

Top 3 Pressure Washing Marketing Strategies



#1 Optimize Your Website for Conversions By...

- Including Your Phone Number Above the Fold on EVERY Page.
- Using real photos and videos wherever possible (as opposed to stock images). You can use pictures of your team, your work, your office, etc
- Adding a powerful Call to Action after each section of text.

#2 Optimize Your Website for Search By...

- Including your main keyword for each page in the corresponding Title Tag (i.e. The homepage title tag might be "Power Washing [Your Location] | Company Name").
- Building a separate page for each service you offer (i.e roof cleaning, window washing, etc).
- Creating unique content for each page of your site.
- Consistently creating new content (i.e. blog posts, embedded videos, etc)

#3 Optimize Your Google Maps Listing By...

- Creating a strategy to get more reviews.
- Adding images, videos, categories, and a description..
- Consistently creating new GMB posts.

**Need a little more help with your marketing?
Go to www.powerwashingbullies.com and fill out
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