

Website Redesign for a Canadian Cleaning Company

How website modernization enabled a Canadian cleaning services provider to expand its customer base and increase its customer satisfaction score (CSAT).

Business challenge

Citrus Cleaning, a Canadian cleaning services provider, had earned recognition among local customers in Calgary, largely through referrals. But as more prospects began discovering and comparing cleaning providers online, the company's website was not strong enough to capture that demand, guide visitors toward quote requests, or support the speed of response expected in a competitive service market.



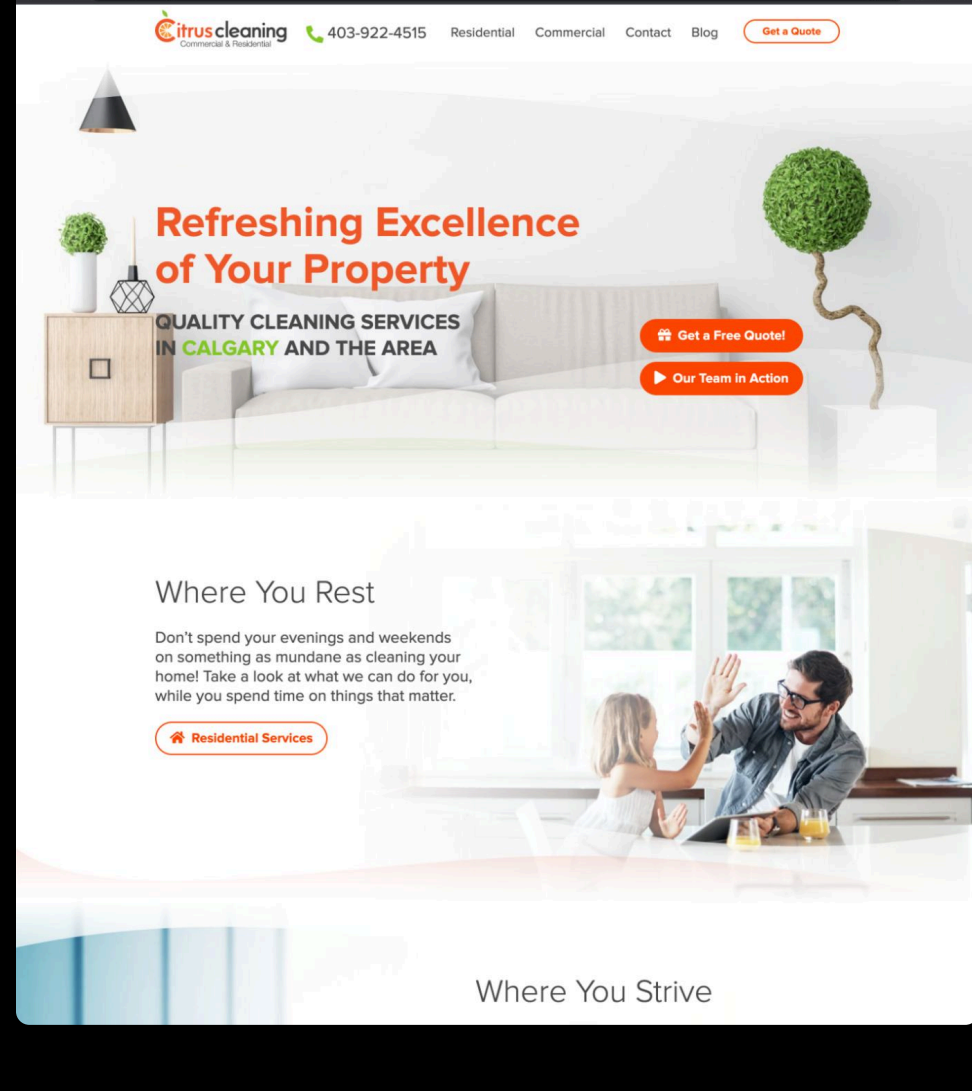
Citrus Cleaning wanted to turn its existing website into a performance-driven acquisition channel, capable of improving discoverability, reducing lead handling friction, and presenting the brand with the same level of quality customers experienced offline. To secure more online business opportunities, the company partnered with [Instinctools' development team](#) on a website modernization initiative.

