

FREE CHECKLIST:

HOW TO GET MORE PRESSURE WASHING CUSTOMERS ONLINE

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QUICK INTRO

Hey! Thanks so much for downloading this checklist. I'll try my best to be as detailed as I can while also keeping it simple and easy to understand. But before we dive into the content, let me share a bit about myself so you know who I am and why I'm qualified to talk about this stuff.

My name is Daniel, and I have 6 years of experience in digital marketing. I have worked on all sorts of projects in the last couple of years and built dozens of websites, ran Ads, did Social Media Marketing, and sold plenty of stuff online.

I got introduced to the world of Pressure Washing through a friend, and I also did Window Cleaning for a little bit. It was really fun and that experience made me realize that I really like the Pressure Washing industry and community. From there, I thought it might be a good idea to use my digital marketing skills to help Pressure Washers grow more and dominate their local market. And that's what I'm here to do



I'll just share everything I learned over the years so that you can hopefully get a lot of value out of this. I do offer a web design service for people who want it done professionally or don't have the time to do it themselves, but we'll get to that later. I just want you to know that there is no obligation, and I really am trying to help you.

Sound good? Alright, then let's jump into it.

UNDERSTANDING YOUR BUSINESS

Look, the Digital Marketing world is very competitive. But you're actually in a great position without even knowing it.

Done-For-You Services, especially stuff around the House like Pressure Washing, are some of the easiest things to sell online.

Most people that sell stuff online are trying to sell Courses, Dropship cheap items from China, or offer Coaching programs that don't get results.

But you have a real, trust-worthy business with real Customer Interaction and people love the work that you're doing.

And as a bonus, people actually NEED what you're selling.

This means that even without crazy Marketing knowledge, you can compete and get jobs. Or you can spend some money on your online presence and get huge returns if you know what you're doing.

There is real demand for your service already. All you need to do is get seen by the people who need it.

And this is what I'll teach you with this checklist.

Oh, and the fact that a lot of Pressure Washers try digital marketing by themselves without knowing anything about it (and then fail) - is also great for you.

These types of people try something once, write it off, and then stick to referrals for the rest of their life. Wondering why they can never scale.

But you're different. You have an open mind and you are willing to learn about new opportunities, which is great.

This means less competition for you - and once you start to understand this, you can run laps around your competition.

So let's go.

THE CHECKLIST

1 A Professional, **High-Converting Website**

- ✓ Built on **WordPress** for full control & SEO benefits
- ✓ Mobile-friendly & **fast loading** (site speed affects rankings!)
- ✓ **Clear call-to-actions** (Make it easy for clients to book)
- ✓ Minimum **5-10 pages** for best results

2 **Google My Business (GMB) Setup**

- ✓ Claim & verify your **Google Business Profile**
- ✓ Add **before & after photos + service details**
- ✓ Get **at least 10-20 reviews** for trust-building
- ✓ Optimize for **local search keywords**

3 **SEO** (Search Engine Optimization)

- ✓ Target **“city + service”** keywords (e.g., “Dallas pressure washing”)
- ✓ Add **optimized service pages** for each main service
- ✓ List business in local directories (**Yelp, Angi, etc.**)
- ✓ Install **Google Search Console** to track rankings

4 **Paid Ads** (Facebook Ads)

- ✓ Target **local homeowners** in your city
- ✓ Use **before/after images** for great results
- ✓ **Speak to Homeowners directly** in your Ad Copy
- ✓ **Optimize your campaign** over time

Let's have a closer look at each of these. I'll explain the details, what to watch out for and what is or isn't necessary for your Pressure Washing business

A PROFESSIONAL, HIGH-CONVERTING WEBSITE

Websites... Where do I start? There is so much to talk about!

First of all, you need to understand that your website is the #1 most important thing when it comes to marketing your Pressure Washing Business online.

Everything else you do builds on it. And people will visit your website from all sorts of places (Facebook, Google Search, Google Maps, etc.) ... Even if you get a referral in the real world, chances are those people will Google your Business name and click on your website. So it's really important that it's good.

Most of you guys love to use simple GoDaddy or SquareSpace templates that only have a few sentences on there, but that's definitely NOT the way to go about this.

Look, your website needs to have tons of good content. It needs to show who you are, what you do, etc.

People expect to see proof of your work, customer testimonials, and more.

A proper site is what makes you look like a true professional instead of just "A guy with a Pressure Washer and a truck".

