Grow That Local

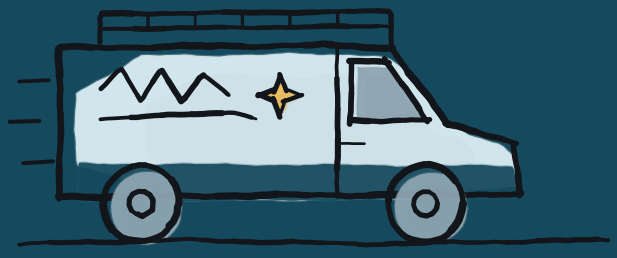
a free guide

When your town searches for a house cleaner: your busy season calendar

Which months people near you search for house cleaning most, from four years of Google search data, and what to do six weeks before, during and after each rush.

For cleaning business owners who plan around the seasons.

- 14 short sections in 6 parts
- 44 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

House cleaning is steadier than most trades. People need clean homes all year. But there are three moments when new customers look: spring cleaning, moving season, and the run-up to the holidays. This calendar shows when each one comes in your region. We pulled Google's monthly search estimates for 25 searches people use when they want a cleaner ("maid service near me," "house cleaners near me," "move out cleaning," "deep cleaning service" and more) for every month from November 2022 to October 2026. We did it for the whole US, all 50 states and DC, 10 regions, and 10 Southeast metro areas.

How to read the numbers. Each month is compared with an average month in the same year. "+14%" means about 14% more house cleaning searches than an average month. "-16%" means about 16% fewer. "Swing" is the busiest month divided by the slowest: a swing of 1.36 means the top month gets about 1.4 times the searches of the bottom month. Across the US, people make about 559,449 house cleaning searches a month on these terms.

The limits, in plain words:

- **These are searches, not jobs or leads.** People search days to weeks before they book a first clean. Recurring customers don't search at all, which is why they matter so much.
- **Google's numbers are estimates, rounded into steps.** Google says its monthly search figure is an average for a search and its close variants (Google Ads Help, support.google.com), so some cleaning searches share one number. We counted each shared number once. Small states and small searches are rough, and we mark them "rough" where the numbers are small.
- **October 2026 is left out.** Google's newest month runs high, so we kept it out of every number here.
- **March 2025 and July 2024 look high in every trade we checked,** hair salons included. We treat them as reporting bumps, not real spikes, and our method smooths them out.
- **Year-over-year falls aren't demand falls.** Google's yearly totals are lower for almost every trade we checked. That reflects how Google reports searches, and searches moving to Maps and chat assistants, not fewer customers. So we only compare months within the same year.
- **The top month moves.** Cleaning's year is flat enough that a small change can swap the top month. We say "usually" where it moves.

Every figure about house cleaning searches comes from one source: GTL analysis of Google Ads search estimates, November 2022 to October 2026. Every example is made up to show the idea. Where a checklist says to text customers, text only people who've agreed to hear from you by text, and stop when they ask. Our free texting rules guide has the details.



Part 1

Your year at a glance

1 The house cleaner calendar, month by month

The idea. Across the US, house cleaning searches rise in March, peak in April, stay near average through the summer, rise a little in October, and hit their low in December, January and February. The table shows the whole US, the region that differs most from it (the Mountain West, where September is as busy as April), and the Southeast. We left Alaska and Hawaii out of that choice because their numbers are small.

Month	Whole US	Mountain West	Southeast and Upper South	Do this month
January	-12%	-8%	-10%	Slow stretch. Sell spring deep cleans.
February	-12%	-11%	-10%	Mail the spring postcard. Open spring dates.
March	+8%	-2%	+3%	Spring searches climb. Answer every inquiry fast.
April	**+14%**	+8%	**+13%**	Top month. Turn deep cleans into regulars.
May	+2%	+3%	0%	Moving season starts. Call realtors and landlords.
June	0%	-3%	-3%	Keep a weekday open for move-out cleans.
July	+4%	-2%	+6%	Move-out peak. Ask every new customer for a review.
August	-3%	-7%	-2%	Back-to-school deep cleans.
September	-4%	+8%	-8%	Offer recurring plans before the holidays.
October	+4%	+4%	0%	Holiday deep cleans. Book Thanksgiving week now.
November	-3%	-4%	-3%	Holiday rush. Post your holiday hours.
December	-16%	-12%	-16%	Slowest month. Gift cards and January bookings.

