Unavoidable Marketing

Free guide for UK window cleaning businesses

2026 EDITION

The Window Cleaner's Playbook

How to win more regular customers 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
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Founder, Unavoidable Marketing

INSIDE THIS PLAYBOOK

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Seven short chapters, each one written for window cleaners, and a 30-day checklist to put it all into action. Read it in one sitting, or keep it in the van and read a chapter between rounds.

Who this is for

- Sole traders who want a tighter round with more doors on each street
- Window cleaning firms with crews to keep busy through the winter
- Anyone adding gutters, fascias and conservatory roofs to the round

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A WORD BEFORE YOU START

Most window cleaners do not need more customers. They need the right ones, close together, who stay.

I have worked with trades since 2012, and window cleaning works differently to most of them. A good round is built on regular customers, tight streets and people who pay on time, and the firms that grow are simply easier to find, easier to trust and quicker to reply.

The fix is rarely one big thing. It is a handful of small things done properly: a Google Verified listing set up around the streets you already work, a Business Profile full of real reviews, a website that makes asking for a price easy, and a phone that gets answered, even when you are up a pole.

This playbook sets out exactly what we do for window cleaners across the UK, from Exeter to Aberdeen, Swansea to Belfast. Use it yourself, hand it to whoever does your marketing, or ring me and we will talk it through. Either way, I hope it adds a few more doors to your round.

> **Judge every channel on customers who join your round, not clicks or likes.**

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 loses you most customers.

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

Track new customers
Note where every enquiry came from and whether it joined the round.

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 searches "window cleaner near me", being the verified name at the top is a quick way to win new doors.

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. Window cleaning does not usually need one, but make sure your insurance covers work at height

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 homeowner, 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 house cleans, one-off cleans, conservatory roofs, and gutters or fascias if you offer them.

Service area

The streets and villages that fit your round, so new customers sit next door to the ones you already clean.

Opening hours

Only the hours someone can answer. If nobody picks up while you are on the pole, do not show then.

BAD LEADS

Google no longer lets you dispute bad leads by hand, so the real protection is the set-up: a service area that matches your round, only the job types you offer, opening 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 real photos
- 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 services and streets paid off.

02 CHAPTER 2 Google Ads

Search ads show for exactly what people type, so you can be there for "conservatory roof cleaning Harrogate" as well as "window cleaner near me". Unlike Local Services Ads you pay per click, so the set-up decides whether those clicks become regular customers or just cost money.

Split campaigns by service

Regular cleans

Houses on a 4 or 8 weekly round. Aim at streets you already work.

Conservatory roofs

Glass and polycarbonate roofs. Higher value, sold on photos.

Gutters and fascias

Gutter clearing, fascias, soffits. Busiest once leaves fall.

Commercial

Shops, offices, schools. Regular contracts, not one-offs.

Negative keywords window cleaners need

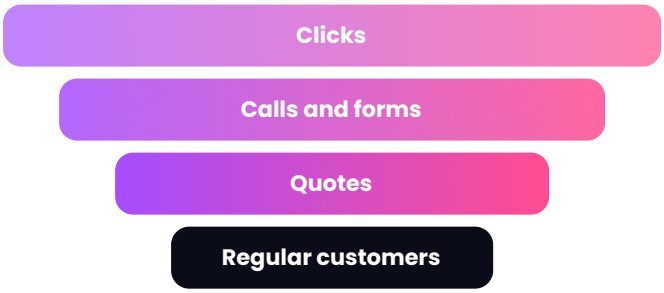
- jobs
- round for sale
- salary
- franchise
- course
- how to
- DIY
- water fed pole
- squeegee
- supplies
- vinegar
- free

Add these so you stop paying for people who were never going to book.

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
- A landing page for each service, not just your homepage

Measure cost per new customer



Divide what you spend by the number of customers who join your round, not clicks or leads. A regular customer pays you again and again, so judge it over the year.

GOOGLE DATA

What a click costs window cleaners

Median cost per click: £2.41

"window cleaner near me": £3.18

Median cost per click across five national window cleaning searches, and the most expensive one. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.

SEASONALITY

Push conservatory roofs and one-off cleans in spring, and gutter clearing in autumn. Keep regular-round campaigns running all year, and turn budgets down when the round is full.

03 CHAPTER 3 Google Business Profile and reviews

When someone moves house, or their old window cleaner retires, they type "window cleaner near me" and look at the map. Your Business Profile is that listing: close by, well reviewed, quick to reply. It also feeds your Local Services Ads and the answers Google AI Overviews give.

