Unavoidable Marketing

Free guide for UK cleaning companies

2026 EDITION

The Cleaner's Playbook

How to get more booked cleans from Google, your website and social media in 2026

01 Google Local Services Ads
02 Google Ads
03 Business Profile and reviews
04 SEO and AI search
05 Websites that convert
06 Social media
07 Speed to lead

By
Andrew Heppinstall
Founder, Unavoidable Marketing

INSIDE THIS PLAYBOOK

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Seven short chapters, each one written for cleaning companies, and a 30-day checklist to put it all into action. Read it in one sitting, or work through one chapter a week between cleans.

Who this is for

- ✓ Domestic cleaning firms who want more regular, long-term customers
- ✓ Cleaning companies chasing end of tenancy and office contracts
- ✓ Anyone paying for leads and not sure what they actually get back

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A WORD BEFORE YOU START

Most cleaning companies do not need more marketing. They need the right marketing, set up properly.

I have worked with trades since 2012, and cleaning has a challenge most trades do not. Customers are letting a stranger into their home, often with a key. Trust decides who gets the job, and the firms that show it best win regular customers who stay for years.

The fix is rarely one big thing. It is a handful of small things done properly: a Business Profile full of genuine reviews, a website that shows your team and how you vet them, and enquiries that get a reply while the customer is still looking.

This playbook sets out exactly what we do for cleaning companies across the UK, from Brighton to Edinburgh. Use it yourself, hand it to whoever does your marketing, or ring me and we will talk it through. Either way, I hope it fills a few more rounds.

> **Judge every channel on booked cleans, not clicks, likes or leads.**

UK-wide, Leeds-based

Working with trades across England, Scotland, Wales and Northern Ireland.

AH

Andrew Heppinstall
Founder, Unavoidable Marketing

HOW TO USE THIS PLAYBOOK

One chapter a week
Each chapter stands on its own. Start with the one that costs you most customers.

Use the checklist
The 30-day checklist turns the whole book into small weekly jobs.

Track booked cleans
Note where every enquiry came from and whether it booked.

2012	390+	92%	40+
working with trades since	projects delivered	of clients come back	UK trade businesses we work with

CHAPTER 1

01 Google Local Services Ads and Google Verified

> Local Services Ads sit at the very top of many Google searches, with a Google Verified badge. You pay per lead, a call or message, not per click. You can apply to Google yourself for free, or use an agency. When someone needs an end of tenancy clean before Friday, being the verified name at the top is hard to beat.

What Google checks before you can show

- A verified Google Business Profile
- Your VAT number or Companies House registration number
- Public liability insurance
- Any licence the law requires for the work you advertise, such as waste carrier registration if you take rubbish away

Checks usually take about 3 to 4 weeks after your documents go in.

How the cost works

1. **You pay per lead**
   A lead is a call or message from a customer, not a click.
2. **You set a weekly budget**
   Google spends within it, so you stay in control.
3. **The budget is separate**
   Your lead budget is paid straight to Google.

Set it up around the work you want

Job types

Switch on only what you do and want: regular cleaning, deep cleans, end of tenancy, move-in cleans. Leave off anything you do not offer.

Service area

The postcodes your teams can reach between cleans, not a radius that leaves them sitting in traffic.

Opening hours

Only the hours someone will answer. If the office closes at five, do not show at nine at night.

BAD LEADS

Google no longer lets you dispute bad leads by hand, so the real protection is the set-up: a tight service area, only the job types you want, hours you can answer, and rating every lead in your dashboard.

What helps you show more often

- Answering calls quickly
- Plenty of genuine, recent reviews
- A complete profile with photos of your team
- Being close to the customer
- Enough weekly budget

COMING IN 2027

Google is moving UK Local Services Ads accounts into Google Ads. Export your lead history now so you keep a record of which cleans and areas paid off.

02 CHAPTER 2 Google Ads

Search ads show for exactly what people type, so you can be there for "end of tenancy cleaning Nottingham" as well as "office cleaners". Unlike Local Services Ads you pay per click, which means the set-up decides whether those clicks turn into booked cleans or just cost money.

