

Website & Digital Marketing with  
ServiceMonster Growth



## Case Study for Window King

Pressure Washing, Window and  
Gutter Cleaning Services

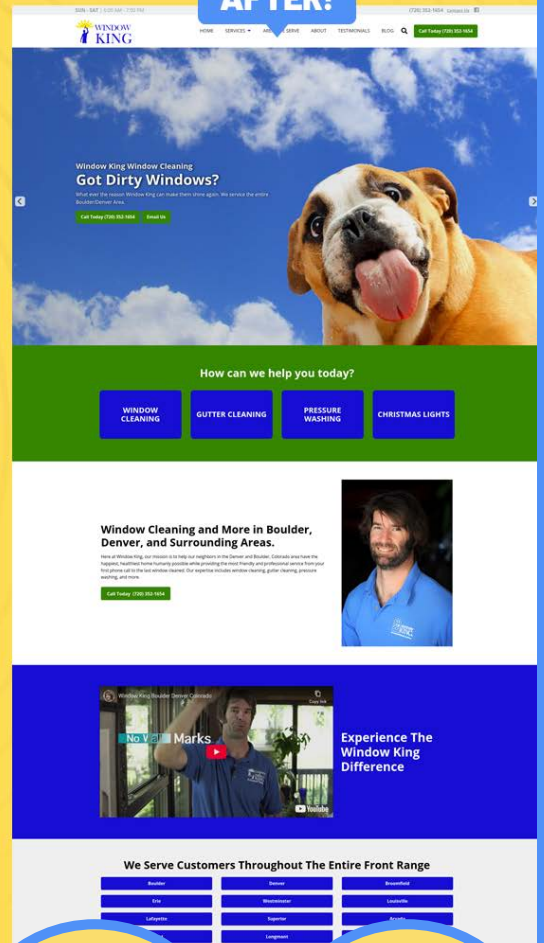
**“Usually, I only get  
1-3 leads between  
February and early  
March... this year  
I got 10!”**

**~ MARK RISIUS,  
OWNER OF WINDOW KING**

BEFORE



AFTER!



**370%**

**JUMP IN LEAD  
VOLUME DURING THE  
OFF-SEASON**

**6%**

**INCREASE IN GOOGLE  
BUSINESS PROFILE  
TRAFFIC**

**4X**

**ORGANIC WEBSITE  
TRAFFIC GROWTH  
AFTER LAUNCH**

## About

WINDOW KING PROVIDES PROFESSIONAL WINDOW CLEANING, GUTTER CLEANING, AND PRESSURE WASHING SERVICES to the Boulder and Denver area with over two decades of experience.

## The Challenge

Mark Risius, owner of Window King, **NEEDED A SERIOUS DIGITAL UPGRADE** for his exterior cleaning company. His outdated website wasn't cutting it—especially when it came to bringing in new leads during the slower winter season in Boulder and Denver, Colorado area.

<https://windowkingcolorado.com/>

## Solution

### FROM OUTDATED TO OPTIMIZED

Partnering with ServiceMonster Growth gave Mark's business a digital overhaul. The strategy included:

- A professionally built, **mobile-friendly website**
- **Optimized landing pages** with strong calls to action that speak to both customers and search engines
- **SEO City-specific pages** that made Window King easier to find locally
- **Integrated lead capture** through ServiceMonster's Lead Center
- **Dedicated customer support** offering performance insights and recommendations, ensuring ongoing optimization and success

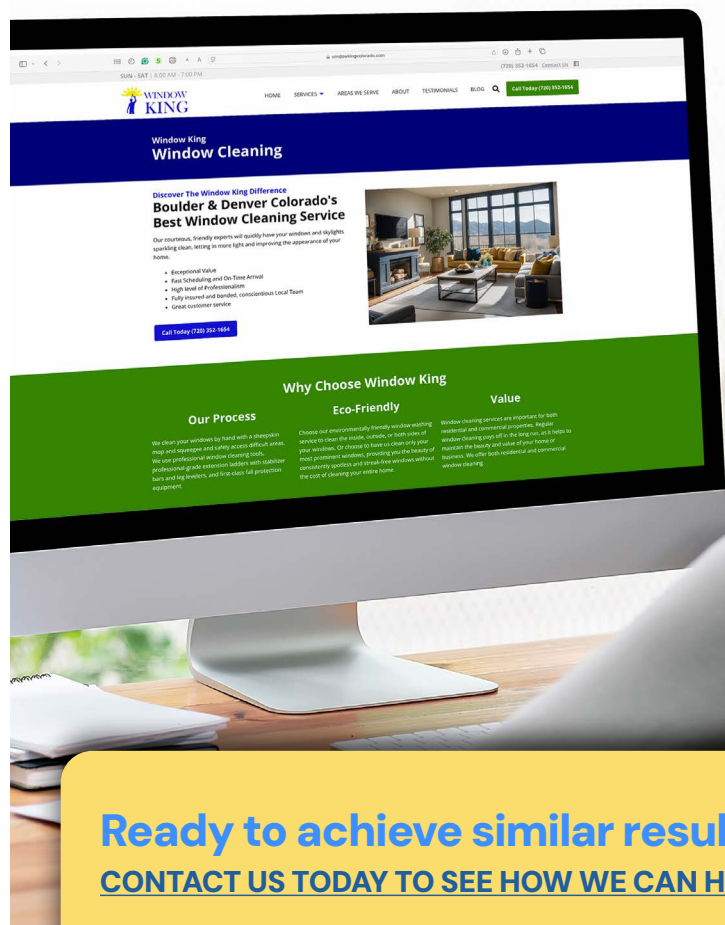
**"The site is working great, man...I've had more leads during this time period (February and early March) than in my entire history with ServiceMonster starting back in 2016!"**

~ MARK RISIUS, OWNER

## Results

Since launching with ServiceMonster Growth in September 2024, Window King has seen a major shift:

- **Lead volume during off-season jumped by over 370%** — breaking every February/March record since 2016.
- **Organic website traffic grew by 374%** after launch, thanks to strong SEO and local strategy.
- **Google Business Profile traffic nudged up by 6% YoY**, keeping momentum steady.
- Despite being in a winter slowdown, **website traffic in early 2025 is on pace to outgrow Q4** — showing sustained digital visibility, even in Boulder's cooler months.



**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