Set the profile up properly

1. **Primary category: Window cleaning service**
   Add secondary categories only for work you genuinely do.
2. **Service area, not home address**
   List the towns on your round and keep your home private.
3. **Every service listed**
   Regular cleans, one-offs, conservatory roofs, gutters, commercial.
4. **Hours you can answer**
   "Open now" that rings out loses customers and earns bad reviews.
5. **Real job photos**
   Gleaming glass, cleared gutters, your van and pole kit. No stock images.

Posts through the window cleaning year

Spring
Spring cleans and green conservatory roofs

Summer
Filling gaps on the round, street by street

Autumn
Gutters cleared once the leaves are down

Winter
Frost days, and why you still clean

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 service, would recommend."

HELPS A LOT MORE

"Cleaned our windows and conservatory roof in Harrogate, right on the day promised."

REPLYING TO A BAD REVIEW

Stay calm and keep it short. Thank them, set out the facts without arguing, and offer to put it right. For example: "Sorry to hear about the smears, Karen. Please ring me on the office number and we will come back this week and sort it." Future customers read your reply as much as the review.

A review routine that works

- Ask after the first clean, while the glass is sparkling
- Text your direct 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

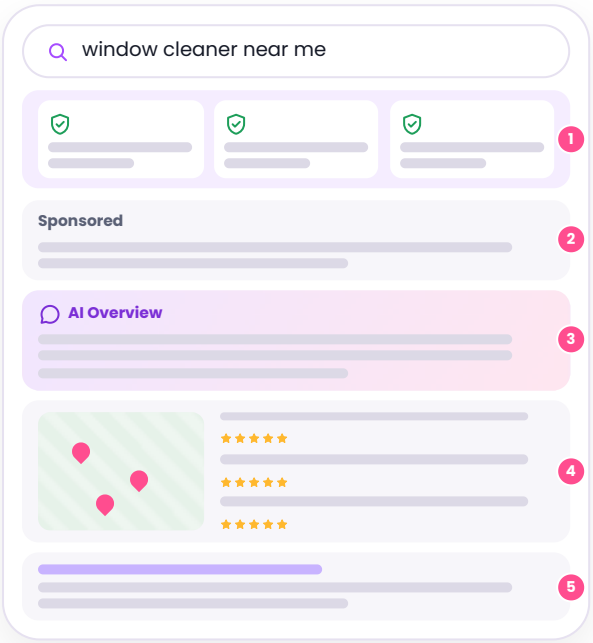
KNOW THE RULES

Fake reviews have been unlawful in the UK since April 2025 under the Digital Markets, Competition and Consumers Act. Google also bans incentives, like a free 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 good window cleaner in York?". 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
Windows, conservatory roofs, gutters, commercial, each on its own page.

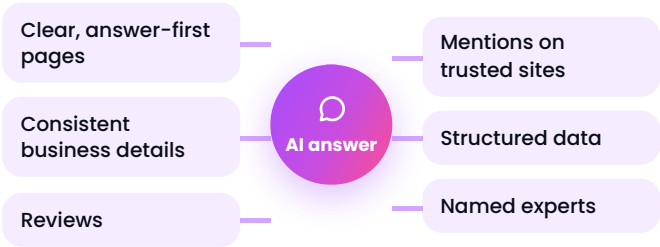
Real local pages
The estates and villages you cover, with photos. Never copy and paste.

FAQs
How often, rainy days, pure water, access, paying. Answer first.

Local SEO foundations

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

What AI assistants look for

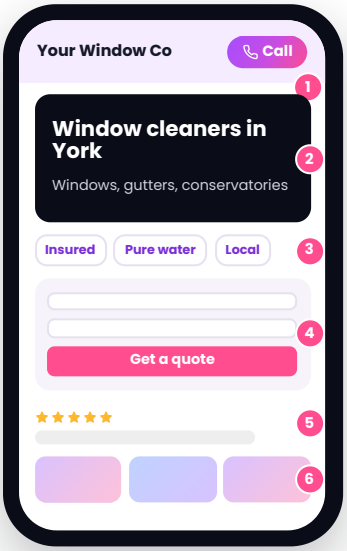


Nobody can guarantee being named. Try asking ChatGPT "who cleans conservatory roofs in Chester?" and see who comes up, and why.

05 CHAPTER 5 A website that converts

> Most people find you on a phone, often while looking at grubby windows. Your website has one job: make asking for a price, or ringing you, the obvious next step. Pretty is nice. Fast, clear and trustworthy fills your round.