Split campaigns by job type

Regular cleaning
Weekly and fortnightly homes. Lower value, but customers stay.

End of tenancy
Tenants, landlords, agents. Fixed dates, quick decisions.

Deep cleans
One-off spring cleans, ovens, after building work.

Commercial
Offices, surgeries, shops. Contracts, often out of hours.

Negative keywords cleaners need

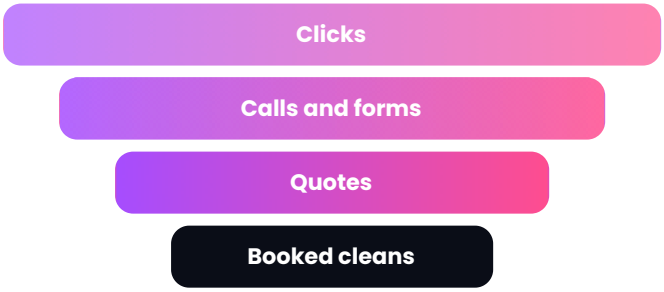
- jobs
- vacancies
- salary
- part time
- products
- supplies
- equipment
- how to
- hacks
- DIY
- wholesale
- free

Add these so you stop paying for job hunters and people buying products, not booking a clean.

Get the basics right

- Target people in or regularly in your area, not people merely interested in it
- Call tracking on every ad and website number
- Conversion tracking on quote forms
- Separate landing pages for domestic and commercial cleaning

Measure cost per booked clean



Divide what you spend by the number of booked cleans, not clicks or leads. For regular customers, remember they keep paying month after month.

KEYWORD COSTS

What a click costs cleaners

£2.85 median cost per click, UK

£9.10 for "office cleaning", the priciest keyword

A click is not a lead, so watch your cost per booked clean. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.

SEASONALITY

Push deep cleans in January and spring, end of tenancy over the summer when many lets and student houses change hands, and one-off cleans before Christmas. Keep regular cleaning running all year.

03 CHAPTER 3 Google Business Profile and reviews

> When someone wants a cleaner, they type "cleaners near me" and look at the map. Your Business Profile is that listing: close by, well reviewed, with real people they would trust with a key. It also feeds your Local Services Ads and the answers Google AI Overviews give.

Set the profile up properly

1. **Primary category**
   House cleaning service. Add Commercial only if you do it.
2. **Service area, not home address**
   List the towns you really cover and keep your home private.
3. **Every service listed**
   Regular, deep, end of tenancy, ovens, offices.
4. **Hours you can answer**
   "Open now" that rings out loses customers and earns bad reviews.
5. **Real photos**
   Your team in uniform, gleaming kitchens. No stock images.

Posts through the cleaning year

Autumn
Book a clean before Christmas guests

Winter
January deep cleans and fresh starts

Spring
Spring cleans, windows and ovens

Summer
End of tenancy and student moves

Avoid getting suspended

- Adding keywords or towns to your business name
- More than one profile for the same business
- Showing a home address customers never visit
- Different phone numbers on different sites

Ask for reviews that name the job and the town

HELPS A LITTLE

"Great cleaners, would recommend."

→

HELPS A LOT MORE

"End of tenancy clean on our flat in Headingley. Spotless, and the agent was happy."

REPLYING TO A BAD REVIEW

Stay calm and keep it short. Thank them, set out the facts without arguing, and offer to sort it out by phone. For example: "Sorry to hear this, Priya. We cleaned on Friday and sent photos at the end. Please ring me and we will come back and put right anything missed." Future customers read your reply as much as the review.

