

# INTERNET MARKETING FOR LANDSCAPERS



**Get all the customers and leads you  
want through online marketing !**



By Henrik Bruhn

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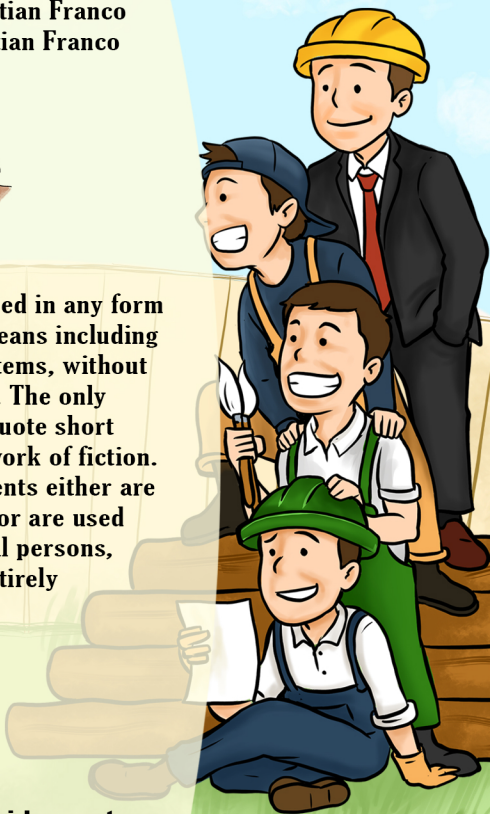
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# INTRODUCTION



## What Can You Expect From This Book?

In this book, we will talk about numerous strategies to help start your online marketing journey to help grow your landscaping business.

When reading this book, expect that you will have in-depth learning about Online Marketing as to why it is essential and its benefit for your landscaping business, especially this season and this age.

You will learn about SEO, types of SEO, what they are, and how they work. What are pay-per-click and pay-per-lead explained, and how does it help grow your business? What SEO components and types of listings benefit your landscaping business? Know the right platforms to use that strictly suit your landscaping business.

You will also learn how to create websites, how to set them up, and what you should include. This book will also guide you on making accounts on several platforms such as Google My Business, directories, Google Analytics, etc. Not only will you be able to learn to make them, but you will also know how to optimize all that we mentioned in such a way that benefits your landscaping business incredibly.

This book will also tackle Social Media Marketing and Multimedia Marketing and how you can apply them to your landscaping business' marketing plan. You will learn about platforms such as TikTok, Facebook, Instagram, etc., and how they can help market and grow your landscaping business. Maybe some media platforms that you least expect will help your business will benefit you.

# Who Am I, And why Should You Listen To Me?



Before I start, I should introduce myself:

My name is Henrik Bruhn. I am the CEO of Landscaper Leads. I was the nerdy computer geek from your old school... you know... the one with the best computer and no girlfriend 😊

I am extremely good at Internet Marketing and am terrible at handyman work. But my friend Jan was an excellent handyman, and he could not get his hardscaping business to take off. We, therefore, decided to trade. For every hour I spent on his Internet Marketing, he would come to my house and work one hour for me. In the next five years, we doubled his business every year, making him the absolute authority on the Internet when people search for dumpsters, gravel, sand, and so on. He completely dominates Google and only has 5-star reviews, so he is a natural choice now... and in 5 years, he 10 doubled his business!

It was, therefore, also a natural choice for me to specialize in my business for landscapers, and thereby Landscaper Leads was born. So, since I do not have the talent to be a landscaper, I will dedicate my life to creating websites and Internet Marketing for landscapers.

**So, in my agency, we do precisely what's in this book every day, and if you don't want to do this stuff yourself, we would love to do it for you.**

**We will create the most stunning website to convert visitors into new clients if you do not yet have a website. We will make you great social media profiles that will get a steady flow of visitors to your lovely website. We will ensure you have hundreds of positive reviews on Google, leaving your colleagues full of envy. Still, unfortunately for them, we do have protected areas, so we will only work with one landscaper in each city!**

**If you already have a website, we will install our landscaper marketing software that will flood your inbox with leads and new customers... and we even give you a 2-week trial so you can see the results before we ask for money. We will install it all and demonstrate it for you; then, we will know if it's worth it. We don't think we can be fairer than that.**

**We can handle all your Internet and marketing for you, so whenever you need more customers, you let us know, and we will get them for you within a couple of weeks.**

**Landscaping is my passion, and Internet Marketing is my skill, so I created this book. I want to give you the best knowledge you can get, so you can do it yourself if you want, and if you're going to work with us — you will know exactly what we do.**

**If you want to reach out to us or have questions, feel free to e-mail me an e-mail at [henrik@landscaperleads.net](mailto:henrik@landscaperleads.net).**

**I hope you enjoy reading the book as much as I did write it.**

**Henrik Bruhn**





# Chapter 1

## Landscaping As A Business



### Dynamic

*dy·nam·ic* - /dī'namik/

(of a process or system) characterized by constant change, activity, or progress.

Like any other business, landscaping also is dynamic, for it needs to keep up with the changes that time and technology bring. Marketing has evolved to use the most recent technology to remain effective for all types of businesses. Although traditional marketing still has some of its former magnificence, digital marketing is gradually taking over as a need in a time when the internet rules the roost.

Shopping, finding information, communicating, and entertaining oneself, especially in this day and age, can all be accomplished with a single click or tap. It is only natural for your landscaping business' strategies to evolve too. Because whatever worked for you before may not work today.

