Grow That Local

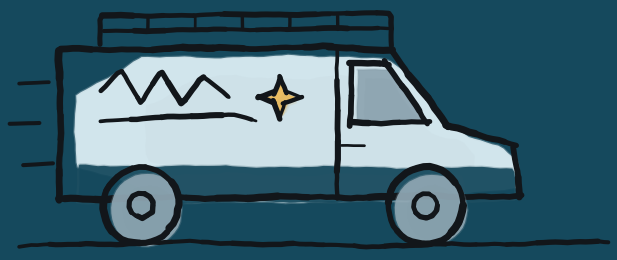
a free guide

What customers love and hate about house cleaners

We studied 7,680 Google reviews of 39 house cleaning companies in 10 Southeast cities. Here's what earns five stars, what earns one, and a fix for each you can put in place this week.

For cleaning business owners writing ads or a website.

- 16 short sections in 5 parts
- 57 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

Happy cleaning clients write about the clean: thorough, every detail, the house looks amazing. Angry ones write about the money: the hours they were billed, the charge after they cancelled, the refund that didn't come. We counted which topics show up in each, so you can fix the ones that cost you stars before the next clean.

What we did: in November 2026 we pulled 55,042 Google reviews of 265 local trade businesses in 10 Southeast cities: Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson, Mississippi. This guide uses the 7,680 reviews of the 39 house cleaning companies among them, 5,989 of which have text. We picked companies from the map's top 3 and from spots 4 to 20 in each city. Then we tagged topics, such as price, communication and quality, in every review with text. We cite it as "GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026."

How to read the numbers:

- **"Share of bad reviews"** means the share of 1- and 2-star reviews with text that mention a topic. **"Share of 5-star reviews"** is the same for 5-star reviews. A topic in a bad review is almost always a complaint. In a 5-star review it's praise.
- Bad reviews are rare. 4.9% of the newest cleaning reviews we pulled were 1 or 2 stars, and 90.3% were 5 stars. We pulled extra bad reviews on purpose so we'd have enough to study, so we never give a share "of all reviews."
- We checked the tags by reading 1,200 reviews by hand. 96.2% of the tags were right, and they caught 90.6% of the topics a person would spot. So the shares run slightly low, most of all for quality and communication.
- House cleaning is one of our two thinner trades: 39 companies, and only one from below spot 20 on the map. Part 5 has the full method and its limits.

Some fixes below are texts about a client's own cleans. Send them only to clients who gave you their number for the service, say who's texting, and follow the US texting rules in our texting rules guide.

Two rules we kept while writing it:

- Every number comes from our review study or a public source, listed at the end. When we give our own opinion, we say "GTL estimate" and tell you why we think it.
- We never name a business, a reviewer or a staff member. Where we show what clients say, it's our own paraphrase of a pattern we saw many times, never a real review. Every example is made up.



Part 1

What cleaning clients praise

1 The praise, in one table

The idea. Here's what 5-star house cleaning reviews talk about most (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Topic	Share of 5-star cleaning reviews
The quality of the clean	64.7%
The cleaners and staff	37.5%
Scheduling and speed	17.8%
Showing up on time	9.5%
Communication	7.6%
Price and value	6.4%

The clean is the review. 64.7% of 5-star cleaning reviews talk about the quality of the work. Price barely shows up in good reviews: 6.4%, the lowest of the six trades we studied. Happy clients don't praise your rate. They praise what they found when they got home.

Example. A made-up cleaning company reads their last 20 five-star reviews. Fifteen talk about how clean the house was, seven mention the team, and three mention the baseboards. None mention the price. That tells them to sell the detail, not the deal.

Do it in 24 hours

- [ ] Open your Google profile and read your last 20 five-star reviews.
- [ ] Tally how many mention the clean, the team, the schedule and the price.
- [ ] Note the rooms and spots clients name most. Those go on your website.

2 "Attention to detail": leave the checklist behind

The idea. "Thorough," "detail," "attention," "clean" and "looks" were all among the words most typical of 5-star cleaning reviews (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Clients notice the spots most cleaners skip: baseboards, the top of the fridge, the inside of the microwave.

Paraphrase, not a real review: Paid attention to every little detail.

The fix is a room-by-room checklist the team ticks and leaves on the counter.

