Grow That Local

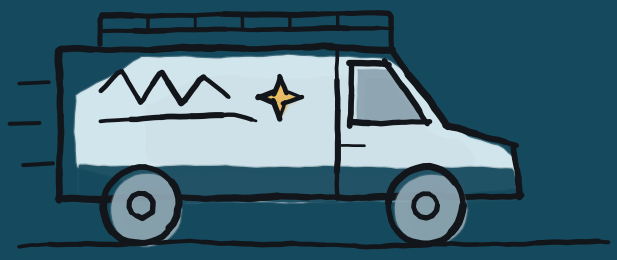
a free guide

What a Google Ads click costs a house cleaner, by city

What one Google Ads click on a house cleaning search costs in the US, the Southeast and 10 Southeast cities, which searches cost most, and what a monthly budget really buys.

For cleaning business owners comparing lead sources.

- 13 short sections in 5 parts
- 39 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 clicks cost far less than plumbing or roofing clicks, and they sit in a narrow band. The good news hides in the cheap end: some of the cheapest searches come from the customers every cleaner wants, the ones who book every week.

We took Google's click price estimates for 25 searches people use when they want a house cleaner ("maid service near me", "house cleaning services", "move out cleaning", "deep cleaning service" and more) for the whole US, all 50 states and DC, 10 regions and 10 Southeast metro areas. The data is Google Ads keyword data, pulled through DataForSEO, a data company that resells it, in November 2026.

How to read the numbers:

- **Typical click** is the average price of one click across all of the house cleaning searches, weighted by how often people make each one. Busy searches count more.
- **Middle search** is the median: half the searches cost more per click, half cost less.
- **The "maid service near me" click** is the price of the one search most owners want to show up for. It's usually the best number to plan a budget with.

The limits, in plain words:

- **These are Google's estimates, not your bill.** Each price is Google's average cost per click for that search in that place (Google Ads API reference, developers.google.com). It's what advertisers paid on average, not what any one business pays.
- **Your own price depends on you.** How good your ad and page are, the hours you run, how tightly you match searches and where you show all move it. Part 5 covers each one.
- **Small places are rough.** Google leaves many small searches unpriced, and one pricey search can pull a metro's average up. Read the three numbers together.
- **A click is not a lead.** Most people who click don't call. Every per-lead figure here is our estimate, built from a click price and a conversion rate we state.
- **A metro area here is a TV market**, which is wider than the city itself.

Every click price comes from one source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026. Where we do math on top of it, we say "GTL estimate" and give our reasoning. Every example is made up to show the idea.



Part 1

What a house cleaning click costs

1 The house cleaning click price across the US

The idea. Across the US, the typical house cleaning click costs $11.97. The middle search costs $11.41. Prices run from $7.87 for "vacation rental cleaning" to $19.01 for "move out cleaning". The "maid service near me" click costs $11.65, and people make that search about 135,000 times a month (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

Cleaning prices sit close together: every priced cleaning search we measured costs between $7.87 and $19.01 a click across the US (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Google counts "home cleaning service" and "cleaning services near me" as the same searches as "house cleaning services" and "maid service near me."

Of the 70 local trades we measured, house cleaning has the 23rd priciest typical click. Google's competition score for these searches averages 21 out of 100. That score is the share of ad spots that advertisers fill (Google Ads API reference, developers.google.com).

Example (sample numbers). A made-up cleaner was told clicks would be "cheap." They check the table: about $12 for "maid service near me." Cheap next to plumbing, but a $500 test still buys only about 40 clicks.

Do it in 24 hours

- [ ] Write down the US "maid service near me" price from this section.
- [ ] Find your metro or state in sections 2 and 3 and write its price next to it.
- [ ] List the cleans you most want: weekly, move-out, deep or office.

2 The Southeast and its 10 metro areas

The idea. In the Southeast and Upper South, the typical house cleaning click costs $12.29, 3% more than the US. The "maid service near me" click costs $11.43 there (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

Cleaning clicks cost about the same in the Southeast as in the US. Nashville has the priciest typical click of the 10 metros, $14.85, and Little Rock the cheapest, $6.04 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Several metros have only a few hundred cleaning searches a month, so their prices are rough.