Bold figures are months at least 10% busier than average.

Example (sample numbers). A made-up cleaner in Georgia sees April is the only month more than 10% above average in the Southeast. They stop worrying about a "busy season" and plan around three pushes: late February, May and early October.

Do it in 24 hours

- [ ] Find your region in section 3, and your metro area in section 4 if you're in the Southeast.
- [ ] Circle your busiest months on a paper calendar.
- [ ] Count back six weeks from each one and write "get ready" on that date.
- [ ] Compare with your own bookings. Your schedule is the final word for your town.

2 Your busy and slow months, and how sure we are

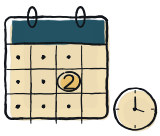
The idea. Across the US, the busiest months are April, March and July. The slowest are December, January and February. April runs 14% above an average month, and December runs 16% below. The swing is 1.36, about the middle of the 70 trades we measured, and the second flattest of the six home trades in this series, after painting.

The top month moves from year to year: May 2023; March 2024; March 2025 (the reporting bump, so skip it); October 2025. Spring won in 2023 and 2024, and October 2025 topped the most recent year. What doesn't change is the low point: December to February.

Example (sample numbers). A made-up cleaner has 45 recurring clients and loses about 5 a year. They need 5 new regulars a year just to stay even. They plan to win them in April and October, when new customers are looking.

Do it in 24 hours

- [ ] Write your year on one line: "Spring: March and April. Moving: May to July. Holidays: October and November. Slow: December to February."
- [ ] Count your recurring clients. How many did you lose last year?
- [ ] Set a goal for new regulars in spring and in fall.



Part 2

Your region and your town

3 How the season changes by region

The idea. Most regions put March or April on top. The Mid-Atlantic doesn't: October is its top month, 15% above average. In the Mountain West, the year is nearly flat, with a swing of only 1.24, and September matches April.

Region	Busiest months	Slowest months	Top month vs average	Swing
Whole US	Apr, Mar, Jul	Dec, Jan, Feb	Apr (+14%)	1.36
New England	Mar, Jul, Apr	Dec, Feb, Jan	Mar (+12%)	1.43
Mid-Atlantic	Oct, Mar, Jul	Dec, Feb, Jan	Oct (+15%)	1.38
Great Lakes and Upper Midwest	Apr, Mar, Jul	Dec, Feb, Jan	Apr (+14%)	1.40
Great Plains	Apr, Sep, Mar	Dec, Jan, Feb	Apr (+14%)	1.44
Southeast and Upper South	Apr, Jul, Mar	Dec, Feb, Jan	Apr (+13%)	1.34
Gulf Coast and Florida	Apr, Mar, May	Dec, Feb, Oct	Apr (+17%)	1.34
Mountain West	Apr, Sep, Oct	Dec, Feb, Jan	Apr (+8%)	1.24
Desert Southwest	Apr, May, Mar	Dec, Jan, Feb	Apr (+20%)	1.44
Pacific West	Mar, Apr, Jul	Dec, Feb, Nov	Mar (+7%)	1.21
Alaska and Hawaii	Jul, Jun, Mar	Feb, Dec, Jan	Jul (+12%)	1.27

Regions are groups of states. "Top month vs average" is that region's busiest month and how far above an average month it runs. Alaska and Hawaii have small numbers, so treat their row as a rough guide.

Example (sample numbers). A made-up cleaner in New Jersey reads the Mid-Atlantic row: October and March are the top months. They split their marketing between the two instead of putting it all into spring.

Do it in 24 hours

- [ ] Find your region's row. Write down its busiest and slowest months.
- [ ] If October is in your top three, plan a fall push as big as your spring one.
- [ ] If your swing is under 1.3, spread your marketing evenly across the year.