Though we can never deny that traditional marketing did its job and was highly beneficial to your landscaping business in the past, we need to accept the things that change offers, like online marketing! The goal is to introduce you to new strategies for better marketing for your landscaping business.

Catching up with the changes around you benefits you more than you know; it will take a little bit more effort, but entering the landscaping industry must have a "whatever it takes" mindset. As you read this book, belief, be expectant, put everything into practice, and you will win!

# Who Benefits From This Book?

There are four types of Landscapers, and regardless of which are you in these four, this book will surely benefit you. This book will help you, if not jump-start, improve your online marketing. Get all the customers and leads that you want through online marketing!

## 4 Types Of Landscapers

### Landscape Architect



Landscape architects are trained in creative and technical skills to design grading, irrigation systems, the layout of driveways, walks, and other hardscape features, as well as construction details and planting plans. The landscape architect can work for an established design-build company and see the project through to completion, or they can perform solely as a designer and adviser.

### Landscape Designer



Landscape designers are as diverse as landscape architects; some are only ready to create perennial gardens, while others are “unregistered,” with numerous in-betweens. Many landscape designers have degrees in architecture, art, or ornamental horticulture. Most landscape architects are plant experts who can lay out walks, driveways, patios, and necessary drainage. While some strongly emphasize design, others pay on commission. Many garden stores and landscaping companies employ landscape designers. The skills of a landscape designer can vary depending on their background, education, and experience. It is usually best to visit previous projects and, if possible, contact references.

# Landscape Contractor



A landscape contractor installs the design. On occasion, specifications for a plan that a contractor will install by an architect or designer. A design-build company will provide the project's installation strategy, resources, and expertise. Installing hardscape patios, native plant restoration, landscape lighting, container gardens, garden beds, and other features is a specialty of several businesses.

## Landscape “Design-Build” Firm



A “landscape-design-build firm” is a company that employs landscape architects and designers. You install the designs you develop with your clients. It is a commercial enterprise that carries out the construction, installation, and upkeep of gardens, patios, bushes, trees, and other related outside spaces that belong to your clients.

## Where And How Do I Start This Online Marketing Journey As A Landscaping Business Owner?

This question may pop into your mind, mainly when you are used to traditional marketing and have no idea where and how to start this Online Marketing journey for your landscaping business.

Do not worry; this is precisely why this book exists, to help you and guide you to get leads for your landscaping business and turn them into profit. The following chapters contain more precise instructions to enable you to start your journey as soon as possible.



# Chapter 2

## Internet And Marketing As A Team



### Why Does Your Landscaping Business Need Online Marketing?

As a landscaping business owner, you have probably heard about online marketing; perhaps you are curious why it resounds a lot in the industry. Online marketing enables concentrating on targets with local or worldwide reach, generating significant income with little expense. It demonstrates how to establish, grow, and maintain your landscaping business' online presence on all available platforms. Businesses and companies in this age rely heavily on their online presence, reviews, and customer feedback to succeed. Marketing is critical to the success of any business because they align with the primary goal; to make money, and marketing is a vast instrument to your landscaping businesses get there. A good marketing strategy can help your landscaping business build awareness that you exist, expand your customer base, and increase your sales.

Let us have two landscaping businesses as examples: Joe's Gardening and Hannah's Lawncare. Joe's Gardening uses traditional marketing, the same marketing strategies they have used ever since they started in 1999. Printed flyers, ads in the newspaper, magazines, and a more noticeable name of their business outside their office. While Hannah's Lawncare, on the other hand, still uses traditional marketing, they also stepped into online marketing. Not only do they have bigger chances to acquire more customers, but they are also making their business name known to many.

When customers want to avail of landscaping services, what is the first action they do? They go to search engines such as Google and search for a landscaping service provider near them. Joe's Garden, which has no online marketing, can't be found by potential customers online, while Hannah's Lawncare is visible and appears in the top rank of the search.

Now, which business will have better revenue? Of course, that one that has more customers. And which of these two will be able to get more customers? We can quickly determine by looking at their marketing strategies. Indeed, Hannah's Lawncare is maximizing every opportunity to market its landscaping business and is not afraid to use online marketing.

## How Does It Benefit Your Business?

Online marketing is sometimes misunderstood, particularly by business owners who are not tech knowledgeable; they typically believe it to be difficult and would drastically alter their company when, in reality, it is simple to master.

Increased engagement is one of the main advantages of digital marketing; consider how much time people spend on their smartphones and laptops, especially in this age when every action is chiefly online. Those people could very well be future clients of your landscaping business.

Another advantage of online marketing is that you may provide various materials; you are no longer limited to only written and printed ones. Did you know that anything is possible for a landscaping company with a website? You can make movies, audio, images, articles, slide displays, and more to promote your company. Everything that comes to mind, you can certainly do it!

Digital marketing benefits include increased local visibility, which is crucial if your landscaping business depends on neighborhood clients. Local SEO and locally focused advertising are helpful for businesses and companies looking to increase traffic to your website.

