

# Case Study: Scrub Exterior Cleaning

STACKLY DIGITAL · 22 SEPTEMBER 2026

## The client

Scrub Exterior Cleaning is a pressure washing and exterior cleaning business run by Max Dixon across Sydney's Northern Beaches and North Shore, covering suburbs including Manly, Dee Why, Chatswood, Mosman and North Sydney. Max handles every job himself, offering pressure washing, soft washing, window and solar panel cleaning, strata and commercial cleaning, with a 5.0 rating across 20 Google reviews. Before working with Stackly Digital, he was trying to build and maintain his own website using various online tools.

## The challenge

Max had tried building his own website using a string of online tools, and none of them got him to the site he actually wanted. Every hour spent tweaking a template was an hour he wasn't out on a job earning revenue. The real cost showed up when a client got frustrated with the DIY site, telling Max it was too confusing to use, and he lost that booking over it. For an owner-operator competing on trust and presentation, a confusing website costs you work instead of bringing it in.

## What Stackly built

Stackly Digital built Scrub Exterior Cleaning a website that does the two things a DIY template couldn't: look like a properly run trade business, and make it simple for a visitor to actually book a job. The centrepiece is the quote form, built to capture the details a client might not think to mention upfront, so Max isn't stuck chasing basic information over the phone before he can even give a price. He just calls the lead, confirms the quote, and gets the job booked.

## The results

| Metric                    | Before                                                          | After                                                 |
|---------------------------|-----------------------------------------------------------------|-------------------------------------------------------|
| Website                   | Self-built via online tools, described by a client as confusing | Professional site built by Stackly Digital            |
| Leads through the website | Low, and cost him at least one client outright                  | Noticeable increase since launch                      |
| Time spent per booking    | Time lost chasing missing job details by phone                  | Quote form captures details upfront, booking is quick |

Since the new site went live, Max has seen a clear jump in the leads coming through the website itself. The quote form does the legwork of collecting details clients might not think to mention, so instead of a back-and-forth to work out the basics, Max can call, confirm the price and get the job in the diary. He's said plainly that he wishes he'd made the switch to Stackly Digital sooner.

## In Max's words (from his recorded video testimonial, lightly trimmed for length)

*"Before working with Stackly Digital, I was stuck trying to build my own website using various online tools, and they just never met my ideal expectations. It was eating into the time I could be out on the field building revenue for the business. The main turning point was when a client got frustrated with my old website and said it was too confusing. I actually lost a client because of it. One of the main changes since the site went live is the amount of leads coming in through the website. I love the quote form especially, because clients add details they might not know they need to give me, and it saves me heaps of time when I call them to get the quote sorted and the job booked. If I could go back in time, I'd wish I'd chosen Stackly Digital earlier. Building a professional website is pivotal for a service-based business, and I wouldn't hesitate to recommend it to another business."*

— Max Dixon, Owner/Operator, Scrub Exterior Cleaning

## Why it worked

Max had the demand and the skill on the tools already. What he didn't have was a website that helped him convert enquiries instead of losing them. Clients judge a service business on how professional it looks before they ever pick up the phone, and a confusing site reads as a confusing business. Once that first impression was fixed and the quote form was doing the information-gathering for him, the leads followed and the bookings got faster.

If you're spending your own hours wrestling with a website builder instead of being on the tools, or you've had a client comment on how hard your site is to use, that's the same turning point Max hit before switching to Stackly Digital.

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