■ **The first issue was visibility.** While the website existed, it performed almost exclusively as a branded destination for people already familiar with the company. It had little presence in local, high-intent search results where potential customers actively compare providers and request services. Competitors with stronger SEO foundations were consistently capturing that traffic first, limiting Citrus Cleaning's ability to expand its inbound pipeline.

■ **The second challenge was conversion friction.** Quote requests were handled through fragmented phone conversations and manual follow-ups, which slowed response times and introduced friction at the earliest stage of the customer journey. For a service business where speed and convenience heavily influence conversion, the process created unnecessary drop-off at the most critical point of the customer journey, when a visitor was ready to become a lead.

■ **On top of that, the outdated website design** didn't fully communicate the company's quality, reliability, or customer-first service model. For new visitors evaluating cleaning providers online, that gap was weakening trust before the first interaction even happened.

Solution



Instead of recommending a costly, ground-up rebuild, Instinctools took a more targeted approach. We reengineered the existing website around the factors that mattered most for a local service business:

- a new, distinctive brand identity aligned with the client's requirements and market needs
- a conversion-focused user journey for quote requests
- mobile-first performance improvements
- a scalable SEO framework
- automated integrations between website forms and internal operations

The result was a modern, fast, and scalable website that worked not only as a digital storefront, but as a growth channel.

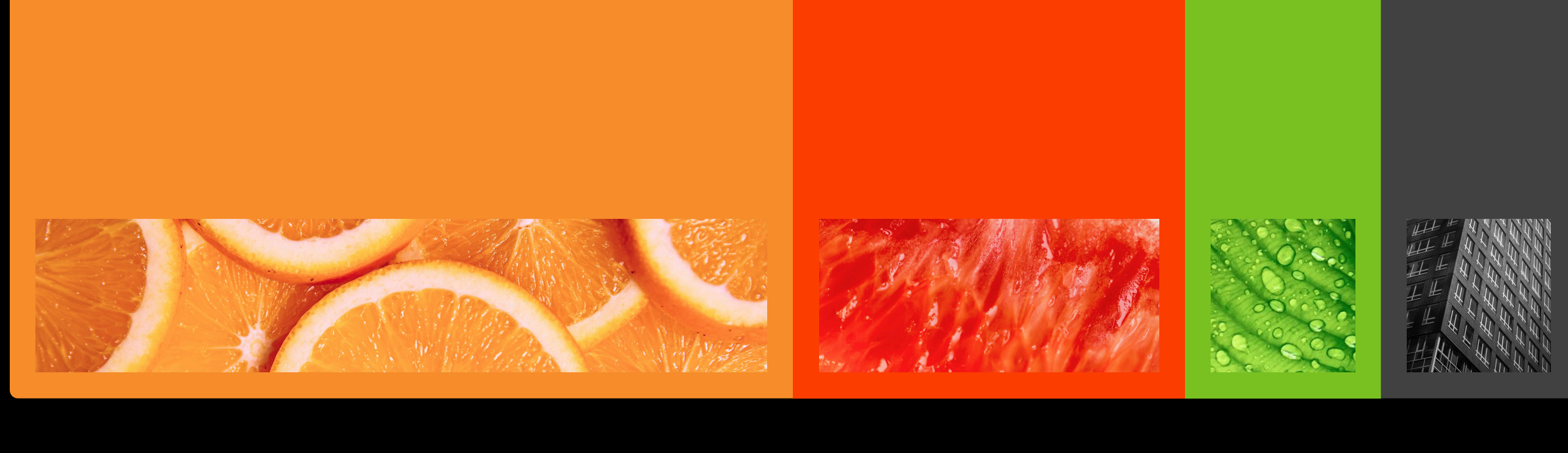
[EXPLORE THE CITRUS CLEANING WEBSITE](#)

01 Building a distinctive visual language that stands out in a crowded local market

Cleaning services are often marketed through predictable visual patterns: blue for trust, white for cleanliness, and generic imagery that makes providers difficult to tell apart. Citrus Cleaning needed a brand experience that felt cleaner, fresher, and more memorable without losing professionalism.

