CLEAN IS CLEAN • LOCAL SEO ASSET

# GMB & Google SEO Keywords Master Guide

100+ High-Intent Keywords, Search Volume Targets, GMB Categories & Ranking Strategy

Target Business: Clean Is Clean (Laundry & Dry Cleaning) | Theme Colors: Sea Green (#0f766e) & Light Blue (#38bdf8)

Format: Downloadable PDF Reference Guide

## 1. Primary Google Business Profile (GMB) Settings

### GMB CATEGORIES (MUST CONFIGURE EXACTLY)

- **Primary Category:** DRY CLEANER (or LAUNDROMAT)
- **Secondary Category 1:** LAUNDRY SERVICE
- **Secondary Category 2:** COMMERCIAL LAUNDRY SERVICE
- **Secondary Category 3:** SHOE REPAIR SHOP / SHOE SHINING
- **Secondary Category 4:** CARPET CLEANING SERVICE
- **Secondary Category 5:** UPHOLSTERY CLEANING SERVICE

### PROFILE IDENTIFIERS & LINKS

- **Business Name:** `Clean Is Clean - Laundry & Dry Cleaning`
- **Operating Hours:** Mon – Sun, `09:00 AM – 09:00 PM`
- **Delivery Threshold:** `Free Pickup & Drop on orders above ₹300`
- **Website Link:** `https://cleanisclean.com/`
- **Appointment / Booking Link:** `https://cleanisclean.com/#book`

## 2. Top 20 "Near Me" Transactional Keywords (High Conversion)

These search queries have the **highest conversion rate** because customers are searching with immediate purchase intent right from their phone.

| SEARCH KEYWORD | CUSTOMER INTENT | RECOMMENDED GMB FIELD | COMPETITION / VALUE |
|---|---|---|---|
| **dry cleaners near me** | Urgent dry cleaning need | Primary Category + Business Title | HIGH VOLUME / HIGH $$ |
| **laundry service near me** | General washing / ironing | Secondary Category | HIGHEST VOLUME |
| **wash and fold near me** | Daily clothes laundry | Services Tab -> Wash & Fold | HIGH CONVERSION |
| **steam ironing near me** | Office shirts & trousers | Services Tab -> Steam Ironing | DAILY RECURRING |
| **laundry pickup and delivery near me** | Doorstep pickup wanted | GMB Attributes: Onsite Services | TOP BUYING INTENT |
| **clothes dry cleaning near me** | Gentle fabric care | Services Tab -> Dry Cleaning | HIGH AVERAGE ORDER |
| **shoe dry cleaning near me** | Sneaker / leather restoration | Services Tab -> Shoe Laundry | HIGH MARGIN |
| **sofa cleaning near me** | Upholstery shampooing | Services Tab -> Sofa Cleaning | HIGH TICKET (₹1200+) |
| **carpet cleaning service near me** | Floor rug deep clean | Secondary Category | HIGH TICKET (₹800+) |
| **saree dry cleaning near me** | Delicate silk / zari saree | Services Tab -> Ethnic Care | HIGH FREQUENCY |
| **suit dry cleaning near me** | 2-piece / 3-piece blazer | Services Tab -> Men's Wear | CORPORATE TARGET |
| **blanket dry cleaning near me** | Heavy rajai / mink blanket | Services Tab -> Bedding | SEASONAL PEAK (WINTER) |
| **curtain dry cleaning near me** | Home drapes / sheer curtains | Services Tab -> Household | BULK INQUIRIES |

| SEARCH KEYWORD | CUSTOMER INTENT | RECOMMENDED GMB FIELD | COMPETITION / VALUE |
|---|---|---|---|
| **24 hour laundry service near me** | Emergency / express wash | GMB Attributes -> Open 7 Days | EXPRESS PREMIUM |
| **best laundry shop near me** | Trust / high ratings seek | GMB Reviews (4.9★ target) | BRAND LOYALTY |

🎯 **Local Ranking Principle:** Google Maps ranks profiles using three core pillars: **Relevance** (matching keywords), **Distance** (proximity to user), and **Prominence** (Google Reviews count & rating score).

