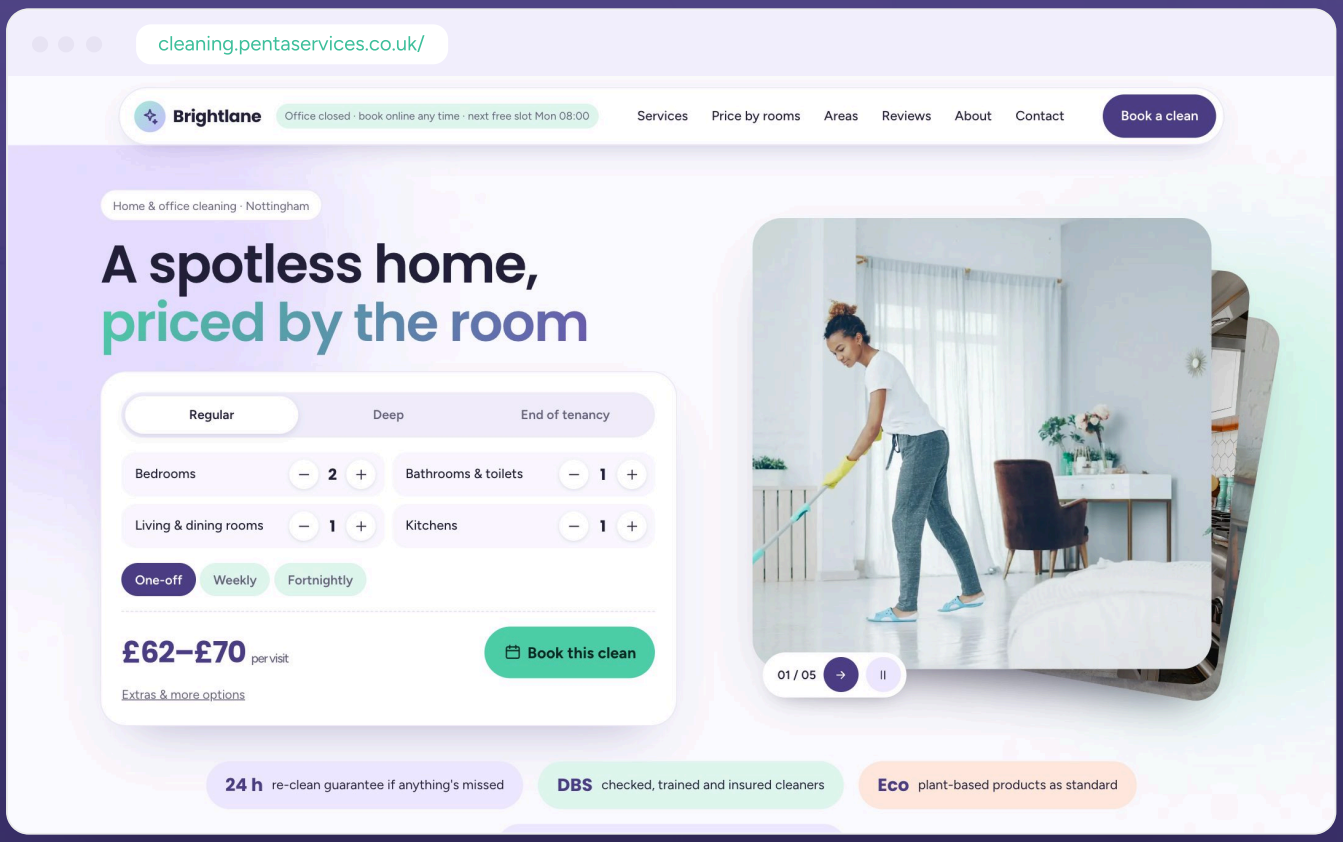
penta SERVICES

November 2026

WEBSITE GUIDE FOR CLEANING COMPANIES

A cleaning website that prices and books itself

Ready-made, fast and built to be found on Google and AI assistants. A quote by rooms, online booking, an end of tenancy checklist, a stain rescue guide and a postcode map included. We adapt it to your business, host it and keep it updated.



Ready Site · Business Website package

Live preview: cleaning.pentaservices.co.uk

CONTENTS

What's in this guide

1 · At a glance 3

2 · The homepage, section by section 4

3 · Services and service pages 5

4 · Cleaning quote by rooms 6

5 · End of tenancy checklist 7

6 · Stain rescue guide 8

7 · Online booking 9

8 · Areas and postcode checker 10

9 · Reviews, about, FAQ and contact 11

10 · Interactive features 12

11 · Designed for the phone 13

12 · Your brand, Google and AI search 14

13 · All included and price 15

14 · How we start and next steps 16–17

TRY THE LIVE DEMO

cleaning.pentaservices.co.uk

Brightlane Cleaning is a fictional Nottingham company. Every name, price, review and accreditation badge in the demo is a sample that we replace with your own; badges are clearly labelled as examples.

1 · AT A GLANCE

Built for booking in five spare minutes

Cleaning is booked on a phone, between other things. Customers compare prices fast and choose the company that shows the cost for their home, lets them book online and looks trustworthy with a key. 'Call for a quote' loses them to an app.

What customers check first

- How much for my home, with my rooms?
- Can I book online for a day that suits me?
- Are the cleaners vetted and insured?
- What if something's missed?

What the website gives them

- A quote by rooms with extras and frequency discounts
- Online booking in two-hour windows with a reference
- An end of tenancy checklist and a stain rescue guide
- Clear trust signals: vetting, insurance, eco products and a re-clean guarantee