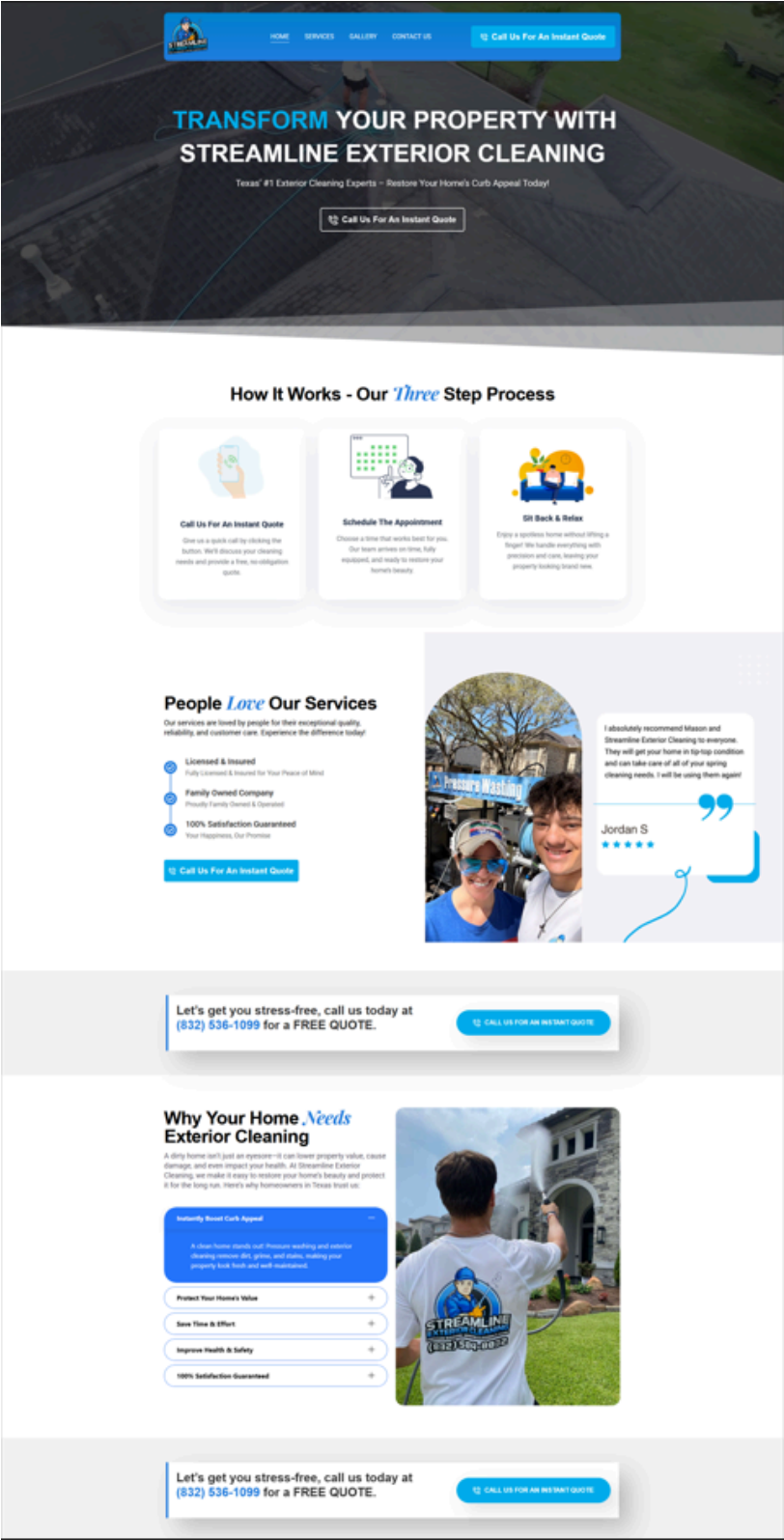
The pros who stand out online with a sharp, modern website and 5-star reviews can often charge 30–50% more than the guy with a pressure washer and a Facebook page - think about how that adds up over the years.

You don't want to be the \$99 guy - you want to be a professional that charges premium prices and services premium customers. And your online presence needs to reflect that.

SquareSpace, Wix and GoDaddy are really bad choices for a website. I'll explain more about why in the SEO section, but just know that you should have your website on WordPress. 40% of the Web is built on that platform and it's just the best. Simple to customize, the best for ranking in Google, and secure.

