

Home Page

Headline: You've worked hard for your backyard. So will we.

[I am picturing this headline above a beautiful video or lush photo of a backyard with a gorgeous pool lit up at twilight, the lamps on, dinner on the table outdoors nearby, lights in the trees, a party, etc. The perfect poolside evening.]

Subhead: The pool you paid for, at its best.

Body: We come to every job prepared to deliver you certainty. That starts with a full money-back guarantee, and a second guarantee that your property will be left clean and undamaged, no matter what.

99% of our customers choose to stay with us, month after month, without a contract.

Schedule a call with us below and let us know what we can do for you. We'll start with a visit to your backyard and a free water analysis in order to provide you with a detailed, accurate quote.

There's no substitute for your home.

CTA Button: Start Enjoying Your Pool.

Subhead: Pool Service Should Be:

- **Highly Skilled.** Our technicians pass rigorous training tests covering mechanical and chemical engineering, safety, and customer service.
- **Consistent.** We use a 15-point service checklist on each visit to your pool. Our proprietary mobile app enables us to track and timestamp every task performed on your property during a visit, ensuring nothing is left undone.
- **Safe.** Our service technicians wear uniforms and all have cleared background checks.
- **Legal.** We are a certified, licensed, and insured company, reducing your liability.
- **Transparent.** We provide photos of your pool, ensuring transparency without compromising privacy, and send you a summary email of the services provided after each visit is completed.
- **Responsive.** Get timely customer support from an actual human being, no matter what.

CTA Button: Download our "Ten Questions To Ask Your Pool Service Provider" Guide

Body: We want to help pool owners spend their money wisely. Your service provider should be able to answer each of these questions clearly for you.

(The above CTA button should only be placed if you create a PDF download for your website)

Subhead: The GL Pools Origin Story

Body: Austin Gardiner founded GL Pools in 2006 after many years of apprenticing with his father, and many of San Diego's best service and repair companies. As a second-generation pool repair technician with a deep appreciation for the business, Austin set out to distinguish GL Pools with two principles: it would treat every client's pool as if it were its own, and it would provide advancement opportunities for its employees if they performed well. A client should experience a level of care they would expect from a family member.

In 2013, Gardiner was joined by long-time friend and current GL Pools CFO, Kyle Lobe. The demand for an approach like GL Pools' had become clear, and it continued to expand its opportunities and cement a reputation. Today, GL Pools serves hundreds of homes and marquee properties throughout San Diego.

Subhead: If you need commercial-grade pool services, GL Pools delivers on schedule and with pride.

Body: We're fully licensed, bonded, and insured. We've fostered strong relationships with San Diego County inspectors, and can work on all commercial property types, including:

- Resorts/Spas
- Hotels
- Apartment complexes
- HOAs
- Schools
- Community centers
- Fitness clubs/gyms
- Olympic/Jr. or Olympic pools
- Fountains
- and more!

We ensure guest comfort comes first when we work with our commercial clients. Our technicians always wear company-branded uniforms and arrive in marked trucks, and we deliver commercial pool cleaning services with professionalism and courtesy.

Trained in customer service and professional decorum, we adhere to the expected etiquette of your property, executing our duties efficiently, quietly, and on schedule. We work to *enhance* your reputation, not just maintain it.

GL Pools will limit your liability, and get your property back in order on your schedule, without a loss in demand for your business.

[Existing “What Your Neighbors Are Saying” review aggregator section on the website should be kept as is here, it’s great.]

Subhead: Let us know if it’s time to meet your pool.