21
pages, plus a sitemap, robots.txt and llms.txt

6
service pages, each written for local search

8
stains in the rescue guide, on 5 surfaces

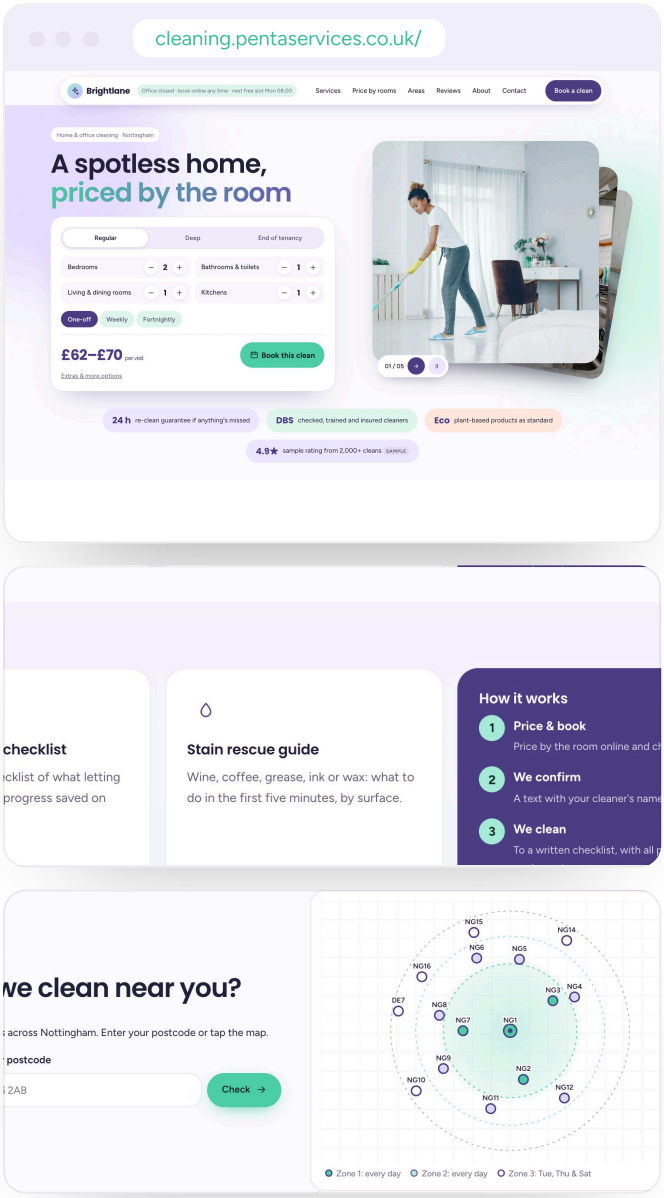
3
steps from choosing a clean to a booking reference

Who it's for

Domestic cleaning companies · End of tenancy specialists · Office and contract cleaners · Carpet and upholstery cleaners · Oven cleaning businesses · Airbnb and holiday-let cleaners

The homepage, section by section

Light pastels with the price calculator as the hero: visitors see their price before anything else.



1 Room calculator hero

Type of clean, rooms and frequency: the price per visit updates live, with a 'Book this clean' button.

2 Photo card stack

Rounded photo cards fanned out on the right, with a counter, next and pause.

3 Floating pill nav

A rounded header that floats above the page, booking button inside.

4 Trust bubbles

Re-clean guarantee, vetting, eco products and rating as pastel bubbles.

5 Services and proof

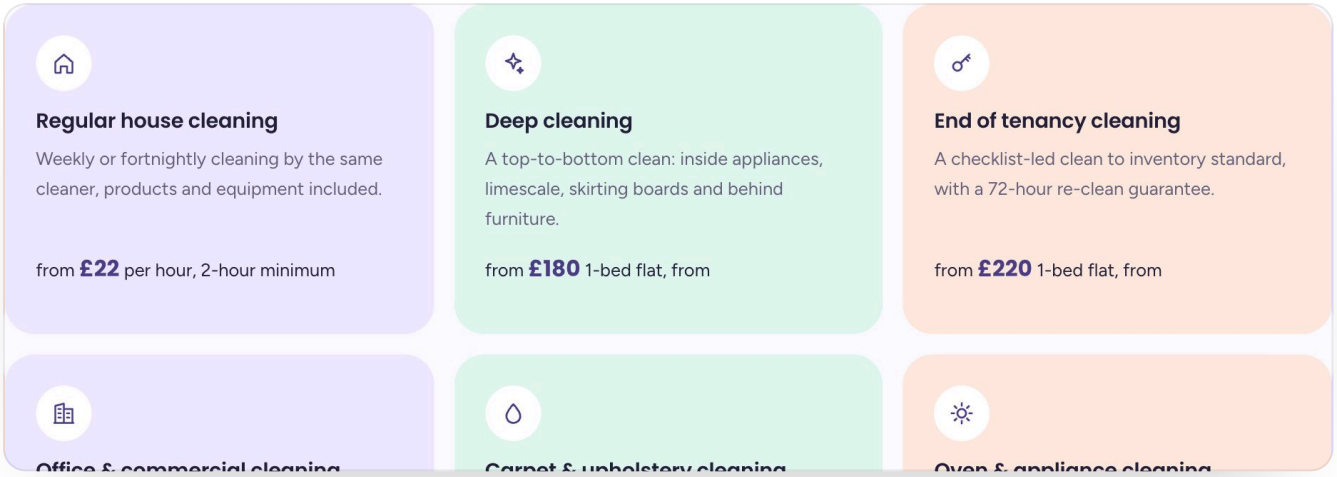
Pastel service cards, tenancy and stain tools, postcode map and sample reviews.

WHY IT WORKS

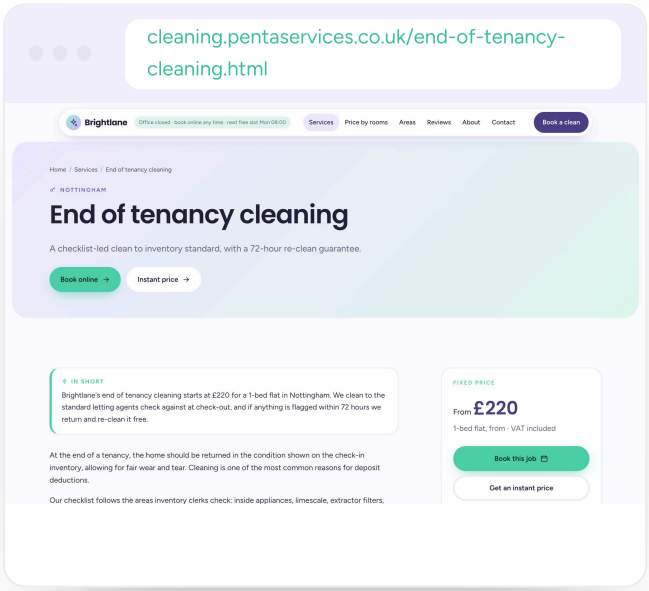
Cleaning customers decide quickly. The homepage leads with the price promise and the booking button, then answers the trust questions.

Services and service pages

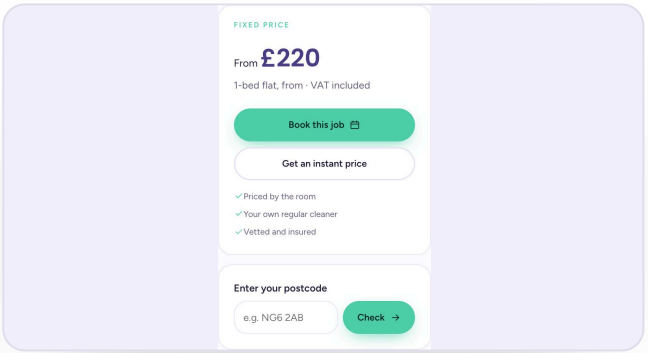
Prices for every service and a page for each, written to rank in your town.



