Grow That Local

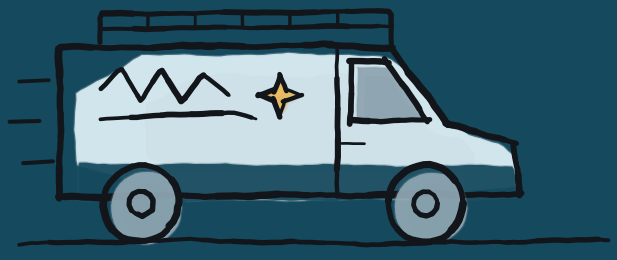
a free guide

How many reviews a house cleaner needs to win

The review counts that put house cleaners in the map's top 3 across 10 Southeast cities, the star bar, and a plan built on your regular clients.

For cleaning business owners wondering if they have enough reviews.

- 9 short sections in 3 parts
- 29 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 has a map with a big jump at the top. We looked at 989 house cleaning businesses on Google Maps in 10 Southeast cities: Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson, Mississippi. Then we counted the reviews at each spot on the map. Getting onto the first screen of results is quick for most cleaners. Getting into the top 3 takes longer, and this guide shows both.

How we did it, and its limits: we ran one Google Maps search for house cleaning from each city in November 2026 and recorded up to 100 results per search. It's a snapshot. The map order changes with where the searcher stands, the words they type and the profile itself, and Google says reviews are only one part of how it ranks, next to relevance and distance (Google Business Profile Help, support.google.com). So treat these numbers as a target range, not a law.

Part 1 shows the numbers. Part 2 turns them into your own target and a timeline. Part 3 covers why the cleaner with the most reviews doesn't always win.

Two rules we kept while writing it:

- Every number has a source you can check, listed at the end. Our own scrape is cited as "GTL analysis of Google Maps results, 10 Southeast cities, November 2026." When we didn't have a source, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. We never name a real business or client.



Part 1

What the map's top 3 looks like

1 The review count at each spot on the map

The idea. Here's the typical (median) review count at each spot on the house cleaning map, across all 10 cities (GTL analysis of Google Maps results, 10 Southeast cities, November 2026):

Map spot	Typical review count
Top 3	284
Spots 4 to 10	98
Spots 11 to 20	38
Spots 21 to 100	13

The top 3 had nearly three times the reviews of spots 4 to 10. That's the biggest jump of the six trades we studied. And 14% of the cleaning businesses we saw had no reviews at all, more than any other trade in this series. So two things are true at once: a few dozen reviews already puts you ahead of most of the map, and the top 3 is a longer climb.

In a typical city, the cleaner with the fewest reviews in the top 3 had 187. That's the real door into the top 3, and section 4 shows you how to find it in your own part of town.

For comparison, here's what the top 3 looked like for trades next to yours, from the same scrape:

Trade	Top 3	Spots 4 to 10
House cleaning	284	98
Carpet cleaning	687	115
Pressure washing	137	68
Window cleaning	78	54

Example. A made-up cleaner has 30 reviews. On the table, they're close to the typical cleaner in spots 11 to 20. They need about 70 more to look like a typical spot 4 to 10 cleaner, and about 160 more to match the smallest top-3 cleaner in a typical city.

Do it in 24 hours

- [ ] Open your Google profile and write down your review count today.
- [ ] Find your row on the table above.
- [ ] Write down the gap to the next row up. That's your first target.

2 Your city will be different

The idea. The spread between cities is wide. The typical top-3 cleaner had anywhere from 22 to 792 reviews. The smallest top-3 cleaner ranged from 12 reviews to 386 (GTL analysis of Google Maps results, 10 Southeast cities, November 2026).

City	Fewest reviews in the top 3	Typical top-3 count
Jackson, MS	12	22
Montgomery	21	100
Little Rock (89 results)	69	232
Tulsa	139	168
Huntsville	157	201
Birmingham	217	316
Nashville	255	792
Memphis	279	333
Lexington	288	297
Louisville	386	409

In Jackson, a cleaner with 12 reviews made the top 3. In Louisville, it took 386. Smaller cities and towns are much easier, and a cleaner in a suburb competes with the cleaners near that suburb, not the whole metro.

If your town isn't on the list, use the range. The only number that counts is the one you find in section 4.

Example. A made-up cleaner in a suburb outside Huntsville runs their own searches from the neighborhoods where their clients live. The top 3 there had 64, 150 and 210 reviews. Their first target is 64, not 284.

Do it in 24 hours

- [ ] Find your city, or the one most like yours, on the table.
- [ ] Note both numbers: the fewest in the top 3 and the typical top-3 count.
- [ ] Circle the smaller number. That's your first real target until section 4 gives you your own.