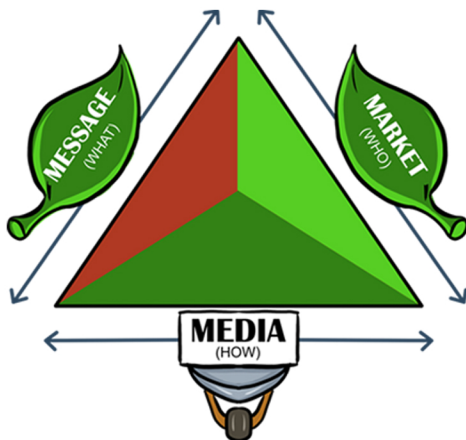
Compare your ability to reach a neighborhood with a digital or online marketing strategy than with traditional. Do you see the difference now?

## Here's What You Need To Know

In starting in everything, knowing the basics is the most important. Most people should be more aware that understanding the fundamentals is essential for success.

In marketing, there are three components you have to know. The **3M** is a marketing model that consists of a **Message** (advertisement), **Media** for delivering the message, and a **Market** for receiving and responding to the message.

Below is an illustration for you to understand what this means more.



Like a triangle wouldn't stand if one side is not present, neither do marketing.

**Message** — Your landscaping business communicates with your clients through marketing message, who your business is, and reasons to choose your landscaping business, which also emphasizes the benefits of your services. The term “messages” covers the actual words and phrases your landscaping business should use in its advertising. In the most specific manner, it should embody what your landscaping business offers. Make sure your landscaping business' message is in a rocket to be able to land on the proper target market. Straight to the point and aiming at the right call.

**Media** — To easily explain, “How” is the definition of media. Media is how you communicate the message to reach your target audiences (market) clearly and effectively. For example, the media might be an article on your Website, a video, a compilation of photos, or an audio file.

**Market** — The market explains the “who,” which means who are the ideal customers for your landscaping business. Be specific about your target market. For example, you can not market your landscaping business to girls ages 12-17 because they are, at the moment, impossible to be your clients. Your market must be the people who have enormous potential to be your clients.

The message is your content, the media is the way of sending the message, and the market is the target audience to receive the news.

Get all three components to work together to push through to more robust sales. Finding the target audience is the first step in doing this. How can you choose the appropriate message or media if you are unsure exactly who you are trying to reach? It's not feasible. Your “who” will therefore control the media and the message.



## There Are Many Ways To Make The Model Helpless, Like:

Right Message	Wrong Market	Right Media
Wrong Message	Right Market	Right Media
Wrong Message	Wrong Market	Wrong Media

No matter how excellent your message is, if you bring it to the wrong market, it will all go in vain regardless of using the suitable media. Each side of this triangle, known as the Marketing Results Triangle, feeds each other. But if the components aren't right, marketing loses its effectiveness.

## Here Is An Example Of Right Message-Wrong Market-Right Media:

**Message** – “I have a landscaping business; we provide services you might need. Serving you Quality and Beauty. Contact Us Now!”

**Media** – Landscaping business website's contents, including videos, graphic layout promotions, articles, and Google My Business listing. ( I will explain as we go on )

**Market** – Homeowners whose houses do not have lawns, gardens, walkways, patios, etc. Homes that most likely wouldn't need landscaping services.

You must be extremely careful in getting the right message to the right market using suitable media. It should be :

- Right Message – Right Media – Right Market

## Here Is An Example Of The Correct News, Media, And Market:

**Message** – “I have a landscaping business; we provide services you might need. Serving you Quality and Beauty. Contact Us Now!”

**Media** – Your landscaping business website's contents, including videos, graphic layout promotions, articles, and Google My Business listing. ( I will explain this as we go on )

**Market** – Stay-at-home mothers in their middle years because they are more likely to use a lawn service. Younger homemakers are more likely to need help mowing their lawns. ( Target market )

Do you see how important knowing the **3M** is? It redirects your landscaping business to the right market to be able to create the right message and send it through suitable media.

Now that you clearly understand the essential things you should learn before jumping into **Online Marketing** let's move to the specifics of your online marketing strategies.



# Chapter 3

## Your Online Marketing Strategies



Introducing the following **OMS (Online Marketing Strategies)** that you will use to help your landscaping business grow in customers and therefore increase profit. I will dive more into them in the following succeeding; for now, this is the overview of what they are and for you to see how these strategies will help your landscaping business.

### Website

Typically, the objective is to draw potential customers to your landscaping services. As a part of your entire digital marketing plan, you can use a website as one of the online marketing strategies. A website can help your landscaping business by letting potential customers know about you, improve sales by having an online presence, etc. I will further discuss later how websites can immensely benefit your landscaping business. More website visitors equals more chances to present your value offer to potential clients.

### Local SEO

What is Local SEO (Search Engine Optimization)? It is the process of enhancing your landscaping businesses' local visibility on major search engines, especially if you have a physical location. Your landscaping business can increase organic traffic from searches made by local customers by adhering to local SEO best practices.



# PPC

PPC works like this; when your landscaping business uses PPC or pay-per-click, you will pay a fee each time your ads open because a searcher clicks it. You only pay when a user clicks on your ad. In essence, it's a way to 'purchase' visitors for your website in addition to generating them naturally: more visitors, more chances of acquiring new potential customers, and more profit.

# PPL

PPL is a network promotional strategy where your landscaping business pays a partner ( a lead agency, which I will discuss later in chapter 9) based on how many leads they generate converting for the client. Of course, increased web traffic online, enhanced ranking and visibility, and, most importantly, increased sales are all goals for your landscaping business. It also aids in reaching your targeted customer groups more quickly.

# Local Service Ads

With the use of local services ads, you may reach out to people who are looking for your services on Google. Customers in your neighborhood will see your adverts, and you only pay if a lead comes in from the ad. Your business hours matter a lot in Local service ads. Open businesses rank higher than those closed when the searchers look for services.