Always build on WordPress or get it built on WordPress. You'll thank me later.

Here's a great example. My client Mason hired me to make a Website for him, and this is the final product. I'll just show you a very small part of the Homepage here as an image, but you can check the full site at <https://streamlineexteriorcleaningtx.com>



First of all, it has many Call-To-Actions. It's easy for visitors to get in touch with him. There's a bunch of high quality content, the website is optimized for SEO (more on that later) - there's a service page, about, gallery with tons of before/after pictures, etc. - all with a great design and built to create trust and position him as an expert.

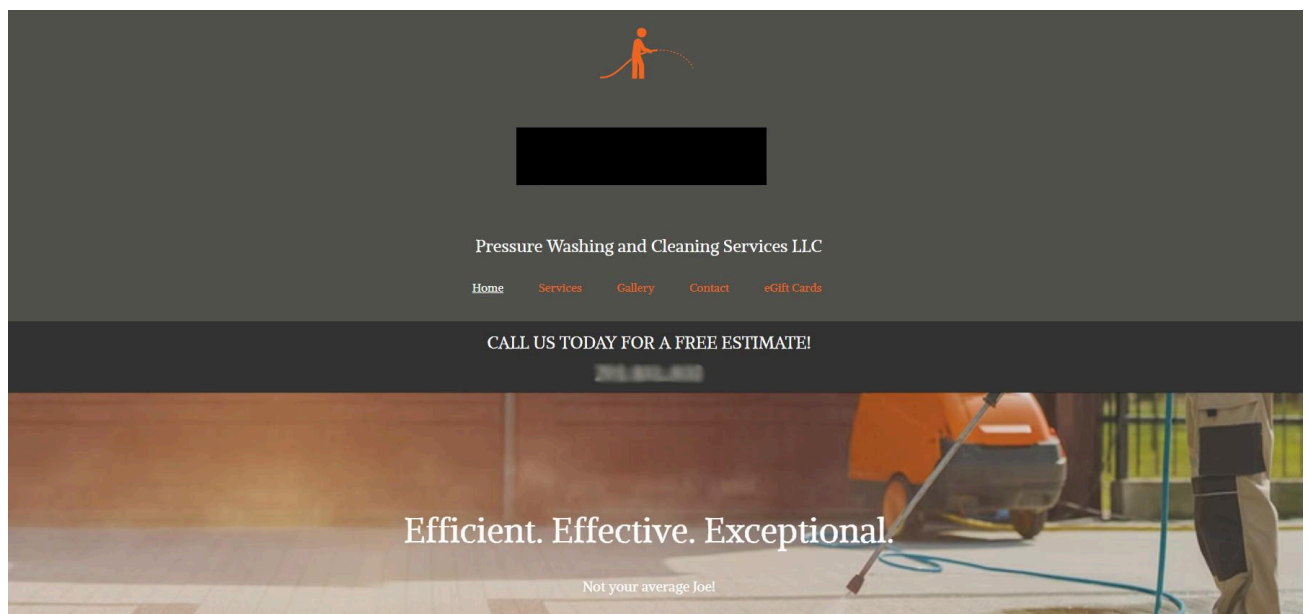
He chose to only have a total of up to 5 pages on there, but you can take this even further by building out individual pages for every Service that is offered, or for different locations. This makes it even easier to rank in Google for multiple terms.

Here's a different example of a website that did this well:

<https://nwsoftwash.com/>

If you have a proper website that is done professionally (not some Fiverr stuff or SquareSpace/Godaddy DIY) - then it becomes much easier to get quality jobs. Your website is your marketing foundation for building trust and your central place to direct people to.

And here is an example of how to NOT do it:



This is the website of a random Pressure Washing Business I found on Facebook. Barely any content, lackluster website, no Reviews, no personality, no SEO. It just screams unprofessional and it doesn't get any better if you click around.

There is no way this will ever rank in Google. And if you were to run Ads to this, it wouldn't get results. No matter how good the business is.

This is also why many people believe that websites are a “scam” or that they “don't work”.

And well, I can't blame them.

If you pay someone to create you a website and they make something like what I just showed you, then I would feel like I was getting scammed too.

But this doesn't mean that websites don't work. It just means that the person who made your website doesn't know what they are doing.