Body: Here’s how we typically get acquainted:

1. **We Get To Know You.** Client Care is our foremost value. Whether through an online quote, phone call, or coming out to the yard, we’ll meet you wherever you want to be. (We prefer the yard option, but if you sign up online, we won’t sell your information or send you spam, ever). Our purpose here is to learn your specific goals for the pool, whether that’s teaching your grandkids how to swim, doing laps, or just relaxing.
2. **We Get To Know Your Pool.** Once we get on-site, we’ll do a comprehensive chemical analysis, write up an equipment status report, and generate a pool safety walkthrough that outlines what we need to do to meet your needs.
3. **You Receive A Custom Plan.** Whether it’s a one-off pool repair, pool cleaning, or regular pool service, we will tailor our offering to exactly what you need. You will not spend more than you have to.

CTA Button: Start Enjoying Your Pool.

[Keep featured review and footer]

Pool Cleaning

Headline: The details are what make something exceptional.

[Again, I’m picturing the world’s most ravishing turquoise pool ever captured in digital photography here, or equivalent. Close-up shot of ripples on the water in the sun.]

In theory, there’s no reason your water can’t be cleaner than a five-star resort’s. In practice, it takes a lot of time and energy to keep it that way. That’s our science.

If your pool needs a little extra attention due to specific characteristics or equipment issues, or if you’re having to drain it constantly due to a chemistry issue, we can come up with a comprehensive pool cleaning service plan that maintains a healthy and appealing swimming environment.

Plus, proactive, concierge-level service means you never have to reschedule your kid’s birthday party, a romantic night with your spouse, or any other event that’s not complete without the pool’s final detail.

Hyperlink Page Outline (as on current website)

Subhead: The Differences Between Our Pool Cleaning Plans

A clean pool is a healthy pool, and a healthy pool is a cheaper pool. Cost-effectiveness and beauty require regular cleaning and upkeep. While the maintenance tasks for most swimming pools are similar, each pool has unique characteristics that may require more attention. Your pool might have some older equipment that requires extra preventative maintenance. Or, perhaps your pool has a shady spot that's prone to algae growth. Pools with additional needs like these might require our Premium or Elite plans.

At GL Pools, we train our pool cleaning technicians in-house so they can accommodate any pool's unique attributes: even yours. Then, we'll set up a pool cleaning service regimen to keep it looking its best – year-round.

Service Plan FAQ

Can I cancel my pool service plan if I change my mind?

Are pool repairs included?

How will I be billed?

Will I have the same technician servicing my pool every week?

Will my pool or spa be serviced on the same day each week?

Are filter cleans included?

Do you offer seasonal service?

[All answers to FAQ are excellent]

Subhead: The Benefits of Professional Pool Cleaning Service

Professional pool cleaning and care is the best investment you can make in your pool's longevity. Here are its three most important benefits:

Consistently healthy pool chemistry – Your family's health and wellbeing come before anything else. They may even be the reason you wanted a pool in the first place.

GL Pools deals with water chemistry all day, every day. We keep your pool optimally balanced for safe, comfortable swimming conditions year-round.

Preventative care – Catastrophes are expensive; preventative care doesn't have to be. We check your equipment during every pool cleaning service visit to ensure your pump, heater, and filter and more are working well. Get ahead of costly replacements or major repairs, and spend that money someplace better.

Peace of mind – When you get home from a day of work or errands, you shouldn't have to think about pool cleaning. Ever. Period.

As a GL customer, you can experience what concierge-level pool cleaning service really means and focus on the things that matter most to you, like enjoying your pool with friends and family.

Subhead: Who Are The Best Pool Cleaners In My Neighborhood? Whoever's Most Accountable.

We know that you have many options when choosing a swimming pool cleaning service in San Diego County. You're probably most concerned with whether you're getting what you pay for.

With GL Pools, your days of wondering whether your pool cleaner actually showed up and did anything are long gone. With a unique mobile application, we track the time of completion for every task we perform on your property during a visit. We also send you photos of your pool, so you can inspect a visual yourself.

After each pool cleaning, we'll send you a comprehensive e-mail with the tasks completed so you know your pool has been cleaned to the highest possible standards.

And, if you do have a question or a request, you can reply to that email and we'll be in touch quickly. Ease of communication matters, and we're waiting to hear from you.