A review routine that works

- Ask after the first clean
- Text your review link with a short personal note
- Ask every customer, not only the happy ones
- Reply to every review by name, calmly, even the bad ones

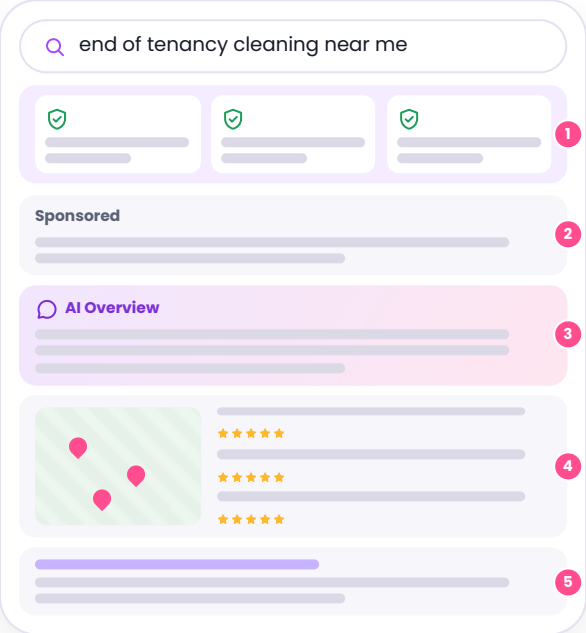
KNOW THE RULES

Fake reviews have been unlawful in the UK since April 2025 under the Digital Markets, Competition and Consumers Act. Google also bans incentives, like money off your next clean for a review, and asking only happy customers.

04 CHAPTER 4 SEO and AI search

> SEO is how you show in the normal results and the map without paying per click. More and more people now also ask ChatGPT, Gemini or Google AI Overviews "who is a reliable cleaner in Reading?". The good news is that the same groundwork helps with both.

Where you can show on one Google search



1. **Local Services Ads** — Google Verified badge, pay per lead — Ch 1
2. **Search ads** — Marked Sponsored, pay per click — Ch 2
3. **AI Overview** — An AI summary that can name businesses — Ch 4
4. **Map pack** — Your Business Profile and reviews — Ch 3
5. **Organic results** — Your website pages, earned with SEO — Ch 4

The layout changes with the search, the device and where the customer is. The aim is to be in as many of these places as you can.

The pages your site needs

Homepage
Says who you are, what you clean and where, in the first two lines.

A page per service
Regular, deep, end of tenancy, office cleaning, each on its own page.

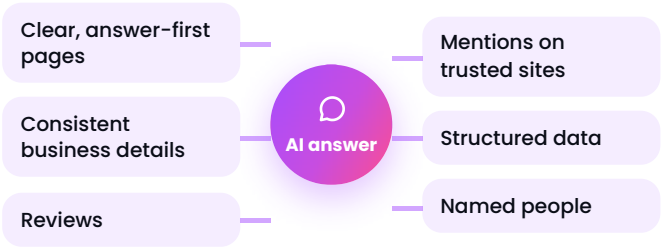
Real local pages
Reviews and photos from each area you clean. Never copy and paste.

FAQs
Keys, products, pets, do I need to be in. Answer first.

Local SEO foundations

- The same name, address and phone number everywhere
- Listings on the main UK directories and local sites
- Schema markup so search engines read your details
- Reviews that mention cleans and towns
- Pages that load fast on a phone signal

What AI assistants look for

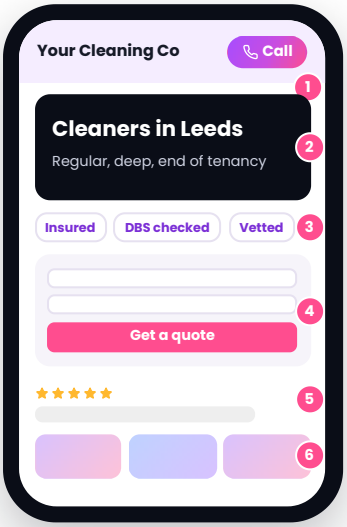


Nobody can guarantee being named. Try asking ChatGPT "who does office cleaning in Derby?" and see who comes up, and why.

05 CHAPTER 5 A website that converts

> Most people find you on a phone, often in the evening after a long week. Your website has one job: make asking for a price the obvious next step. Trust matters more than looks, because your team will be inside their home.