The leave-behind checklist (fill in your own):

- [ ] **Kitchen:** counters, sink, stovetop, outside of appliances, inside microwave, floor.
- [ ] **Bathrooms:** toilet, tub or shower, sink, mirror, floor.
- [ ] **Bedrooms and living areas:** dust surfaces, mirrors, floors.
- [ ] **This visit's extra:** [baseboards / inside fridge / blinds], rotating each visit.
- [ ] **Note for you:** [anything you noticed, or anything you couldn't get to and why].

Example. A made-up cleaning company rotates one extra each visit and writes it on the checklist: "Today's extra: baseboards upstairs." Clients start mentioning the extras in reviews, because they can see what was done.

Do it in 24 hours

- [ ] Write your room-by-room checklist on one page.
- [ ] Pick four extras to rotate, one per visit.
- [ ] Leave the checklist on the counter after every clean from tomorrow.

3 The same team, with names the client knows

The idea. The cleaners came up in 37.5% of 5-star cleaning reviews, and "team," "ladies," "always" and "friendly" were among the most typical 5-star words. 37.5% of 5-star cleaning reviews mention a staff member by first name, against 9.9% of bad ones, the biggest gap of the six trades (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Clients let people into their homes. They like it to be the same people.

You can't ask for names in reviews. Google's review rules ban asking customers for reviews with specific content, including content that names a staff member, and ban review quotas for staff (Google Maps user-contributed content policy, support.google.com). So earn it. Send the same team, and tell the client who's coming.

Paraphrase, not a real review: Patient with all our questions and kind to our pets.
Day-before text:
"Hi [first name], it's [business]. [cleaner names] will be at your home tomorrow at [time]. Anything special this time? Just reply here."

Example. A made-up cleaning company keeps each team on the same clients every visit. When a cleaner is out, the day-before text says who's covering. Clients stop being surprised by strangers at the door, and some reviews name the team on their own.

Do it in 24 hours

- [ ] Check your schedule: does each regular client get the same team every visit?
- [ ] Save the day-before text and send it for tomorrow's cleans.
- [ ] Check your review ask: an honest review, no names or words requested, no staff targets.

4 "Always": the same day, the same time, no surprises

The idea. Scheduling came up in 17.8% of 5-star cleaning reviews, and on-time arrival in 9.5%. "Always" and "efficient" were among the most typical 5-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Regular clients praise the service that runs like clockwork.

Paraphrase, not a real review: Showed up right on time, every visit.

The fix is a fixed slot for every regular client, and an arrival text.

Arrival text:
"Hi [first name], [business] here. We've arrived and we're starting now. We'll text you when we're done."

Done text:
"Hi [first name], all done. Today's extra was [extra]. Your checklist is on the counter. See you [day]."

Example. A made-up cleaning company gives every regular client a fixed slot: "Tuesdays, 9 a.m., every other week." The done text tells clients what was done before they get home. Reviews start using the word "always."

Do it in 24 hours

- [ ] Give every regular client a fixed day and time, in writing.
- [ ] Save the arrival and done texts.
- [ ] Send them on every clean tomorrow.

5 Use their words on your website and in your ads

The idea. These were the words most typical of 5-star cleaning reviews, and of 1-star ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Most typical of 5-star cleaning reviews	Most typical of 1-star cleaning reviews
thorough, team, house, home, detail, attention, clean, efficient, looks, friendly, always, wonderful	called, hours, hour, minutes, money, paid, charged, dirty, dust, half, pictures, manager

The 1-star list mixes time and money: hours, hour, minutes, charged, paid. Those reviews are about being billed for time that didn't look like it. "Dirty," "dust," "half" and "pictures" are the client who came home, found missed spots and sent photos.

Don't paste the 5-star adjectives onto your site. Show the proof behind them.

- **"Thorough" and "detail":** your room-by-room checklist, on your website.
- **"Team":** "The same team every visit. You'll get their names the day before."
- **Against "hours" and "charged":** say how you price, and how long a clean usually takes for a home like theirs.
- **Against "dirty" and "pictures":** say your re-clean rule (section 9).

Example. A made-up cleaning company swaps "Professional, thorough cleaning" for "The same team every visit, a checklist on your counter, and a free re-clean if we miss a spot." The new line answers the 1-star worries.

Do it in 24 hours

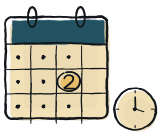
- [ ] Read your homepage and cross out every adjective a competitor could also use.
- [ ] Replace each one with a fact, a checklist or a rule you keep.
- [ ] Put your checklist on your website.

