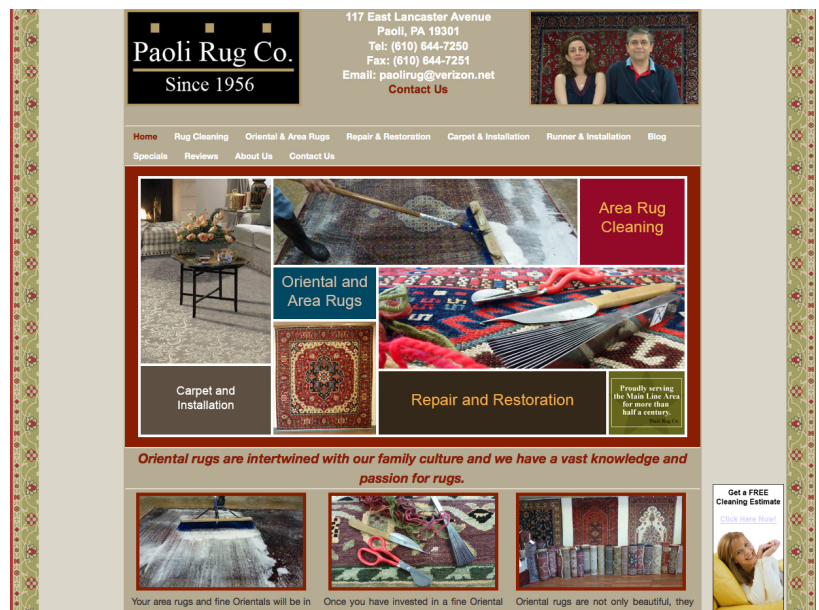
3. Wordpress- You easily add text, pics, and videos to your website when you use Wordpress as a platform for your website. That means no more calling your webmaster and waiting weeks for changes to be made. Plus, with a few tweaks, Google loves Wordpress.



WORDPRESS

Tips to Using Wordpress For Better Ranking

- Your existing website can be converted into a Wordpress site so you can easily add text, pics and videos to existing pages.
- You can easily add new pages yourself
- Google loves when you put fresh text and pictures on your website
- Add pictures of you, your techs, your storefront, locator map, cleaning steps, etc.
- Add videos directly to your website.
- Add an estimate form for prospects to fill out
- Add your email newsletter opt-in form
- Add attention getters like peel-backs, floating banners, arrows, etc.
- Make sure your Title Tag contains your keyword phrases in the tag
- Use your city name BIG and BOLD near the top of the home page
- Put testimonials on each page
- Have a call to action on EVERY page where your phone number and estimate form are easy to find
- Send email newsletters to clients with links to entice readers to go to your website
- Use your website to sell your services!



See the pictures to the right for examples on how to effectively use a Wordpress site. Remember, even your existing website can be switched to a Wordpress site that you can easily use with a really small learning curve.



How to Get More Cleaning Clients Online!

✓ “Yes, John! I want to take full advantage of the Internet and get more cleaning clients online.

You can get my personal help using some of the most profitable advertising sources for cleaning companies. You may or may not know about this, but I host a private coaching club that helps cleaning companies take full advantage of the Internet.

Here's some of what we are doing lately:

- ▶ Google Places listings ranking higher with Google Places training.
- ▶ Get your website ranking higher in Google with Google SEO training.
- ▶ YouTube video training to show you how to get your videos created easily and get them ranking in YouTube and Google.
- ▶ FREE Wordpress websites created for all club members after your second month of membership. Plus, exclusive training on how to master Wordpress.
- ▶ Plus, neighborhood advertising done for you with Every Door Direct Mail postcards, doorknob hangers, and flyers.

And right now I'm giving away some incredible bonuses that you'll really like.

See the bonuses and everything you'll get at the link below:

www.Hitmanadvertising.com/coaching

Until later,

John Braun
Ad Hitman