Do not be intimidated when you see the words “pay” or “paid plans” do not worry; I will tackle it later and explain more about this and how it works in the following chapters. For now, hop on to the next!



# Chapter 4

## How To Set Up Your Website



Your Website should do the heavy lifting for you.

Websites are one of the most powerful marketing tools today. Imagine how much it will allow your landscaping business to promote your services in so many ways, not to mention it's free. Websites are a gift from above, which means marketing like never before.

A website is essential for your landscaping business. And its benefits? Immaculate! Now, let's dig in on how to start with a website, create and set up one, and optimize it for better results.

## How To Create A Landscaper Website For Your Landscaping Business For Free

Yes! You read that right, websites for free. Many website builders are free and will be very suitable for your business. So the first thing you need to do is become a free website builder member. Here are some of the Best Free Website Builders:

[GoDaddy](#)   [Weebly](#)   [Mailchimp](#)   [Wix](#)

[WordPress](#)   [Webflow](#)   [Ucraft](#)

The next step is to select the type of Website you wish to build, determine what applies to how your landscaping business should look according to what suits it, and follow your vision. After exploring and adjusting things according to your liking and the branding of your landscaping business, now you should put your Website online and publish it.

There you go; now you have your Website for your landscaping business. In the next point, I'll discuss how to set it up appropriately, so it will help you turn the visitors into clients.

## **What Format Should You Use?**

You can use two types of website formats for your landscaping business website.

First is CMS, a content management system application that manages material and enables numerous contributors to generate, update, and publish information. CMS is the most excellent option if you wish to expand and regularly update your business website.

CMS Samples are :

**WordPress**

**Joomla**

**Drupal**

Next is HTML, which is a superior option because it will speed up your Website if it doesn't need regular updates, revisions, or new content. HTML works best as an on-screen viewing file rather than being printed.

I will discuss consistency and highlight it in the following chapters; we desire a page with consistent updates and contents. As a result, this demonstrates what structure is optimal for your landscaping business website: CMS. Google rewards websites with new content, so the content you publish on your Website will provide search engine crawlers (a spider bot made to crawl to your Website) with additional reasons to visit your site and give you a higher ranking.

Your Website must be crawlable to get ranked on local SEO. "Crawlable" refers to the ability of search engine spiders to find and follow links on and within your Website. Search engines use programs called spiders or bots to find and revisit content (web pages, images, video, pdf files, etc.)

## **What Should Be The Inclusions Of Your Website?**

Here are the following the basics that you should include in your landscaping business website:

**Home** — This usually contains the banner or headline. A website's home page must explain to visitors what the business offers within three seconds. It may appear like this; the company name and then at the left corner, a list of what services you provide, divided into specific classifications so the visitors will quickly look for what benefits they might need.

**About** — This introduces the team and contains the “Why choose us” area. It would be best if you had a tab introduction for your team so the potential customers will be at peace with the people that might work for them. Next is the “Why choose us” page; this should contain exciting stories, articles, taglines, etc., on why the visitors should choose your landscaping business. This tagline, for example: “Our services are inexpensive, but the quality ain't cheap.”

**Our Services** — This page will need to have a list of what services your business offer. You want to have landing pages for each service because it will optimize them with different keyword combinations you are about to see.

**Our Service Area** — Since you are a landscaping business, you will want to make this area show a map and showcase the locations your team goes to provide service, basically your covered area of service.

**Coupons** — Make a landing page where they can redeem promos, freebies, coupons, etc. So the visitors know where exactly to go when they need this page.

**Reviews** — This page contains all the testimonials of the customers; you can pull reviews from Google My Business, HomeAdvisor, and other listings you may have. Reviews give potential consumers peace of mind that you run a respectable landscaping business, are actively engaged in the community, and that the last thing you want to do is offer poor service. With you, they'll feel more at ease conducting business. Customer reviews are so much better when they are shown as screenshots so visitors can easily access them, making the customer reviews more legitimate and credible.

**Image Section** — Showcasing the works of your business. It should contain images before and after your service or the client's inspiration compared to what your company provided. To showcase how you did from previous clients, show the visitors what design your landscaping business can do and what materials your landscaping business has.

**Clients' Guide** – This page contains price ranges, materials and equipment your landscaping business use, characteristics of services, and comparisons.

**Blog** – Blogs must include articles about your landscaping business, such as a clear description of who you are and the background of your landscaping business. Maybe a brief history of your landscaping business, some extraordinary encounters with customers, etc., to entice the visitors to read. These blogs should be relevant to your landscaping business.

**Contact Us** – Remember that these should be your landscaping business' primary contact details, such as e-mail, phone number, and telephone number. Contact Us should also be on every page and has to be significant in size and noticeable to serve as a call-to-action for the visitors.

## Social Media Accounts Links

Every single visitor is interested in knowing how legitimate your business is.

Add a link to your other social media accounts on different platforms so people don't have to search through your other social media accounts manually, such as:



Aside from this gives them a chance to engage with you on social media platforms which also builds your legitimacy to them. They must see that you are a real business and not a scam. It helps create a sense of authenticity.

If you still do not have accounts on the mentioned platforms, consider making one for your landscaping business.

