

# A Oneupweb Case Study.

**MOLLY MAID®**





[WWW.MOLLYMAID.COM](http://WWW.MOLLYMAID.COM)



## MOLLY MAID®

Molly Maid has been providing professional residential home cleaning for more than 25 years. They offer customers bonded, insured residential maids who pride themselves in quality home cleaning services that create “me time” for hardworking homeowners. Molly Maid is known for their outstanding reputation for quality and reliability.

### » THE CHALLENGE:

As a franchise, the Molly Maid corporate office faced two challenges. The first was to continue to grow the franchise by targeting people throughout the nation who had the drive, desire and start-up potential to open a new franchise location. Molly Maid wanted these possible business owners to not only know and recognize the Molly Maid brand name, but to choose to invest in them over the competition. And they needed to accomplish this goal during a down economy, when starting a new business was considered incredibly risky.

The second challenge Molly Maid faced was to drive business to more than 250 already-established franchise owners nationwide. These franchisees were looking to the corporate office for marketing and sales support needed to help maintain and grow each of their individual customer bases. And with the economy in a downward spiral, and people cutting back on “extras” such as maid service, this was a more difficult task than ever. But Oneupweb was ready and willing to take on the job, embarking on Phase 1 of a strategic online marketing campaign.

## » THE RESULTS:

- \* Just five months after beginning an aggressive natural search engine optimization (SEO) campaign as part of Phase 1, the number of unique visitors—including potential customers and franchisees—increased 178 percent.
- \* During those same five months the number of conversions on the Molly Maid website increased 185 percent. This included potential clients requesting a cleaning estimate and potential new business owners requesting franchise information.
- \* In nine months, the number of conversions on the website had risen 426 percent.
- \* Also during those same nine months, the number of service requests that were a direct result of the SEO campaign had risen 362 percent. This means that people were searching on Google for maid services, finding the Molly Maid website and specifically requesting their cleaning services. This number continues to rise as a result of the tactics employed during Phase 1 of the campaign.

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## » THE TACTICS:

Oneupweb immediately jumped in, embarking on a strategic search engine optimization (SEO) campaign for Phase 1 of the overall digital marketing campaign. The SEO campaign was geared toward raising Molly Maid's natural search positions in leading search engines such as Google and Bing for hundreds of keywords. Knowing that 83 percent of people focus their attention on just the first five listings that appear on Google's first page of search results, it was extremely important that Molly Maid garner those top positions. And this has been accomplished in a little over a year.



But it's just the tip of the iceberg. Knowing the kind of results they can achieve with Molly Maid, Oneupweb is excited to expand their campaign, making it more robust and achieving even greater results as a part of Phase 2.

## » The Takeaway:

Your customers and prospects are looking for your products and services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to consumers with digital marketing. Because everybody's looking for something special, and there's nothing better than finding it.

**FIND WHAT YOU'RE LOOKING FOR AT ONEUPWEB.COM.**  
REQUEST A PROPOSAL TODAY.