Subhead: Start With Pool Cleaning and Benefit from Our Additional Services

Pool cleaning, pool repair, and pool equipment supply all have a symbiotic relationship. It's the right combination of all three that keeps your pool beautiful and functional.

While we pride ourselves on being San Diego's experts in pool cleaning, serving our clients effectively means we have top expertise surrounding pool equipment and repairs.

While many other companies will refer you to a third party for repairs, we don't put you through that hassle. GL Pool's dedicated in-house repair team will take over your issue directly, with the same contact point for any questions you may have.

Call GL Pools today at (619) 374-9975 to end your pool cleaning headache forever, or click below.

CTA Button: Start Enjoying Your Pool.

Pool Repair

Headline: Never get stuck inside.

[I'm picturing an image of people relaxing in the pool here, versus the pool cleaning one which would be more focused on the pool or water itself. Just a thought.]

San Diego is special in that you can swim in an outdoor pool for almost the entire year. Cooling down during the hottest months of the summer, floating in warm water with the steam rising once it starts to get cold: you invest in a pool to relax and to live a life present in nature—until it breaks.

GL Pools offers comprehensive quotes for pool repairs that result in real, lasting, long-term solutions, and we do it anywhere in San Diego.

Hyperlink Page Outline (as on current website)

Subhead: San Diego Pool Pump Repair

A stagnant pool might as well be a swamp in your backyard. Swimming pool or spa pumps are the only thing standing in the way of that, and they require routine maintenance or they break down. It's important to be aware of these signs that indicate when a pool pump might need repairing or replacing:

- The pump's power going on and off
- High-pitched noises or buzzing sounds
- Water that isn't flowing as it should

These are hints that it's time to get professional pool pump repair.

Our team at GL Pools is dedicated to solving issues with pool pumps all around San Diego. Our team can finish repairing most pool pumps in less than two hours, but the time required can vary depending on the type of pump and how badly it's damaged.

We take pride not only in providing high-quality pool pump repairs around San Diego County but also in helping our clients reduce their electric bills by replacing worn out pumps with highly efficient variable-speed pumps. We're always available to answer questions and explain the process of fixing pool pumps.

Subhead: Pool Heater Repair in San Diego

Sometimes, an older pool heater encounters issues, but we can often repair it at a fraction of the cost of purchasing a new heater. Typically, we determine whether a client needs a pool heater repair during a maintenance call, and homeowners and property managers across San Diego often avoid the need for premature repairs.

When you choose GL Pools, our pool heater repair services begin with a thorough diagnostic process to identify the root cause of your heating problems, during which our skilled technicians systematically troubleshoot your swimming pool or spa heater. If you need to upgrade or replace your heater, we can source you one, and make sure it adheres to modern building codes.

Subhead: San Diego Pool Timer Repair

Pool timers are devices connected to your pool pump, which play a vital role in ensuring your pool system runs smoothly. These timers are cleverly designed to automatically start and stop your pool pump based on pre-set schedules, making it easy to manage your pool's filtration cycles. Our services allow you to adjust the timer to run your pool pump when you want to—making everything simple.

A practical way to gauge a timer's efficiency is by checking its unit door. If you notice the door is loose or not sealing properly, it might be time for a repair or replacement. You should also check the latches and waterproofing of the timer, as well as verify that the timer motor is operating properly.

Our team can diagnose these or any other bugs in your pool timer. Whether it's a repair to restore optimal performance or sourcing a replacement, you can trust us to take care of your pool timer needs anywhere in the San Diego area.

Subhead: San Diego Pool Light Repair

Pool light repairs can be especially dreaded among homeowners. Many wonder if they have to drain the pool to get to the lights. Fortunately, pool lighting repair is actually not as complicated or expensive as many think. Or, at least, it doesn't have to be.