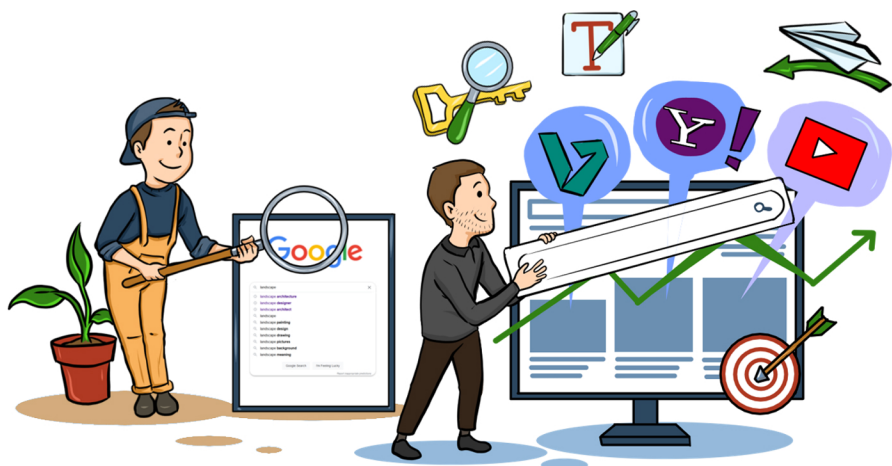
## A Powerful Call-to-Action

People who visit your Website always have different things in mind, like "Should I call them?" or "I want to chat with someone from their team," or maybe "I just want to schedule an appointment," or sometimes "I just want to inquire." These and so much more, the point is you should make their life easy, generate a form where they can leave their name and contact details and a note where they can put their concerns so that you can reach out to them and address their concerns or questions with no bugs. Make their lives easy, and convert them from visitors to clients. Visitors will not think twice when they see that form where they can enter their information and concerns.



# Chapter 5

## How To Optimize Your Website



Before anything else, let's see why optimizing your website is essential. In addition to increasing website traffic, website optimization also aids in the conversion of visitors into leads and customers. Meaning when your website is well-optimized, there is a higher chance that your website visitors will turn into customers.

Now the first thing we should consider is whether your website appears in searches, is your website optimized for searching? Will your website appear in searches when a potential customer goes to Google and types the relevant keywords to your business? A format such as “your city + landscaper,” “your city + lawnmower,” or “your city + garden maintenance.”

**Important note:** When I write “Your city + landscaper” it means of course that you should replace “your city” with whatever your local city is and you should not actually write the +! So if you serve Denton in Texas, you should treat it as “Denton Landscaper” — This applies for the rest of the book.



Some factors determine the rankings to quickly and accurately show the most relevant and helpful results from hundreds of billions of websites. The first is the words in the search query. How related are the words that the searchers used when looking for services online? Next are the sites' relevancy and usability; this means how relevant your site is to the search query. For example, if the searcher is searching for a nail salon, your landscaping business will not appear. Next is your website's authority which I will discuss later and guide you on how to build it. Another one is the searcher's location and settings, let's say the searcher is from California, and your landscaping business is from New York; you will not appear on top because customers want the closest service providers possible. These are just a few of the

numerous aspects and signals search algorithms use to provide you with the most relevant information.

Now you see the factors determining the ranking, next is what you need to do to optimize your website for search to appear on prominent search engines such as:



## Optimizing Your Website For Search Engines

### 1. Pick The Right Keywords

Doing a keyword search is very important; you will see why as you read more. As a landscaping business, you may be offering various services, and the question is, are you showing up for what you offer when people search on the internet? For example, if you offer lawn mowing services, does your website appear when searches look for services online?

Here are a few tools you may use to research keywords to find out what your clients are looking for when they use your services. Some are provided without charge, while others may have a monthly fee:

[Wordstream](#)

[AdWords](#)

[Keyword Tool](#)

[SEM Rush](#)

[Ahrefs](#)

[Keyword Surfer](#)

[AnswerThePublic](#)

[Keyword Sheeter](#)

[Keyworddit](#)

[QuestionDB](#)

[Ubersuggest](#)

[Moz Keyword Explorer](#)

[Google Trends](#)

Using these tools, you may discover new keywords associated with your landscaping business, get an idea of the number of searches they receive, and find out how much it will cost to target them.

For example, this table from Wordstream shows the most searched words for landscaping businesses and how many times people search for them.

<b>Keywords</b>	<b>Search Volume</b>
<b>Garden</b>	<b>673000</b>
<b>Seed</b>	<b>550000</b>
<b>Landscape</b>	<b>450000</b>
<b>Lawnmower</b>	<b>3680000</b>
<b>Mulch</b>	<b>135000</b>
<b>Prunes</b>	<b>135000</b>
<b>Aerator</b>	<b>110000</b>
<b>Planters</b>	<b>110000</b>
<b>Landscape design</b>	<b>90500</b>
<b>Fertilizer</b>	<b>90500</b>

So what you need to do is you should write content for the following keyword combination on your website to make the most of the internet from an SEO standpoint:

<b><i>Your City + Garden</i></b>
<b><i>Your City + Seed</i></b>
<b><i>Your City + Landscape</i></b>
<b><i>Your City + Lawnmower</i></b>
<b><i>Your City + Mulch</i></b>
<b><i>Your City + Prunes</i></b>
<b><i>Your City + Aerator</i></b>
<b><i>Your City + Planters</i></b>
<b><i>Your City + Landscape design</i></b>
<b><i>Your City + Fertilizer</i></b>

Make your website optimized for searches and rank on significant search engines such as Google, Bing, Yahoo, etc. Because your website will only appear in searches if Google clearly understands what keywords and pages it would be showing up for in the search engines.






