

## 5 Reasons Your Pressure Washing Business Isn't Getting Enough Calls — And How to Fix It

The online marketing mistakes costing pressure washing companies thousands in lost jobs every month.

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Homeowners and property managers are searching for pressure washing services online every day. If your phone isn't ringing, the problem usually isn't your prices or your equipment — it's your digital presence. Here's what's holding you back, and exactly what to do about it.

### 1 Your Google Business Profile Is Half-Empty

If your profile is missing photos, hours, or service details, Google buries you. Customers skip profiles that look abandoned. Add 15+ job photos, list every service, and post weekly updates.

### 2 You Have Fewer Than 20 Reviews

Most customers won't call a pressure washer with under 20 reviews. One competitor with 50 reviews and a 4.8 rating will win every time — even at a higher price. Build a system to ask after every job.

### 3 Your Website Doesn't Work on Mobile

Over 70% of local service searches happen on a phone. If your site loads slowly or looks broken on mobile, visitors leave in seconds and call someone else.

### 4 You're Invisible on Google Maps

"Pressure washing near me" searches drive enormous lead volume. If you don't appear in the top 3 map results, you're missing most of the market. Local SEO — citations, photos, reviews — fixes this.

### 5 No Clear 'Book Now' Path

Every page on your website should push visitors toward one action: requesting a quote. If your number isn't visible or your form is buried, you're losing leads you already earned.

**Not sure where you stand? Get your \$495 Digital Marketing Diagnostic.**

A full audit of your online presence + custom growth roadmap delivered in 48 hours.

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# LYRIDEN STUDIO

## The 6-Step Digital Marketing Checklist for Pressure Washers

Use this checklist to audit your current online presence. Every item you check off is a competitive advantage. Every gap is a missed call.

### Google Business Profile

- Claimed and fully verified
- 15+ high-quality before/after photos uploaded
- All services listed with descriptions
- Posting at least once per week
- Q&A section filled out

### Online Reviews

- 20+ Google reviews with 4.5+ average rating
- Automated follow-up system to request reviews after every job
- Responding to every review within 48 hours

### Website

- Mobile-friendly and loads in under 3 seconds
- Phone number visible at the top of every page
- Clear call-to-action: 'Get a Free Quote' button above the fold
- Before/after photo gallery showcasing your best work
- Service pages for each offering (driveway, roof, deck, fleet, etc.)

### Local SEO

- Listed on Yelp, Angi, HomeAdvisor, and BBB with consistent info
- Location-specific landing pages for each city/town you serve
- Showing in Google Maps top 3 for 'pressure washing [your city]'

### Social Media

- Active Instagram or Facebook with weekly before/after posts
- Responding to comments and DMs within 24 hours

### Paid Advertising

- Google Local Service Ads set up and active
- Conversion tracking enabled to measure cost per lead

### How Lyriden Studio Helps Pressure Washing Companies Grow

#### SEO & Google Maps

- Rank at the top when customers search locally

#### Website Design

- Convert more visitors into paying customers

#### Content Marketing

- Seasonal posts that keep you top of mind

#### Google & Social Ads

- Get calls fast with targeted paid campaigns

#### Reputation Management

- Build reviews that make customers choose you

## Ready to Fill Your Schedule with High-Value Jobs?

Start with a \$495 Digital Marketing Diagnostic — your complete online audit + custom roadmap.

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