Six services with prices



Service page with an answer-first summary

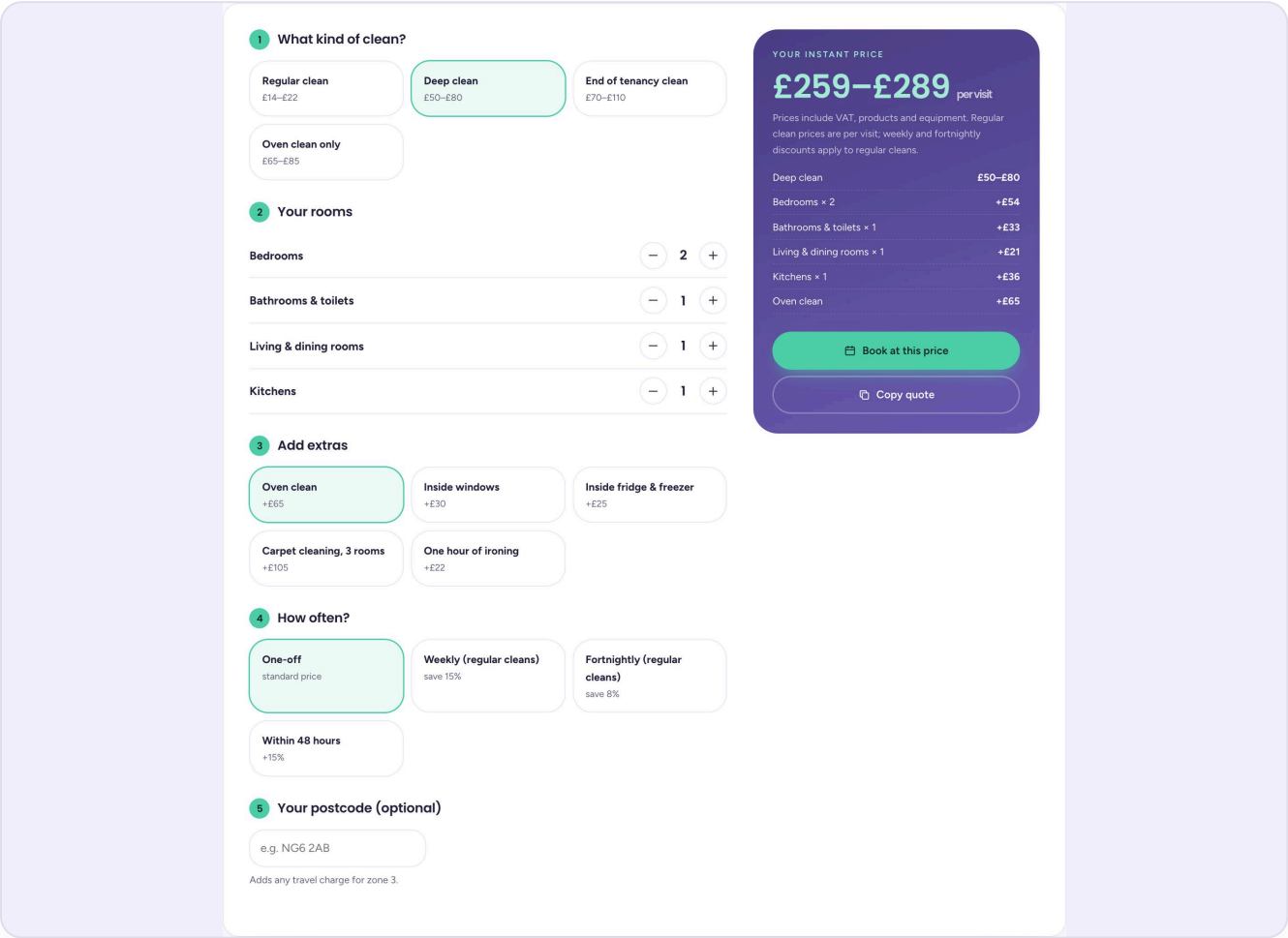


Sticky price card with booking

1. **In short**
   Price, duration and what's included in two sentences Google and AI assistants can quote.
2. **Practical detail**
   Keys, timing, team size, guarantees and deposit advice.

Cleaning quote by rooms

The core tool: a price for the customer's own home in seconds.



Type of clean, rooms, extras and frequency

1 **Type of clean**
Regular, deep, end of tenancy or oven only.

2 **Rooms**
Bedrooms, bathrooms, living rooms and kitchens with large plus and minus buttons.

3 **Extras**
Oven, inside windows, fridge, carpets and ironing.

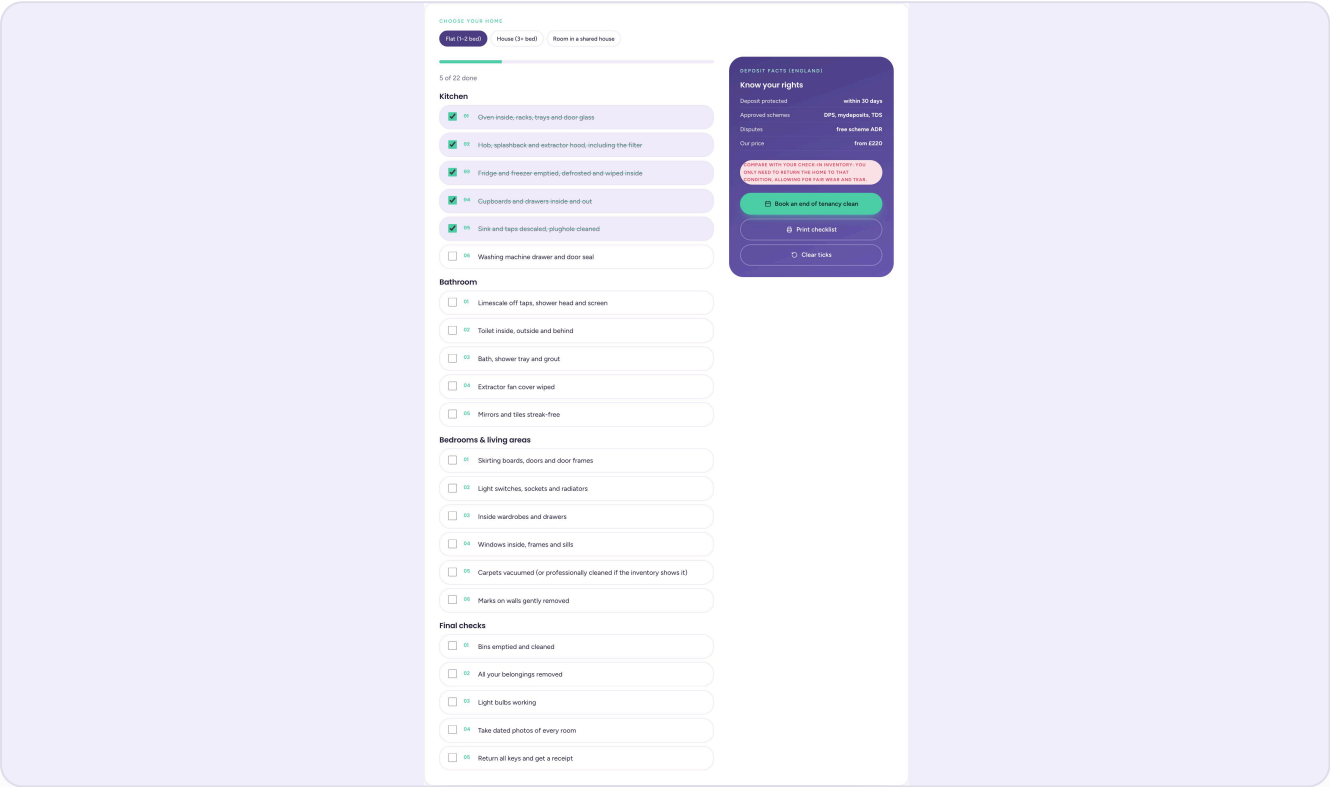
4 **Frequency**
One-off, weekly or fortnightly discounts, or within 48 hours.