## 2. Create Landing Pages

As a landscaping business, you may offer various services such as lawn mowing, fertilizing, weeding, etc. Creating landing pages will allow you to get listed on search engines for each group of words for the specific services you offer.

In this area comes the making of the landing pages that should be a considerable part of your website to obtain better results. I showed a table of the most searched keywords for landscaping businesses above; now, you will see their relevance to your landing pages.

Each page on your website can only optimize each page on your website for 1-2 keyword combinations. Please ensure that every keyword optimized with every page aligns with it. Here is an example chart for you to understand more.

Let's say you offer these services in landscaping: garden pruning, lawn mowing, garden weeding, and plant fertilizing.

<b><i>Your City</i> + Garden Pruning</b>		<b>Garden Services page</b>
<b><i>Your City</i> + Lawn mowing</b>		<b>Lawn Services page</b>
<b><i>Your City</i> + Plant Fertilizing</b>		<b>Garde Services page</b>
<b><i>Your City</i> + Landscaper</b>		<b>Home page</b>
<b><i>Your City</i> + Garden Weeding</b>		<b>Garden Services page</b>

The arrow means “when the visitors search these keywords, the arrows should direct them to this website page.”

## 3. Optimize Page Titles

Google determines the page's structure and content from the page title. This data has a significant effect on page rank. Your page title helps search engines decide whether your website matches the search query. It can respond to a user's search more fully.

Paying attention to the primary heading of the sub-pages is crucial in ensuring better search results. Each sub-page's head section contains the HTML tag for the title. It offers a preliminary indication or context regarding the current subject matter of the page.

To optimize the title pages of your website, apply the following tips:

**Add applicable keyword phrases** — It's a good idea to incorporate your main keyword in your page names even though you don't want to fill them with keywords. If you can, position it near the top of the page to make it easier for readers and search engines to understand your website.

**Write for the target market/ visitors** — Your page title should provide the reader with value. Typically, this information will help improve their understanding of an issue or move them closer to a solution.

**Try using long sentences, but not too long** — Your page title should be catchy enough to draw the reader in while remaining concise enough to convey to both users and search engines the meaning and goal of the page.

**Avoid repetition and keyword stuffing** — Redundancy is not going to help you. You might think that stuffing keywords will do, but it will not. A great example of a wrong page title is " Joe's garden, garden services, gardening, garden care, garden weeding,"

**Don't include the name of your business upfront** — Utilize the fact that search engines give the terms that come first in a page title more importance. If it makes sense, Form your headings using your keyword phrases first and then your company name. Like "Lawn Maintenance, Seeding, Fertilization, Removal, Trimming | Green World Builders." This sentence is an example of an excellent page title. Look at how the keywords are all relevant, clear to what the specific page offers, and are not redundant.

**Be as precise as you can with all the information** — Consider the specifics of the page in front of you and try to describe it to improve your page names. For instance, the title should have your keywords in the center of the page solely about "Garden Maintenance." Avoid including broad terms like "Landscaping services."

## 4. Content And Keywords

Getting specific with your keywords and which pages will target which phrases are part of the strategy for your service pages. For instance, the keywords



“garden trimming” or “garden fertilization” would be targeted on your garden maintenance services page.

That said, it is crucial to remember that the Google algorithm considers keyword density. The keyword placement will be organic when you produce high-quality content. Be cautious because cramming your material with too many keywords may not benefit you.

You must give your website the main keyword and follow the keyword density guidelines. Have more extended, pertinent content creation and utilize auxiliary keywords. Page elements should always include the target keyword.

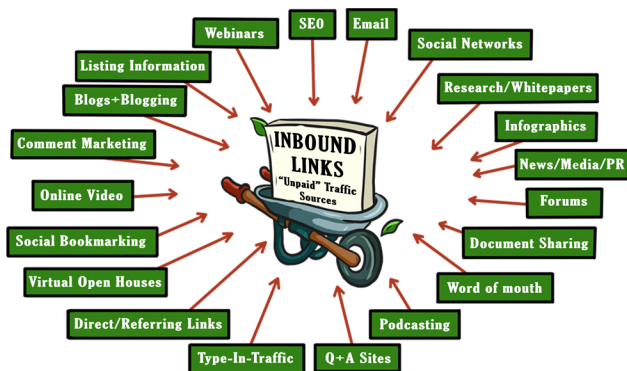
## How To Build Up Website Authority

Obtaining inbound links is the next stage after building the pages so you can rank on the page for your most crucial keywords. The creation of the pages is just the start. Having more high-quality inbound links and citations to your website is one of the ways to rank it higher than your rivals. The more connections are coming in, the better!

You can't just employ useless links, and you shouldn't have many of them. Links refer to external websites that link back to your website. Many marketers have understood that links are essential, but not just any links. Google has acknowledged that if those links aren't pertinent, neither the internet nor your website will benefit. Wrong links can lower your rating; therefore, everything should be good or nothing.

For example, a customer posted a before and after photo. An image that shows what it looked like before your landscaping business provided your services and the result afterward. And then they put a link in their caption, which directs straight to your website. That is an example of an inbound link that is relevant and useful. The more links like this, the more authority your website will have.

Here is an illustration for a better understanding:



## **How And Where Can You Get These Links?**

**Association Links** — Let's say you are involved in some association, whether the national industry association, the local chapter, or some other group affiliation. Visit the websites of those organizations and get listed in the member section. It will give you citations and the opportunity to link to your website.