What a cleaner's homepage needs



1. Tap-to-call button at the top
2. Headline that says what and where
3. Insurance and vetting badges
4. Short quote form
5. Real reviews
6. Photos of your real team

Must-haves

- Tap-to-call on every page, at the top
- A quote form that asks the right questions: service, bedrooms, how often, postcode
- Fast on a phone signal
- Insurance, and how you vet staff, such as DBS checks
- Service pages, area pages and team photos
- Reviews from Google on the page

A quote form that asks the right questions

Get a free quote

What do you need? Weekly, deep, move-out

Postcode e.g. LS6

Bedrooms and bathrooms e.g. 3 bed, 2 bath

How often? Weekly or one-off

Anything we should know? Pets, parking, keys

Send my quote request

Avoid

- Stock photos of smiling models
- A site or domain you do not own
- A contact form hidden on one page
- Prices that only appear after a long form

OWN IT

Make sure the website and the domain are in your name. If you part ways with whoever built it, the site, the reviews and the rankings should stay with you.

What every service page should include

1. **Answer first** — What you do and where
2. **What is included** — A clear room by room list
3. **Proof** — Photos, reviews, vetting
4. **Areas covered** — The towns you really serve
5. **FAQs and a call to action** — Call button and quote form

Answer-first pages and schema markup help Google and AI assistants understand exactly what you do and where. Build them in from day one.

06 CHAPTER 6 Social media, organic and paid

Before and after cleaning clips are easy to film and people love watching them. Social is strongest for regular domestic cleaning, deep cleans and end of tenancy, where customers want to see who is coming into their home before they book.

Organic: build trust

Free posts on your own pages that show real cleans and real people, so your name is the one locals remember.

- Before and afters, naming the town
- Short clips of an oven or bathroom
- Meet the team posts
- Seasonal cleaning tips

Paid: bring enquiries

Facebook and Instagram ads you aim at the postcodes you cover, one service at a time.

- Lead ads with qualifying questions
- Homeowners near your teams
- Retargeting website visitors
- Summer end of tenancy pushes

A simple weekly rhythm

Mon
A before and after from last week

Wed
A quick clip or tip from a clean

Fri
Meet a cleaner, or a shared review

Daily
Reply to comments and messages

What not to do

- Buying followers
- Filming in a home without permission
- Engagement bait like "share to win"
- Spamming groups that ban business posts

Lead ad questions that filter out time-wasters

Regular cleaning campaign

- Q1 How many bedrooms?
- Q2 Weekly or fortnightly?
- Q3 Any pets?
- Q4 Your postcode

End of tenancy campaign

- Q1 How many bedrooms?
- Q2 Furnished or empty?
- Q3 Date you move out?
- Q4 Your postcode

Good questions mean fewer enquiries from browsers and more from people ready to book.

LOCAL GROUPS AND NEXTDOOR

People ask "does anyone know a reliable cleaner?" in community groups every week. Read each group's rules, keep your page complete, and ask happy customers for Facebook recommendations the same way you ask for Google reviews.

07 CHAPTER 7 Follow-up and speed to lead

> Someone with an end of tenancy deadline messages a few firms and books whoever replies first with a clear price. Regular customers are no different. Every pound you spend on marketing is wasted if the enquiry goes cold, so this chapter is the cheapest win in the book.

What should happen after every enquiry

STRAIGHT AWAY	WITHIN MINUTES	SAME DAY	2 TO 3 DAYS	AFTER THE CLEAN
1	2	3	4	5
Auto-reply	**Call back**	**Price or visit**	**Follow up**	**Ask for a review**
A text confirming you have it and when you will call.	Speak to them while they are still looking.	Send the price or book a quick look round.	A friendly nudge on any open quote.	By text, with your direct link.

Never miss a call

- Divert to a mobile, a team member or a call-answering service when you are cleaning
- Set up a missed-call text back
- Keep one shared list of every enquiry
- Get alerts for new form and ad leads on your phone

Keep a simple lead log

Date	Source	Job	Booked?
Mon	Google Verified	End of tenancy	**Yes**
Tue	Website form	Weekly clean	**Quote sent**
Wed	Facebook ad	Office contract	**Visit booked**

Note where every enquiry came from and whether it booked. After a couple of months you will know which sources are worth paying for.

