

THE POWER WASHER'S PLAYBOOK

How we get power washers to the top of Google.

The whole process we run for our clients, written out.
Eight sections. Nothing held back.

#1

on Google
in their town

300%

more site
visits

1,600%

more estimate
requests

Under Pressure House Washing, Kinnelon NJ, after 13 months with us.

START HERE

WHY WE WROTE THIS DOWN

We get asked what we actually do about once a week, almost always by someone who paid a marketing company for a year and never got a straight answer out of them. So we sat down and wrote the whole process out.

What's in here is what we run for the power washing companies we work with. If you want to take it and do it yourself, take it. None of it is secret and none of it is over anybody's head. The reason most guys don't do it has nothing to do with it being complicated. It's a few hours a week of boring work that never actually finishes, and you already have jobs to run and a truck to load.

A lot of agencies keep this stuff deliberately fuzzy, because if you can't tell what they're doing, you also can't tell when they've stopped doing it. We'd rather show you and let you decide whether you want to handle it yourself.

It's written for power washing, because that's the trade we know best. If you run window cleaning, gutters, roof washing or any other home service, the process is the same. Swap in your own services and towns as you read.

THE SHORT VERSION

Google decides who shows up for a power washing search based on three things: whether your business clearly matches what somebody typed, how close you are to them, and how established you look online. Everything in this guide is aimed at one of those three.

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The sections build on each other, so it's worth reading in order.

01

PART ONE

Where the calls come from

Two things decide whether your phone rings for a local search. What the map shows, and how complete your free Google listing is. Neither one costs money to fix.

01 Three spots get almost all the calls

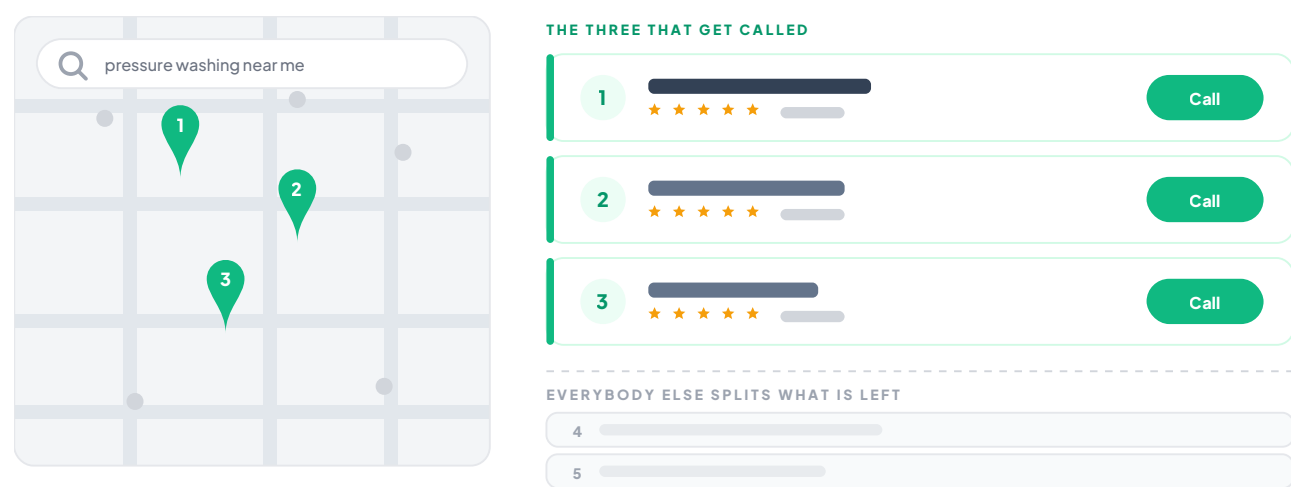
02 Your Google listing is the foundation

01

THREE SPOTS GET ALMOST ALL THE CALLS

01

Search your main service and your town on your phone. You'll get a map with three businesses listed underneath it. Those three take the overwhelming majority of the calls that come out of that search. Page two is more or less decorative.



What a homeowner sees. The three spots under the map, then everybody else.

Getting into those three spots, in each of the towns you actually work in, is what this whole guide is about. It's most of what separates a power washing company whose phone rings from one whose phone doesn't.

What Google is weighing

Whether you match

Search pressure washing, listing says pressure washing, that's a match. If your listing says cleaning service, Google makes a judgment call, and it usually decides you're not what they meant.

IN YOUR HANDS

How close you are

Google leans heavily on proximity to whoever is searching. You can't pick your shop up and move it, but how you set your service area affects this more than owners guess.

