The 2025 Cleaning Ads Cheat Sheet

10 Keywords That Work + 10 Headlines That Convert

The Shocking Truth

We analyzed **$98,530 in real ad spend** from 12 cleaning companies. Here's what we found:

- **Best performer:** $29 per customer
- **Worst performer:** $324 per customer
- **That's an 11x difference** for the same service

The difference? **Three things: Ad copy, campaign settings, and targeting.**

TOP 10 HIGHEST-CONVERTING KEYWORDS

These keywords drove the BEST conversion rates (20-28%) and lowest CPAs:

Keyword	Conversion Rate	CPA
[City]'s Top Maid Service	28.6%	$81
[City]'s #1 Rated Cleaners	28.1%	$28
House Cleaning in [City]	27.2%	$30
Maid Service [City]	27.4%	$31
Residential Cleaning [City]	28.6%	$21
Cleaning Service in [City]	26.3%	$38
Home Cleaning [City]	27.1%	$35
Professional Cleaners [City]	26.8%	$42
Deep Cleaning [City]	25.9%	$45
Trusted House Cleaning [City]	28.4%	$24

Pattern: City-specific + authority claims = winners

Avoid These:

- "Cleaning Near You" (0.1% conversion — yes, really)
- "Local Cleaning Service" (3.3% conversion)
- Generic "Cleaning Service" without location (1.0-3.5%)

TOP 10 HIGHEST-CONVERTING HEADLINES

These headlines converted at 20-28% (vs. industry average of 3-5%):

🏆 THE WINNERS

1. **[City]'s Top Maid Service** — 28.6% conversion
2. **[City]'s #1 Rated Cleaners** — 28.1% conversion
3. **Schedule Your [City] Cleaning Today** — 27.4% conversion
4. **Get a Free Quote Here** — 27.4% conversion
5. **Trusted, Highly Recommended Cleaners** — 28.4% conversion
6. **Green Seal Certified Cleaners** — 28.1% conversion
7. **Professional House Cleaning in [City]** — 27.2% conversion
8. **Licensed, Insured Since [Year]** — 27.0% conversion
9. **Easy, Flat-Rate Pricing** — 28.4% conversion
10. **Book Your [City] Cleaning in 60 Seconds** — 26.9% conversion

⊠ THE KILLERS (Avoid These)

- "Cleaning Service Near You" — 0.1% conversion
- "Clean Home, Fresh Start" — 1.0% conversion (emotional fluff)
- "We're Here to Help" — 2.7% conversion (too generic)
- "Safe for Your Family & Pets" — 2.7% conversion (table stakes, not a differentiator)
- "Deep House Cleaning" — 2.7% conversion (just stating what you do)

QUICK COPY-PASTE TEMPLATE

Use this structure for Responsive Search Ads (just replace [City] and [Your Company]):

Headlines (Use All of These)

1. [Company Name] [City] Cleaning
2. [City]'s #1 House Cleaning Service
3. Schedule Your [City] Cleaning Today
4. Get a Free Quote Now
5. Trusted By [City] Families
6. Licensed, Insured & Background Checked
7. Same-Week Availability Guaranteed
8. Easy, Flat-Rate Pricing
9. Over 500 [City] 5-Star Reviews
10. Professional Residential Cleaning [City]

Descriptions (Pick 2)

- "Get your [City] home spotless in hours. Book online in 60 seconds. Same-week availability!"
- "Flat-rate pricing, no hidden fees. Trusted by 500+ [City] families. Get your free quote today!"
- "Licensed, insured, background-checked. Professional cleaning in [City]. Book now!"

Expected performance: 20-25% conversion rate, $30-50 CPA

CAMPAIGN SETTINGS THAT MATTER

⊠ TURN ON

- Search Network (Search only)
- Call Extensions (with tracking numbers)
- Location Extensions
- Conversion Tracking (forms + phone calls)

⊠ TURN OFF

- Display Network (wasted money)
- Search Partners (dilutes performance)
- Performance Max (inconsistent)
- Website Traffic Campaigns (kills ROI)

Geographic Targeting

- Use 10-15 mile radius around your service area
- Bid higher in affluent zip codes
- Use location insertion: [LOCATION] City

BENCHMARK YOUR PERFORMANCE

Where do you fall?

Metric	Poor	Average	Good	Elite
CPA	$100+	$50-100	$30-50	<$30
Conversion Rate	8%	8-12%	12-20%	20%+
CTR	4%	4-5%	5-7%	7%+

THE ONE CHANGE THAT 10x'S RESULTS

Replace "Near You" with Your City Name

- **Before:** "Cleaning Service Near You" → 0.1% conversion
- **After:** "Denver's Top Cleaning Service" → 27% conversion
- **That's 270x better** from changing two words

Time to implement: **10 minutes** Expected impact: **50-100% improvement in conversion rate**

7 EXPENSIVE MISTAKES TO AVOID

1. **No conversion tracking** → Can't measure, can't optimize
2. **Display Network enabled** → People aren't thinking "I need cleaning" while browsing
3. **Website traffic campaigns** → One company spent $3,159 per customer!
4. **Generic copy** → "Cleaning Service" beats "Cleaning Service Near You" by 270x
5. **Broad geographic targeting** → Paying for people 30 miles away who won't book
6. **No negative keywords** → Wasting money on "cleaning jobs," "DIY cleaning," etc.
7. **Not tracking ROI** → Can't kill underperforming campaigns

THE 30-DAY QUICK WIN PLAN

Week 1: Quick Fixes (1 hour total)

- ☐ Replace all "Near You" headlines with city-specific ones
- ☐ Turn OFF Display Network and Search Partners
- ☐ Verify conversion tracking is working

Expected impact: 30-50% CPA reduction

Week 2-4: Optimization

- ☐ Separate brand campaigns from generic search
- ☐ Add negative keywords (jobs, DIY, cheap, free, etc.)
- ☐ Test new ad copy from winners list
- ☐ Increase budget on campaigns with CPA <$50
- ☐ Pause campaigns with CPA >$100

Expected result by Day 30: 30-50% reduction in cost per customer

Ready to Get Results?

Download the full 10-page playbook to get:

- Complete performance benchmarks for your market
- Advanced optimization strategies
- Common mistakes & how to fix them
- 30-day implementation roadmap
- Your personalized audit & recommendations

→ [Book Your Free 15-Minute Ad Audit]

Based on real analysis of 98,530 in Google Ads spend from 12 cleaning companies (July-November 2025, 1,468 customers)