3 The star bar, and the website every top-3 cleaner had

The idea. In our scrape, 3 of the 30 top-3 cleaners (3 in each of 10 cities) had under 4.5 stars, and the typical top-3 rating was 4.7, a little lower than the other trades in this series. Every one of the 30 had a website, while about a quarter of all the cleaners we saw had none (GTL analysis of Google Maps results, 10 Southeast cities, November 2026).

Clients still hold a high bar. In BrightLocal's 2026 survey, 31% of consumers said they'll only use a business with 4.5 stars or more, and 68% want four stars or more (BrightLocal Local Consumer Review Survey 2026, brightlocal.com). Someone choosing who gets a key to their home reads the stars closely.

Our free reviews calculator works out how many 5-star reviews it takes to reach 4.8 from where you are.

Example. A made-up cleaner has 60 reviews at 4.6 stars, pulled down by a few reviews about late arrivals from the year they lost two cleaners. The calculator says 60 more 5-star reviews gets them to 4.8. They also add arrival-window texts the morning of every clean, so the late-arrival reviews stop.

Do it in 24 hours

- [ ] Write down your star rating next to your review count.
- [ ] If you're under 4.8, run the reviews calculator and write down the number it gives.
- [ ] Check that your profile links to a working website. Every top-3 cleaner we saw had one.

or we can do it for you

Free sample: Your first report card, this month

The monthly report card is free.

Monthly report card: growthatlocal.com/services/report-card



Part 2

Your target and how long it takes

4 Find your own number between cleans

The idea. The map a client sees depends on where they're standing, so your target depends on where your clients live. You're in those neighborhoods every week. Run the searches from your clients' streets between cleans.

Search on your phone, in Google Maps, the way a client would: "house cleaning," "maid service," "deep cleaning" and "move out cleaning." Skip anything marked Sponsored. Google says the map itself can't be bought (Google Business Profile Help, support.google.com), so ads aren't what you're measuring.

Your target is the smallest review count in the top 3, in the neighborhoods you most want to fill. GTL estimate: that number gets you into the conversation. Match it, keep your stars high, and the things in Part 3 decide the rest.

Example. A made-up cleaner runs four searches from three spots: near home, in the neighborhood where four of their regulars live, and in the newer subdivision where move-outs are common. For "move out cleaning" in the subdivision, the smallest top-3 count was 140. That's where they want the work. Their number is 140.

Do it in 24 hours

- [ ] Pick three spots: near your base, the neighborhood where your best clients cluster, and one you want to grow into.
- [ ] From each spot, search "house cleaning," "maid service," "deep cleaning" and "move out cleaning" in Google Maps.
- [ ] Write down the review count, star rating and newest review date for each top-3 cleaner.
- [ ] Circle the smallest count in the area you want most. That's your target.

5 How many reviews a month a cleaner can really get

The idea. Your regulars are a pool you can only ask so often. GTL estimate: if you ask every client, expect one review for every three to five people you ask, and plan on one in five, because some asks get missed on full days. BrightLocal's 2026 survey backs the low end: 28% of consumers say they'll always write a review when asked (BrightLocal 2026, brightlocal.com).

So most of your monthly pace comes from new clients and one-time cleans. Ask new clients the evening of the first clean, when they walk into a fresh house. Ask once more around the three-month mark if they haven't reviewed. Ask every deep clean and move-out client the same day.

GTL estimate: a cleaning business with three teams can plan on about four new reviews a month, and a solo cleaner about two. Our reasoning: three teams add around 10 new clients and 6 one-time cleans a month, plus about 4 regulars reaching their three-month mark, which is 20 asks, and one in five is four. A solo cleaner has about half the asks.

Example (sample numbers). A made-up cleaning business has 80 regulars. Last month they added 9 new clients and did 7 move-out cleans. They asked only the clients who said thank you, about five people. Asking all 16, plus the regulars at three months, would have meant about four reviews instead of one.

Do it in 24 hours

- [ ] Count your regular clients, and your new clients and one-time cleans from the last 90 days.
- [ ] Add up a month's asks: new clients, one-time cleans, and regulars at three months. Divide by five.
- [ ] Get your review link from your profile (look for "Ask for reviews") and save it in your phone.
- [ ] Put "ask for a review" on the calendar for every new client's first clean and three-month mark.

6 Your timeline, month by month

The idea. Put sections 4 and 5 together and you get a date. Start with a catch-up month: ask every regular who's been with you three months or more and hasn't reviewed you, plus every one-time client from the last 90 days. After that, your monthly pace does the work.

Here's the sum: months to target = (target minus today's count minus catch-up reviews) divided by reviews a month, plus one for the catch-up month.

The cleaners in your top 3 keep collecting reviews too. GTL estimate: a top-3 count can grow by a few dozen a year. Check your searches every three months and move your target if it moves.