What a window cleaner's homepage needs



1. Tap-to-call button at the top
2. Headline that says what and where
3. Insurance and trust badges
4. Short quote form
5. Real reviews
6. Real before and after photos

Must-haves

- Tap-to-call on every page, at the top
- A quote form that asks the right questions: property type, postcode, how often, extras
- Fast on a phone signal
- Your insurance, and memberships like the Federation of Window Cleaners
- Real job photos, service pages and area pages
- Reviews from Google on the page

A quote form that asks the right questions

Get a free quote

What do you need? Windows, gutters, roof

Postcode e.g. YO24

Property type Semi, detached, flat

How often? 4 weekly, one-off

Access and extras Side gate, conservatory, frames

Send my quote request

Avoid

- Template sites full of stock photos
- A site or domain you do not own
- A contact form hidden on one page
- Slow sliders and pop-ups on mobile

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 and where, in two lines
2. **What you get** — Frames and sills included?
3. **Proof** — Photos, reviews, insurance
4. **Areas covered** — The streets 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

Window cleaning is local, visual and repeat work, which suits social media. A before and after of a green conservatory roof stops thumbs, and local groups are where neighbours swap names when a round changes hands.

Organic: build trust

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

- Before and afters, naming the town
- Short clips of the pole at work
- Team faces and your sign-written van
- Which streets you are on this week

Paid: bring enquiries

Facebook and Instagram ads you aim at the postcodes around your round, one service at a time.

- Lead ads with qualifying questions
- Postcodes next to existing customers
- Retargeting website visitors
- Seasonal pushes, off when full

A simple weekly rhythm

Mon
A before and after from last week

Wed
The streets you are cleaning next

Fri
A team post or a shared review

Daily
Reply to comments and messages

What not to do

- Buying followers
- Posting nothing but adverts
- Engagement bait like "share to win"
- Spamming groups that ban business posts

Lead ad questions that filter out time-wasters

Regular round campaign

- Q1 House, bungalow or flat?
- Q2 How many windows?
- Q3 Every 4 or 8 weeks?
- Q4 Your postcode

Conservatory roof campaign

- Q1 Glass or plastic roof?
- Q2 When was it last cleaned?
- Q3 Gutters and frames too?
- Q4 Your postcode

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

LOCAL GROUPS AND NEXTDOOR

People ask "can anyone recommend a window 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

People wanting a window cleaner often message two or three at once, and the first to reply with a price and a start day usually gets the job. A regular customer can stay for years, so every pound you spend on marketing is wasted if the enquiry goes cold.

What should happen after every enquiry

STRAIGHT AWAY	WITHIN THE HOUR	SAME DAY	2 TO 3 DAYS	AFTER THE FIRST CLEAN
1	2	3	4	5
Auto-reply	**Send a price**	**Book the first clean**	**Follow up**	**Ask for a review**
A text confirming you have it and when you will reply.	Most houses can be priced from the postcode and a photo.	Tell them which day you are on their street.	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 while you are working
- 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	4-weekly clean	**Joined round**
Tue	Website form	Conservatory roof	**Quote sent**
Wed	Facebook ad	Gutter clear	**Booked**

Note where every enquiry came from and whether it booked. After a couple of months you will know which sources bring customers who stay.

Three texts worth setting up today

AUTO-REPLY

> Thanks for getting in touch with Your Window Co. We have your message and will send you a price today. If you have a side gate or a conservatory, a quick photo helps.

QUOTE FOLLOW-UP

> Hi Sarah, just checking you got our price for a 4-weekly clean. We are on your street next Tuesday, so we could start then. Happy to answer any questions.

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 YOU ARE UP A LADDER?

Decide now who picks up when you cannot: a partner at home, a team member 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
- [ ] Make Window cleaning service your category
- [ ] Use a service area, hide your home address
- [ ] List gutters, roofs and every other service
- [ ] Gather VAT or Companies House 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
- [ ] Match your service area to your round
- [ ] Upload real before and after photos
- [ ] Check your name, address and phone match everywhere

Week 3 — CONVERT MORE

- [ ] Put tap-to-call at the top of every page
- [ ] Add property type and frequency to the form
- [ ] Show your insurance on the site
- [ ] Ask every new 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 like "round for sale"
- [ ] Post three times on Facebook and Instagram
- [ ] Work out your cost per new customer

Your numbers this month

ENQUIRIES	NEW CUSTOMERS	SPEND	COST PER CUSTOMER

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 on the round, 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 service

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 new customers**
   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 window cleaners in your area are winning work, where your enquiries come from now, and what to fix first.

07749 941 111

andrew@unavoidablem.com

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 window 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