## 3. Top 20 Price & "By KG" Laundry Keywords (High Search Volume)

Customers constantly search for rates and transparency before booking. Use these keywords in your rate card page and GMB updates.

| TARGET PRICING KEYWORD | CLEAN IS CLEAN RATE HOOK | TARGET LANDING PAGE | INTENT TIER |
|---|---|---|---|
| **laundry per kg price** | Starting at ₹79/KG | `#rate-card` (KG Tab) | HIGH INTENT |
| **wash and fold price per kg** | ₹79/KG with digital weighing | `#rate-card` (KG Tab) | HIGH INTENT |
| **wash and iron price per kg** | ₹99/KG with Italian steam iron | `#rate-card` (KG Tab) | VOLUME BUILDER |
| **dry cleaning rates list** | Transparent Rate Card | `#rate-card` | RESEARCH |
| **suit dry cleaning cost / price** | ₹299 for 2-Piece Suit | `#rate-card` (Men's Tab) | HIGH VALUE |
| **coat dry cleaning price** | ₹199 per single coat/blazer | `#rate-card` (Men's Tab) | FREQUENT |
| **shirt steam iron price** | ₹15 per shirt | `#rate-card` (Men's Tab) | REPEAT ORDER |
| **saree dry clean cost / price** | ₹179 Plain / ₹299 Heavy Silk | `#rate-card` (Women's Tab) | HIGH VALUE |
| **lehenga dry clean price** | ₹499 – ₹799 Bridal Lehenga | `#rate-card` (Women's Tab) | TOP MARGIN |
| **blanket dry cleaning price** | ₹249 Single / ₹349 Double | `#rate-card` (Household) | HIGH BASKET |
| **quilt dry cleaning cost** | ₹299 Double Quilt / Rajai | `#rate-card` (Household) | HIGH BASKET |
| **sneaker cleaning service price** | ₹249 per pair (Deep Buff) | `#rate-card` (Specialized) | YOUTH TARGET |
| **curtain cleaning cost per panel** | ₹99 per window panel | `#rate-card` (Household) | BULK |
| **sofa dry cleaning price per seat** | ₹249 per seat (Foam Extract) | `#rate-card` (Specialized) | HIGH TICKET |
| **free pickup laundry service** | Free Pickup on ₹300+ orders | Hero Header Banner | TOP OFFER |

## 4. Specialized & High-Margin Service Keywords

### SNEAKERS, SHOES & LEATHER

sneaker laundry near me · white shoe cleaning service · suede shoe dry cleaning · leather jacket dry cleaning · sports shoe cleaning · shoe buffing and restoration · leather bag cleaning service · luxury sneaker care

### ETHNIC & DELICATE WEAR

bridal lehenga dry cleaners · sherwani dry cleaning service · designer saree dry cleaning · pashmina shawl dry cleaning · zari saree stain removal · silk kurta steam ironing · darning service near me (raffu) · fabric restoration

### HOUSEHOLD & BEDDING CARE

double bedsheet wash and iron · mink blanket sanitization · comforter dry clean pickup · curtain steam cleaning at home · pillow dry cleaning · carpet shampooing service · mattress deep cleaning · doorstep linen laundry

### EXPRESS & DOORSTEP DELIVERY

same day laundry pickup · 24 hour express dry cleaning · doorstep laundry app · laundry delivery service · urgent suit dry clean · weekend laundry pickup · online dry cleaning booking · hotel grade laundry at home

## 5. Pre-Written GMB Service Catalog with Keywords Built-In

Copy and paste these exact descriptions into your **Google Business Profile -> Edit Services** tab. Google uses these to rank your profile for voice search and long-tail mobile searches.

### 1. WASH & FOLD (KG LAUNDRY)

**SEO Keywords Included:** *wash and fold, laundry by kg, doorstep pickup, eco-friendly detergents, clean clothes*

**Service Description:** Everyday casual clothes, t-shirts, pyjamas, and gym wear washed thoroughly using German eco-friendly detergents, softened, dried, and neatly folded. Digital scale weighing right at your doorstep. Starting at ₹79/KG with free pickup on orders above ₹300.

### 2. WASH & STEAM IRON (BY KG)

**SEO Keywords Included:** *wash and iron, vacuum steam iron, wrinkle-free, formal shirts, office wear laundry*

**Service Description:** Complete hygiene care with professional machine wash followed by crisp vacuum steam ironing on Italian equipment. Preserves garment sheen, eliminates fabric burns, and provides wrinkle-free finish ready for the wardrobe. Starting at ₹99/KG.

### 3. LUXURY GARMENT DRY CLEANING

**SEO Keywords Included:** *dry cleaners near me, suit dry cleaning, silk saree cleaning, bridal lehenga dry clean*

**Service Description:** Specialized fabric-safe solvent dry cleaning for business suits, blazers, tuxedos, designer silk sarees, silk kurtas, and heavy bridal lehengas. Gentle individual stain spotting, custom care labels inspection, and moth-proof garment covers.

### 4. SHOE LAUNDRY & SNEAKER BUFFING

**SEO Keywords Included:** *shoe dry cleaning, sneaker laundry near me, leather shoe buffing, sports shoe cleaning*

**Service Description:** Deep cleaning, sole de-yellowing, insole sanitization, and deodorizing for white sneakers, sports shoes, suede footwear, and formal leather shoes. Restores original texture and shine using premium shoe care formulations.