YOUR PRICES, YOUR RULES

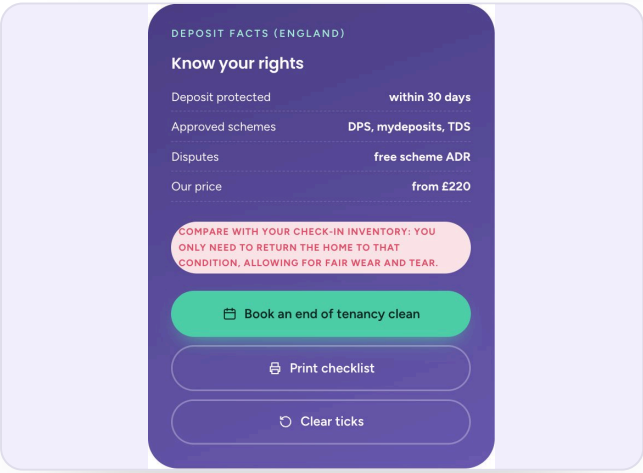
We load your own price per room, extras and discounts. Customers see their price instantly and book, instead of waiting for a call back.

End of tenancy checklist

A room-by-room list of what letting agents check at check-out.



Checklist with saved progress



Deposit facts and booking

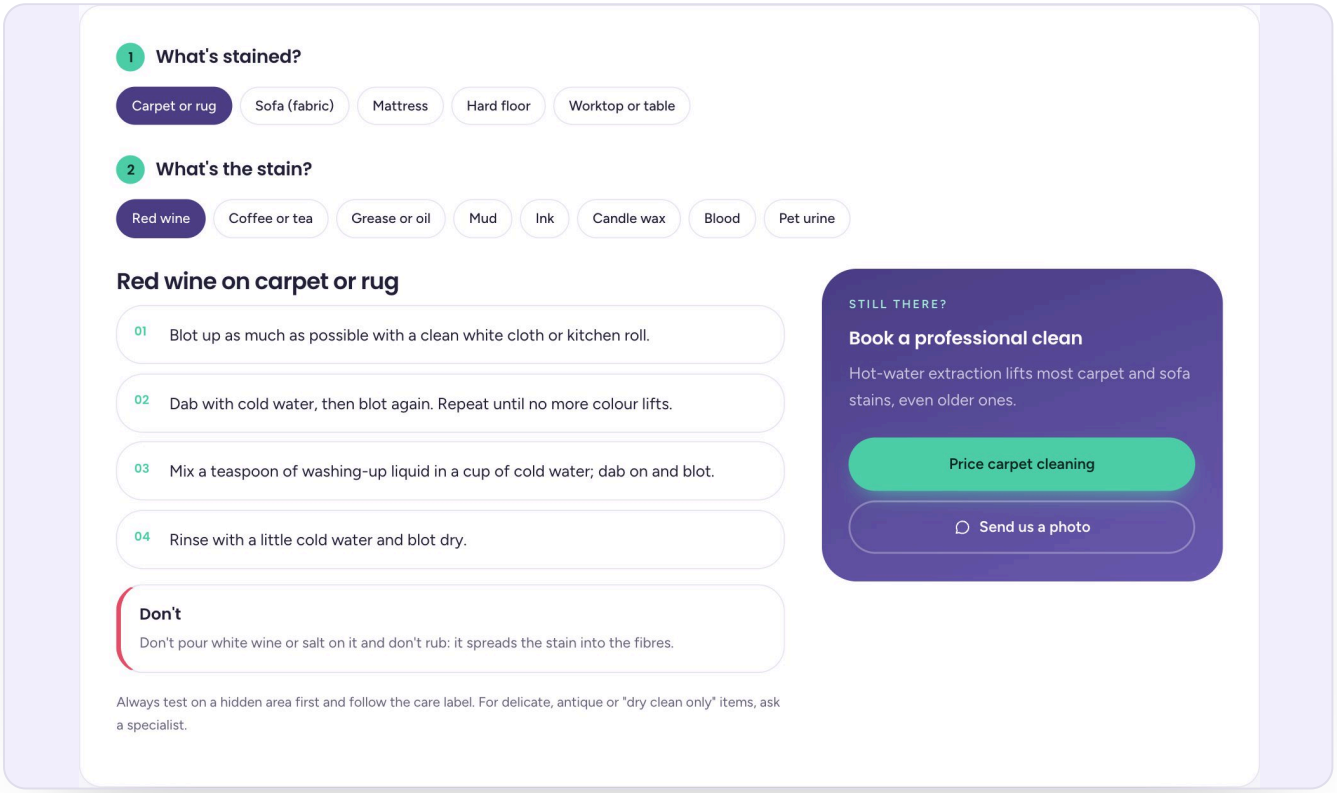
1. **Three home types**
   A flat, a house or a room in a shared house.
2. **Room by room**
   Kitchen, bathroom, bedrooms, living areas and final checks.
3. **Deposit facts**
   Deposit protection and free dispute resolution in England, with a booking button.

WHY IT WORKS

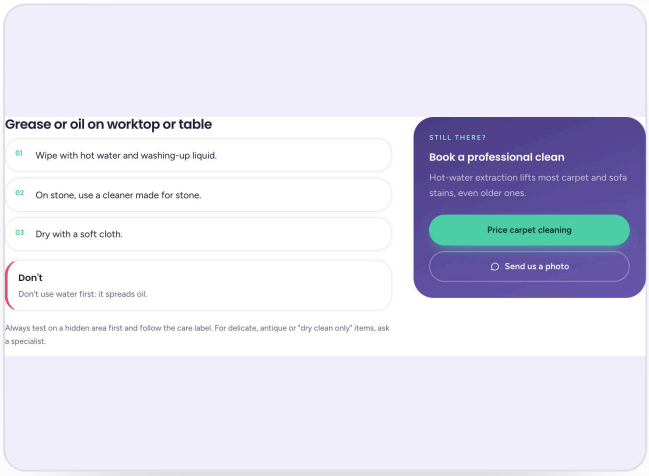
Tenants search for this checklist before moving out. Many realise how much work it is, and book your end of tenancy clean.

