

Case Study: Alert Gutter Cleaning

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The client

Alert Gutter Cleaning is a gutter and solar panel cleaning business run by Corey Banks on Sydney's Northern Beaches, based in Cromer. Before working with Stackly Digital, Corey had no website. He ran the business two days a week around other commitments, and every job came from word of mouth or a Facebook group post he put up roughly twice a year.

The challenge

Corey wanted to grow Alert Gutter Cleaning from a two-day-a-week side operation into a full-time business. The gap wasn't skill or demand for gutter cleaning on the Northern Beaches, it was visibility. A Facebook post every six months isn't a marketing system, and word of mouth only travels as far as the last happy customer talks. Worse, showing up in a local buy-swap-sell group with no website behind him made Alert Gutter Cleaning look like a bloke with a ladder rather than a proper trade business, which is a hard first impression to convert into a booking.

What Stackly built

Stackly Digital built Alert Gutter Cleaning a website on alertguttercleaning.com.au with one job to do: turn a visitor into an enquiry. That meant a clear statement of what the business does and where it works, laid out so the call-to-action is never more than a scroll away, and a quote request form that asks only what's needed to follow up, not a wall of fields that gives someone a reason to bail out.

The website wasn't built to replace the Facebook posts Corey was already running, it was built to make them work harder. Every post now carries a link to a site that looks like a business rather than a listing, so the same audience he'd been reaching for years suddenly had a reason to trust the post and act on it.

The results

Metric	Before	After
Facebook posting frequency	Roughly once every 6 months	Monthly
Response to Facebook posts	Flat across the previous 4 years	Noticeably higher, by Corey's own comparison
Website quote requests	None (no website existed)	4 per week

Corey posted more often once he had a website worth linking to, moving from twice a year to monthly. He noticed the response to those posts lift above anything he'd seen in the previous four years of posting, and the only thing that had changed was the website link sitting in the post. On top of that, the site itself started generating enquiries on its own. From a standing start, Alert Gutter Cleaning went from zero web enquiries to 4 quote requests a week landing directly through the site.

In Corey's words:

"I'd been putting a post up on Facebook every six months and living off word of mouth the rest of the time. Once I had a proper site to link to, people actually took me seriously, and the enquiries started coming in through the website itself. I'm finally looking at turning this into a full-time job instead of a side hustle."

— C.B., Owner, Alert Gutter Cleaning, Cromer

Why it worked

Nothing about this result came from a bigger marketing budget or a clever ad campaign. Corey didn't change how he ran his business, he changed what people saw when they went looking. A website that's built to convert, with the call to action where it belongs, turns the same traffic and the same Facebook post into more enquiries, and it keeps working after the post has scrolled off everyone's feed.

If your business is booked by word of mouth and the occasional social post, and you know you could handle more work than you're currently getting, a website built the right way is often the missing piece, not a bigger ad spend.

Want the same result for your business? [See pricing →](#)