CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)



A Cleaning Services App's 43.6%
Click Growth in Six Months

Cleaning Services Company

OVERVIEW



OVERVIEW

This case study highlights the efforts of a leading cleaning services company in Colorado Springs, Colorado, to enhance its online presence and attract more clients through strategic search engine optimization (SEO). By focusing on local SEO tactics, optimizing website content, and improving keyword rankings, the company significantly increased its online visibility. These efforts drove more traffic to their website, resulting in a notable rise in client inquiries and bookings.



ABOUT THE CLIENT

Based in Colorado Springs, our client is a prominent cleaning services provider with a stellar reputation. Known for their expertise in residential and commercial cleaning, their skilled team excels in delivering tailored cleaning solutions that ensure customer satisfaction. They help clients across various sectors maintain a clean and healthy environment.



PROBLEM STATEMENT

The cleaning services sector is highly competitive, with many well-established companies dominating search engine results pages (SERPs). Our client needed to navigate this challenging landscape by targeting keywords relevant to their services, including residential and commercial cleaning, specialized cleaning solutions, and eco-friendly practices.

GOALS

The primary goal was to improve search engine rankings for targeted keywords, aiming to boost website traffic, increase overall impressions, and generate more customer inquiries and bookings. By focusing on these objectives, our client sought to build a stronger online presence and achieve significant growth in their customer base. Additionally, optimizing online visibility was intended to establish them as the leading cleaning service provider in Colorado Springs, known for reliability and quality service.





STRATEGY

We began with a comprehensive SEO audit to identify the most effective changes for our client. Our strategy included:

- Optimizing on-page content to better align with target keywords.
- Enhancing site structure and navigation for a superior user experience and improved search engine crawling.
- Implementing a robust backlink strategy to boost domain authority.
- Regularly publishing updates and blogs to keep content fresh and engaging.

These steps ensured that our client's website was well-positioned to attract and retain more visitors, ultimately driving increased customer inquiries and bookings.

DETAILED RESULTS

The data reveals significant improvements in search engine rankings across all targeted keywords. For example, "cleaning service app" rose from rank 100 to 1, resulting in a substantial surge in visibility and traffic. Similarly, keywords like "move in house cleaning services near me" and "move out cleaning Colorado Springs" experienced major ranking boosts. "Move in deep cleaning service" and "maid service app" also broke into the top 10, showcasing our optimization success.

FINAL OUTCOME

Over the past six months, clicks have increased by 43.6%, and the click-through rate (CTR) has improved from 0.3% to 0.5%. This substantial growth demonstrates the effectiveness of our SEO efforts in driving more traffic and improving engagement with our content.

Keyword	Intent	SF	KD %	Pos. Nov 2	Pos. Jul 29	Diff
cleaning service app	C	6	33	—	1	new
move in house cleaning services near me	T	5	41	—	2	new
move out cleaning colorado springs	C	7	6	—	2	new
moving out cleaning service near me	T	5	29	—	2	new
move in deep cleaning service	I	6	32	—	3	new
maid service app	I C	7	50	—	4	new
move out cleaning services colorado springs	C	6	11	—	4	new
apartment cleaning services	C	5	51	—	6	new

CONCLUSION

This case study underscores the power of strategic SEO and offers a detailed roadmap for similar companies aiming to achieve significant gains in digital visibility and business outcomes. It demonstrates how a well-rounded SEO approach can drive traffic, increase user interaction, and ultimately lead to substantial business growth.

