

“27 FREE and Cheap Ways You Can Use the Internet to Get MORE Cleaning Business”

More cleaners get their HIGHEST marketing return from the Internet than ANY other marketing medium. I personally get at least a 30-to-1 return on marketing dollars spent online. And some of my clients easily get those same returns or higher.



John Braun
aka the Hitman

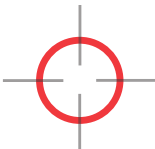
But then why do some cleaners FAIL to get much business from the Internet? Is it because they don't try? Or maybe they're trying too hard?

You may be thinking you need to be a computer geek to make the Internet work for your cleaning biz. But the reality is you don't need to know much about computers at all.

I'm about to let you in on 27 ways you can use the Internet to get more cleaning business. Take this advice to heart because it can change your cleaning biz.

Many of these techniques are FREE and the others can be done for low cost. These are all about getting more TRAFFIC to your website and helping your site rank higher naturally in Google.

Disclaimer: Know that the Internet surely should be a big part of your marketing mix. However, no matter how many cleaning clients you get online, never rely solely on Internet marketing or any other marketing medium. Use it as one of a few effective tools to get cleaning clients.



1. Start with a great website that SELLS your reputation and your cleaning service. Use the space available and tell how you are different.
2. Add elements to your website that people want to stay on for more than twenty minutes. This greatly increases sales and search ranking in Google.
3. Add sales triggers to your website that will make prospects want to pay you MORE than your competition. These include testimonials, gift certificates, special reports, etc.
4. Set up a blog on your website and post unique, valuable content every week.
5. Connect with prospects and clients on Facebook. Create a Facebook company page and get as many Facebook Likes as you can.
6. Get referrals from Facebook. Start an online referral promotion.
7. Get your Facebook page ranking on the top ten of Google.
8. Use Facebook advertising. Do it while it's still CHEAP. Caution: The prices will continue to increase for Facebook ads, so learn it and get prospects now.
9. Create videos at least once per month. Post these videos on Facebook, YouTube, and other video websites.
10. Get your videos ranking in the top ten of Google.
11. Use Google Adwords pay-per-click. Learn to write great headlines for your emails, website, and pay-per-click ads.



Also Seen on...



Client Reviews...



(Press play to see the video)

Vickie Horton of Gulf Coast Kid's House "Great job. The guys were friendly and worked hard to finish the building effeciently."

Robert Rockwell "I've been in real estate since 1974 and have found Premium Carpet Care to be one of the finest firms I have dealt with. Thank you for your professionalism."

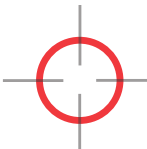
Premium Carpet Care- Carpet Cleaning Pensacola FL
Posted by John D Braun (?) · July 31

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<http://www.carpetcaretips.com/spotremoval/end-of-summer-cleaning-specials/>


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12. Send email newsletters to clients and prospects to get MORE frequent cleaning and MORE referrals every week or bi-weekly. Use an automated service for your email newsletters.
13. Program a 9-step autoresponder campaign for your email newsletter that won't let your prospects forget about you.
14. Get hundreds of email newsletter subscribers by inserting an email opt-in on your website, blog, and your social media sites.
15. Create squeeze pages for your special cleaning offers.
16. Run Facebook ad campaigns to your squeeze pages.
17. Use LinkedIn to get new leads and sales for commercial cleaning or water restoration work.
18. Post your website, blog, and social media site links on Twitter.
19. Connect with friends, clients, and prospects on Google Plus.
20. Post your website, blog, and social media site links on Google Plus.
21. Get Google reviews each month.
22. Manage your online reputation by setting up Google Alerts. Respond immediately to bad reviews or comments.


June 2010

How to Identify Handmade Area Rugs


There are a few basics you should know about rugs. Once you understand how to identify what makes any rug valuable, you'll have a greater chance at purchasing a better rug.

Rug fibers usually consist of wool in most mid to upper end rugs. High-end rugs may also have silk. Synthetic fibers such as acrylic, polyester, nylon, and olefin (polypropylene) can be found in more economical rugs. Cotton, sea grass, and sisal rugs are often moderate rugs. Your most stain resistant rugs will contain synthetic fibers, but won't feel as soft and luxurious. All other natural fiber rugs are susceptible to staining if spots aren't cleaned immediately.

What do you look for in a rug? Quality of wool, type of dye, and knots. Simply because a rug is expensive, doesn't mean it has good dyes or is constructed well. Make sure you know what it is, and shop around first. Above all, be extra cautious about purchasing a rug outside the United States.

The quality of a wool fiber depends largely on the type of dye used. Fine wool is vegetable dyed with fruits, roots, and plants. Cheaper wools and nylons can be dyed with synthetic dyes. A rug should always be tested for colorfastness by taking a damp white cloth and gently rubbing it into the fiber. If any color transfers on the cloth, the dyes are unstable. Also look closely at the fiber to check the integrity. Make sure it isn't unraveling. Very fine wool fibers can often look as soft as silk even to an experienced rug professional.

The construction of a rug is also a key factor. To determine if the rug is handmade, turn it upside down and look at the back. If you cannot see the pattern as clearly as on the face, the rug is not handmade. If the rug passes this first test, look at the fringe. The fringe should be an extension of the yarn inside the rug and should not look like it was sewed on.



This is an example of a handmade rug. You can see how the fringe appears to be an extension of the yarn inside the rug and not sewn on fringe.

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Tips in Effectively Dealing with Dust Mites on Your Rug

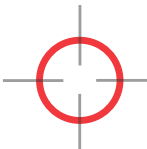
A beautiful area rug can do wonders to the aesthetic value of your home. You can instantly add a unique blend of class and comfort which can tie up the atmosphere and mood in your house. This is certainly one of the reasons why people love to buy rugs for their homes.

But rugs can only be advantageous to homeowners if it stays clean, beautiful and hygienic. One common issue that homeowners encounter is dealing with dust mites that can infest the rugs in their homes. Dust mites can make the rug unhygienic and unsafe, particularly if you have members of your household who are prone to experiencing allergies.

Killing and eliminating the dust mites on your rug can be somewhat of a challenge, but to help you out I will give you some useful tips that can make this task a bit easier to accomplish. Here is a list of helpful tips that you should try out when trying to deal with dust mites on your rug.

- Keep Your Rug Clean From Food Particles – Loose food particles can be one of the sources of your dust mite problem. They infest your rugs when it is filthy and dirty and having food particles around can certainly help make this happen. Make sure that you keep your rug free of any loose food particles and that you pick up every loose particle whenever you have any spills on your rug.
- Vacuum the Rug Always – Another way to help deal with dust mites is to vacuum your rug frequently. As mentioned before, the dust mites only stay

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23. Set up your profiles for your company on other social media sites like Tumblr.com and Vine.co
24. Connect with other cleaners and people in your city on social media sites.
25. Get your company website listed on CNN, Fox News, ABC, NBC or other large media websites by submitting press releases.
26. Get seen on Google Maps. Post your company address and website on dozens of citation sites all over the web.
27. Set up a dedicated mobile website for easy viewing on mobile devices.



*Practice doing these things regular and your sure to rank higher and get more clients online.

Stay tuned for more...