4 The Southeast metro areas

The idea. Searches here are counted for each TV market, which is wider than the city itself. Cities swing more than regions, partly because their numbers are smaller. In Lexington, May runs 37% above average. In Huntsville-Decatur, April runs 36% above. In Tulsa, January runs 40% below. Smaller markets like Montgomery and Jackson have fewer searches, so read their rows as a rough guide.

Metro area (TV market)	Busiest months	Slowest months	Top month vs average	Swing
Tulsa	May, Jun, Apr	Jan, Dec, Feb	May (+15%)	1.89
Huntsville-Decatur	Apr, Sep, May	Dec, Feb, Nov	Apr (+36%)	1.88
Lexington	May, Apr, Jul	Dec, Nov, Feb	May (+37%)	1.74
Memphis	Aug, Mar, Jul	Dec, Nov, May	Aug (+16%)	1.51
Jackson, MS	Mar, Apr, Jul	Jan, Sep, Dec	Mar (+12%)	1.48
Montgomery	Jul, May, Mar	Oct, Jan, Dec	Jul (+13%)	1.46
Louisville	Jul, Sep, Nov	Feb, Dec, Jan	Jul (+15%)	1.40
Nashville	Jul, Oct, Jun	Feb, Dec, Jan	Jul (+10%)	1.37
Birmingham	Apr, Mar, Jul	Dec, Oct, Sep	Apr (+14%)	1.31
Little Rock	Apr, Mar, Oct	Sep, Feb, Jan	Apr (+12%)	1.27

Sorted from the biggest swing to the smallest.

Example (sample numbers). A made-up cleaner in Nashville sees July and October tied at the top. They plan a summer move-out push and a fall holiday push of about the same size.

Do it in 24 hours

- [ ] Find your metro area's row, or the nearest one.
- [ ] Note its slowest months. Plan training, time off and deep cleans for your own supplies there.
- [ ] If your town isn't listed, check your state's pattern in Google Trends (section 5).



Part 3

The early signals

5 The searches that rise first

The idea. The total is flat, but the searches inside it aren't. Each moment of the year has its own. We ran the same method on each cleaning search across the US:

Search	When it rises	Its top month	Top month vs its average
spring cleaning service (rough)	March	April	2.4 times
airbnb cleaning service	March	March	+52%
cleaning lady	January, then April	April	+55%
move out cleaning	March	July	+46%
move in cleaning	May	May	+20%
deep cleaning service	July	October	+44%
housekeeping services	September	October	+42%
weekly house cleaning (rough)	October	October	+62%

"Spring cleaning service" is small (about 825 searches a month across the US) but doubles: 2.0 times its average in March. "Move out cleaning" is much bigger (about 23,508 a month) and builds all spring to a July top, 46% above its average. "Deep cleaning service" runs 44% above its average in October, as people get ready for guests.

To watch your own state, look up "move out cleaning" and "deep cleaning service" in Google Trends (trends.google.com). Trends shows interest on a 0 to 100 scale compared with all searches in that place and time, not a count of searches (Google Trends Help, support.google.com).

Example (sample numbers). A made-up cleaner checks Google Trends each Monday from April on. When "move out cleaning" climbs in their state, they text the realtors and property managers they know with open dates.

Do it in 24 hours

- [ ] Open Google Trends, set it to your state and "Past 5 years."
- [ ] Add "move out cleaning" and "deep cleaning service." Note the month each one climbs.
- [ ] Write one short offer for each: a move-out clean and a holiday deep clean, with a price.



Part 4

Spring cleaning

6 Six weeks before spring: late January

The idea. Across the US, searches rise in March. Six weeks earlier is late January, in the slowest stretch of the year. January runs 12% below average. It's also when you have the most time to plan.

Example (sample numbers). A made-up cleaner spends one January afternoon on spring: a spring deep clean offer with a price, a postcard to nearby streets, and a text to past one-time customers.

