Mike’s Clean Sweeps-Building an Independent Digital Presence That Drives Sales Growth

Industry: Residential Fire Prevention and Maintenance
Project period: May–November 2022
Project focus: Website development, organic search, lead generation, and online service requests
Key outcomes: 65% increase in new leads, 82% increase in organic traffic, 50% increase in sales

The Background

Mike’s Clean Sweeps specializes in residential Residential Fire Prevention and Maintenance across Alameda, West Contra Costa, San Mateo, and Marin counties in the San Francisco Bay Area. Serving these markets means competing in a region with dense population centers, high household costs, and a crowded home-services landscape. For independent service providers, standing out requires more than delivering excellent work; it also requires building a recognizable brand and making it easy for customers to discover, trust, and book services directly.

Before this project, the company relied heavily on third-party service marketplaces such as Thumbtack and TaskRabbit to connect with prospective customers. While these platforms provide valuable exposure, dependence on them can leave a business subject to external terms, platform fees, competitive listings, and limitations on how customer relationships are developed. The opportunity was to establish an independent digital presence for Mike’s Clean Sweeps, creating a direct channel for customer acquisition that the owner could control, grow, and use to build lasting relationships with clients.

The Challenge

The primary challenge was reducing dependence on third-party marketplaces and establishing a sustainable way to attract customers directly. When a business relies on platforms it does not own, its access to leads and its ability to differentiate its brand are constrained by someone else's ecosystem. This can make it difficult to develop independent visibility, build a consistent customer experience, and grow without remaining tied to a third party's rules and commercial model.

The project also needed to simplify the process of requesting service while communicating the company's value to homeowners in a competitive, high-cost region. Providers in the Bay Area can face pressure to underprice their work to win bookings, potentially sacrificing profitability in the process. The goals were to increase business growth, establish Mike’s Clean Sweeps as a recognizable brand, streamline service-call requests, and raise awareness of residential fire safety. The website needed to do more than provide information: it needed to build trust, communicate expertise, and convert interested visitors into actionable service inquiries.

The Solution

I developed a dedicated web presence for Mike’s Clean Sweeps, giving the business an independent digital home outside of Thumbtack and TaskRabbit. The website established a platform for communicating the brand, presenting services, reaching homeowners through organic search, and developing direct customer relationships. This shifted the acquisition strategy toward an asset the business could own and improve over time, rather than relying exclusively on third-party marketplaces to generate demand.

A central part of the strategy was simplifying the path from discovering the business to requesting service. I incorporated a service inquiry form that allowed prospective customers to provide detailed information about their needs, creating a more organized starting point for follow-up and service coordination. The approach supported a more personalized customer experience while helping the owner manage incoming requests. The website also created a foundation for communicating residential fire-safety awareness and expanding the digital customer journey as the business grows.

The Results

Between May and November 2022, the project delivered measurable business growth, with a **65% increase in new leads, an 82% increase in organic traffic, and a 50% increase in sales**. The impact was evident almost immediately: within one week of launch, more than half of new clients were requesting service through the website. This early response demonstrated the value of establishing a direct digital channel and giving prospective customers a straightforward way to engage with Mike's Clean Sweeps.

Beyond the initial performance gains, the website gives the owner greater control over how the business presented itself, attracted customers, and developed direct relationships outside third-party marketplaces. Organic search created another avenue for customer acquisition, while the dedicated website established a stronger foundation for brand recognition and long-term growth. Future opportunities include streamlining repeat maintenance requests and further personalizing the experience to improve service coordination and customer retention. The project demonstrates how owning a digital presence can help an independent service business diversify acquisition channels, strengthen its market position, and build a more sustainable path to growth.