

CLEANING HELP ELEMENTOR WORDPRESS WEBSITE CASE STUDY



WHY US

We are a business with outstanding online marketing knowledge and expertise that focuses on important areas within online marketing such as Web Design & Development, Digital Marketing, Graphic Design and Content Writing. Our team are committed to delivering the highest level of Customer Service, skill and dedication with an underlying thread of ethical and transparent client management. Our purpose as a business is to help other businesses grow.

OUR KEY SERVICES

01

Website Design and Development

02

Digital Marketing

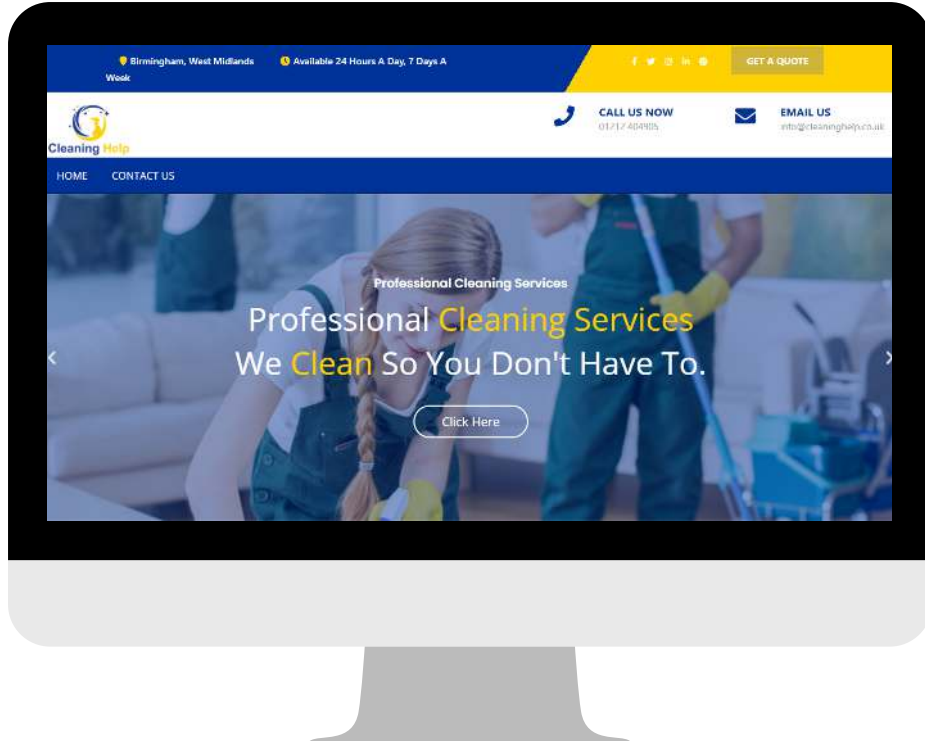
03

Graphic Design

04

Writing





THE PROJECT

Cleaning help has a long standing reputation in the West Midlands as a reputable cleaning company. They're known as the go to experts for cleaning for both commercial and domestic jobs. Unfortunately, cleaning help brand and online reach was non-existent, due to the demand of their services. Cleaning Helps owner, partnered with Online Marketing Help to make a change.

We designed a new logo that gave the company a new, fresh feel that still captured their purpose. We kept the colours blue and yellow to showcase cleanliness and freshness which represents their brand and industry. The brighter tone made it more noticeable and visually appealing.

Cleaning Help came to Online Marketing Help with concerns and issues associated with not having an online presence in an ever increasing "online world". They were not overly bothered what platform their website was designed on but wanted the long term scope to be able to grow it into a fully eCommerce site. We opted for Wordpress and Woo commerce due to the scope of functionality. Cleaning help was looking for a mobile-responsive and user-friendly website that could in the future facilitate online orders for their U.K clients.

THE BRIEF

Online Marketing Helps task at hand was to redesign the website with a homepage that quickly told visitors what Cleaning Help is all about, show how they were different from their competitors, and offered a motivation to book a consultation with cleaning help. Diving deeper into the website, we also needed to build on content and call-to-actions that would intrigue both visitors and customers to be more interactive with the site. The Cleaning Help project focus was to build a simple yet, effective website that the company could grow with, another primary focus of this project was promoting the services and pricing throughout the website.

Once we had secured the domain name, and shown the client wireframe options we wanted the client to get a visual idea of what the website would look like. The client wanted a simple yet effective website that would offer a fantastic UX and ultimately drive leads. Cleaning services is a highly competitive industry so we wanted something that was simple but unique. We built this website in Elementor so the client in the future can make changes and add text should they need to.

WHAT WE DID

- User friendly website creation
- Mobile responsive review
- XML submission
- Google my business set-up
- Facebook pixel set-up
- Social media set-up
- Wireframes concept and ideas
- Wordpress support and training
- Complete brand build
- Content writing
- Social media set-up, paid advertising and Full Content Management System (CMS)
- Marketing collateral creation
- Undertook Keyword and Competitor Analysis.
 1. Rank math plugin set-up

HAVE YOU GOT A PROJECT?



WE WOULD LOVE TO HELP

This is our mission at Online Marketing Help. We aim to disrupt and challenge the “norm” with a forward thinking and transparent marketing approach that is easy for our customers to understand and evaluate. Marketing is the study and management of relationships with the purpose of creating meaningful connections. We accept nothing less than achieving this for our clients and their customers alike.

GET IN TOUCH

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