YOUR AGENCY LOGO

Prepared for

Northline Commercial Cleaning

Evidence date 17 October 2026

CLIENT OPPORTUNITY PACK

A clearer route to commercial cleaning enquiries.

Demonstration brief for a fictional business. Every observation is a dated fact from a public website; business impact remains a hypothesis to test.

Recommended next move

Test one office-cleaning landing page with a specific site-survey invitation, relevant proof and a verified enquiry handover. Start with existing relevant visitors; agree any new traffic budget separately.

What this pack establishes

Three real competitor websites provide examples of positioning and enquiry design. Five opportunities turn those observations into a bounded implementation brief. This is a public-website review, not a paid SEO dataset, traffic forecast or measured client result.

Decision and scope

Approve a single-service page and enquiry test. Defer a full website redesign. Before publishing, the client supplies its real coverage area, service conditions, evidence, contact destination and privacy particulars.

White-label: your logo, colours and agency name replace this panel. We are never named.

EVIDENCE

Three public comparators

WEBSITE	OBSERVED ON THE PUBLIC PAGE	IMPLICATION FOR THE BRIEF
1. Total Clean	Homepage presents office cleaning, flexible schedules and an enquiry form requesting company and location details.	Make the service and next enquiry step explicit. Do not copy its claims or assume its conversion rate.
2. Green Facilities	Separates commercial cleaning, deep cleaning and consultancy and describes an environmental focus.	A distinct service page and a supportable reason to choose the provider can clarify the offer.
3. Cleanology	Combines cleaning-service information with organisational and workforce positioning.	Use the client's own relevant operating evidence to help a buyer assess fit.

Sources · checked 17 October 2026

Total Clean https://www.totalclean.co.uk/

Green Facilities https://www.greenfacilities.co.uk/

Cleanology https://cleanology.com/

> These are comparator observations, not evidence that the client currently lacks the same features. The discovery call and the client's actual website must establish that gap before a recommendation is sold as a finding.

FINDINGS

Five opportunities to test

01 A specific site-survey invitation

First priority

Use one primary enquiry action for the office-cleaning offer. Ask for the location and premises requirements needed to qualify the enquiry. Comparator 1 supports reviewing a concrete enquiry path; the conversion effect for this client is unknown.

02 A page for one valuable service

First priority

Build the first page around office cleaning rather than a long list of unrelated services. Comparator 2 provides an example of separating service types. Confirm demand and delivery capability before choosing the service.

03 Proof beside the decision

Second priority

Place genuine operating evidence near the enquiry action: a relevant contract example, documented quality process or an approved assurance. Comparator 3 motivates testing relevant business context. Publish only evidence the client can substantiate.

04 Qualification before a quotation

Second priority

Collect company, location, premises type, desired frequency and a contact method. Keep optional fields optional, and test whether the sales team receives enough to respond usefully.

05 Confirm the handover

Required

Instrument form submission and successful delivery to the receiving inbox. Record whether sales accepted each enquiry as relevant. Separate raw submissions, qualified enquiries, proposals and eventual customer cash.

Impact and effort

Opportunities 1, 2, 4 and 5 fit an initial five-business-day page sprint. Opportunity 3 depends on the client supplying approved proof. No ranking, enquiry volume or sales uplift is promised.

IMPLEMENTATION

Client-ready brief

Working offer

Headline: A cleaning plan that fits your workplace.
Supporting copy: Tell us about your premises, location and schedule. We will confirm coverage and arrange the next appropriate step.
Primary action: Request a site-survey conversation.

Required client inputs

Coverage area; one service description; actual delivery conditions; approved proof; receiving sales address; privacy particulars; required account access; existing traffic source; named acceptance contact.

Build and acceptance checklist

- One responsive page, one primary enquiry action
- Server-validated company, name, email, location and requirements
- A tested delivery route and a useful on-page acknowledgement
- Recorded submission, inbox delivery and qualification outcomes
- Keyboard and mobile checks; no unsupported claims

Measurement and next decision

Establish the initial traffic source and count relevant visits. Review enquiry completion, verified delivery and sales qualification together over an agreed observation window. Change one material element at a time and record the version and result.

Handover

Page URL, form destination, measurement definitions, test receipts, access handover and a short walkthrough. Customer acceptance before the final balance.