ServiceMonster Growth Client Case Study

Spotless Floor Care

Carpet & Upholstery Cleaning
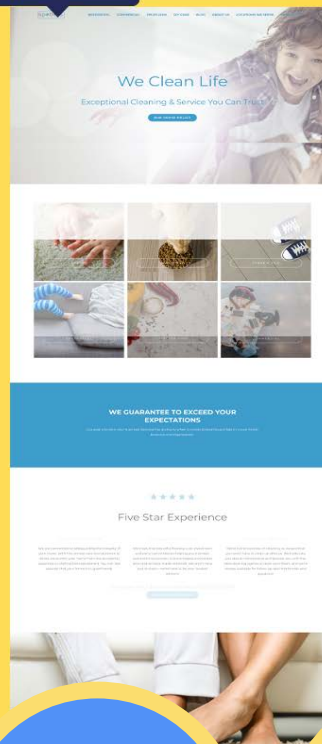
SM growth

SarviceMonster Growth Websites & Digital Marketing

https://growth.servicemonster.com/

"You guys are so great to work with. It's been really enjoyable for me."
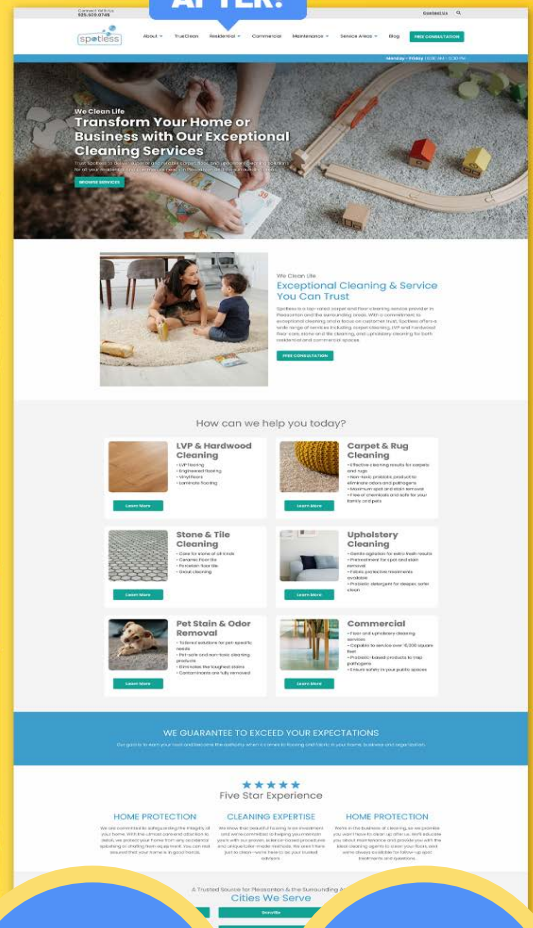
~ DEMIEN LUCERO, OWNER OF SPOTLESS

BEFORE

AFTER!

+60% ORGANIC TRAFFIC

HIGH ROI WITH COST PER LEAD

+25% CALL LEADS

About

Spotless is a well-established floor care and upholstery cleaning company based in Pleasanton, CA, known for their local reputation and high-quality work.

The Challenge

AN OUTDATED WEBSITE PRESENCE

Spotless' old online presence didn't match the quality of their services, and without a true SEO strategy, new customers weren't finding them in local searches.

- Outdated website not built for conversion
- Minimal visibility in local search
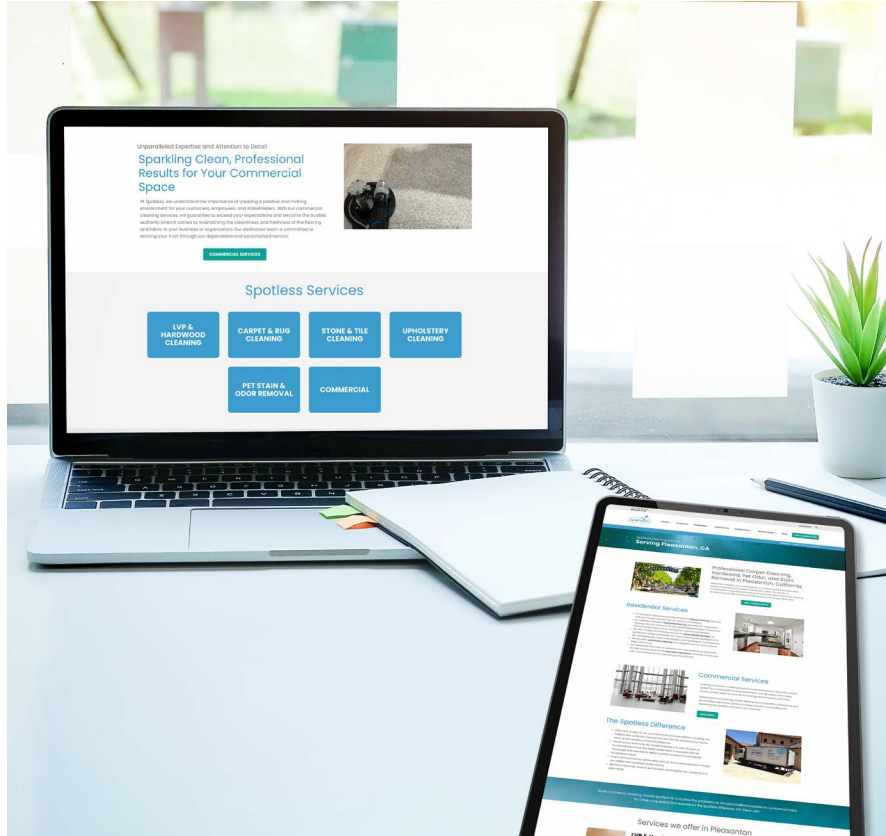- Needed to consistently generate new leads online

https://getspotless.com/

Solution

FROM OUTDATED TO OPTIMIZED

With **ServiceMonster Growth,** Spotless got a powerful combination of website design, SEO, and marketing tools — all tailored for service businesses like theirs.

- **A professionally built, SEO and mobile-friendly website** designed to convert

- **Optimized landing pages** with clear calls to action that attract both people and search engines

- **SEO-driven city-specific pages** that made Spotless more discoverable in local search

- **Integrated lead capture** through ServiceMonster's Lead Center, streamlining follow-ups

- **Dedicated customer support** providing insights and strategic recommendations for ongoing growth

Results

A CLEAN SWEEP IN PERFORMANCE

Spotless saw a major shift in online results since launching their new ServiceMonster Growth Website:

- Organic traffic surged by over **60%** compared to the prior year

- Call-based leads from their website **grew by 25%** within just one quarter

- **Lead generation costs dropped** significantly, keeping ROI strong

- Google Business traffic saw **year-over-year improvement,** sustaining high visibility in local maps and search results

https://getspotless.com/

Ready to achieve similar results?

CONTACT US TODAY TO SEE HOW WE CAN HELP!

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– Lead Generation – Marketing – Improve Search Ranking – Modern Design
– Google Listing Optimization – Reputation Management