Place	Typical click ($)	Middle search ($)	"maid service near me" ($)
Whole US	11.97	11.41	11.65
Southeast and Upper South	12.29	11.16	11.43
Nashville	14.85	16.34	12.79
Memphis	12.48	12.67	12.67
Lexington	12.24	11.18	10.23
Louisville	11.31	9.43	9.79
Tulsa	11.12	10.59	10.21
Huntsville-Decatur	9.47	10.51	7.00
Birmingham	9.20	9.20	8.63
Jackson, MS	8.37	9.02	9.02
Montgomery	7.49	7.51	7.51
Little Rock	6.04	8.06	6.65

Metro areas are sorted from the priciest typical click to the cheapest. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

Example (sample numbers). A made-up cleaner in Birmingham budgets with the "maid service near me" column, then checks the search counts. Because the numbers are small, they plan a two-month test instead of one.

Do it in 24 hours

- [ ] Find your metro row. Circle the "maid service near me" column.
- [ ] If your metro's three numbers disagree a lot, plan with the highest.
- [ ] If you're not in one of these 10 areas, use your state in section 3.

3 Where clicks cost most and least

The idea. Across the lower 48, the Desert Southwest has the priciest typical house cleaning click at $15.97, and the Great Plains the cheapest at $9.85. By state, Colorado tops the list at $17.98 and Wyoming is lowest at $4.18 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

Big, busy metros and the West pay most: Colorado, Nevada, the District of Columbia, Arizona and Virginia make the top five (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Rural states with few searches are cheapest, and rough (GTL estimate).

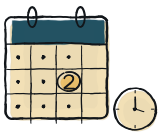
Rank	Priciest states	Typical click ($)	Cheapest states	Typical click ($)
1	Colorado	17.98	Wyoming	4.18
2	Nevada	17.66	South Dakota	4.53
3	District of Columbia	17.36	Vermont	5.14
4	Arizona	15.78	Montana	5.38
5	Virginia	15.63	West Virginia	6.66

"Cheapest states" counts up from the very cheapest. A state's average also moves with which searches people there use most, not only with price. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

Example (sample numbers). A made-up cleaner in northern Virginia sees their state near the top. They keep ads for move-out and deep cleans, which pay more per job, and fill weekly slots from referrals.

Do it in 24 hours

- [ ] Find your state. Is it above or below the US typical click?
- [ ] If it's near the top, keep ads for the bigger cleans.
- [ ] Note which cleans you'd fill some other way.



Part 2

The searches behind the price

4 The priciest searches

The idea. The priciest cleaning searches have a deadline or a business behind them: "move out cleaning" costs $19.01 a click and "office cleaning" $14.87 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). In the Southeast, "move out cleaning" costs $19.34.

Search	Click ($)	US searches a month
move out cleaning	19.01	22,200
office cleaning	14.87	14,800
one time deep cleaning	14.51	880
apartment cleaning	14.24	3,600
move in cleaning	13.57	2,900

Searches with at least 50 searches a month. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

Move-out clicks cost more because the customer needs it done by a set date to get a deposit back, and books fast (GTL estimate). They're one-off jobs, so they pay only if the clean itself pays or the customer moves into a home you can clean every week.

Example (sample numbers). A made-up cleaner bids on "move out cleaning" from May to August, when leases turn over. Each move-out leaves a card for the new tenant, and two in ten become weekly customers.

Do it in 24 hours

- [ ] Decide whether you want move-out and office work.
- [ ] Pick two searches from the table that match the cleans you want.
- [ ] Check your site has a page for each.

5 The cheapest searches are your best customers

The idea. In most trades the cheapest searches are do-it-yourselfers. In cleaning, some of the cheapest come from the best customers: "weekly house cleaning" costs $7.89 a click and "vacation rental cleaning" $7.87 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Someone searching "weekly" wants a cleaner every week.

Search	Click ($)	US searches a month
vacation rental cleaning	7.87	880
weekly house cleaning	7.89	1,000
airbnb cleaning service	8.69	1,900
house cleaning	9.60	40,500
housekeeping services	9.96	9,900

Cheapest first. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

These searches are small: "weekly house cleaning" gets about 1,000 searches a month across the US (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Fewer cleaners bid on them, which keeps them cheap (GTL estimate). That makes them the first searches to add.