MOSTLY FIXED

How established you look

Your reviews, how filled in your listing is, whether you've touched it recently, and whether there's a real website behind you that backs up the services you claim.

IN YOUR HANDS

TRY THIS

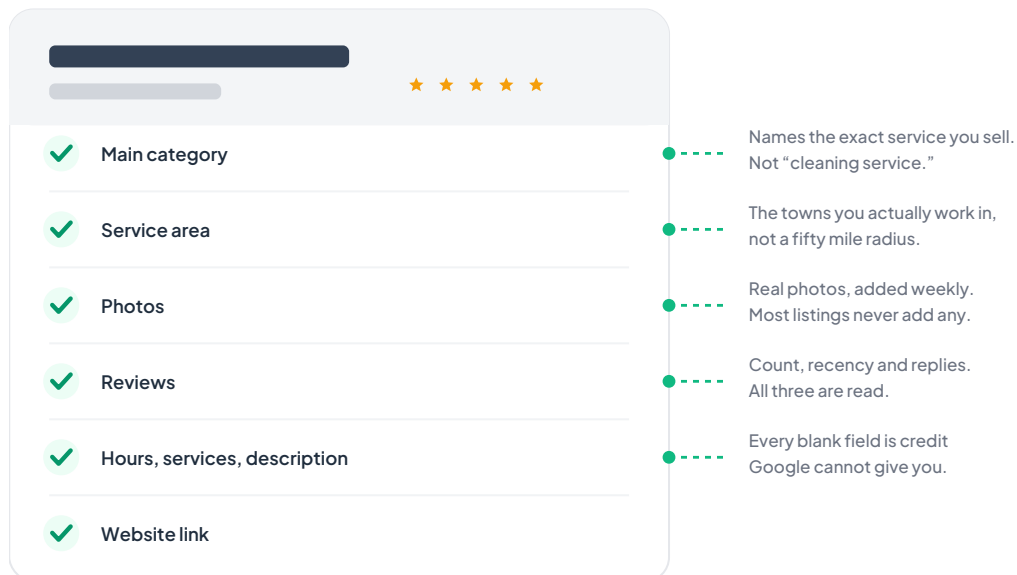
Search your service plus your town right now and look at the three businesses Google shows you. Those three are your actual competition for that search, whatever you might think of them otherwise.

02

YOUR GOOGLE LISTING IS THE FOUNDATION

02

Your free Google business listing probably has more effect on your phone ringing than your website does, which surprises people. Most power washers set theirs up once, years ago, and haven't opened it since.



Every field we work on, and why each one is there.

Your main category

This is the setting we end up fixing most often. Your main category is how Google understands what kind of business you are, and if it's set to something broad like cleaning service or contractor, you're quietly entered in the wrong competition. It needs to name the thing you actually do. We set the main category to your core service and stack the rest underneath it as secondary categories.

Your service area

Claiming a fifty mile radius feels like the ambitious move and it works against you. What you're telling Google is that you're vaguely relevant to a huge area rather than the obvious answer in any specific part of it. We set the actual towns you want work in, which is usually a shorter list than people expect, and it tends to help across all of them.

The most common problem we find is a main category that doesn't name the thing the business actually does.

02 • CONTINUED

YOUR GOOGLE LISTING IS THE FOUNDATION

Photos

Google gives weight to listings that look like somebody is still running the business. Real photos of your work and your crew and your truck, added regularly, do that. Go look at the listings around you and you'll notice most of them have four photos from the week they were created and nothing since. Adding a couple a week puts you ahead of them and costs you about ninety seconds.

TWELVE MONTHS OF LISTING ACTIVITY

A typical listing near you



A listing we run



JAN

APR

JUL

OCT

DEC

One bar is one week with a photo, a post or a review reply added. This is the whole trick, and it is why most listings lose to one somebody actually maintains.

Reviews

The count matters, but it isn't the only thing. How recent they are matters, because a listing whose newest review is from two summers ago reads as a business that might not exist anymore. Whether anyone replied matters too. We handle the responses for our clients, and we put a system behind the asking so reviews keep arriving instead of showing up in one burst and stopping.

The rest of the fields

Hours, services, description, the areas you cover, all of it. Every field you leave blank is something Google can't give you credit for, and a fully completed listing beats a half finished one on a regular basis. It's tedious and it's worth doing.

TRY THIS

Open your Google listing and check your main category. If it doesn't plainly say what you do, change it today. It's free, it takes a minute, and it's the most common problem we run into.