In updating the visual identity, our UX designer built on the client's established brand and introduced a palette of crisp whites, lime green, and orange accents, grounded in research on how colors shape customer perception.

- The visual identity mirrors the company's name, using a citrus-inspired palette to create an **immediate link between the brand and its fresh, clean image.**
- Green communicates **eco-friendliness, sanitation, and a non-toxic home environment**, while vibrant orange injects **optimism and cheer**, suggesting that the client's service brings brightness and joy back into customers' homes.
- Orange CTA buttons provide a **clear visual cue**, guiding users toward engagement.
- Meanwhile, dark gray text maintains a **professional and trustworthy tone for both residential and commercial clients.**

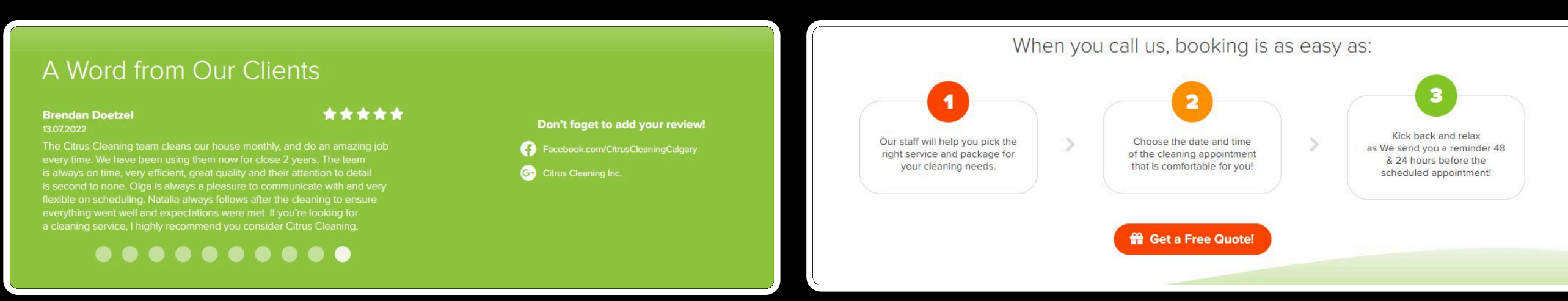


02 Engineering a frictionless, conversion-driven UX

We redesigned the user journey around a simple conversion logic: **understand the problem, match it with the right service, and make the next step obvious.**

To reduce the friction in users' decision-making process, we introduced:

- clear service-page structures built around user intent
- repeated but unobtrusive "Get a Free Quote" calls to action
- short paths from service pages to the booking form
- trust-building testimonials placed close to decision points
- homepage sections designed to quickly communicate credibility and service quality