But on the other hand, if you have a professional, high-converting lead gen website that is well made, then:

- You will have solid differentiation from competitors in your local market
- You'll be able to charge way more for all of your services
- You will rank in Google and get leads on autopilot
- Any existing traffic that you have will convert at a much higher rate
- And it will boost all other forms of marketing you're doing

Like I said, it's the foundation of your marketing and everything else builds on it, so you definitely want to make sure that you get this right and don't end up with something like the random Business from Facebook.

I hope this is starting to make sense ;)

Now if you want me to make a custom, High-Converting website for your business, message me on FB and let's chat. This is my profile:

<https://www.facebook.com/profile.php?id=100010242014230>

But again, no obligation. If you're just here to learn, that's fine too.

Onto the next point.

YOUR GOOGLE MY BUSINESS PROFILE

This is genuinely really simple, but people make it complicated for no reason. There are even agencies that charge you \$400/mo just to set up and maintain your Google my Business profile, even though you can do this yourself in 10 minutes. No joke.

Again, the website is the most important thing. But you also want to set up GMB (Google my Business) - this will help your website rank in Google and also put you on the Google Maps list which is yet another way that people can find you online.

How to do this?

Go to <https://business.google.com>

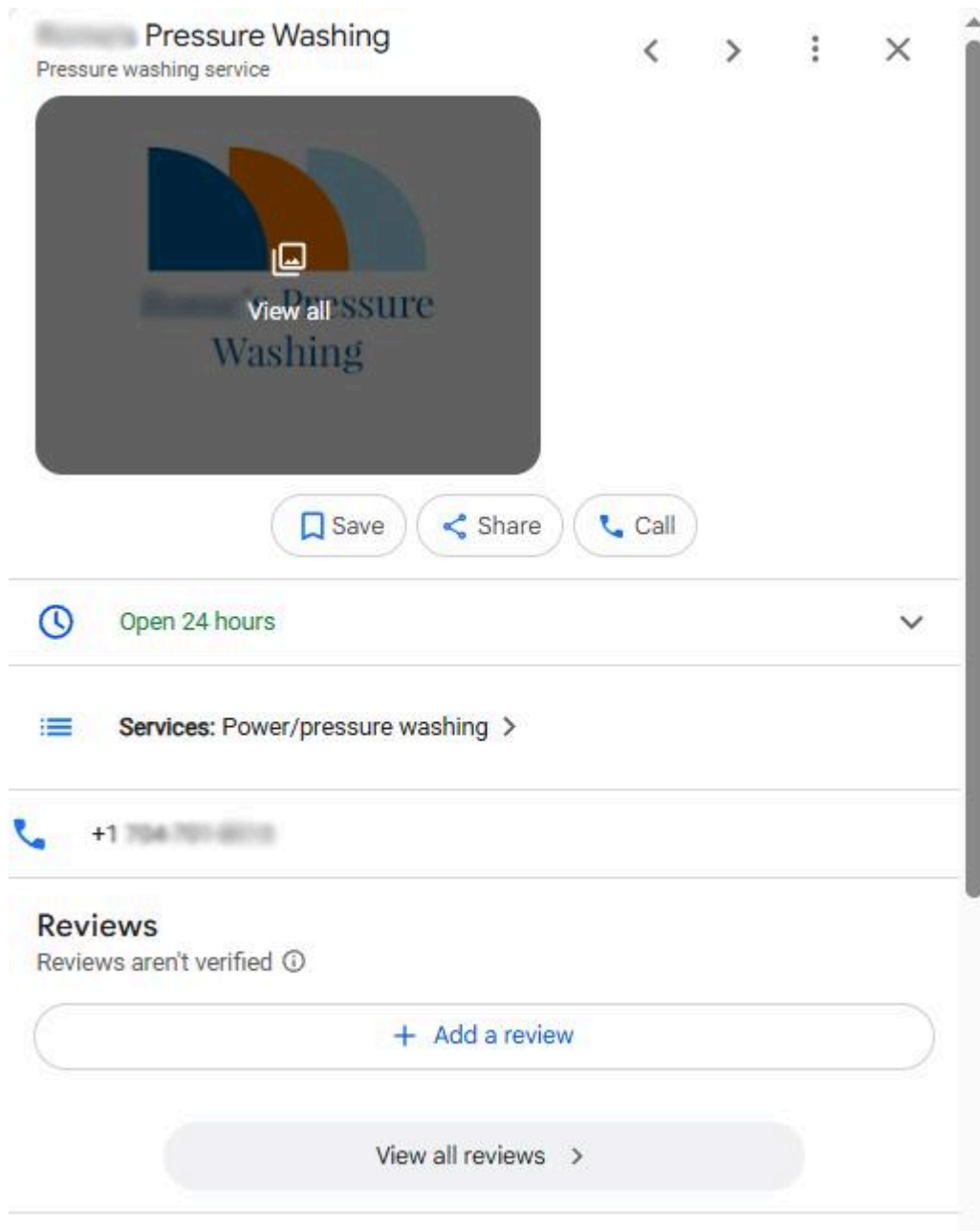
Sign up and fill out all the information required. Also, verify your business when Google asks for it.