Example (sample numbers). A made-up cleaner moves half their budget from "house cleaning" to "weekly house cleaning" and "biweekly cleaning service." Clicks drop by a third, but the share of callers who want a recurring clean doubles.

Do it in 24 hours

- [ ] Add "weekly house cleaning" and "biweekly cleaning service" to your list.
- [ ] If you clean rentals, add "airbnb cleaning service" and "vacation rental cleaning."
- [ ] Write a page for recurring cleans, with your price range.



Part 3

What a monthly budget buys

6 Clicks for your budget

The idea. Divide your monthly budget by the price of a click and you get the clicks it buys. At the US "maid service near me" price of $11.65, $1,000 a month buys about 86 clicks (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). That count is a GTL estimate: your real price per click will sit above or below Google's average.

Google can spend up to twice your daily budget on a busy day, but no more than 30.4 times it in a month (Google Ads Help, support.google.com). So plan by the month, not the day.

Monthly budget ($)	Clicks at the US "maid service near me" price	Clicks at the Southeast typical price
500	43	41
1,000	86	81
2,000	172	163

GTL estimate: budget divided by click price, rounded. Click prices: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

Cleaning budgets buy more clicks than most trades, so the money goes furthest when it buys the searches that become weekly customers (GTL estimate). Our busy season calendar for house cleaners shows which months bring the most searches in your region.

Example (sample numbers). A made-up cleaner sets $600 a month. At $12 a click, that's about 50 clicks. They aim for 4 new weekly customers a month and check after 60 days.

Do it in 24 hours

- [ ] Pick a monthly budget you could lose for one month without worry.
- [ ] Divide it by your click price from section 2. That's your click count.
- [ ] Write down how many new weekly customers would make it worth it.

7 From clicks to leads

The idea. A lead here means a call or a quote form from someone who clicked your ad. We use two rates, both GTL estimates. About 7 in 100 clicks is a cautious month: most clickers are comparing a few businesses, outside your area or not ready yet, and 7 in 100 is close to where our free Google Ads

calculator starts. About 15 in 100 is a strong month, with a clear page, a phone number at the top and tight targeting.

At the US "maid service near me" price of $11.65, that puts one lead at about $78 in a strong month and $166 in a cautious one (GTL estimate built on the click price from GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com)).

Monthly budget ($)	Leads at 7 in 100	Leads at 15 in 100	Cost per lead ($), 7 in 100	Cost per lead ($), 15 in 100
500	3.0	6.4	166	78
1,000	6.0	12.9	166	78
2,000	12.0	25.8	166	78

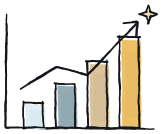
GTL estimate: clicks from section 6 times 7 in 100 or 15 in 100. Click price: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

A weekly customer pays every week, so one booked lead can be worth a year of cleans (GTL estimate). Cleaning shoppers often ask two or three companies for a price, so speed of reply matters as much as the click. Put your own clean price, close rate and repeat visits into the Google Ads calculator, and use how many leads you need to see how many leads fill your schedule.

Example (sample numbers). A made-up cleaner pays $100 for each ad lead and books four in ten. That's $250 per new customer. A biweekly customer pays $150 a visit, 26 times a year, so the lead pays back on the second visit.

Do it in 24 hours

- [ ] Work out what a weekly or biweekly customer is worth in a year.
- [ ] Time how fast you reply to a quote request today.
- [ ] Run the free Google Ads calculator with your own numbers.



Part 4

Ads, or reviews and the map first?

8 When ads make sense for a house cleaner

The idea. Ads make the most sense for a cleaner in three cases (GTL estimate). When you have open weekly slots and a team ready. In the moving season, for move-out cleans. And when you start in a new part of town. Google's Local Services Ads charge per lead instead of per click; our guide on whether Local Services Ads are worth it compares the two. For every cleaning marketing cost, read what marketing should cost a house cleaner.

Example (sample numbers). A made-up cleaner runs ads only when the schedule has 5 or more open slots. When it fills, ads pause; when a customer moves away, they switch back on.