### 5. BEDDING, BLANKETS & QUILTS

**SEO Keywords Included:** *blanket dry cleaning, quilt cleaning, rajai dry clean, comforter laundry service*

**Service Description:** High-capacity commercial washing and deep sanitization for double bedsheets, heavy rajai, mink blankets, dohars, and down comforters. 100% dust-mite extraction and hygienic vacuum packaging.

### 6. SOFA, CARPET & CURTAIN CLEANING

**SEO Keywords Included:** *sofa dry cleaning, carpet cleaning near me, curtain steam cleaning, upholstery cleaning*

**Service Description:** Deep foam injection and hot water extraction for living room sofas, mattresses, and carpets. Removes stubborn stains, food spills, and pet odors while sanitizing fabric fibers safely.

## 6. Negative Keywords to Exclude (Save Google Ad Budget)

If you run Google Search Ads or Smart Campaigns, add these **Negative Keywords** so you don't waste ad clicks on non-paying users:

free washing machine | diy detergent powder recipe | how to repair washing machine | second hand washing machine olx | coin laundromat business plan | laundry symbols meaning chart | laundry jobs hiring near me | dry cleaner chemical wholesale price | commercial dry cleaning machine price | laundry software free download

## 7. On-Page SEO Code & Structured Data (JSON-LD)

Embed this exact schema in the <head> of your website. Google uses this to generate rich snippets with ratings and price ranges in search results:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "DryCleaningOrLaundry",
  "name": "Clean Is Clean - Laundry & Dry Cleaning",
  "image": "https://cleanisclean.com/images/logo.png",
  "@id": "https://cleanisclean.com/#business",
  "url": "https://cleanisclean.com/",
  "telephone": "+919876543210",
  "priceRange": "₹₹",
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": ["Monday","Tuesday","Wednesday","Thursday","Friday","Saturday","Sunday"],
      "opens": "09:00",
      "closes": "21:00"
    }
  ],
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.9",
    "reviewCount": "120"
  },
  "areaServed": ["South Delhi", "Gurugram", "Noida", "Central Delhi"],
  "hasOfferCatalog": {
    "@type": "OfferCatalog",
    "name": "Laundry & Dry Cleaning Services",
    "itemListElement": [
      { "@type": "Offer", "itemOffered": { "@type": "Service", "name": "Wash & Fold (By KG)" } },
      { "@type": "Offer", "itemOffered": { "@type": "Service", "name": "Wash & Steam Iron (By KG)" } },
      { "@type": "Offer", "itemOffered": { "@type": "Service", "name": "Luxury Garment Dry Cleaning" } },
      { "@type": "Offer", "itemOffered": { "@type": "Service", "name": "Shoe Cleaning & Repair" } }
    ]
  }
}
</script>
```

## 8. WhatsApp Review Hack: How to Rank in 30 Days

Google Maps gives top visibility to businesses that actively gain reviews containing service keywords. Follow this 2-step system:

### STEP 1: WHATSAPP REVIEW PROMPT (AFTER DELIVERY)

```
"Hi [Customer Name]! 👋 Your clothes have been delivered fresh and crisp!

Could you please take 30 seconds to support our local team on Google? ⭐⭐⭐⭐⭐

👉 [Insert Your Direct GMB Review Link]

💡 Mentioning what you got cleaned (e.g., Wash & Fold, Suit Dry Cleaning, or Steam Ironing) helps our local business tremendously! Thank you!"
```

### STEP 2: OWNER KEYWORD RESPONSE (BOOSTS SEO)

```
"Thank you so much [Customer Name]! 🌟 We're thrilled you loved our doorstep laundry pickup and dry cleaning service in [Your City]!

Our team takes immense pride in German eco-friendly detergents and crisp Italian steam ironing. Look forward to serving you again soon!"
```

## 9. 30-Day Local Ranking Action Checklist

✓ **Day 1:** Claim Google Business Profile, select `Dry Cleaner` as primary, add 5 secondary categories.
✓ **Day 3:** Fill in all 6 GMB services with prices and pre-written descriptions from Section 5.
✓ **Day 7:** Upload 20+ real photos (shop front, washing drums, steam iron station, delivery bags, folded clothes).
✓ **Day 10:** Deploy website on Hostinger with Schema.org JSON-LD and WhatsApp order routing.
✓ **Day 15:** Secure first 15 Google Reviews with service keywords via the WhatsApp review script.
✓ **Day 20:** Create free local citations on Justdial, Sulekha, and IndiaMART with identical NAP.
✓ **Day 30:** Cross 30+ 5-star reviews to unlock permanent Google Maps 3-Pack placement!