Put as much relevant information on there as you can, and share the Review link with past customers so that you can get 10-20 Reviews on there.

Also upload a lot of high quality images of your work, and then you should be good to go.

Within a couple days, you will start to show up for Google Searches in your Local Area with your GMB profile. And if you ever want to change anything on there, simply type "My Business" in Google and you will be able to edit everything.

Here's an example of how to NOT do this:



Another random Business from Facebook. They have literally zero reviews on their Google My Business Profile. Not even a single one. Instead, all we get to see is their Logo which doesn't even look like it has anything to do with Pressure Washing.

No detailed description, no mention of their city or service area, all they put for services is "pressure washing"... No before/after pictures, nothing. Why would anyone put so little effort into their online presence? Who knows... But this won't provide good results.

On the other hand, here is a business that did this well:

Power Washing Services L.L.C
 4.9 ★ (67) ⓘ · Pressure washing service



Website Directions Save Share Call

🕒 **Open** · Closes 10 pm

☰ **Services:** Deep clean, Glass and mirror cleaning, Gutter cleaning, Interior and exterior window cleaning, Office and workplace cleaning,...

📍 [Address redacted], United States

📞 +1 [Phone Number redacted]

Reviews
 Reviews aren't verified ⓘ

 Google
 

4.9/5

67 reviews

 Yelp
 

View more

+ Add a review

60+ Reviews, High Quality Before/After Images of their work. They put an address, correct location/Service area. Proper business hours, ALL services they offer, linked Yelp, etc.

This is not a ton of effort, but they did a great job to ensure that they are ranking high in Google and getting more customers online. You can do the same!

SEARCH ENGINE OPTIMIZATION (SEO)

Okay, cool. So you have a proper Website now, and your GMB is set up. But now to really scale up, you may need more traffic.

SEO is one of the ways that you can get traffic to your website. If you don't know what SEO is, it's basically you saying to Google "Hey, my Site is good. Rank it high for a certain Search Term so people can see it"

For example, if you had a Pressure Washing Business in Dallas, you would want to rank high in Google for the phrase "Pressure Washing Dallas" - makes sense, right?

You do that by optimising your website SEO.

Now here is where it gets a little complicated. I will try to keep it as understandable as possible.

There are 2 Types of SEO: On-Page SEO and Off-Page SEO.

On-Page SEO is where you optimize the text and headlines on your website to rank for a certain term. For example, if you wanted to rank for "Pressure Washing Dallas", then putting something like "Best Pressure Washing Company in Dallas" in your website headline will help.

There is a LOT of detail on how to do this properly, and I could never cover all of this here. If you want more information on On-Page SEO, just watch some YouTube videos about it. There are many people teaching that.

When I make a website for a client, I always follow SEO best practices and optimize the On-page SEO from the start.

And if you are in a small town or your competitors don't know what they are doing online, then just having good On-page SEO can already rank you on Page 1 of Google. Sometimes even in the top 3 results.

This is also why I said that SquareSpace, Wix and GoDaddy websites suck, because they are not built for proper On-Page SEO. WordPress is.

Off-Page SEO is all of the SEO that doesn't happen on the page. For example, you can buy backlinks (links from other websites to your site), which shows Google that your website is relevant and that leads to higher rankings. Backlinks cost money, and it's easy to get scammed if you don't know what you are doing.

Google also punishes websites for buying backlinks, it's against their terms of Service, but people do it anyway because it works.

If you want to optimize your website SEO, I would recommend starting with on-page. You can hire someone to do it for you or learn about it yourself. But it's a lot to take in so be prepared.