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 2

What cleaning clients complain about

6 The complaints, in one table

The idea. Here's what bad house cleaning reviews talk about most (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Topic	Share of bad cleaning reviews	Share of 5-star cleaning reviews
Price, quotes and value	58.8%	6.4%
Scheduling and speed	44.5%	17.8%
The quality of the clean	32.8%	64.7%
Communication	32.1%	7.6%
The cleaners and staff	25.2%	37.5%
Payment, deposits and refunds	21.5%	0.2%
Honesty and trust	20.7%	3.3%
Showing up on time	19.2%	9.5%
Know-how	16.0%	2.4%
Follow-through	15.1%	5.0%
Damage to the home	4.5%	0.1%

Payment and refunds is the standout. It came up in 21.5% of bad cleaning reviews, the highest share of the six trades, and in only 0.2% of 5-star ones. Communication is the other big gap: 32.1% of bad reviews and 7.6% of good ones. "Price" here includes fees, quotes, refunds and billing, not only "too expensive."

We don't count "cleanup" for this trade, because cleaning is the job itself. Damage is hard for our tags to spot, so its real share is probably higher than 4.5%.

Do it in 24 hours

- [ ] Read your own 1- and 2-star reviews, and the 3-star ones too.
- [ ] Mark each with the topics in the table.
- [ ] Pick the topic that shows up most. Start with its section below.

7 Price: say how you price, and how long it takes

The idea. Price came up in 58.8% of bad cleaning reviews and 6.4% of 5-star ones. "Hours," "hour," "minutes" and "charged" were among the most typical 1-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The fights are about time: a bill for four hours when the team seemed to leave early, a first clean that cost far more than the quote, or a price that changed without warning.

Paraphrase, not a real review: The final bill came in well above the quote with no warning.

Paraphrase, not a real review: Gave a clear price up front and the bill matched it.

The fix is a quote that says how you price, what's included, and what the first clean costs compared with the regular ones.

Quote line	What it should say
How we price	By the job, by the hour, or by home size. Say which.
Your home	[bedrooms], [bathrooms], about [square feet], [pets]
First clean	[price], because a first clean takes longer. About [number] hours with [number] cleaners.
Regular clean	[price] every [week / two weeks / month]
Included	Your room-by-room checklist (section 2)
Extras	Inside oven, inside fridge, windows, each with its price
Price changes	"We'll tell you in writing before any change."

How to explain price (script, use your own words):
When the bill says fewer hours than they expected:
"Two cleaners for two hours is four hours of cleaning. That's why the bill says four. I'll put the team size and time on every bill from now on."

Example (sample numbers). A made-up cleaning company bills $160 for a first clean, "about 4 cleaner-hours." A client sees two cleaners leave after two hours and thinks they were overcharged. Now the done text says "2 cleaners, 2 hours, 4 cleaner-hours." The complaint stops.

Do it in 24 hours

- [ ] Add "how we price" and "first clean vs regular" lines to your quote.
- [ ] Put the team size and time on every bill and done text.
- [ ] Practice the cleaner-hours script once out loud.

8 Payment, cancellations and refunds: one page, in writing

The idea. Payment and refunds came up in 21.5% of bad cleaning reviews and only 0.2% of 5-star ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). That's the most lopsided topic in any trade we studied. Clients almost never praise your billing, but plenty complain about it: a card charged after they cancelled, a lockout fee they never agreed to, a refund that never came.

Paraphrase, not a real review: Kept charging the card after the service was cancelled.

Paraphrase, not a real review: Still waiting on a promised refund.

The fix is a one-page money policy, sent with every booking, and a confirmation text when anything changes.

Your money policy (fill in your own terms):

- **When we charge:** "[after each clean / the day before]."
- **Skipping a clean:** how much notice, and what happens if it's late.
- **Lockouts:** what happens if the team can't get in, and any fee, said up front.
- **Cancelling the service:** how, and when the last charge is.
- **If you're not happy:** your re-clean rule (section 9), and who to call about a bill.

When a client cancels:
"Hi [first name], it's [business]. Your cleaning service is cancelled as of [date]. Your last charge was [amount] on [date], and there won't be another. Thanks for having us."

Example. A made-up cleaning company had a lockout fee buried in its terms. A client who forgot to leave a key was charged and posted a 1-star review. Now the lockout rule is in the booking text, and the day-before text says "Remember to leave the key in [place]."

Do it in 24 hours

- [ ] Write your money policy using the five lines above.
- [ ] Send it to every regular client this week.
- [ ] Check for anyone charged after cancelling or owed money, fix it, and call them today.