PART TWO

What has to exist for you to win

Google and the AI tools can only put you forward if there is something to put forward. This part is the building: the pages, the details behind them, and the answers the AI tools read.

03 A page for every service in every town

04 Your information has to match everywhere

05 People ask AI now too

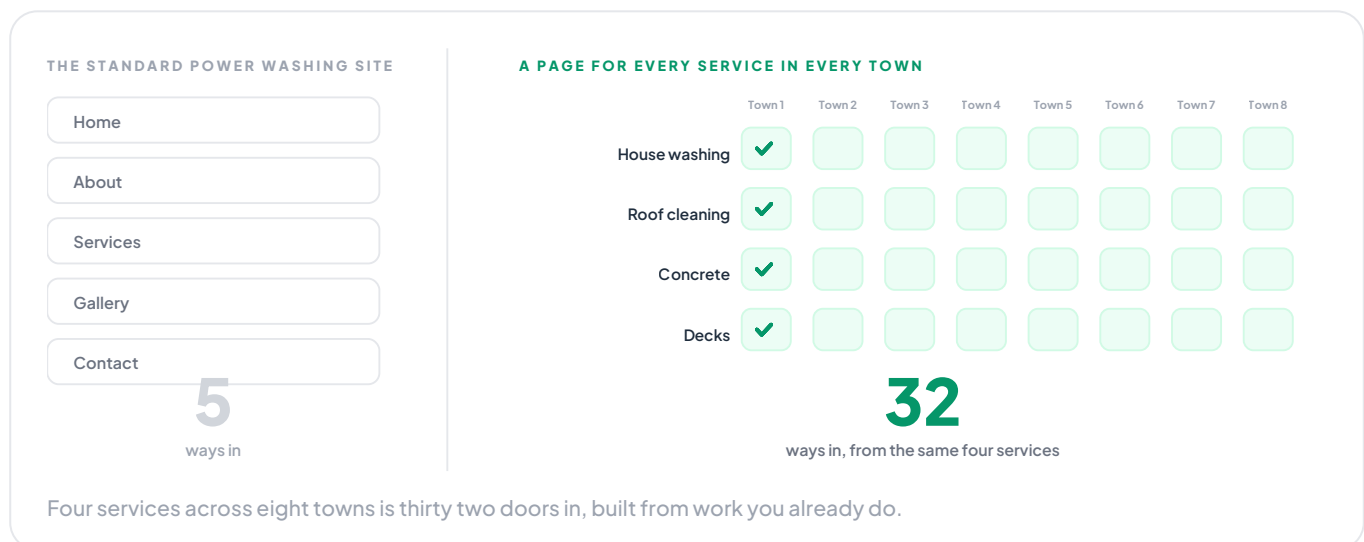
03

A PAGE FOR EVERY SERVICE IN EVERY TOWN

03

This is the piece almost nobody bothers with, and it's the single biggest reason our clients end up pulling away from their competition.

The standard power washing website is five pages. Home, about, services, gallery, contact. The services page lists everything you do in one long block, and the towns you cover get a line in the footer. When somebody searches roof cleaning in one specific town, Google goes looking for a page that's clearly about roof cleaning in that town, and a general services page isn't that.



These can't be the same paragraph with the town name find-and-replaced, which is what cheap operators do. Google catches it and so does a homeowner reading it. Each page should talk about the work in that place, the houses that are there, and what people in that town call and ask for.

THE PART NOBODY MENTIONS

Writing a real page for every service in every town is a lot of hours, and then you keep adding to it. This is where most people give up, which is why the ones who don't end up owning the map in their area.