Stain rescue guide

Practical first aid for spills, and a strong page for search.



Choose the surface and the stain



Steps, don'ts and professional help

1 **Five surfaces**
Carpet, sofa, mattress, hard floor and worktop.

2 **Eight stains**
Red wine, coffee, grease, mud, ink, wax, blood and pet urine.

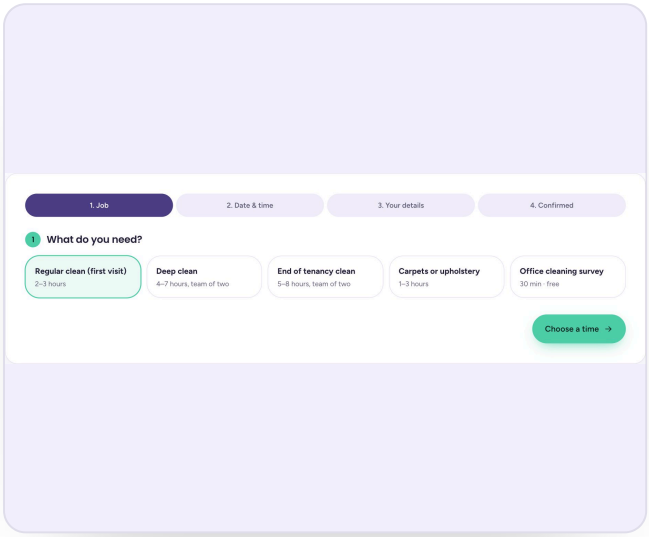
3 **Safe steps**
Tested steps and what not to do, with a link to carpet and upholstery cleaning.

SEARCH TRAFFIC THAT CONVERTS

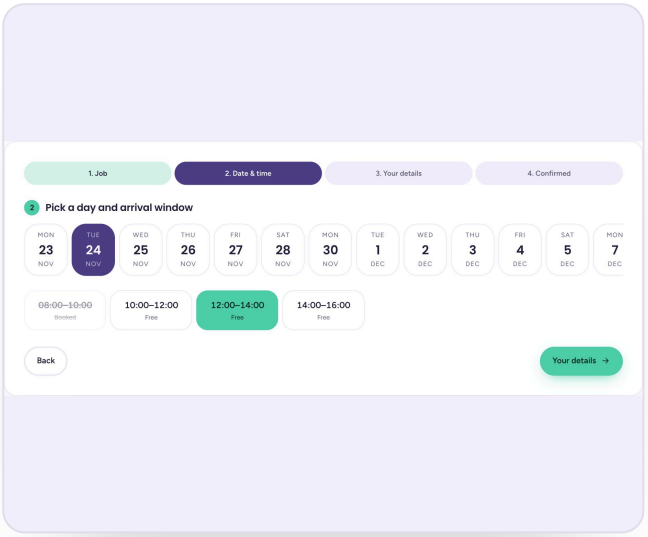
Stain searches are frequent and urgent. The guide brings visitors in, helps them, and offers a professional clean when the stain won't shift.

Online booking in three steps

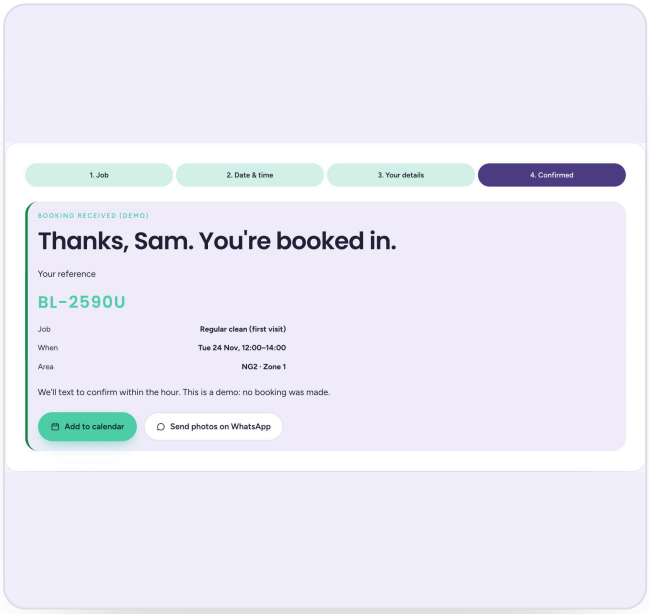
Customers book the clean themselves, Monday to Saturday.