9 "Still dirty": a re-clean rule clients can use

The idea. Quality came up in 32.8% of bad cleaning reviews. "Dirty," "dust," "left," "half" and "pictures" were among the most typical 1-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The client comes home, finds dust on the shelves or a bathroom half done, and sends photos. If nobody answers the photos, the next step is a review.

Paraphrase, not a real review: Missed areas and sloppy edges that had to be redone.

Paraphrase, not a real review: Came back to fix a small issue without being asked twice.

The fix is a written re-clean rule, and a fast answer when the photos arrive.

Your re-clean rule (example, set your own): "If we missed something, text us a photo within 24 hours. We'll come back and re-clean it at no charge within [number] days."

When the photo arrives:

"Hi [first name], thanks for the photo, and I'm sorry we missed that. We'll come back [day, time] to re-clean it, no charge. Does that work?"

GTL estimate: a fast, specific answer to the photo stops most "still dirty" reviews. Our reasoning: the client sending photos is asking you to fix it, and a 1-star review is usually what happens when nobody does.

Example. A made-up cleaning company answers every photo within two hours, and the team lead goes back the next day. They also add the missed spot to that client's checklist so it doesn't happen again.

Do it in 24 hours

- [ ] Write your re-clean rule and add it to your website and booking text.
- [ ] Save the photo-reply text.
- [ ] Answer any unanswered photo or complaint from the last two weeks today.

10 Waiting and no-shows: confirm, then text if you're late

The idea. Scheduling came up in 44.5% of bad cleaning reviews, and on-time arrival in 19.2%. "Hours," "minutes" and "show" were among the most typical 1-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The client took time off, or arranged the dog, and nobody came.

Paraphrase, not a real review: Never showed up for the scheduled appointment.

Paraphrase, not a real review: Took a day off work for the appointment window and they cancelled at the last minute.

The fix is the day-before text (section 3), and a running-late text the minute you know.

Running late:

"Hi [first name], it's [business]. I'm sorry, the team is running about [number] minutes late. New arrival time: [time]. If that doesn't work, reply and we'll move you."

Can't make it:

"Hi [first name], it's [business]. I'm sorry, we're short a team today and can't make your [time] clean. Can we come [day, time] instead?"

Example. A made-up cleaning company has a cleaner call in sick at 7 a.m. The owner texts every affected client by 7:30 with a new time. Nobody comes home to an uncleaned house without warning.

Do it in 24 hours

- [ ] Save the two texts as shortcuts.
- [ ] Make a rule: if a team can't make it, the client hears by [time] that morning.
- [ ] Send the day-before text for every clean tomorrow.

11 Silence: answer every call and text the same day

The idea. Communication came up in 32.1% of bad cleaning reviews and only 7.6% of 5-star ones. That gap is wider for cleaning than for any other trade we studied. "Called," "call," "phone," "sent" and "manager" were among the most typical 1-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Cleaning teams are working with gloves on, and nobody's at the phone.

Paraphrase, not a real review: Left several messages and nobody ever called back.

Paraphrase, not a real review: Answered every call and question quickly.

The fix is a missed-call text and one person who answers every message before the end of the day.
Missed-call text:
"Hi, this is [business]. Sorry we missed you, we're out cleaning. Is this about a booking, a clean or a bill? Reply here and [your name] will get back to you today."

Example. A made-up cleaning company owner returns every call and text at noon and 5 p.m. A client who would have written "they never answer" gets a reply the same day.

Do it in 24 hours

- [ ] Turn on a missed-call text. Our missed-call texts pack has more versions.
- [ ] Choose who answers messages, and at what two times a day.
- [ ] Reply to every unanswered message from the last week.

12 Trust, products and breakage: say it before they find it

The idea. Honesty and trust came up in 20.7% of bad cleaning reviews and 3.3% of 5-star ones. Know-how came up in 16.0% of bad ones, often about the wrong product on the wrong surface. Damage came up in 4.5% (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Our tags miss many damage stories, so treat 4.5% as a floor.

Paraphrase, not a real review: The crew damaged something at the house and never made it right.

Paraphrase, not a real review: Honest about what we did not need and did not try to upsell.

The fix has two parts: a home card for every client, and a breakage rule.

The home card (one per client, kept with the team):

- [ ] How to get in, and where the key goes after.
- [ ] Pets: names, where they stay, doors to keep shut.
- [ ] Surfaces: [marble, wood floors, stainless] and the product to use on each.
- [ ] Rooms or items not to touch.
- [ ] The client's own notes.