The rest of the site still has to hold up

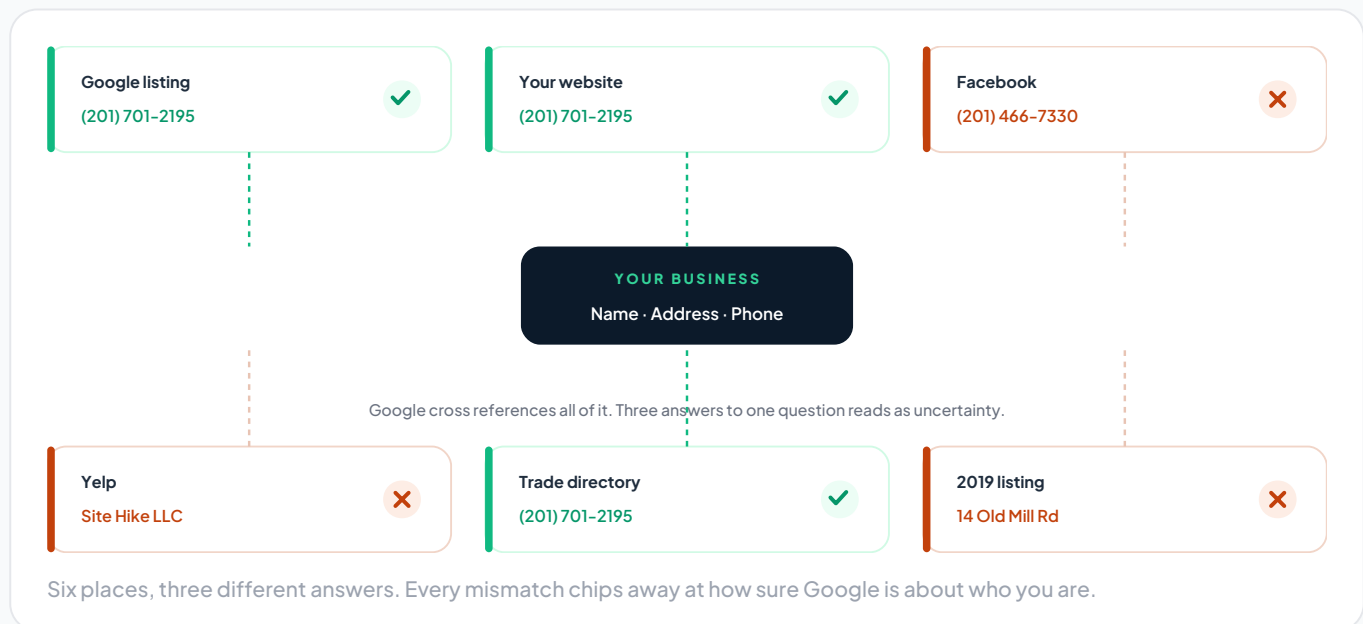
- **It has to load fast.** Your customer is standing in a driveway on cell service looking at a dirty house. Past three seconds a real chunk of them hit back and call whoever's next on the list.
- **Your number has to be one tap.** A button, near the top, on every page. Making somebody hunt for your number and copy it out costs you the impatient ones, and on a phone that's most people.
- **Asking for a quote has to be simple.** Every extra field is another few people who quit halfway through.

04

YOUR INFORMATION HAS TO MATCH EVERYWHERE

04

Your business name, address and phone number are sitting in more places online than you'd think. Directories you've never heard of, review sites, an old listing from a phone number you dropped in 2019, sites that scraped your details years ago and never updated.



When your number shows up three different ways, or your business name has a couple of variations floating around, or an old address is still out there, that reads as uncertainty about who you even are. Less certainty means less trust, and less trust means you rank below the guy whose information is clean.

So a real chunk of this job is cleanup. Finding everywhere your business is listed, making all of it say the identical thing, and adding you to the places worth being that you're missing from. Nobody gets excited about this part, and it still moves you up.

It's also the one piece of this you can knock out in an afternoon. There's no writing involved and no waiting on anybody. It's just finding the wrong ones and correcting them, and then checking again twice a year, because they drift back.

TRY THIS

Put your business name in quotes and search it. See how many places you turn up, then check whether the phone number is right in each one. Most owners find at least one listing that's wrong or ancient.

05

PEOPLE ASK AI NOW TOO

05

A growing share of your customers have stopped typing into Google and started asking ChatGPT, or they read the AI answer sitting above the search results and never scroll down to the map. Neither of those shows three businesses with directions and a call button.



WHAT IT READ TO GET THERE

- Your Google listing
- The pages on your site
- Directories you are on
- What other sites say

Same four things. There is no separate AI track.

A written answer that names one or two companies, built out of the same four things you have been fixing all along.

If you're not one of the companies it names, you're not in the running, and you won't notice it happening, because nothing reports it to you the way a ranking drop would.

What is different about it

The AI is reading, not matching. Somebody asks it a question in their own words, like who can get the green off a north facing roof without wrecking the shingles, and it wants a page that answers that question in plain language. A services page that says roof cleaning and lists a phone number gives it nothing to work with. Pages that explain the actual work, in the towns you actually serve, do.

What we do about it

We write the pages so they answer the questions homeowners really ask, we keep your listing and your details consistent everywhere the AI is reading from, and we check what the AI tools are saying about your market so we know whether you're getting named and who's getting named instead.