Choose the clean



A 14-day calendar with two-hour windows

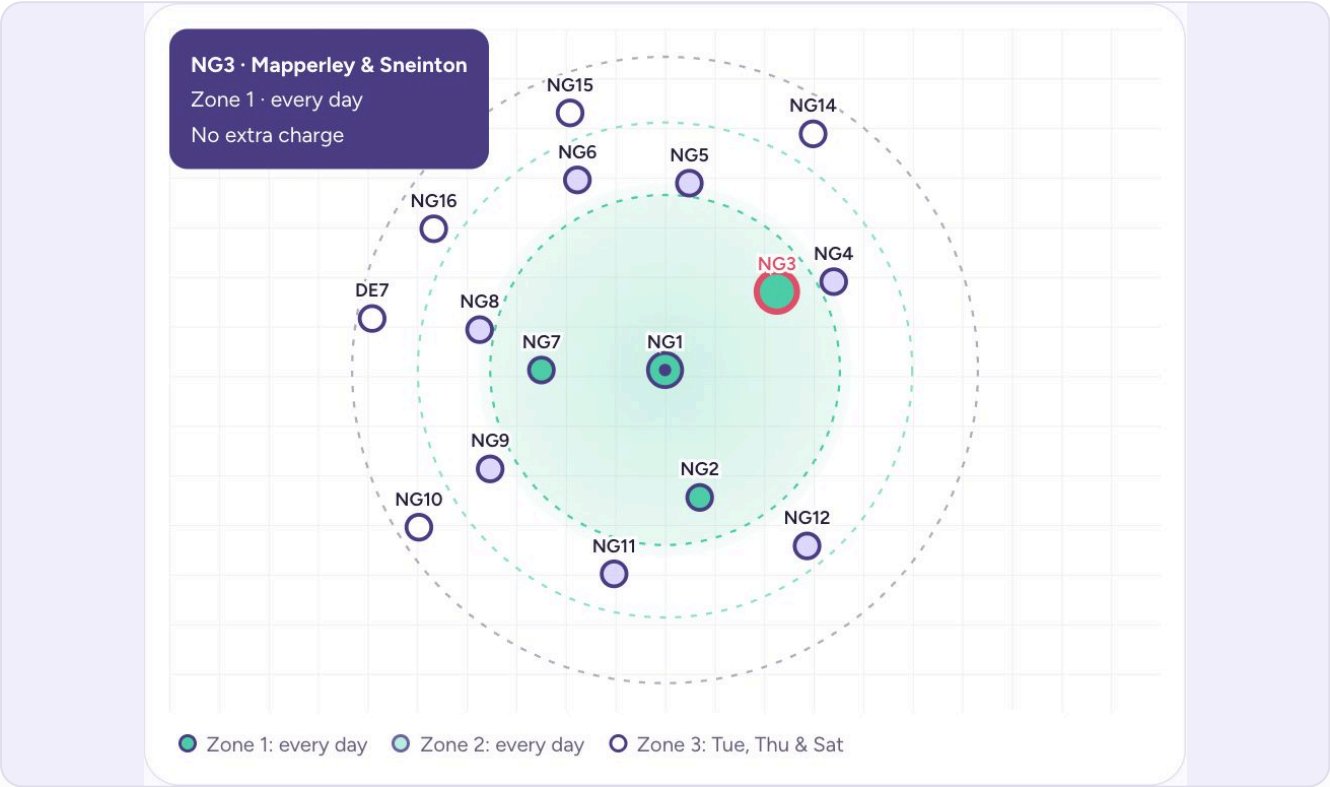


Confirmation with reference and calendar file

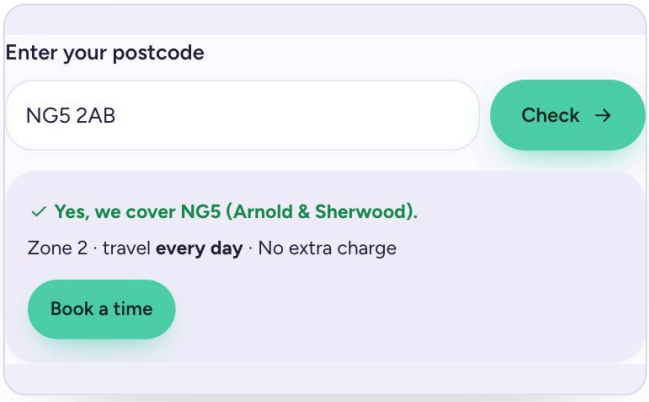
1. **Clean type**
   With duration and team size, carried over from the quote.
2. **Date and time**
   Two-hour arrival windows with free and booked slots.
3. **Details**
   Address, parking, pets and key collection.
4. **Confirmed**
   A reference, a calendar file and a WhatsApp link.

Areas and postcode checker

Sixteen districts around the city in three zones.



Zone map: tap a district to see cover days



Postcode checker result

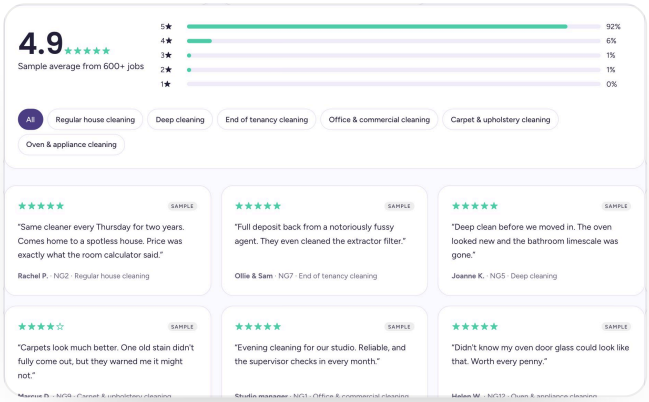
1. **Three zones**
   Cover days and any travel charge for each zone.
2. **Postcode checker**
   Covered, nearby or not covered, with the right next step.
3. **Every district listed**
   Postcodes and neighbourhoods for local search.

LOCAL SEARCH

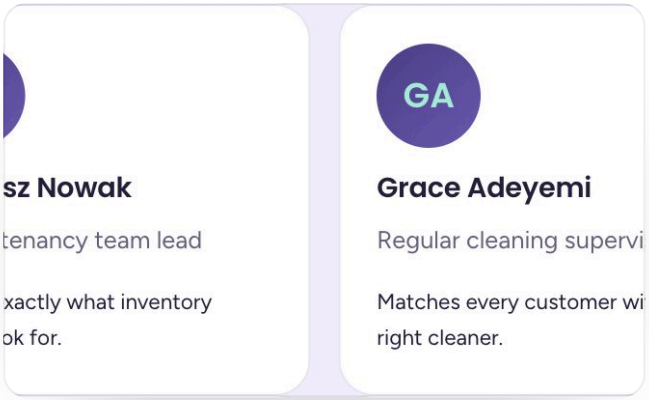
People search 'cleaner' or 'cleaning company' plus their area. A page that lists every district helps Google match you.

Reviews, about, FAQ and contact

The pages that build trust and answer the last questions.



Reviews with rating summary and filter



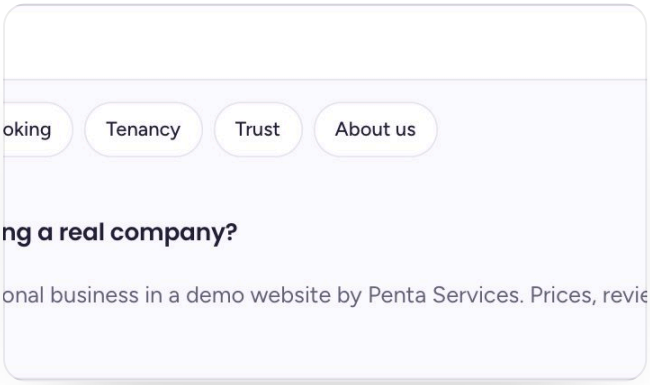
Team cards

1 Reviews

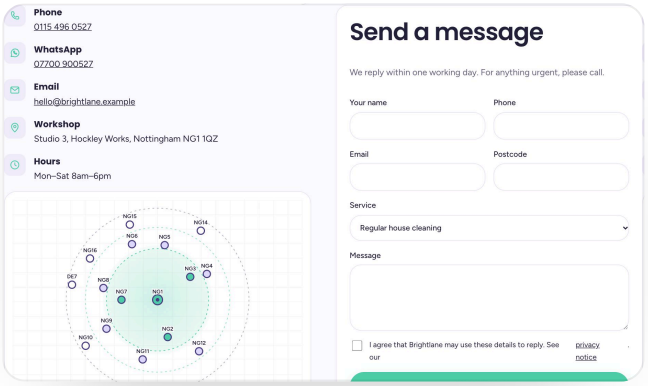
A rating summary, a service filter and your promise. Demo reviews are labelled as samples.

2 About and team

Why you price by the room, your team and labelled standards.