The breakage rule: if anything breaks or gets damaged, the team photographs it, tells the client before leaving, and the owner calls the same day with a plan.

Example. A made-up cleaning team chips a lamp base. They text a photo before leaving: "We're sorry, we chipped your lamp. [your name] will call you this afternoon." The client's review mentions the honesty.

Do it in 24 hours

- [ ] Make a home card for your next five clients.
- [ ] Write your breakage rule and tell every cleaner.
- [ ] Check each team's caddy has the right product for each surface on their cards.

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 3

Answering bad reviews

13 How cleaning companies reply, and how fast

The idea. In our reply sample, cleaning companies answered 79.1% of 5-star reviews and 65.3% of 1- and 2-star ones, and 61.5% of 1-star ones. The typical reply came 26 days after the review, and only 15.6% came within a week (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026).

Clients expect faster. In BrightLocal's 2026 survey, 81% of consumers said they expect a reply within a week, and 19% expect one the same day (BrightLocal Local Consumer Review Survey 2026, brightlocal.com). Google tells the reviewer when you reply, and they can still edit their review after reading it (Google Business Profile Help, support.google.com).

So reply within a day, bad ones first. A cleaning client often stays a client if the problem gets fixed fast.

A note on these reply numbers: they come from the first 50 reviews per business in Google's "most relevant" order, which tends to show reviews with replies. Only 196 of them were bad cleaning reviews. Treat the numbers as a direction, not an exact rate.

Example. A made-up cleaning company turns on review alerts and blocks 15 minutes at 5 p.m. for replies. A 1-star review about missed spots gets a call, a re-clean booking and a calm reply the same evening.

Do it in 24 hours

- [ ] Turn on review alerts in your Google profile, so new reviews reach your phone.
- [ ] Reply to every unanswered 1-, 2- and 3-star review, oldest first.
- [ ] Put a daily 15-minute reply slot on your calendar.

14 Angry cleaning reviews are long, so your reply must be specific

The idea. The typical bad cleaning review ran 97 words. The typical 5-star one ran 21 (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The angry client lists the hours, the rooms, the photos and the calls. A two-line "Sorry, please call us" tells the next reader you didn't read it. And 50% of consumers say templated replies put them off (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

The fix is a four-part reply. Our guide How to Answer a Bad Review goes deeper.

1. Thank them, and name the specific problem.
2. Own what's fair, without blaming the client.

3. Say what you're doing about it, with a date.
4. Take it offline, with a name and a number.

Example. A made-up reply to a 1-star review about missed spots and no answer:

> **Thanks for telling us, and I'm sorry. You sent photos of the bathrooms and didn't hear back for two days. That's not how we want to treat anyone. I'd like to send the team back this week to re-clean at no charge, and I've changed how we answer messages. I'll call you today. [your name], owner**

Never mention the client's address, how they get in, their pets or the bill amount in a reply. A cleaning client's home details are private.

Do it in 24 hours

- [ ] Pick your oldest unanswered bad review and rewrite your reply with the four parts.
- [ ] Call the client before you post it.
- [ ] Read How to Answer a Bad Review before the next one lands.

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 4

Your own review audit

15 Read your last 30 reviews the way we did

The idea. Our numbers are an average of 39 cleaning companies. Yours will be different. In 20 minutes you can run the same check on your own profile and know which fix to do first.

The audit (a sheet of paper is enough):

1. Write the topics down the side: quality of the clean, the team, schedule, on time, communication, price and hours, payment and cancelling, honesty, products and know-how, follow-through, damage.
2. Read your last 30 reviews, plus every 1-, 2- and 3-star review you have.
3. Mark each topic a review talks about. Use one column for 5-star and one for the rest.
4. Circle the topic with the most marks in the bad column. Its section in Part 2 is your first fix.
5. Circle the topic with the most marks in the 5-star column. Put proof of it on your website (section 5).

Example. A made-up cleaning company's audit: the clean in most of their 5-star reviews, and charges in three of their four bad ones. They start with the money policy in section 8.

Do it in 24 hours

- [ ] Run the audit tonight.
- [ ] Pick one fix from Part 2 and start it tomorrow.
- [ ] Put a reminder to run it again in 90 days.



Part 5

How we got these numbers

16 The method and its limits

The idea. Here's exactly what's behind every figure, so you know how far to trust it.

