



“Here’s the thing that AI (CHATgpt) says is VITAL”

IF YOU WANT TO COME UP,
ADD USEFUL CONTENT
(TIPS) THAT ARE GEO-
TARGETED TO YOUR SITE!

Useful Content that AI Can Find

Here are **ready-to-use topics**:

1. How Often Should You Clean Carpets in Greenville Ohio?
2. Best Way to Remove Pet Odors in Darke County Homes
3. Why Steam Cleaning Works Better Than Store Rentals
4. 7 Carpet Problems Caused by Ohio Winters
5. Spring Cleaning Checklist for Greenville Homeowners
6. How to Remove Salt Stains From Carpet
7. How Long Does Carpet Take to Dry in Ohio Weather?
8. Are DIY Carpet Cleaners Worth It?
9. How to Protect Carpet After Professional Cleaning
10. Top Causes of Carpet Damage in Rental Properties
11. Benefits of Professional Upholstery Cleaning
12. How Clean Carpets Help Allergy Sufferers

A STEP of CHATgpt’s recommendations on how to come up in AI searches is to add geo-targeted content to your website.
(HAVE YOUR WEBMASTER REVIEW THIS FILE TO SEE ALL THE STEPS.)

Here's a simple idea that will give you a huge advantage...

Create a cleaning (or restoration) tips section to add to your website!
Do it now! Change is coming fast!

All you have to do is write dozens of great cleaning and/or restoration tips and...wait a minutes...Jeff Cross has already written hundreds of articles and they are sitting there on your MarketingZoo Members page ready for you to download and add to your website!

Already yours and ready to use. So no added cost to you!



And your Non-MZ Member doesn't have them. YOUR ADVANTAGE!

WHAT AN IDEA!

Things are changing fast and now's the time to solidify your marketing power.

Hundreds of Cleaning Articles Ready for you on MarketingZoo

Cleaning Up After the Holidays - January 2024
Create a No-Pet-Hair Furniture Zone - February 2024
The Dirty Sponge- March 2024
How to Load a Dishwasher- April 2024
Determined to Degrease- May 2024
Beware of Dirty Carpet- June 2024
Beware of Dirty Oven Racks!- July 2024
Beware of Dirty Air!- August 2024
Beware of Bad Food!- September 2024
Beware of Ring Around the Collar!- October 2024

The Power of Household Products - December 2022
Three Cleaning Products You Already Have - November 2022
Cleaning Mistakes... Exposed - October 2022
How to Find the Best Carpet Cleaning Company - September 2022
How to Remove a Mustard Stain - August 2022
Unplugging the Showerhead - July 2022
Cleaning and Removing Pet Urine - June 2022
Fighting Fur - May 2022
6 Items Many Neglect to Replace - April 2022
Does Carpet Cleaning Kill Fleas? - March 2022
Dust Control Made Easy - February 2022
Toilet Brush Choices - January 2022

Hundreds of Restoration Articles Ready for you on MarketingZoo

How Condensation Works - January 2024
How Flash Floods Work - February 2024
How Mold Works - March 2024
How Evaporation Works - April 2024
How Disaster Restoration Pros Work - May 2024
Beware of Mold - June 2024
Beware of Moldy Ductwork! - July 2024
Be Aware of Lingering Dampness! - August 2024
Beware of Leaky Pipes! - September 2024
Beware of Cold Weather! - October 2024

How Condensation Works - December 2021
How Evaporation Works - November 2021
Where There's Mold... - October 2021
Should You Test for Mold? - September 2021
Is It Your Decision? - August 2021
Water Intrusion Precautions - July 2021
Inspections that Prevent Restoration Efforts - June 2021
What the EPA Says About MOLD - May 2021
'Do Not Do' Activities After a Water Damage - April 2021
Pipes that (Usually) Freeze First - March 2021
Prepare for Spring Flooding - February 2021
Cleaning Soot from Surfaces - January 2021

HOW IT MIGHT LOOK...

Simply have your webmaster create a *Cleaning Tips or Restoration Tips Directory & Links*. You decide how you like to organize your tips by category. Select your articles. Your webmaster creates a directory page that links to each tip. EXAMPLES...

