

ServiceMonster Growth Client Case Study

Ultra Shine Cleaning

Carpet & Flooring Cleaning Services
Exterior Cleaning Services



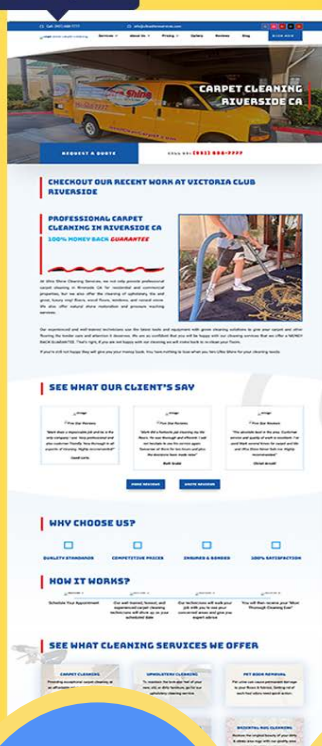
ServiceMonster Growth Websites
& Digital Marketing

<https://growth.servicemonster.com/>

"I've always wanted to work more on the site... I know with your website and your team, it's gonna help me get to work in those areas."

**~ MARK CASTILLO,
OWNER OF ULTRA SHINE
CLEANING**

BEFORE



+51%
ORGANIC WEBSITE
TRAFFIC

+214%
LOCAL SERVICE AD
LEADS

+25%
TOTAL ORGANIC
LEADS

About

Ultra Shine Cleaning provides full-service interior and exterior cleaning for residential and commercial properties in Riverside, CA, and the surrounding cities.

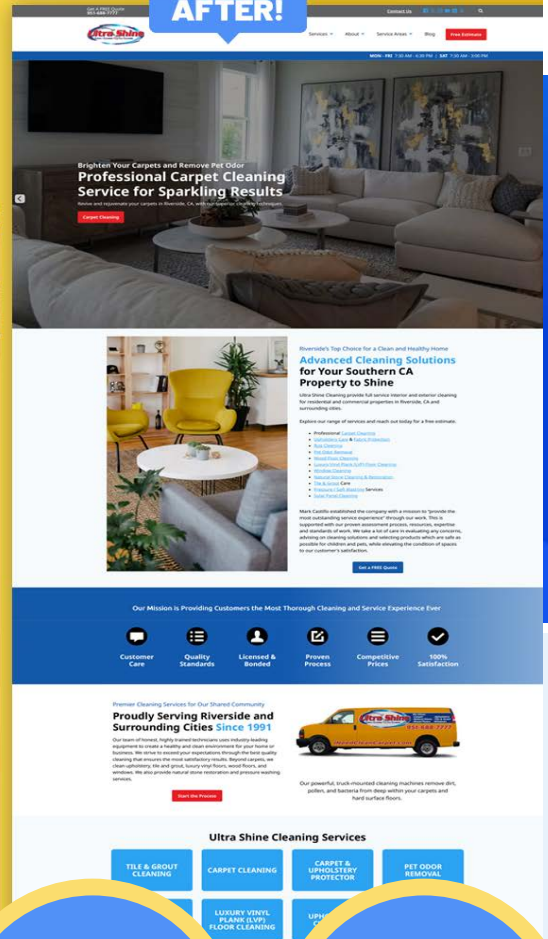
The Challenge

A GREAT BUSINESS HELD BACK BY ITS WEBSITE

Ultra Shine Cleaning came to ServiceMonster Growth with several challenges:

- An outdated website that wasn't converting visitors
- A clear need for more leads
- A lack of strategic marketing guidance
- The right tools and strategies for paid advertising
- A need to expand search visibility in Riverside, Corona, and nearby cities

AFTER!



<https://ultrashineservices.com/>

Solution

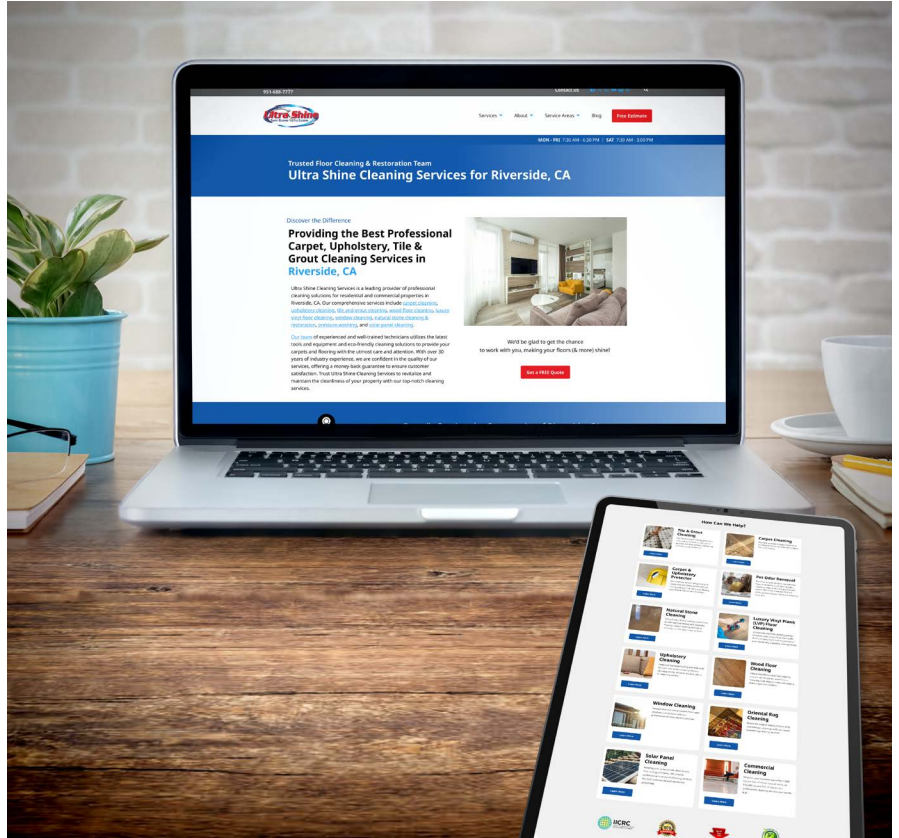
GROWTH WEBSITES + STRATEGIC DIGITAL MARKETING

ServiceMonster Growth Websites and Digital Marketing provided:

- A professionally built, **SEO-optimized, mobile-friendly website** designed to convert
- **Optimized landing pages** with strong calls to action
- SEO-driven, **city-specific content** for discoverability in local search
- **Lead capture and tracking** via ServiceMonster's integrated Lead Center
- **Dedicated Growth onboarding support** with strategic insights and flexibility
- Additional **Customer Success support** with Local Services Ads (LSAs) for rapid lead gen

"Our Growth Onboarder was absolutely amazing. She is a true asset to your business."

~ MARK CASTILLO



Results

REAL GROWTH, MEASURABLE IMPACT

This new website launched on **October 28, 2024**. Here's the growth Ultra Shine Cleaning has experienced in the first five months of 2025 compared to last year:

- **+51% organic website traffic**
- **+214% leads from Local Service Ads**
- **+25% total organic leads**

Ultra Shine Cleaning isn't just seeing better metrics — they're getting more calls, more leads, and more business in their key service areas.

<https://ultrashineservices.com/>

Ready to achieve similar results?

CONTACT US TODAY TO SEE HOW WE CAN HELP!



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