- **The businesses:** 265 local trade businesses in 10 Southeast cities, from Google Maps results we gathered in November 2026. In each city and trade we took the two most-reviewed in the map's top 3, the two most-reviewed in spots 4 to 20, and one below spot 20. House cleaning: 39 (20 top-3, 18 from spots 4 to 20, 1 below 20). We dropped businesses whose Google category wasn't house cleaning, such as carpet cleaners.
- **The reviews:** for each business, the newest 180 reviews plus the 70 lowest, or every review if it had fewer than 250. House cleaning: 7,680 reviews, 5,989 with text, 595 of them 1- or 2-star and 4,905 5-star.
- **The topics:** a word-pattern dictionary of 14 topics. We read 1,200 reviews by hand to check it, 200 per trade. For cleaning reviews, 94.4% of tags were right and they caught 86.6% of topics. "Cleanup after the job" isn't counted for this trade.
- **Owner replies:** the first 50 reviews per business in Google's "most relevant" order, 1,922 cleaning reviews in all.

The limits:

- **Southeast only,** and only businesses that show up on Google Maps. Not a national random sample.
- **A thinner trade.** 39 companies, and only one from below spot 20, so this guide says more about established cleaning companies than small new ones.
- **Bad reviews were oversampled on purpose.** That's why every share is "of bad reviews" or "of 5-star reviews," never "of all reviews."
- **Tags slightly undercount,** most for quality and communication. Damage is the weakest: our tags caught only about 60% of damage stories in the hand check.
- **"Price" means the review talks about money,** including fees, quotes, refunds and billing, not only "too expensive."
- **Reply figures are directional.** Google's "most relevant" order favors reviews with replies, and the sample had only 196 bad cleaning reviews.
- **Staff names are an estimate,** from a list of first names with unclear words removed.

To quote a figure, credit "GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026." Our cross-trade report, What 55,000 Reviews Say About Local Trades, has the same study for all six trades.

Do it in 24 hours

- [ ] Compare your audit from section 15 with the tables in sections 1 and 6.
- [ ] Where your numbers differ from ours, trust yours.



Your first 24 hours, in one list

If you only do five things today, do these:

- [ ] Run the review audit on your own profile (section 15).
- [ ] Write your money policy, and fix anyone charged after cancelling (section 8).
- [ ] Write your re-clean rule and answer every unanswered photo (section 9).
- [ ] Put team size and time on every bill and done text (section 7).
- [ ] Turn on review alerts and reply to every unanswered bad review with the four parts (sections 13 and 14).

Tomorrow, start leaving the room-by-room checklist on the counter (section 2). Run the audit again in 90 days and see which topic moved.



Where to go next

When a bad review lands, How to Answer a Bad Review has replies for the six most common cases. To get more 5-star reviews from the cleans you already do, 50 Review Request Texts That Get Replies gives you the words, with lines written for house cleaners. The House Cleaner Marketing Playbook covers the rest: your website, your Google profile, trust, keys and seasons.

For the same study across all six trades, read What 55,000 Reviews Say About Local Trades.



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: Review requests. Free sample: your first 10 requests sent. Review requests is $100 a month, with a 7-day full refund.

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

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.

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.

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 to check it:

1. GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026. 265 local trade businesses in Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson MS, picked from three map bands per city. House cleaning figures come from the 7,680 reviews of 39 cleaning companies (5,989 with text; 595 1- or 2-star and 4,905 5-star with text). Topic tags checked by hand on 1,200 reviews (96.2% of tags right, 90.6% of topics caught overall; house cleaning 94.4% and 86.6%). Owner replies from the first 50 reviews per business in Google's "most relevant" order (1,922 cleaning reviews, 196 of them 1- or 2-star). Totals only; no business, reviewer or staff member named. (before you start, sections 1 to 16)
2. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 11, 2026): 81% expect a reply to their review within a week; 19% expect one the same day. brightlocal.com (section 13)
3. Same survey: 50% are put off by generic or templated replies. (section 14) (brightlocal.com)

Rules and guidance cited (not statistics), checked on 2026-11-12:

- Google Maps user-contributed content policy (bans asking for reviews with specific content, including naming a staff member; bans staff review quotas, incentives and asking only happy customers): support.google.com (section 3)
- Google Business Profile Help, "Manage customer reviews" (the reviewer is notified when you reply and can still edit their review): support.google.com (section 13)

GTL estimates

These are our own judgment, not measured facts:

1. A fast, specific answer to a client's photo of a missed spot stops most "still dirty" reviews (section 9). Reasoning: the client sending photos is asking you to fix it, and a 1-star review is usually what happens when nobody does.

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