TRY THIS

Ask ChatGPT who the best power washing company in your town is, then ask it who does roof cleaning near you. See whether you come up. See who does.

PART THREE

What it actually takes to get there

None of the above works as a one time project. This part is the honest version of the timeline, with a client's real numbers and what you should expect month to month.

06 It's monthly work, not a project

07 What it looks like after a year

08 What to actually expect

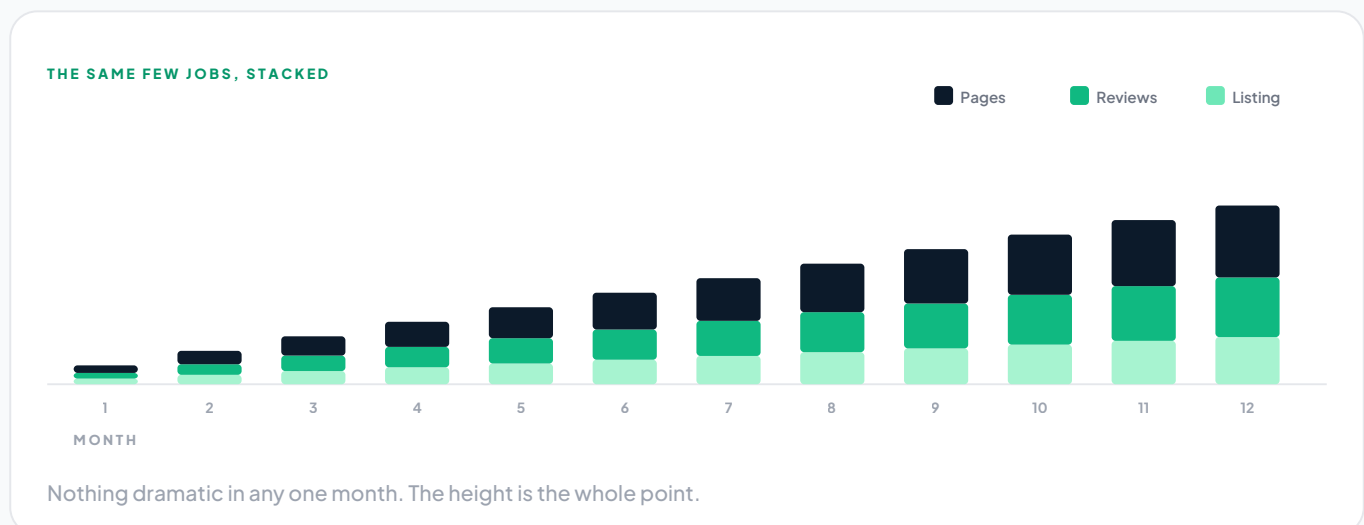
06

IT'S MONTHLY WORK, NOT A PROJECT

06

The thing that decides whether any of the above actually works is whether somebody keeps doing it after the first month.

An agency that builds you a website and then goes quiet has handed you something that starts losing ground the week it launches. Google favors businesses that keep moving, meaning new pages, current photos, recent reviews, information that's up to date. A site nobody has touched since last spring starts to look like a business nobody is running anymore, and it gets treated that way.



What we're doing every month for a client is not glamorous. Adding pages, posting to the listing, answering reviews, keeping the details clean, pushing into another town, checking what's bringing calls and doing more of that. It's the same handful of jobs over and over, and the compounding is the whole reason it works.

There wasn't a moment where it flipped. It accumulated.

WHY THIS MATTERS TO YOU

Whoever starts earlier builds a lead that gets more expensive to close the longer it runs. That's just the mechanics of it. The power washer in your area who's been at this a year is ahead of somebody starting today, and he keeps getting further ahead for as long as he keeps at it.

07

WHAT IT LOOKS LIKE AFTER A YEAR

07

Rather than describe it, go look at one. Under Pressure House Washing runs out of Kinnelon, New Jersey, and they've been with us since the beginning.

UNDER PRESSURE HOUSE WASHING, KINNELON NJ · 13 MONTHS

Site visits



Estimate requests



Position in their town



Year over year, thirteen months in. The gap between the two bars is the part worth sitting with.

Traffic tripled and estimate requests went up sixteen times over. That's what happens when the people arriving are the ones actually looking for the work you do, instead of whoever happened to wander in.

underpressurehw.com

House and roof washing across Bergen, Morris, Essex and Passaic County, New Jersey.