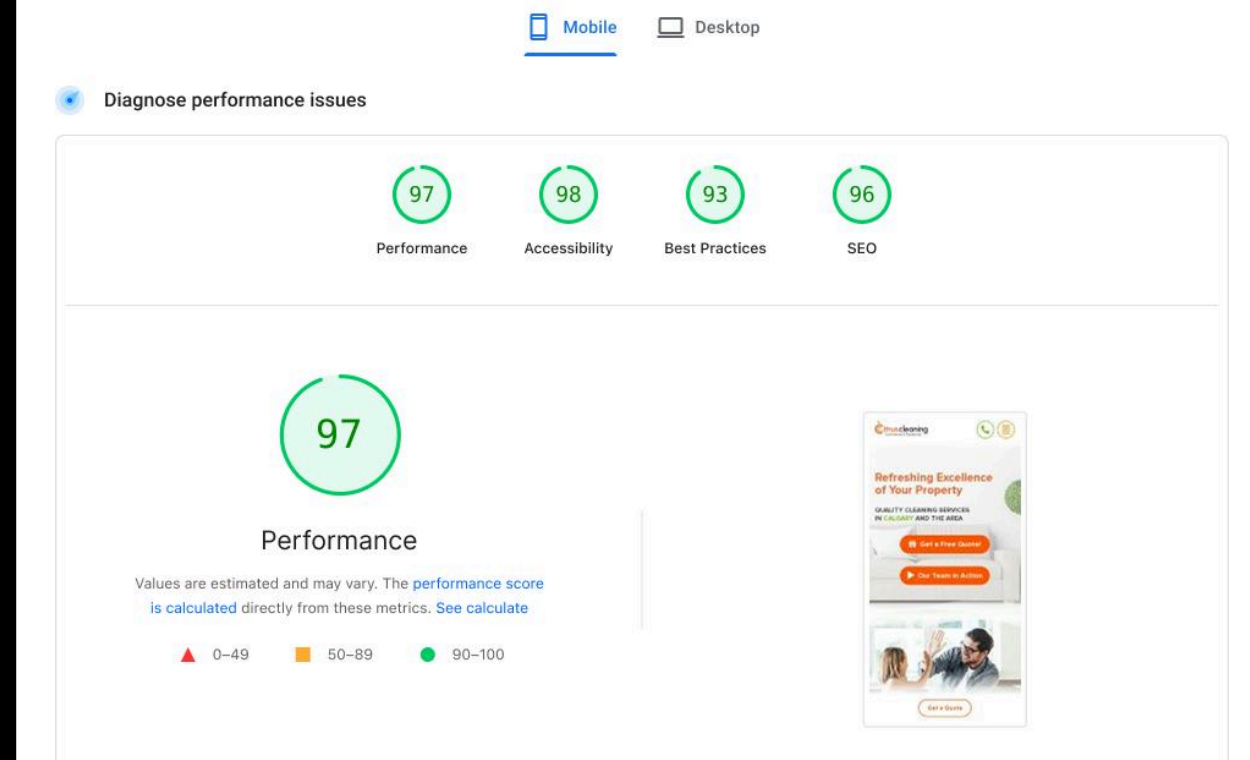


03 Optimizing mobile-first performance for on-the-go users

Since many local service searches happen on mobile devices, mobile performance is closely tied to customer acquisition. If the experience feels slow, unstable, or difficult to navigate, the business can lose high-intent visitors. In that context, mobile-first optimization became a key part of the redesign.

The engineering team focused heavily on **lightweight asset delivery, faster image loading, and rapid script execution.** By minimizing asset overhead and prioritizing critical rendering paths, we ensured minimal latency and zero layout shifts (CLS).

As a result, the client received a **lightning-fast mobile experience that safeguards mobile search rankings and prevents bounce rates driven by slow loading times.**



04 Architecting a highly scalable content framework built around localized search intent

To compete for neighborhood-specific, high-intent search demand, Instinctools built a programmatic semantic architecture designed around service relevance and geographic intent.

- **Localized schema injection:** The site utilizes strict semantic HTML5 coupled with LocalBusiness structured data markers. This helps search engines better understand what Citrus Cleaning offers and where it operates.
- **Scalable content expansion:** A programmatic semantic architecture we implemented enables the rapid rollout of neighborhood-specific landing pages and service-focused content, expanding the website's coverage across relevant local search terms.

05 Automating back-office workflows and CRM syncing

The previous quote process depended heavily on manual communication. That created delays at exactly the moment when speed mattered most.

To reduce this operational bottleneck, Instinctools connected **frontend quote submissions with the client's internal dispatch and CRM workflows.**

We engineered secure API endpoints and webhooks integrations so that once a prospect submitted a quote request online, the data could flow directly into the client's internal systems.

This reduced manual data entry, helped the operations team act faster, and made the lead handling process more consistent.

For Citrus Cleaning, this meant the website was no longer just collecting inquiries, but became part of the company's service operations, reducing the risk of losing ready-to-book customers.

Business value

- **30% growth in the active local customer base** within the first two quarters after the redesign.
- **Up to 20% increase in CSAT**, thanks to a streamlined and optimized digital experience.
- **Faster lead response times:** by reaching customers within the critical 5-minute window, where close rates are up to 8x higher than delayed manual replies, the client captured opportunities that previously slipped away.

Do you have a similar project idea?

Contact us — and we will estimate your projects costs for free!

[CONTACT US](#)