

H2Eco Pressure Washers

H2Eco Pressure Washers grew its local customer base with help from Arising Media. New SEO and web design brought in more business.

ENGAGEMENT

Arising Media client

| Where H2Eco Pressure Washers started

When H2Eco Pressure Washers, a home services company specializing in residential and commercial pressure washing throughout their local market area, approached us, they were experiencing significant challenges with their digital marketing efforts and online lead generation that were directly limiting their ability to reach potential customers and grow their business. Their existing online presence was minimal and ineffective, making it difficult for homeowners and business owners to find their services when searching for pressure washing nearby. The company was dealing with inconsistent lead flow, seasonal fluctuations in business, and limited visibility in local search results where their potential customers were actively looking. Without a reliable pipeline of leads and a visible online presence, H2Eco was dependent on referrals and repeat customers rather than reaching the broader market their service quality merited.

| Our approach

We built a new website designed to convert search traffic into service inquiries, with service pages covering residential driveway and deck washing, commercial building cleaning, and fleet washing. We set up a Google Ads campaign targeting high-intent searches like pressure washing near me and driveway cleaning, structured to maximize lead quality rather than just click volume. Local SEO work included improving their Google Business profile, building out local citations, and ensuring the site performed well for service area searches. We also helped them establish a review generation process to build credibility as new customers considered them against established competitors.

| What changed

H2Eco Pressure Washers now has a consistent and predictable pipeline of inbound leads from search, reducing their dependence on referral volume that had made revenue planning difficult. The Google Ads campaigns deliver qualified prospects who are actively looking to book pressure washing services rather than casual browsers. Seasonal dips are less severe because the digital presence reaches customers throughout the service area, not just existing contacts. Their strong review profile builds confidence with new customers who find them online.

Want a similar outcome?

Tell us where you are and what is in your way. We will scope a plan you can act on.