Open it up and click around. You'll see the thing from section three in the wild. There's a page for each service they run and a page for each town they cover, which is why they turn up when somebody two towns over searches for the exact work they need done. Their number is a button at the top of every page, and asking for an estimate takes a few seconds.

WORTH SAYING PLAINLY

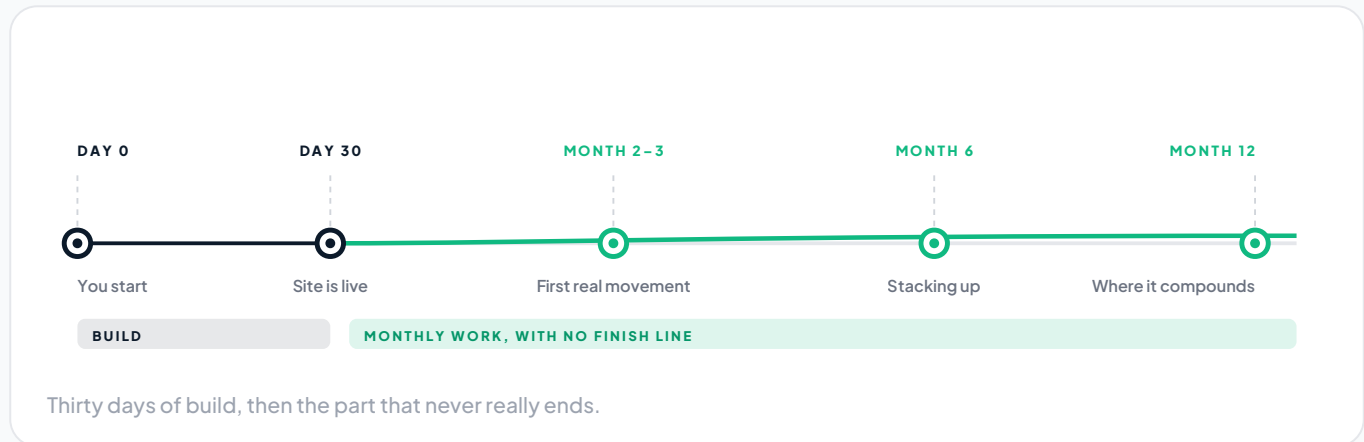
This took thirteen months. It wasn't a launch and there was no single week where it turned around. Every month there were a few more pages, a few more reviews answered, a bit more of the listing filled in, and it stacked up until they were the business Google shows first.

08

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WHAT TO ACTUALLY EXPECT

Anybody who tells you they'll have you at the top by next week is lying to you, and you should probably hang up on them. Here's the real shape of the timeline.



A new site takes us about 30 days

That's the build. It's quick, but the site isn't the thing that gets you found. It's the foundation everything else sits on top of.

Moving up takes a couple of months to start

Google doesn't respond to any of this immediately. The work has to pile up before it shifts anything. Most of our clients see real movement around the second or third month, and it keeps building from there rather than arriving all at once.

Nobody can promise you a specific spot

We can't and neither can anybody else, whatever they tell you on a sales call. Where you land depends on your market, who you're up against, and Google's own systems. What we can do is tell you exactly what we're going to do, show you it happening every month, and point at what's already happened for the power washers we work with.

And it doesn't stop

Your competitors aren't standing still while you climb past them. Getting to the top and staying there come from the same work, so there isn't a finish line.

WHAT YOU SHOULD BE GETTING

Whoever you hire, ask for a monthly rundown that names what got built and what moved. If the answer is a traffic chart and no list of work, you have no way of telling whether anything happened.

ONE LAST THING

Want to know where you actually stand?

You've got the whole process now, so run it yourself if you've got the hours for it. Plenty of people could.

If you'd rather find out where you're starting from first, we'll do that part for free. Send us your business name and your town and we'll look at the same things we just walked through.

- ✓ How your Google listing is actually set up
- ✓ Where you show up for the searches that matter in your area
- ✓ What your website is and isn't doing for you
- ✓ Everywhere your information doesn't line up

Then we'll tell you what we found. If there's something easy you can go fix yourself this afternoon, we'll tell you that too. You get the findings whether or not you hire us.

GET YOUR FREE AUDIT

We'll show you exactly where you stand

Takes us a few days. Costs you nothing, and there's no call you have to sit through to get it.

sitehike.com/free-audit

Or call (201) 701-2195, or DM us on Instagram.

SiteHike.

SiteHike builds websites and gets home service contractors found on Google. We're a vendor member of the Power Washers of North America, and exterior cleaning is the trade we know best.