In a lot of cases involving inground pool lighting repair, extensive pool water level adjustment or lowering isn't required. Our skilled pool service technicians at GL Pools have extensive experience addressing malfunctioning pool lighting fixtures without draining the pool, and diagnosing short circuits and the tripping of GFCIs (Ground Fault Circuit Interrupters). We've got you covered, no matter where you are in San Diego.

Subhead: San Diego Pool Mastic Repair

Pool mastic, also known as expansion joint caulking, plays a crucial role in keeping your swimming pool in excellent condition. Often referred to as pool caulk or sealant, mastic's primary function is to create a watertight seal between the pool and the surrounding concrete. This prevents any water from leaking out of the pool and damaging the area around it.

Determining when to repair your pool's caulking isn't a simple decision, because various factors come into play. Local weather conditions, the frequency of pool use, your commitment to maintenance, and even the specific type of caulk used can influence the lifespan of your mastic. That's why it's essential to rely on a professional appraisal when it comes to mastic repair. GL Pools can ensure that the right materials are selected for your pool and decking, and guarantee that the new seal will have maximum longevity, so you can enjoy a dry, well-maintained pool area for a very long time.

Subhead: Pool Automation Repair in San Diego

Pool automation is a recent leap in pool technology that leads to lower electric bills and vastly increased control over your pool. It's more achievable now for residential owners than ever, and it's a specialty GL Pools has researched extensively.

Automation lets GL Pools remotely manage various functions like pumps, heaters, lights, and spas using a control panel. We're experts at diagnosing and repairing these systems if problems arise, whether you have a basic spa or a complex setup.

Our pride lies in our workmanship and in our competence with the latest industry technology. Although they're very convenient, pool automation systems can still face issues. If they do, on average, a repair takes one to three hours. For your pool automation repair needs in San Diego, trust GL Pools for a smoothly running automated system.

Subhead: Don't see the repair type you need? Ask us about it!

Call Button: (619) 374-9591

Subhead: GL Pools: San Diego's Most Comprehensive Option for Pool Repair.

All of our service technicians have passed rigorous training courses with exams on the following subjects:

- Equipment mechanics
- Plumbing Knowledge
- Pool Chemistry
- Pool Automation Technology
- Pool Cleaning Practices
- Customer Service

Each one of our technicians is also vetted, fully licensed, and insured. We stand behind the quality of our work and take pride in serving you. If you are not 100% satisfied with a pool repair or pool service, we will repair it again at no cost to you until the problem is resolved.

We keep an open line of communication with our customers so you can trust that your pool repair is being handled professionally.

We serve the greater San Diego area for pool repairs, including Santee, Downtown, Chula Vista, La Jolla, Del Mar, La Mesa, North County, East County, Central, Coastal and South Bay.

Contact us below to get a no obligation quote from one of our repair technicians!

CTA Button: Start Enjoying Your Pool.

Commercial

Headline: We'll get you up to health code without your guests, tenants, or students even knowing we're there.

[Another great hero image here of a hotel or condo pool, almost like you might expect to find on a hotel website, making clear the size of the facility.]

GL Pools offers commercial pool cleaning services to suit a wide variety of businesses around San Diego County. As the swimming pool maintenance provider of choice for many exclusive properties and iconic locations in the area, we understand that you expect it all: a visibly clean and healthy pool, preventative maintenance schedules to enhance equipment longevity, highly trained repair personnel to handle issues as they arise, and personalized support to ensure your issues are dealt with immediately.

Our highly skilled pool cleaning technicians are specially trained to provide an expert level of commercial pool maintenance. In addition to our own custom training, "GL University," our commercial pool cleaning team is required to take CPO (Certified Pool Operator) courses. Staying certified keeps us up to date with codes and regulations, and minimizes risks for our clients. It's a proactive approach to commercial pool service that minimizes our clients' financial commitments.

CTA Button: Get Reliable Pool Care.