**Directory Links** — Some examples like Yelp or Google Maps; these online listings let you display your company name, address, phone number, and a link to your website. Some of them even allow reviews.

**Create Interesting Content/Articles** — One of the best ways to generate inbound links is to write intriguing content or articles. For instance, you could produce a report on a well-liked service you provide in your sector and distribute it to thousands of people via article directory websites, each of which can include a link to a specific page on your website.

The more inbound links you have, the more chances of being on top of the rankings. Quality links are the way to go, you do not want irrelevant and garbage links, for it may just result in poor order instead of helping your business rank up. You want to have quality and relevant links that are big in quantity.

## **Optimizing Your Website For Conversion**

### **Contact Information And Prominent Call to Action**

Put your phone number and a “Call now” or “Book now” in the website's header graphic. Have the attitude that your company is always prepared to offer its services. It is a potent tool to have this energy on your page. Our brain works to decide after 5 seconds. If it exceeds that, the visitor will be a little skeptical and most likely not avail of your services. So when they see the call to action, it tricks their brain and makes them decide immediately without hesitation.

### **Image Authenticity**

It would be best if you focused more on this. For example, you should not use stock photos or images that display many tools and equipment you do not own. Never use pictures of landscaping projects that your landscaping business didn't complete.

I understand that giving visitors what they want to see is a good thing. Only if the images you intend to use are accurate and owned by you; otherwise, it would be terrible. For instance, even though your landscaping company does not own a hydraulic excavator, you still utilize a picture of one on your website to draw customers.

Use only images that accurately represent your business's brand, and do not use any that you do not own.

## **Mobile Website**

Primarily, people access the internet through phones; this only emphasizes how vital Mobile Optimization is. So it is imperative to consider your website's appearance on the phone. Does it look weird, or is it optimized as a mobile-ready website? A 3 sentence paragraph may look fine in terms of length on laptops, but on mobile, it will look too long. In reality, no one will want to read an immensely-looking paragraph. These previously mentioned should condense these elements, be screen-friendly, and provide them with the required knowledge. If you check out your website on your phone and it does not look appealing, then the problem is your website, not your mobile phone. And that's when you know you have to do something about it.

Now that your website is all set, off you go to optimizing your business website to be able to appear on prominent search engines.

The greater your website's authenticity, the greater the chance it will generate calls from visitors.

## **Update Your Website Frequently**

Updating the contents on your website contributes to the development of client trust. Customers probably look to your website for helpful information on any market you are in right now. Additionally, updated data improves your website's authority. The ability to educate and inform your website's visitors is arguably the most crucial reason to have entertaining and dependable material on your website. Without content, no one will understand your business's mission, values, or how they can take advantage of what you have to offer.

Updating your website ensures your website's security is up to standard.

Maintaining new and relevant material for readers and search engines, confirming that you adhere to current web design guidelines. Utilizing best practices for SEO to improve optimization and reparation of faulty extensions and other technological components.

## Be Consistent

It may sound cliché, but in Online Marketing, consistency is a crucial thing. It's critical to be consistent in updating your websites and all your listings. Overall, including the details you enter about your business on your website for search engines and searchers, the contents of your website, the services you offer, their quality, and customer services.

Ensure your website doesn't fluctuate. It should never be consistent for one month, then becomes dormant for the next, or has consistent content before going silent for a few months. Sometimes responds quickly to consumers, but other times do so after business hours or, worse, do not respond. Inconsistency can ruin whatever you have established well on your website.



# Chapter 6

## Local SEO (Search Engine Optimization)



The primary goal of SEO is to make your landscaping business more visible on popular search engines.

Here is the distinction. Local SEO enables you to seize local search territory to interact with searchers in your area, unlike traditional SEO, which concentrates on increasing your site's visibility on a national or international scale.

When someone searches locally, they are looking for businesses, goods, services, or other information pertinent to a particular area. They might type in "landscapers near me" to look up a landscaping business in the neighborhood or "best landscaping service in [your city]" to discover a local landscaping business in your area. In contrast to standard Google searches, local search is more location-specific. Local SEO improves your online presence so that you appear in those local search results.

Why do you need Local SEO? It increases your online presence and brings more specialized traffic to your website, increasing your chances of conversion. Also, this helps build your trustworthiness and credibility as a landscaping business.



# Let's Understand The Three Significant Components Of Search Engine Optimization And Their Differences.

Ad - <https://www.localtreeservicepros.com/>  
Enter Your Zip Code For Quotes - Local Shrub Experts  
Find Local Bush Experts In Your Location - Get Quotes In Less Than 24 Hours. Get Quotes From Bush Removal Experts In Your Location With Your Zip. Find Local...



Google search ad

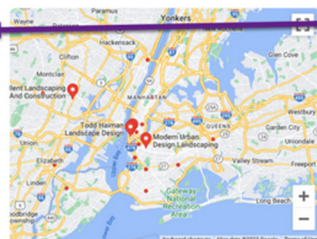
Landscapers | Rating | Hours

**Scope Landscape Architecture**  
4.4 ★★★★★ (8) Landscape architect  
7+ years in business · New York, NY · In Broadway ch...  
Open · Closes 6PM  
Website Directions

**New York Plantings Garden Designers & Landscape C...**  
3.9 ★★★★★ (26) Landscape designer  
20+ years in business · New York, NY · (347) 558-7051  
Open · Closes 7PM  
Providers: Landscaping Landscape Design  
Website

**Todd Haiman Landscape Design**  
4.5 ★★★★★ (8) Landscape designer  
7+ years in business · New York, NY · Near the Nation...  
Open · Closes 5PM  
Providers: Backyard landscaping  
Website Directions

More businesses →



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People also ask |

- How much do local landscapers charge?
  - Can you negotiate price with landscapers?
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<https://www.angi.com> · Services Near Me |  
Top Landscaping Near San Jose - Angie's List

Here top landscapers near your location with Angi ratings and reviews. Connect for free with landscaping contractors or read reviews from your neighbors to ...