Example (sample numbers). A made-up three-team cleaning business has 30 reviews. In the catch-up month, they ask their 80 regulars and 18 move-out clients, and one in five says yes: 20 reviews, so 50. Then they add four a month. The targets come from section 1.

Target	Reviews	Reached in about
Typical spot 11 to 20	38	The catch-up month
Typical spot 4 to 10	98	13 months
Smallest top-3, typical city	187	36 months

The first screen of results comes fast. The top 3 in a typical city is a three-year climb on reviews alone, which is why the section 4 number matters. If theirs is 140, they get there in about 24 months, and if it's 64, in about 5.

Do it in 24 hours

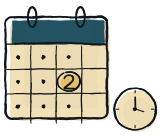
- [ ] Write the sum with your own numbers: your target, today's count, your catch-up, your pace.
- [ ] Text your review link to every regular who hasn't reviewed you and every one-time client from the last 90 days, if they've agreed to texts.
- [ ] Put a reminder in your phone for 90 days from now to rerun your searches.

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

Why the count alone doesn't win

7 Fresh reviews beat a big old pile

The idea. In 4 of the 10 cities, the typical cleaner in spots 4 to 10 had more reviews than the smallest cleaner in the top 3 (GTL analysis of Google Maps results, 10 Southeast cities, November 2026). Count matters, but it isn't the whole story.

Freshness is part of the rest. BrightLocal's guide to Google's local ranking lists recency of reviews and steady review growth among the factors that move the map (BrightLocal, Google's Local Algorithm and Local Ranking Factors, brightlocal.com). Clients notice too: in BrightLocal's 2026 survey, 74% look for reviews from the last three months, and 32% look at the last two weeks (BrightLocal 2026, brightlocal.com).

Cleaning's trap comes after the catch-up month. Once every regular has been asked, reviews dry up unless new clients keep coming in and getting asked. GTL estimate: get at least two new reviews every month. Most shoppers look at the last three months, so you want several in every three-month window, and the weeks before the holiday rush and spring cleaning matter most.

Example. A made-up cleaner got 18 reviews in one spring month, then none all summer. In September, they start asking every new client after the first clean and every move-out client the same day. By the holiday rush, their newest review is four days old.

Do it in 24 hours

- [ ] Write down the date of your newest review.
- [ ] Compare it with the newest review of each top-3 cleaner from section 4.
- [ ] If yours is older than a month, text the link to every new and one-time client from the last 30 days.

8 Reply to every review, and keep the client's home private

The idea. Google says replies to reviews show you value feedback, and that "positive reviews and helpful replies can help your business stand out" (Google Business Profile Help, support.google.com). Clients read them. In BrightLocal's 2026 survey, 89% of consumers expect owners to respond to reviews, 50% are put off by generic or templated replies, and 19% expect a reply the same day (BrightLocal 2026, brightlocal.com).

Cleaners have one extra rule. A reply must never give away anything about the client's home: their street, which days the house is empty, that you have a key, or what's inside. And don't stuff replies with search words like "best maid service in town." BrightLocal lists keywords in owner replies among the things with little effect on the map (BrightLocal, Google's Local Algorithm and Local Ranking Factors, brightlocal.com).

GTL estimate: reply within two days, and the same day for a bad one.

Example. A reply to a 5-star review after a move-out clean:

> **Thank you, Alex. Ovens and baseboards are the two things landlords check first, so we're glad they passed. Good luck in the new place.**

Do it in 24 hours

- [ ] Reply to every review you haven't answered, good or bad. Name the kind of clean, never the street or the day.
- [ ] Read your old replies and remove any street, day, key or alarm details.
- [ ] Turn on review alerts in your Google profile so you see new ones the same day.

9 The words in your reviews, and the rule about asking

The idea. What clients write matters as well as how many write. Google builds "Place Topics" from the themes in your reviews and shows the words customers mention most in bold (Google Business Profile Help, support.google.com). BrightLocal says the language in reviews can affect relevance, because when customers mention your services and your area, search engines understand you better (BrightLocal, Google's Local Algorithm and Local Ranking Factors, brightlocal.com).

You can't ask for those words, though. Google's rules say businesses must not ask for specific content in a review, must not offer anything in exchange, and must not ask only happy clients. They also ban asking clients to name a staff member and giving staff review targets (Google Maps user-contributed content policy, support.google.com). So never write "please mention our deep cleaning" or "please mention Maria," and never offer a discount on the next clean for a review.

What you can do is ask right after a specific clean. A client asked the evening of a deep clean tends to write about the deep clean. Many will name their cleaner on their own. When they do, share it with that cleaner the same day.