Hyperlink Page Outline (as on current website)

Subhead: Commercial Pool Cleaning Services

Located in San Diego and North County, GL Pools is licensed, bonded, and insured, and we have excellent working relationships with San Diego County inspectors. We have direct experience with the following property types:

- Resorts/Spas
- Hotels
- Apartment Complexes
- HOAs
- Schools
- Community Centers
- Fitness Clubs/Gyms
- Olympic/Jr. Olympic Pools
- Fountains and more!

Additionally, we understand you spend a lot of time and energy ensuring guests and residents feel comfortable and re-assured by the contractors working on your property. For all commercial pool cleaning services, our dedicated technicians access your property in a company-branded uniform and truck, and are trained in customer service and professional decorum. We are respectful of the etiquette expected on your property and perform our duties quickly, quietly, and on-schedule.

You can trust GL Pools not only to maintain but to enhance the reputation of your property. We often work closely with property owners and managers to schedule hotel pool cleaning service and condo pool maintenance that raises the value of their investments and leads to greater customer satisfaction.

CTA Button: Get Reliable Pool Care.

Subhead: Commercial Pool Service Customized to Your Property

No two properties are the same. Nor are the needs of property owners.

From quotes to service fulfillment, we'll find a service regimen that best serves your property, your staff, and your guests. We communicate proactively with a "concierge service" mindset, and are happy to provide references for purchasing managers.

You can email contact@glpools.net, or give us a call at (619) 374-9591 to request our portfolio of commercial pool services including commercial pool service, pool maintenance, pool repair, and commercial pool cleaning. We would be happy to share our experience with you.

Or, click below to start on a path toward running your business, and leaving the pool to us.

CTA Button: Get Reliable Pool Care.

Subhead: Contact an Experienced San Diego Area Commercial Pool Service Team Near You

The GL Pools team of expert San Diego swimming pool repair technicians can handle all of your commercial swimming pool service and maintenance. Contact us today to get a no obligation quote.

CTA Button: Get Reliable Pool Care.

About Us Page

Headline: Created for San Diego.

[You guys need a hero image for this page that actually displays correctly—I can only see the bottom half of the group photo. It would be great to take one at a landmark or somewhere famous in SD too, to reinforce the local image.]

Subhead: GL Pools exists to make our San Diego community better.

Body: We get that we service homes, not accounts or addresses.

This company has grown because our hometown bond guides us in everything we do. It's almost as if we're working in our own backyards. Plus, if you tell us you're going to the beach in La Jolla, we'll probably ask which one.

Subhead: The Magnificent (Insert Number Here): How GL Pools Builds A Great Team

Body: GL Pools was founded in 2006 on the belief that the pool service industry needed more experts. Ever since, we've developed and promoted our own staff as a principle, and equipped them with the highest degree of professional knowledge. We want our average technician coming out of training to have a more robust knowledge of the industry than most pool service owners.

Our techs are smart, courteous and approachable people who aren't afraid to show a client how a test strip works, double-check their work to make sure it's perfect, and get creative about solutions. We hire people who can maintain the relationships, not just the pools, that keep customers coming back.

If that sounds like you and you want to work with us: fantastic. We'd love to hear from you. Visit our careers page [here](#), or send a resume and some information about yourself to contact@glpools.com.

And if you're a client, know this: investing in our people lets GL Pools be your turnkey solution to everything related to your pool or spa, from weekly pool service to larger maintenance tasks, like pump installations or filter cleanings.

See who we are below.

[A video of intros from the team like you wanted, Austin, would be great here on the page.]

[Keep photo arrays you have on the current site, but mandate everyone fill out a bio.]

City Page Template

[These will be self-contained, independent landing pages for local searches, so they will duplicate some information found on the home page just in case users don't go there.]

Headline: [LOCATION] Pool Service by GL Pools
Resort-quality pool cleaning created for the greater San Diego community, since 2006.

Subhead: We have three service plans, each intended for different pool needs.

[THREE SERVICE PLANS—CTA Buttons are Broken, by the way]

Subhead: Unsure which plan is best for you? We'll help you figure it out.