Do it in 24 hours

- [ ] Count your open weekly slots.
- [ ] Set the number that turns ads on and off.
- [ ] Read the Local Services Ads guide before choosing between the two.

9 When reviews and the map come first

The idea. Clicks in Google's map results are free. Google says local results are mainly based on relevance, distance and prominence, and that there's no way to pay for a better local ranking (Google Business Profile Help, support.google.com). People are letting a stranger into their home, so they read reviews closely before they call (GTL estimate). A cleaner with few reviews pays for clicks that then go to the company with more. Our guide on how many reviews a cleaner needs gives the numbers for 10 Southeast cities.

Example (sample numbers). A made-up cleaner has 8 reviews and 60 regular customers. They ask every regular for a review over two weeks and reach 35, then start ads.

Do it in 24 hours

- [ ] Search "house cleaners near me" from home and count the top three map results' reviews.
- [ ] Compare with your own count.
- [ ] Text your regular customers your review link this week.

or we can do it for you

Free sample: A ranking check and 10 fixes

So you can see where you stand in the free results before you pay for clicks. SEO is $400 a month, with a 7-day full refund.

SEO: growthatlocal.com/services/seo



Part 5

Four ways to pay less per click

10 Bid on exact searches

The idea. Google has three ways to match your keywords to searches. Broad match can show your ad on any related search. Phrase match, in quotes, shows it on searches that include your meaning. Exact match, in square brackets, shows it on searches with the same meaning (Google Ads Help, support.google.com). Broad match is the default. For a cleaner, broad match is how "house cleaning" pays for "house cleaning jobs" and "best vacuum" clicks (GTL estimate).

Example (sample numbers). A made-up cleaner starts with five exact keywords: [weekly house cleaning], [biweekly cleaning service], [maid service near me], [move out cleaning] and [deep cleaning service]. After a month they keep the three that booked cleans.

Do it in 24 hours

- [ ] Write five exact keywords in square brackets, for the cleans you want.
- [ ] Check whether any campaign you have is on broad match.
- [ ] Plan one review of results after 30 days.

11 Show ads only when you can answer

The idea. You can choose the hours and days your ads run, and raise or lower bids for certain times (Google Ads Help, support.google.com). Cleaning quotes often come by form or text, so the question is how fast you reply. If you answer quote requests in the evening, keep evenings on. If nobody replies until morning, pause ads overnight (GTL estimate).

Example (sample numbers). A made-up cleaner replies to quote requests from 7 am to 8 pm. They run ads in those hours and stop overnight, when a request would wait 10 hours.

Do it in 24 hours

- [ ] Write down the hours you can reply to a quote request within 15 minutes.
- [ ] Set your ad schedule to those hours.
- [ ] Turn on a text reply for requests that come in after hours.

12 Draw your area tight

The idea. You can show ads to people within a set distance of your shop, at least 1 km (Google Ads Help, support.google.com). Google's default, "Presence or interest," also reaches people elsewhere who show interest in your area. "Presence" sticks to people who are in or regularly in it (Google Ads Help, support.google.com). Drive time between homes is unpaid, so a cleaner's circle should hug the neighborhoods already on the schedule (GTL estimate). Keep "Presence or interest" on if you clean vacation rentals whose owners live elsewhere.

Example (sample numbers). A made-up cleaner draws a 10-mile circle around their three busiest neighborhoods. Their rental-cleaning campaign keeps "Presence or interest," because those owners live out of state.

Do it in 24 hours

- [ ] Mark the neighborhoods you already clean in.
- [ ] Set your radius to cover them, not the whole metro.
- [ ] Switch to "Presence" unless you clean for out-of-town owners.

13 Block the searches that waste money

The idea. Negative keywords keep your ad off searches you don't want (Google Ads Help, support.google.com). The search terms report shows the real searches that triggered your ads (Google Ads Help, support.google.com). Read it every week for the first month and block what doesn't fit.

Example (sample numbers). A made-up cleaner finds clicks from "cleaning jobs near me," "carpet cleaner rental" and "best cleaning products" in week one. They block all three ideas.

