

CASE STUDY

Paramount Space Cleaning

Website Overhaul, SEO & Automated Quote System

Client: Paramount Space Cleaning, Coventry

Industry: Domestic & Commercial Cleaning

Project: Complete Website Overhaul & Custom Quote System

Services: Technical SEO, Content Writing, Compliance, Web Development, Automation

The Challenge

Paramount Space Cleaning is a growing cleaning company serving domestic and commercial clients across Coventry and the West Midlands. When we took over the site, it had **no analytics installed and zero search engine presence**. Beyond that, there were several critical issues:

Compliance & Security Gaps

- No privacy policy or GDPR compliance
- No CAPTCHA protection — vulnerable to spam
- No backup system in place

SEO & Visibility Issues

- No Google Analytics or Search Console
- Zero visibility in Google search results
- Missing schema markup
- Thin or missing service page content

Operational Inefficiencies

- Manual quoting eating up hours each week
- No visibility on where leads came from
- Potential customers dropping off before completing enquiries
- No system to follow up with interested prospects

The Solution

We delivered a complete website overhaul covering compliance, technical SEO, content, and automation.

1. Compliance & Security

- Privacy policy and GDPR statement added
- CAPTCHA implemented across all forms
- Automated backup system configured

2. Technical SEO & Content

- Google Analytics 4 and Search Console set up from scratch
- Schema markup added (LocalBusiness, Service, FAQPage)
- Service pages written from scratch with local keyword targeting
- Meta titles and descriptions optimised for Coventry search terms
- Page speed optimisation (homepage score: 88)

3. Custom Quote System

- Multi-step quote form for domestic and commercial cleaning
- Real-time pricing with room-by-room calculations and add-ons
- Lead capture at step one — no enquiry lost
- Dashboard with conversion tracking, source analysis, and postcode data
- Automated confirmation emails to customers
- Abandoned quote recovery — automatic follow-up emails
- Full admin control — adjust pricing without touching code

Get an instant cleaning quote

Please answer a few quick questions so we can estimate the price.

Step 1 of 6

Step 1 — Your details

Full name

Simon Batchelor

Mobile number

07347117342

Email address

admin@getyourwebsiteseen.co.uk

Postcode

LE67 1ER

UK postcode format required

Preferred contact method

Phone

How did you hear about us?

Flyer/Leaflet

Got an offer code? (optional - valid for domestic cleans only)

Enter any promotional code you've received

Privacy Notice: By clicking "Next", you consent to us storing your contact details and using them to provide you with a quote and contact you about our cleaning services. We will handle your data in accordance with our privacy policy and GDPR regulations. Your information will be stored securely and will not be shared with third parties.

« Back

Call: 02475 313009

Next »

The custom instant quote system in action

The Results

Work began on 7th October. **Within 6 weeks, the site hit page 1 of Google** for key local search terms. Within 4 months, website enquiries increased fivefold — and the automated quote system has only just launched:

5x More Enquiries	6 weeks To Page 1	50+ Keywords	4,580 Impressions	6x ROI
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Website Enquiries

Results from SEO and content work — quote system only just launched:

October 2	November 0	December 2	January 10
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Revenue Potential

10 enquiries × £120 average job = **£1,200/month** potential new business

The Investment

Setup Costs	
Technical SEO setup	£250
Custom quote system	£500
Ongoing	
Monthly SEO & support	£200/month

Return on Investment

£200/month investment → £1,200/month potential revenue = **6x ROI**

Keyword Rankings (Coventry Market)

Key local search terms now ranking on page 1-2 of Google:

Keyword	Position	Page
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coventry cleaning	8.8	Page 1
cleaning service coventry	10.7	Page 1
deep cleaning coventry	12.8	Page 2
cleaners in coventry	13.0	Page 2
cleaning services in coventry	13.3	Page 2
end of tenancy cleaning coventry	13.5	Page 2
commercial cleaners coventry	13.7	Page 2
cleaning services coventry	15.9	Page 2
commercial cleaning coventry	16.6	Page 2

Technical Health

Homepage SEO Score	89/100
Page Speed Score	88/100
Pages Indexed	All service pages indexed
Crawl Errors	0

Before & After

BEFORE	AFTER
No analytics installed	Full tracking (GA4 & Search Console)
Zero search engine presence	4,580 impressions, page 1-2 rankings
No privacy policy	GDPR compliant with privacy policy
No spam protection	CAPTCHA on all forms
No backup system	Automated daily backups
No schema markup	LocalBusiness & Service schema
Thin service pages	Full SEO-optimised content
Manual quoting	Instant automated quotes
No lead tracking	Full dashboard with source & conversion data
No follow-up system	Automated abandoned quote recovery

What the Client Says

"After speaking with Lisa, I decided to use Get Your Website Seen for our SEO, and it's been one of the best decisions I've made for my business. From day one, the communication has been outstanding—clear, consistent, and proactive throughout.

What really impressed me was how quickly we started seeing results. Within just a few weeks, our rankings were already improving, and those gains have continued to build over the following months. The quality of work has been exceptional.

Simon also identified some technical issues with our site that we weren't even aware of and fixed them as part of the service—that kind of attention to detail makes all the difference.

We couldn't be happier with the results so far. If you're looking for an SEO team that genuinely delivers, I'd highly recommend Get Your Website Seen."

— **Paramount Space Cleaning, Coventry**

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