

WEBSITE REDESIGN & MARKETING
CASE STUDY:
Simply House Cleaning



Industry: Professional Service



"Running a small business takes a lot of work. I have been trying to do it all myself. Now, thanks to LJPR, my life has become a bit less chaotic. They have helped me to upgrade my website as well as do some email marketing and cross promotion. Thank you! You rock!"

Debbie Baker
Owner
Simply House Cleaning

Client Needs

Located in Poulsbo, Washington, Simply House Cleaning knew they were overdue for a new website. The website was five years old and needed some serious upgrades. The ads on Craigslist had generated some leads, but they knew more could be done. The company had been in business for 10 years but was still not driving significant traffic to their site despite having hired an SEO company to increase their ranking.

LJPR Approach

With SEO and lead-generation in mind, we did a complete overhaul of Simply House Cleaning's website. We upgraded the outdated website with a simple, yet inviting design that immediately drew visitors in -- the kind of feeling one would have when walking into a clean, organized

home. To generate more leads, we created a cross-marketing campaign with Kingston Crossing Wellness Center, a chiropractic and massage center where existing customers of Simply House Cleaning received a massage gift certificate for every friend they referred. In turn, Kingston Crossing Wellness Center also received a new customer, creating a win-win for both companies.



Results

- With relevant keywords and a YouTube video, Simply House Cleaning's website jumped to the first page of Google within two months.
- The cross-marketing campaign, along with email marketing, generated several new clients. The 15% increase in growth allowed Simply House Cleaning to eliminate their SEO company and Craigslist ads altogether.
- Because of the increased demand in business, Simply House Cleaning had to increase their workforce and hire additional house cleaners by nearly 50%.