Oh, and the first thing you need to do is set up an Account in Google Search Console. If you don't do that, Google won't even know that your website exists. Do that and submit your website there, then you can work on your SEO.

Here are some of the Pro's & Con's of SEO for Pressure Washing Companies:

✓ SEO brings people to your website that are already searching for your Service (aka Hot Leads that Convert easily)

✓ When you rank high, you will get traffic for years. Different people search for your service every month, and once you're up in Google, you will stay there for a long time.

✓ On-Page SEO is Free. Backlinks (to boost SEO) cost money, but they aren't necessary

✓ Not a lot of people in this industry know how to do this stuff properly. So if your SEO is good, you won't have a lot of competition

✗ SEO takes a long time to get going. Upwards of 90 Days to see your first Results

✗ SEO is not as scalable as paid Ads. You can't just wake up tomorrow and say "I want more leads now, so I increase the Ad budget" - it's linear

✗ SEO results aren't guaranteed – Even if you do everything right, Google's algorithm changes, and so do their preferences. You need to keep up with the SEO game to stay ahead

PAID ADS (FACEBOOK WORKS BEST FOR PRESSURE WASHING)

Now to the last part of this checklist! So we just learned that SEO is Free & Slow. Here's the exact opposite - Paid Ads are Expensive & Fast!

Facebook Ads can get you results pretty quick. The only downside is that there is quite a learning curve, and that they cost a lot of money so it's really bad if you mess up.

You can run Ads on many different platforms, but Facebook is the best for Pressure Washing Services. People really respond well to a visual reminder that "they should probably get their house cleaned"

Here's what you need to keep in mind:

Facebook Ads

- Facebook is a scroll-based platform, not a search-based one like Google. This means that you need to create Ads that make people stop their scrolling. Before & After pictures work great for this exact reason
- Facebook's UI is pretty easy to understand, but setting up Ad Accounts and connecting everything can be a real pain, especially if you're not tech-savvy. I highly recommend hiring someone to do it for you if you have the budget
- Facebook has great targeting options. You can filter people by their age, demographics, interest, etc. and only show your Ads to the ones that you think are most likely going to buy. So you want to make use of that by targeting only Homeowners in your Local Area who have money
- Facebook has a very strict ad policy and bans Ad Accounts for no reason sometimes, so you need to be careful with your Ads and don't make any crazy claims
- Facebook is a bit less competitive than other ad platforms, which is great. For example, with Google Ads, people can just click on another result next to yours and go with a different company when they search for a specific service. But when you're running FB Ads, you are usually the only company that is shown to that person at that moment.

The Math

Here is how this works:

Let's say you have a good website that converts well. If that's the case, about 20% of the people that land on your page will contact you.

With any ad platform, you pay per click. You run an ad, people click on it and then the ad platform charges you for the click.

The average cost per click is about \$1-2.

So let's say you only charge around \$200 per job on average. You're running Facebook Ads.

You pay \$2 per click.

That means for 100 visitors to your website, you pay \$200.

Out of those 100 people, 20% call you. That's 20 Calls.

And even if you only close 20% of those calls, that's 4 customers at \$200 each.

This equals \$800 in revenue.

So you spent \$200 to get \$800, a 4x Return of Investment.

This is very normal for Pressure Washing Companies when running Ads online. It can even go as high as 10x ROI.

You can also experiment with different Facebook Ad campaign objectives - you can have a few ads that run to your website and a few that run to your Facebook Page for people to message you directly.

See which one works best for you and then scale by just increasing the budget of your ads until you hit your capacity and can't do any more jobs due to lack of time.

PUTTING IT ALL TOGETHER

We went through a lot, so let's make this tangible.

How to get Customers for your Pressure Washing Business online - TL;DR

Have a High-Converting, Professional Website. Set up Google My Business. Run Traffic to the Website. Either by doing SEO (Slow) or by Paying for Ads (Instant).

Ideally, you do both.

If you have any Social Media going on like Facebook or Instagram, direct people from there to your Website so they call you. That's instant traffic as well and it's free.

The better your website and your service is, the more return you will get for the rest of the marketing you're doing.

If you are busy and don't want to learn how to do this all by yourself, hire someone to do it for you who knows what they are doing.

And if you want me to make you a professional site and get this whole process started, hit the link below and message me on FB ;)

<https://www.facebook.com/profile.php?id=100010242014230>

Thanks for reading. I really hope this gave you some clarity. Talk soon!

Daniel