Get in touch with us below

CTA Button: Tell Us About Your Pool.

Call Button with Phone Number

Subhead: Trusted, Dependable [LOCATION] Pool Services.

Whether it's a sanctuary, a focal point of your landscape architecture, or just a place to relax and cool off, your pool is a vital place in your home. Ensure it's in pristine condition all year long with [LOCATION] pool service that addresses every detail.

Whether you're looking to switch pool service providers or simply want to invest in the highest quality care for your pool, our [LOCATION] pool service is here to help. And with GL Pools handling your account, you'll avoid the oversights and miscommunication that come from inattentive service, and be sure that when you want your pool, it's ready for you.

Your life is too precious and short for you to struggle with the minutiae of swimming pool maintenance. Let us worry about those. From debris skimming to chemical balancing, put it in the capable hands of a reputable [LOCATION] pool service pro from GL Pools. We're courteous while we're in your yard and we get there on time.

Meanwhile, you can be exploring the San Diego-La Jolla Underwater Park, watching a performance at the La Jolla Playhouse, or hiking at the Torrey Pines State Natural Reserve. **[NOTE TO AUSTIN: this section can be edited and replaced by you all to fit the specific city you're using this copy for, or just deleted if there aren't any cool landmarks or things to do.]**

Subhead: Our Services FAQ

Can I cancel my pool service plan if I change my mind?

Yes, you can cancel any time. Our service plans are non contract-based. You can give us a call to cancel if you would like to discontinue service.

Are pool repairs included?

How will I be billed?

Will I have the same technician servicing my pool every week?

Will my pool or spa be serviced on the same day each week?
Are filter cleans included?
Do you offer seasonal service?

[Keep answers to FAQ as is, they're great]

Subhead: A [LOCATION] Pool Service that Protects Your Investment.

A well-maintained pool not only adds to the beauty of your home but also boosts its value. Make sure it stays that way.

As part of its [LOCATION] pool service, GL Pools will ensure that your pool equipment is operating at optimal efficiency, and extend the life of your pool and help you avoid unnecessary damage by identifying potential problems early on.

If you read our reviews, you'll know we're one of the most trusted pool companies in San Diego. Our comprehensive pool maintenance in [LOCATION] supplements routine cleaning with National Plasterers Council (NPC)-certified technicians and advanced automation to keep your pool clean, clear, and healthy throughout the year. And with a major issue like a complex pool heater repair, GL Pools is there for you when you're choosing pool maintenance in [LOCATION].

Subhead: What You Can Expect With Our Pool Service

Our Premium and Elite-level [LOCATION] pool service plans are designed to leave you satisfied and carefree. They include:

Weekly service reports via email
Enhanced Inspections
Concierge Service
Complimentary Diagnostic Visits

Subhead: Your Total Satisfaction is Our Priority

We pride ourselves on our quality service and customer satisfaction. All of our [LOCATION] pool service technicians offer mastery-level knowledge and our team includes both National Plasterers Council (NPC) and Certified Pool Operator (CPO) technicians with specialized training to correct and prevent potential problems with your equipment and water chemistry.

If you're not completely satisfied with your current [LOCATION] pool service provider, or simply want to explore your options, come learn what sets GL Pools apart.

Call GL Pools today at 619-374-9975 or click below.

CTA Button: Start Enjoying Your Pool.

Our pool maintenance in [LOCATION] covers all neighborhoods—

[NOTE TO AUSTIN: This would be a custom list for each location page]

La Jolla Farms
La Jolla Shores
La Jolla Heights
Hidden Valley
Country Club
Village (or Village of La Jolla)
Beach-Barber Tract
Lower Hermosa
Bird Rock
Muirlands
La Jolla Mesa
La Jolla Alta
Soledad South
Muirlands West

CTA Button: Start Enjoying Your Pool.

Call Button: 619-374-9975