CLEANING TIPS!

Carpet Carpet Tips

Pet Urine Removal

The Basics of Vacuuming

etc...etc..etc

Upholstery Cleaning Tips

etc...etc..etc

Tile and Grout Cleaning Tips

Miscellaneous Cleaning Tips

RESTORATION TIPS!

Water Damage Tips

Water Instrusion Precautions

etc...etc...etc

Fire Damage Tips

etc...etc...etc

Mold Infestation Tips

etc...etc...etc

Miscellaneous Restoration Tips

EACH TIP WOULD LINK TO THAT TIPS PAGE!

Imagine the power your site will have over your competitor's when AI looks for content rich resources to display!

BUT YOU MUST GEO-TARGET AND THAT'S EASY!

Simply add your primary target city's name to the title of the article. And I (Gary talking) would also end the article with a short statement of some of the secondary cities you also serve. AI will love it. It will even grab Google's attention! EXAMPLE OF A GEO-TARGETED ARTICLE...

Dayton Oh Homeowners - Evidence of Water Damage

When something fails, such as a high-pressure fresh water source to your toilet... or perhaps a leaky drain pipe underneath the kitchen sink... no matter what it may be, you usually know what to do.

You know the drill... clean it up, get it dry, and call a professional water damage restoration company to ensure all is good and there is no possible way mold can grow. You want peace of mind, and this is the way to get it.

However, sometimes you just don't know when things happen, when things leak or when water intrusion occurs — because it can be slowly invasive and build up over time.

There are several steps to determining if you have an actual water damage situation and when you must call a pro — and when you can do it yourself. Remember, you can't be too cautious with the well-being of your loved ones.

The nose knows

Damp and wet areas affected by water intrusion demonstrate themselves after a day or two with a very easy to detect odor. It will just smell wet, musty, and unhealthy. If you detect anything like that, it's time to do some serious investigating. You may not actually see the water intrusion, but no doubt it is probably there.

Surface damage

You can often see swelling materials, such as the particle board under a sink, providing evidence of water intrusion. When things buckle, even if you notice it after the surface has dried, there is potential of subsequent water damage, because if it leaked once... it will again!

Stains

You can usually see this in the ceilings and areas around water sources. Sometimes it is around windows. If you detect water marks (think of a carpet under a water fountain in a building) then you need to put your investigative hat on and figure out if it is a big deal or not — and most likely, it will be a big deal.

The evidence of water damage can be easy to see, and sometimes it hides and continues to affect surfaces and your health until it becomes a serious issue. If you have any water damage issues or questions, do the right thing. Call your favorite water damage professional company today. After all, it pays to call a pro!

DAYTON RESTORATION SERVICES serves the entire western Ohio area including Troy, Tipp City, Centerville, Springfield, Miamisburg, Eaton and surrounding communities.

ALL YOU NEED TO DO...

- 1. HAVE YOUR WEBMASTER DOWNLOAD THE ATTACHED PNG FILE FOR MORE DETAILS. AND HAVE THEM ADD A SPECIAL SECTION ON YOUR WEBSITE WITH ALL YOUR HELPFUL CLEANING AND/OR RESTORATION TIPS.**
- 2. GIVE YOUR WEBMASTER ACCESS TO YOUR MARKETINGZOO LOGIN SO THEY CAN COPY ARTICLES AND ADD THEM TO YOUR TIPS! (AND NEW ONES COME EVERY MONTH!)**

SUDDENLY YOUR WEBSITE WILL BE MORE THAN JUST A SALES PITCH. IT WILL BE A VALUABLE RESOURCES OF HELPFUL INFORMATION FOR YOUR CLIENTS AND PROSPECTS.

THIS PNG FILE ALSO GIVES SIMPLE TIPS ON HOW TO GEO-TARGET EACH ARTICLE.

PLUS CHATgpt's FULL RECOMMENDATIONS WHAT TO DO TO HELP YOUR SITE SHOW UP WHEN PROSPECTS SEARCH FOR HELP.

Both AI and Google will notice!