FAQ with search



Contact page

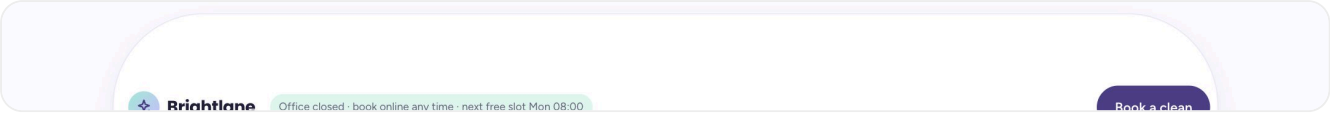
3 Searchable FAQ

Twelve questions, from prices and keys to deposits and breakages.

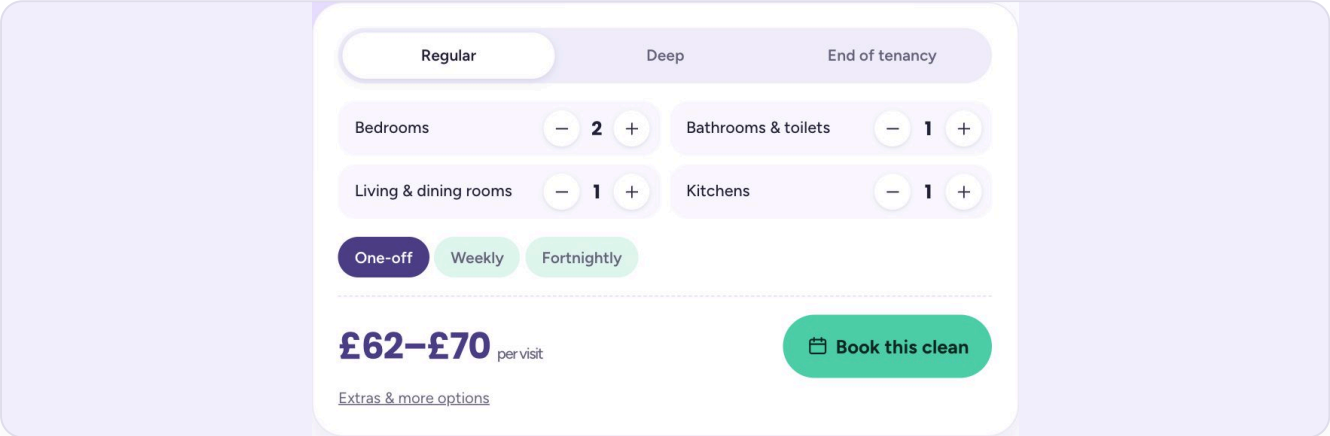
4 Contact

Phone, WhatsApp, email, address, hours, the zone map and a short form.

Features that make booking easy



Floating pill navigation



Room calculator in the hero

Calculator hero

The room-by-room price is the first thing on the page.

Trust signals

Vetting, insurance, eco products and a re-clean guarantee on every page.

Floating pill nav

A rounded header that floats over the page.

Saved progress

Checklist ticks are saved on the customer's phone.

Fast and light

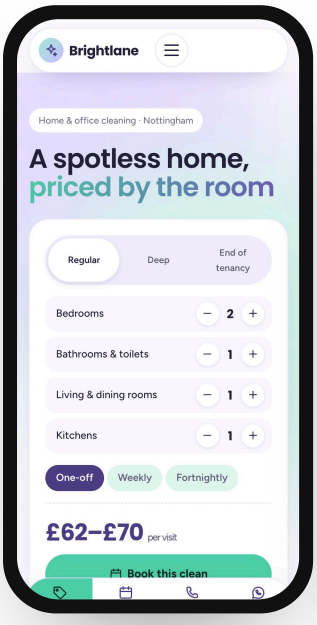
Plain code, compressed images and the first hero image loaded first.

Easy to update

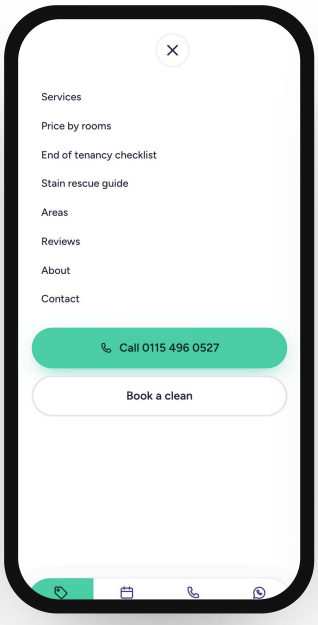
All content in one file: change a room price or an area once and every page updates.

Designed for the phone

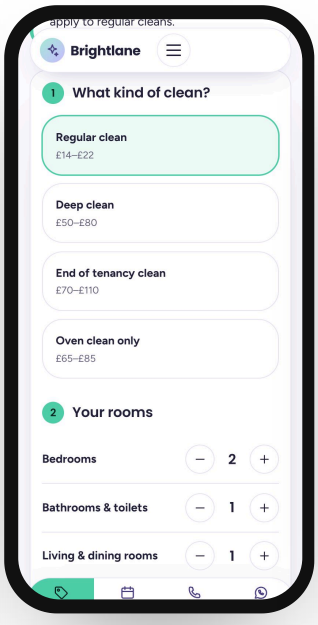
Cleaning is booked on a phone in a spare moment. The calculator comes first with big plus and minus buttons, booking takes three steps, and a floating bar keeps Price, Book, Call and Chat one tap away.