Example. A made-up cleaner's review text, sent the evening of the first clean:

> **Hi, it's (Your Name) Cleaning. We hope you walked into a happy house tonight. If anything's not right, reply here and we'll fix it. If it is, an honest Google review helps a small business like ours a lot: (your review link)**

The text offers to fix problems first and doesn't tell the client what to write.

Do it in 24 hours

- [ ] Read your review request text. Remove anything that asks for particular words, a rating or a cleaner's name, and anything offered in return.
- [ ] Drop any review targets or prizes for your cleaners.
- [ ] Check your profile's services. Add every clean you do: recurring, deep, move-in, move-out, rental turnover, post-construction.

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



Your first 24 hours, in one list

If you only do five things today, do these:

- [ ] Write down your review count, star rating and newest review date (sections 1 and 3).
- [ ] Run your four searches from three spots between cleans, and circle your target (section 4).
- [ ] Count your regulars, new clients and one-time cleans, and work out your monthly pace (section 5).
- [ ] Text your review link to every regular who hasn't reviewed you and every recent one-time client who agreed to texts (section 6).
- [ ] Reply to every unanswered review, with no home details in any reply (section 8).

Tomorrow, count your new reviews. That's your first data point. Rerun your searches in 90 days.



Where to go next

Ready to ask? How to Get Your First 50 Google Reviews is a 30-day plan for who to ask first and when. 50 Review Request Texts That Get Replies gives you the exact words, with lines written for house cleaners. Before you text anyone, read the texting rules.

If the cleaner above you still wins with fewer reviews, Why the Other Guy Shows Up First on Google walks you through the other six things to check.



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 Google Maps results, 10 Southeast cities, November 2026: 989 house cleaning businesses from one Google Maps search per city (Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery, Jackson MS), up to 100 results each. Review counts by map spot, fewest reviews in the top 3, star ratings, websites, businesses with no reviews. Totals only; no business named. A snapshot from one spot in each city: map order changes with the searcher's location, the words searched and the profile itself. (sections 1, 2, 3, 6, 7)
2. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 11, 2026): 31% only use a business with 4.5 stars or more. brightlocal.com (section 3)
3. Same survey: 68% only use a business with four stars or more. (section 3) (brightlocal.com)
4. Same survey: 28% always write a review when asked. (section 5) (brightlocal.com)
5. Same survey: 74% look for reviews from the last three months. (section 7) (brightlocal.com)
6. Same survey: 32% look for reviews from the last two weeks. (section 7) (brightlocal.com)
7. Same survey: 89% expect owners to respond to reviews. (section 8) (brightlocal.com)
8. Same survey: 50% are put off by generic or templated replies. (section 8) (brightlocal.com)
9. Same survey: 19% expect a reply the same day. (section 8) (brightlocal.com)

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

- Google Business Profile Help, "Tips to improve your local ranking on Google" (relevance, distance and prominence; more reviews and positive ratings can help; helpful replies help you stand out; no paid ranking): support.google.com (before you start, sections 4, 8)
- Google Business Profile Help, "Understand business summaries on Google Maps" (Place Topics built from reviews; most-mentioned words in bold): support.google.com (section 9)
- Google Maps user-contributed content policy (bans incentives, asking only happy customers, requesting specific content or staff names and staff review quotas): support.google.com (section 9)
- BrightLocal, "Google's Local Algorithm and Local Ranking Factors" (review recency and steady growth among ranking factors; review language can affect relevance; keywords in owner replies have little effect): brightlocal.com (sections 7, 8, 9)

GTL estimates

These are our own judgment, not measured facts:

1. A cleaner in a suburb competes mostly with the cleaners near that suburb (section 2). Reasoning: Google names distance as one of its three ranking factors, and the smallest top-3 counts in smaller cities were far below the metro numbers.
2. Aim first for the smallest review count in your local top 3 (section 4). Reasoning: it's the lowest count that's already winning where your clients search, so it's the nearest target that's proven to work.

3. Expect one review for every three to five clients asked, and plan on one in five (section 5). Reasoning: 28% say they'll always review when asked, a reminder brings in some of the rest, and full days mean some asks get missed.
4. A three-team cleaning business can plan on about four new reviews a month, a solo cleaner about two (section 5). Reasoning: three teams make about 20 asks a month from new clients, one-time cleans and three-month regulars, and one in five of 20 is four.
5. A top-3 count can grow by a few dozen a year (section 6). Reasoning: the cleaners already in the top 3 keep adding clients and asking too, so the target moves while you climb.
6. Get at least two new reviews every month (section 7). Reasoning: most shoppers look at the last three months, so you want several fresh reviews in every three-month window, especially before the holiday rush and spring cleaning.
7. Reply within two days, and the same day for a bad review (section 8). Reasoning: a fifth of shoppers expect a same-day reply, and a quick, calm reply stops a bad review from setting the tone for the next client.

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