Do it in 24 hours

- [ ] Write a spring deep clean offer with a clear price and what's included.
- [ ] Book a postcard to land in the last week of February.
- [ ] Text past one-time customers who agreed to hear from you with your spring dates.
- [ ] Check your Google profile photos and hours.

7 During spring: March and April

The idea. April is the top month, 14% above average across the US and 13% above in the Southeast. Most of these are one-time deep cleans. The win is turning them into regulars.

Example (sample numbers). A made-up cleaner does 30 spring deep cleans. At each one they offer a recurring plan at a lower per-visit price. 9 sign up for every other week.

Do it in 24 hours

- [ ] Answer every inquiry within an hour, or text back within minutes.
- [ ] Offer a recurring plan at the end of every spring deep clean.
- [ ] Ask every new customer for a Google review after the first clean.

8 After spring: May

The idea. May drops back to about average. Spring deep clean customers who didn't sign up are still warm. Follow up while they remember how the house felt.

Example (sample numbers). A made-up cleaner texts 21 spring customers who didn't sign up: "It's been a month since your deep clean. Want us back?" 5 book a second clean, and 2 of those become regulars.

Do it in 24 hours

- [ ] Text every spring one-time customer about a second clean.
- [ ] Ask spring customers for reviews if you haven't yet.
- [ ] Write down how many spring customers became regulars. That's your number to beat next year.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Ready before your next busy month. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 5

Moving season

9 Six weeks before moving season: April

The idea. "Move out cleaning" climbs from March and peaks in July. "Move in cleaning" peaks in May. Six weeks before the summer peak is late May, but the people who send move-out work (realtors, landlords, property managers) plan earlier. Reach them in April.

Example (sample numbers). A made-up cleaner emails 12 local realtors and 6 property managers in April with a move-out price list and a promise to send photos when the job is done.

Do it in 24 hours

- [ ] Write a move-out and move-in price list.
- [ ] Send it to the realtors and property managers you know.
- [ ] Add a move-out cleaning page or post to your site and Google profile.

10 During moving season: June to August

The idea. Total cleaning searches sit near average in summer (July 4% above), but move-out searches are at their peak: "move out cleaning" runs 46% above its average in July. These jobs are on a deadline. Being able to come this week wins them.

Example (sample numbers). A made-up cleaner keeps one weekday open all summer for move-outs. They fill it 10 weeks out of 12, and 3 of the new owners or renters book regular cleans afterward.

Do it in 24 hours

- [ ] Keep one weekday a week open for move-out cleans.
- [ ] Take before and after photos on every move-out, with the owner's OK.
- [ ] Leave a card for the next resident on move-out jobs, with the owner's OK.

11 After moving season: September

The idea. September runs 4% below average across the US, but in the Mountain West it's one of the top months. Kids are back in school and routines restart. It's the right time to offer recurring plans before the holiday rush.

Example (sample numbers). A made-up cleaner offers every summer customer a recurring plan with a fixed day of the week. 6 sign up before October.

Do it in 24 hours

- [ ] Offer a recurring plan to every summer customer.
- [ ] Ask summer customers for reviews if you haven't yet.
- [ ] Book your fall postcard to land in early October.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 6

The holidays and the slow months

12 Six weeks before the holidays: late August

The idea. October runs 4% above average across the US, and 15% above in the Mid-Atlantic. "Deep cleaning service" climbs from July and peaks in October. "Weekly house cleaning" runs 62% above its average in October, a small search but a sign that people want regulars before the holidays. Late August is your six-weeks-before point.

Example (sample numbers). A made-up cleaner writes a holiday deep clean offer in August, with a booking cutoff for Thanksgiving week, and opens the calendar for November.

Do it in 24 hours

- [ ] Write a holiday deep clean offer with a booking cutoff date.
- [ ] Open your November and December calendar for bookings now.
- [ ] Book a postcard to land in early October.

13 During the holidays: October and November

The idea. October brings the deep cleans, and November is about the week before guests arrive. Searches dip a little in November (3% below average) as people's calendars fill. Most holiday cleans are booked ahead, so the work is in your calendar, not in new searches.