STEP-BY-STEP MARKETING CHECKLIST

For a Carpet Cleaning Business in Greenville, Ohio (Example)

Perfect 👍 — here is a **clear, step-by-step marketing checklist** you can follow to help your **carpet cleaning business in the Greenville, Ohio area** **get discovered more often by customers and AI tools like ChatGPT.**

You can treat this like a **90-day action plan.**



1. Lock Down Your Core Business Data (NAP Consistency)

Create or optimize profiles on:

- Google Business Profile
- Bing Places for Business
- Apple Maps
- Yelp
- Better Business Bureau

Checklist

- Add service areas (Greenville, Darke County, Arcanum, Union City, etc.)
- Upload 15–25 real photos
- Add ALL services (carpet, upholstery, tile, pet odor, etc.)
- Write a keyword-rich business description

✓ 2. Build or Update Your Website Core Pages

Create these **must-have pages**:

- Home
- Carpet Cleaning (main service page)
- Upholstery Cleaning
- Tile & Grout Cleaning
- Pet Odor Removal
- About Us
- Contact Page

Each page should include:

- City + service keywords
- Before/after photos
- Testimonials
- Clear call-to-action (Call Now / Get Quote)



LOCATION DOMINANCE

✓ 3. Create Location-Specific Pages

- Create a separate page for each area:
- Carpet Cleaning Greenville OH
- Carpet Cleaning Arcanum OH
- Carpet Cleaning Union City OH
- Carpet Cleaning Darke County OH

Each page should include:

- Local references (neighborhoods, landmarks)
- Photos from jobs in that area
- Customer testimonials from that town



LOCATION DOMINANCE

✓ 4. Add Local Business Schema Markup

Have your web person add schema that defines:

- Business name
- Address
- Phone
- Service area
- Services offered

This helps AI systems clearly understand your business.

CONTENT THAT AI CAN FIND

(Use MarketingZoo Articles!)

5. Publish 12 Local Blog Posts

Here are **ready-to-use topics**:

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REVIEWS & REPUTATION

✓ 6. Use This Review Script

After every job, text or email:

“Hi [Name], thanks again for choosing us!
Would you mind leaving a quick review and mentioning the service and city?
It really helps local homeowners find us.”

Example of ideal review language:

“Great carpet cleaning in Greenville Ohio — removed pet stains completely and dried fast.”

✓ 7. Target 5–10 New Reviews Per Month

Focus primarily on:

- Google Business Profile
- Yelp

AUTHORITY & BACKLINKS

(MarketingZoo Provides an Outpost Site Linking to Your Site)

✓ 8. Get Listed on These Directories

Submit your business to:

- Chamber of Commerce (Darke County)
- Local newspapers
- Home service directories
- Facebook local groups
- Nextdoor

Also pursue industry credibility through:

Institute of Inspection Cleaning and Restoration Certification

International Janitorial Cleaning Services Association

AUTHORITY & BACKLINKS

✓ 9. Build Local Partnerships

Create referral relationships with:

- Realtors
- Property managers
- Flooring stores
- Restoration companies
- Insurance agents

Ask to be listed as their **preferred carpet cleaner on their website**

MEDIA & PROOF

(MarketingZoo Provides New Cleaning & Restoration Videos Monthly)

✓ 10. Post Visual Content Weekly

Each week post:

- 2 before/after photos
- 1 short video clip
- 1 customer testimonial graphic

Post to:

- Facebook
- Instagram
- Google Business Profile

AI SIGNAL BOOSTERS (Ongoing)

✓ 11. Use Clear Language Everywhere

Always repeat phrases like:

“Carpet cleaning in Greenville Ohio”

“Serving Darke County homeowners”

“Professional steam carpet cleaning in Greenville”

Consistency = stronger AI recognition

AI SIGNAL BOOSTERS (Ongoing)

✓ 12. Strengthen Your Brand Name Recognition

Use your business name consistently with your service:

Example:

“Arndts Carpet Cleaning – Greenville Ohio Carpet Cleaners”

The more your **name + service + city** appear together online, the more likely AI will reference you.



WHAT SUCCESS LOOKS LIKE

Within 60–120 days you should see:

- More Google Map visibility
- More direct calls
- More branded searches
- More referral traffic
- Higher chance of being mentioned in AI responses