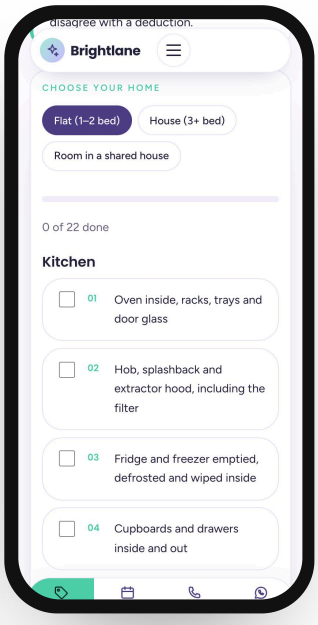
Homepage



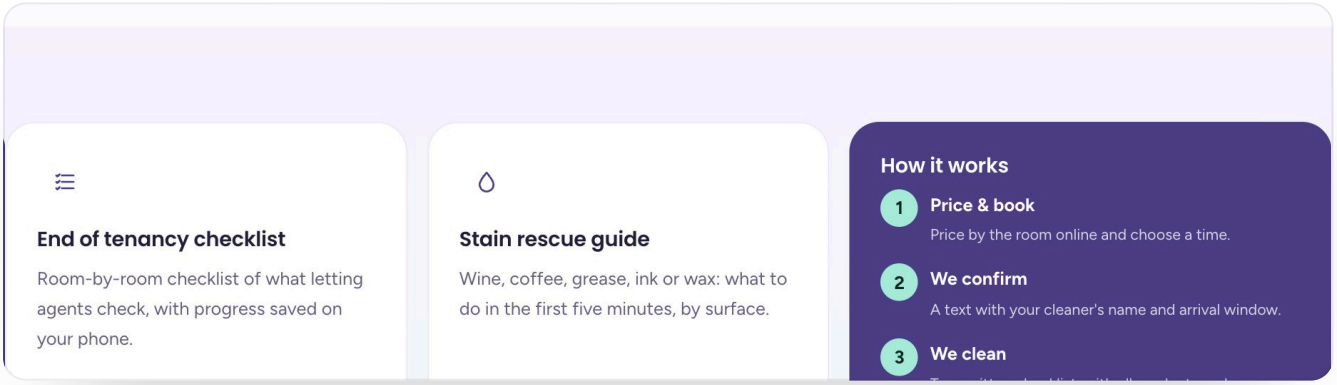
Menu



Quote by rooms



Tenancy checklist



Your brand, Google and AI search

The demo uses soft violet, mint and lilac with Poppins and Figtree. We replace them with your logo, colours, fonts and photos.

Google (SEO)

- A unique title and description on every page
- LocalBusiness, Service, FAQPage, Article and Breadcrumb structured data
- A page for each service and a page listing every area you cover
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first 'In short' summaries on every key page
- Facts AI tools can quote: prices, durations, guarantees and deposit rules
- Consistent name, address and phone everywhere
- An llms.txt summary, and AI crawlers allowed in robots.txt

Searches the website is built around

cleaning company [town] · end of tenancy cleaning [town] · house cleaner near me · how much is a cleaner per hour · deep clean cost · end of tenancy cleaning checklist · how to get red wine out of carpet · office cleaning [town]

WHY IT MATTERS

People increasingly ask ChatGPT, Gemini or Google AI how much a cleaner costs or how to remove a stain. AI assistants quote sites with clear answers and consistent facts. We don't guarantee rankings or citations, but we report progress every month.

13 · ALL INCLUDED

Domain, hosting and email: we take care of it all

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED
Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED
Mailboxes on your own domain (e.g. hello@yourbusiness.co.uk).

Updates and support
We keep the site updated and secure and make your changes.

Google Business Profile
Your Google Maps listing set up and linked to the website.

Privacy and cookies
Privacy notice and cookie consent for your country.

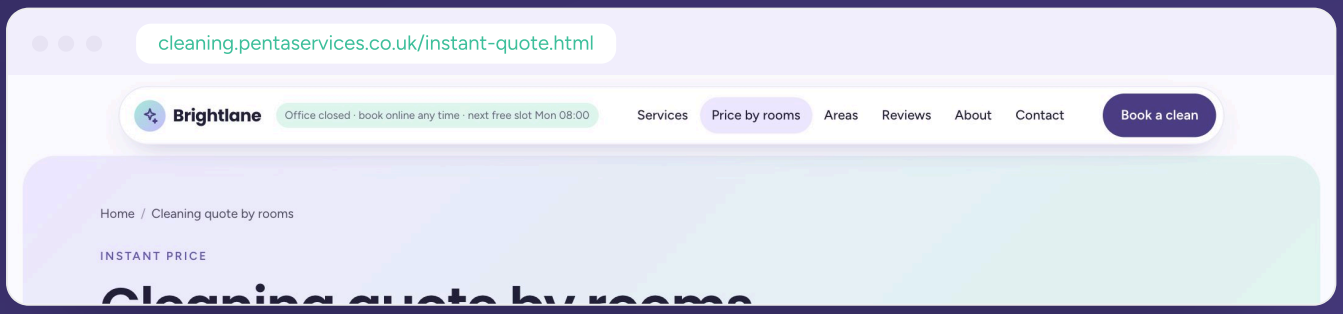
Ready Site price

Setup
£0 · US$0
Delivered faster than a custom build

Monthly
£24 · US$29
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the Business Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live.



What we need and what we do

What we need from you

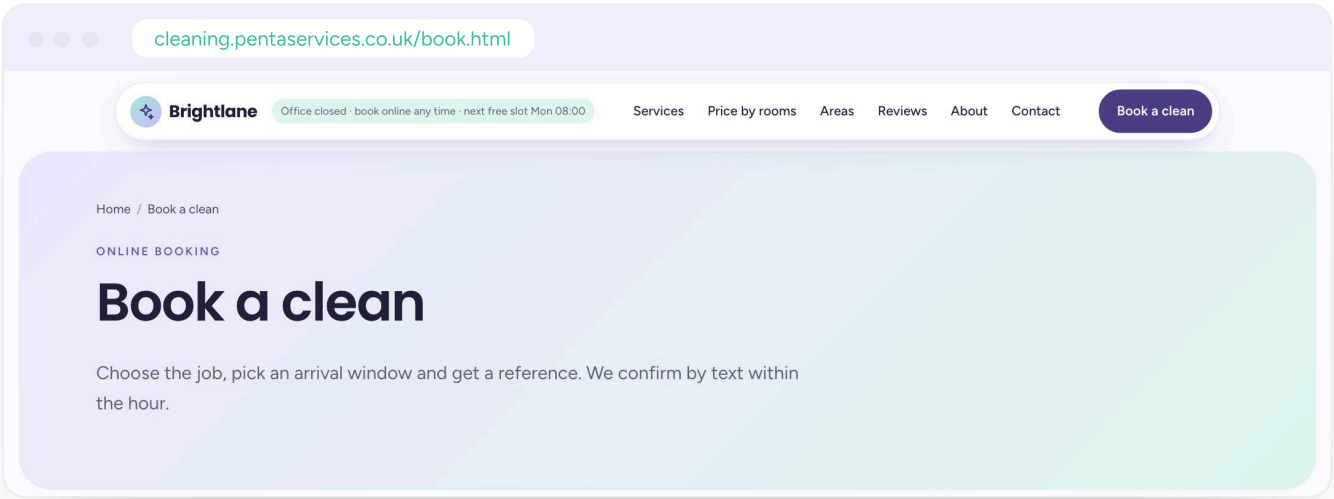
- Logo and colours, if you have them (otherwise we design them)
- Business name, phone numbers, email, address and hours
- Your services, room prices, extras and discounts
- The areas you cover and your cover days
- Vetting, insurance, products and team photos
- Reviews and photos of your work

What we do

- Adapt the design to your brand
- Load your services, prices, areas and team
- Set up booking, forms and email
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your business: domestic, end of tenancy, commercial or all three, your prices, areas and team. Bookings can go to your inbox or your booking system. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that fills your rota?

1. **See the demo**
   Open the demo on your phone. Try the quote by rooms, the tenancy checklist, the stain guide and booking.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, services and prices, areas, team, reviews and photos.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: cleaning.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. A clear price per room, a booking in two minutes and a customer who comes back every fortnight.