Example (sample numbers). A made-up cleaner books 18 holiday deep cleans in October. In November they fill the last open slots with a text to regular clients: "Want a second visit before your guests arrive?"

Do it in 24 hours

- [ ] Post your holiday hours on your Google profile.
- [ ] Offer regular clients an extra visit before the holidays.
- [ ] Ask every holiday customer for a review once the job is done.

14 After the holidays: December to February

The idea. December is the slowest month, 16% below average, and January and February are close behind. Fewer people search, and some regulars pause. This is when your recurring clients carry you, and when spring is planned.

Example (sample numbers). A made-up cleaner sells 15 cleaning gift cards in December and books 8 January cleans from them. They spend the slow weeks writing their spring offer from section 6.

Do it in 24 hours

- [ ] Offer cleaning gift cards in early December.
- [ ] Send a thank-you and review request to every customer from this year who hasn't left one.
- [ ] Start your spring plan from section 6.



Your first 24 hours, in one list

If you do these today, you'll be ready before the next rush:

- [ ] Find your region and metro area in sections 3 and 4. Circle your busiest months.
- [ ] Count back six weeks and put "get ready" dates on your calendar (section 1).
- [ ] Set up Google Trends for "move out cleaning" and "deep cleaning service" in your state (section 5).
- [ ] Write a recurring plan offer to make at the end of every one-time clean (section 7).
- [ ] Send your move-out price list to realtors and property managers (section 9).



Where to go next

For the posts, texts and postcards to use in each moment, read The House Cleaner Storm and Season Playbook. For the whole job of getting more cleaning clients, read The House Cleaner Marketing Playbook.

Two free tools go with this calendar. Your slow months shows how many jobs you're short in the quiet months and how many fill the gap. Is your business ready for busy season? gives you a score and the gaps to close first.

To see how house cleaning compares with 69 other local trades, read When Customers Search: The Local Trade Season Calendar 2026.



If you'd rather hand it off

Grow That Local does this work for house cleaners every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Neighborhood postcard. Free sample: your ad, designed and shown on the card. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where it comes from:

1. GTL analysis of Google Ads search estimates, November 2022 to October 2026. Google Ads monthly search estimates for 25 house cleaning searches (23 counted after Google merged close variants), for the US, all 50 states and DC, 10 regions and 10 Southeast metro areas (TV markets), pulled November 12, 2026. Each month is compared with its own year's average, and the figure for a calendar month is the middle value of four years. October 2026 is left out. (sections 1 to 14)
2. Same data, each cleaning search on its own, for the whole US, using the same method. (sections 5, 9, 10, 12)

Rules, tools and guidance cited (not statistics), each checked on the official page on 2026-11-12:

- Google Ads Help, "About Keyword Planner forecasts" (average monthly searches are an average for a search and its close variants, for the location you choose): support.google.com (before you start)
- Google Trends Help, "FAQ about Google Trends data" (interest is scaled 0 to 100, relative to all searches in that place and time): support.google.com (section 5)

GTL estimates

These are our own judgment, not measured facts:

1. Recurring customers don't search, so the flat search year hides how much a cleaner depends on regulars (before you start, sections 2, 14). Reasoning: a regular client books on a schedule, and only new customers show up in search data.
2. Start getting ready six weeks before each push (sections 1, 6, 9, 12). Reasoning: offers, postcards and calendars each take a few weeks to set up.
3. Spring deep cleans are the best moment to sign regulars (section 7). Reasoning: the customer has just seen the difference a full clean makes, and the cleaner is in the home to ask.
4. Realtors, landlords and property managers plan move-out cleaning ahead of the summer peak (section 9). Reasoning: they handle many moves a year and book cleaners before closing or move-out dates.
5. Holiday cleans are booked weeks ahead, so November searches dip while calendars are full (section 13). Reasoning: "deep cleaning service" peaks in October, a month before the holiday weeks.
6. A postcard should land two to four weeks before searches rise (sections 6, 11, 12). Reasoning: it gets your name in the house just before people start looking, without being forgotten.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

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