Do it in 24 hours

- [ ] Add these as negative keywords to start: jobs, hiring, salary, "cleaning jobs", supplies, products, vacuum, rental, carpet, "how to", diy, recipe.
- [ ] If you don't clean businesses, add office and commercial.
- [ ] Open the search terms report after 7 days and block what would never book a clean.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

For the map results you don't pay per click for. Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Your first 24 hours, in one list

If you do these today, you'll know what a click costs you before you spend a dollar:

- [ ] Write down your metro or state "maid service near me" price (sections 2 and 3).
- [ ] Add "weekly house cleaning" and "biweekly cleaning service" to your list (section 5).
- [ ] Count your reviews against the top three map results (section 9).
- [ ] Pick five exact keywords (section 10).
- [ ] Set ad hours to when you can reply fast (section 11).
- [ ] Add the starter negative keywords (section 13).



Where to go next

To see whether Google's pay-per-lead ads would suit you better, read Google's Local Services Ads: worth it?. For every cleaning marketing cost on one page, read What marketing should cost a house cleaner in 2026. For the whole job of filling your schedule, read The House Cleaner Marketing Playbook.

To check whether ads would pay at your numbers, try the free Google Ads calculator. To see how cleaning clicks compare with 69 other local trades, read What a Click Costs: Google Ads Prices for 70 Local Trades, 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: SEO. Free sample: a ranking check and 10 fixes. SEO is $400 a month, with a 7-day full refund.

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.

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.

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.

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.

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 keyword data (DataForSEO), November 2026. Google Ads average cost per click and 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. Typical click = average weighted by each search's monthly searches; middle search = median. (sections 1 to 13)

Rules, tools and guidance cited (not statistics), each checked on the official page on 2026-11-13:

- DataForSEO, Google Ads search volume API, response fields (cpc: the amount paid in US dollars for each click on the ad for a keyword; competition_index: 0 to 100): docs.dataforseo.com (all sections)
- Google Ads API reference, KeywordPlanHistoricalMetrics ("Average Cost Per Click in micros for the keyword"; competition index "determined by the number of ad slots filled divided by the total number of ad slots available"): developers.google.com (before you start, section 1)
- Google Ads Help, "About overdelivery and your average daily budget" (up to twice the daily budget in a day, no more than 30.4 times it in a month): support.google.com (section 6)
- Google Business Profile Help, "Tips to improve your local ranking on Google" (local results are mainly based on relevance, distance and prominence; no way to pay for a better local ranking): support.google.com (section 9)
- Google Ads Help, "About keyword matching options" (broad, phrase and exact match; quotes for phrase, square brackets for exact): support.google.com (section 10)
- Google Ads Help, "About Ad Scheduling" (choose hours and days; bid adjustments by day and time): support.google.com (section 11)
- Google Ads Help, "Target ads to geographic locations" (radius targeting, at least 1 km): support.google.com (section 12)
- Google Ads Help, "About advanced location options" ("Presence or interest" is the default; "Presence" reaches people in or regularly in your area): support.google.com (section 12)
- Google Ads Help, "About negative keywords" (exclude search terms; negative broad, phrase and exact match): support.google.com (section 13)
- Google Ads Help, "About the search terms report" (shows the searches that triggered your ads): support.google.com (section 13)

GTL estimates

These are our own judgment, not measured facts:

1. Clicks per budget = budget divided by the click price (sections 6, 7). Reasoning: Google charges per click, and your own price will sit above or below its average.
2. About 7 in 100 ad clicks become a call or form in a cautious month, and about 15 in 100 in a strong one (section 7). Reasoning: 7 in 100 is close to our calculator's starting point; cleaning shoppers ask a few companies for prices, so a fast reply and a clear price range push a good month toward 15 in 100.
3. Move-out clicks cost more because the customer has a deadline (section 4). Reasoning: deposits ride on the clean, so people book fast.

4. "Weekly" and "biweekly" searches are cheap because fewer cleaners bid on them (section 5). Reasoning: they are small searches, and their low price comes with buyer wording.
5. Ads suit open slots, moving season and new areas; reviews come first when you trail the top three (sections 8, 9). Reasoning: customers let you into their home, so they read reviews, and map clicks are free.
6. Exact match, reply-time hours, a tight radius and negative keywords cut wasted clicks (sections 10 to 13). Reasoning: each one keeps your ad off searches, hours or places that can't become a customer.

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.

Grow *That* Local