Three texts worth setting up today

AUTO-REPLY

Thanks for getting in touch with Your Cleaning Co. We have your message and will call you within the hour with a price.

QUOTE FOLLOW-UP

Hi Emma, just checking you got our quote for the fortnightly clean. Happy to answer any questions. We have a Thursday slot free.

REVIEW REQUEST

Thanks for choosing us. If you are happy with today's clean, a quick Google review mentioning the job and your town would really help. Here is the link.

WHO ANSWERS WHEN YOUR TEAM IS MID-CLEAN?

Decide now who picks up when you cannot: someone in the office, a team leader or a call-answering service. On Local Services Ads, answering quickly also helps you show more often.

PUT IT INTO ACTION

Your 30-day action checklist

Tick these off over the next month. Each one is small. Together they make you easier to find, easier to trust and quicker to book.

30 days

Week 1 — FOUNDATIONS

- [ ] Claim and verify your Google Business Profile
- [ ] Set your primary category
- [ ] Switch to a service area, hide your home address
- [ ] List every service you offer
- [ ] Gather VAT or company number and insurance details

Week 2 — GET VERIFIED AND FOUND

- [ ] Apply for Local Services Ads and Google Verified
- [ ] Choose only the job types you want
- [ ] Set opening hours you can answer
- [ ] Upload real photos of your team
- [ ] Check your name, address and phone match everywhere

Week 3 — CONVERT MORE

- [ ] Put tap-to-call at the top of every page
- [ ] Add bedrooms and frequency to your form
- [ ] Show how you vet your staff
- [ ] Start asking every customer for a review
- [ ] Reply to every review you have

Week 4 — FOLLOW UP AND MEASURE

- [ ] Set up missed-call text back
- [ ] Start a lead log with source and outcome
- [ ] Add negative keywords to any Google Ads
- [ ] Post three times on Facebook and Instagram
- [ ] Work out your cost per booked clean

Your numbers this month

ENQUIRIES	BOOKED JOBS	SPEND	COST PER BOOKED JOB

Stuck on any of these? Book a free 30-minute call and we will go through your list with you.

Book a free 30-minute call

DONE FOR YOU

How Unavoidable Marketing can help

If you would rather spend your time running your teams, we can do all of this for you. We are a UK-wide, Leeds-based agency working with trades across England, Scotland, Wales and Northern Ireland, and founder Andrew Heppinstall is on every strategy call.

Local Services Ads
Set-up, Google Verified checks and weekly running

Google Ads
Search and Performance Max, split by job type

Business Profile
Set-up, posts, photos and a review routine

SEO and AI search
Being found on Google, ChatGPT and Gemini

Websites
WordPress, you own it, typically built in 3 to 4 weeks

Social media
Organic management and Facebook, Instagram and TikTok ads

How we work

1. **Flat monthly fee**
   Quoted after a free call, based on what you need.
2. **Your ad spend, your card**
   Paid straight to Google or Meta, never marked up.
3. **No contract**
   Rolling 30-day terms. We keep you by results.
4. **Measured on booked jobs**
   Not clicks or likes. Clear monthly reports.

2012	390+	92%	40+
working with trades since	projects delivered	of clients come back	UK trade businesses we work with

Talk to Andrew, not a sales team.
Free 30-minute call. No obligation, no hard sell.

Book a free 30-minute call →

Unavoidable Marketing

READY WHEN YOU ARE

Let's fill your diary with the jobs you want.

Book a free 30-minute call with Andrew. We will look at how cleaning companies in your area are winning work, where your enquiries come from now, and what to fix first.

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unavoidablem.com

UK-wide, Leeds-based

Scan to book your free call

Book a free 30-minute call →

unavoidablecrm.com/book?co=2&service=1

ON THE CALL

1

Your area

Who shows up when local customers search for a cleaner, and why.

2

Your set-up

A look at your Google profile, any ads and your website.

3

Your plan

What to fix first, and a flat monthly fee if you want us to do it.

Working with trades since 2012

Flat monthly fee, quoted after a free call

No contract