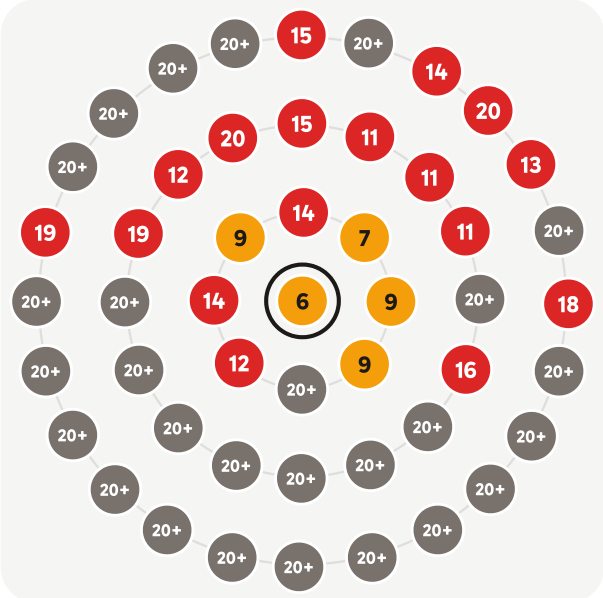
Local SEO Bot

CASE STUDY · HOUSE CLEANING · WASHINGTON, DC

Pure Homes Cleaning Services went from #60 to #1 on Google Maps

The same 49 spots across DC, before and after. Each dot is a spot where a customer searched for a house cleaner, and the number is where Pure Homes came up.

BEFORE June 2025

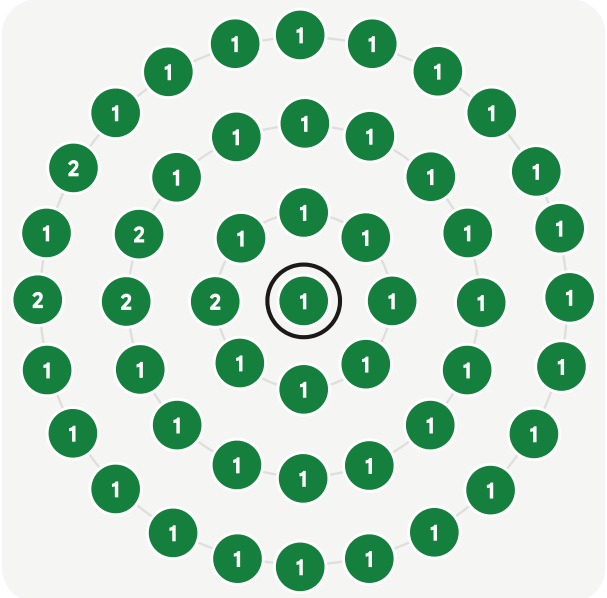


Average rank

#60.6

Not in Google's top 20 at 27 of 49 spots

AFTER 2026



Average rank

#1.1

#1 at 44 of 49 spots

Top 3 · 4 to 10 · 11 to 20 · Not in top 20 · Their office

Still #1: our latest scan (October 29, 2026) has them #1 at 21 of 25 spots and in the top 3 at all 25.

WHAT THAT BROUGHT IN

540

calls and website visits from their Google listing in October 2026

60 phone calls + 480 website visits. 593 in all, counting 17 messages and 36 direction requests and bookings.

601

Website visits from Google search in October 2026

One month, more than their old site got from July to November 2025 combined (424).

408

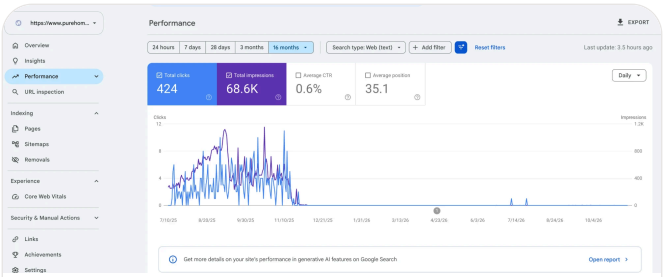
Google reviews

Up from 75 in July 2025, averaging 4.96 stars.

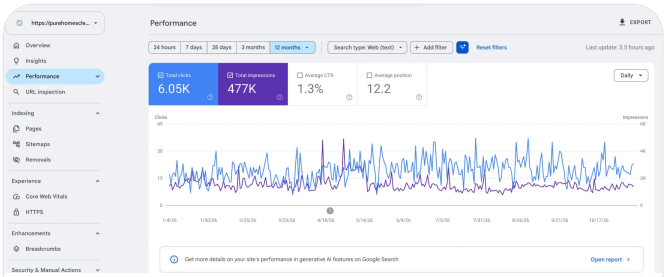
#9

Average position in Google search

Up from #35.1 on their old site in 2025.



Search Console, old website (2025)



Search Console, new website (2026)

Both maps are LocalRank scans with the same 49 spots, up to 4.5 miles from the business's Google pin: the before searched “house cleaning washington dc” in June 2025, the after “house cleaning washington” in 2026. Their pin moved about 3 miles between the two, so each map is centred where it was at the time. LocalRank counts a spot where the business isn't found as 99 in its average. Leads are what Google counts on their listing. Results vary by business and market.

Want to see where your business stands? Book a free 15-minute call at app.localseobot.com/free-review