Organic search result

**Organic Listing** — The practice of raising your rankings in unpaid (organic) search results on search engines like :



They are known as organic search engine optimization. There is no per-click fee associated with this kind of search engine, similar to the map listings; it is free. But the thing is, you can not “pay” or “buy” your way up in the rankings of this type of listing. You will only be on top of the rankings in this listing if you do keyword research, link building, and consistent content production (discussed in chapter 5).

**Maps Listing** — Most likely, the map listings will be the first thing someone looks at when searching for specific services in your area. If a potential customer would like to avail of your landscaping services, they will most likely go on maps and look for what is the nearest and most relevant business they could find. Similar to organic, you cannot purchase your way into the map listings, in contrast to the premium area of the search engine. But it also comes with keyword research, link building, and consistent content production (discussed in chapter 5). Here are map listings you can maximize for free:

## Google My Maps

## Google My Business

**Paid Listing** — In paid listings, you can choose keywords appropriate to your landscaping business and then pay to appear in the search results in the paid area of the search engines. Keyword research is essential because you want your paid listing to be worth your money. Your paid listings and keywords research are a team. When using paid listings, you should know the relevant keywords for your landscaping business. For example, the searcher searched for “tree removal + your city.” Let’s say that is one of the most searched keywords for landscaping businesses, but you did not pay for it because you did not know the importance of keyword search. Instead, you pay for “landscaper + your city,” which is not specific enough because searchers are particular when looking for landscaping services online. You will not have the traffic you expect because the keywords you paid for are not top searched. t

## Listings That You Must Have For Your Landscaping Business

You might ask why these listings are “must haves” for your landscaping business. Simple. Because Google My Business and Bing are the top search engines for companies, Facebook and LinkedIn are the top most used platforms worldwide. They are free of charge and highly effective when used correctly ( optimized ).

**Google My Business**— You can control your landscaping business’ appearance on Google Search and Maps using the free tool Your Business Profile. You can connect with consumers, share updates, list your goods and services, take online orders, and more with your landscaping business profile.

**Bing Places for Business** — With the help of the free Bing service Bing Places for Business, your business can take control of the accuracy of the information that customers see about your landscaping business.

Creating a **Facebook Business Page** will help you engage with clients and provide essential details about your services and future events. Reaching new clients is simple and efficient with Facebook business pages and Messenger ads.

**LinkedIn Companies** — It is a terrific approach to expand your professional network as a landscaping company. A professional can be helpful when it comes to offering your landscaping services.

## Local SEO Strategies

**Have a GMB Listing** — Provide your complete and correct business name, location on a map, business category, phone number, and website. When you have a listing, the next thing you should do is upload photos of your landscaping business—pictures of your previous creations, materials, etc. You could then enter your business hours. This action will help so much with your local SEO.

**Compile Customer Reviews** — The importance of review signals to your local search ranking. Therefore, in addition to strengthening your reputation, having many genuine reviews, excellent ones could do wonders to increase your visibility in local search. Consequently, it would help if you made an effort to gather more sincere client testimonials for your landscaping business.

**Link Building** — I discussed earlier in the previous chapter that inbound links build your website's authority. Collaborations, guest posts, and other opportunities could all be great ways to get high-quality backlinks from other websites and sources. As an illustration, when you see local clients' backlinks to landscaping businesses' websites when posting results on social media, it is a perfect example of a relevant backlink. Acquire more of these quality inbound links, and your ranking will improve.

## Search Engine Algorithm

A search engine's algorithm aims to swiftly and accurately respond to a user's search query by displaying a relevant group of high search results. Make sure your website and listings have accurate and consistent information so that you will appear on the display of searches relevant to your landscaping business.



# Chapter 7

## (PPC) Pay-Per-Click Listing

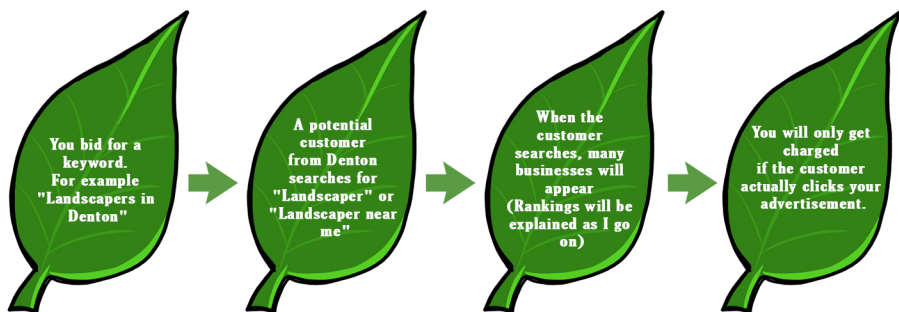


Pay-per-click, or PPC, is an internet marketing strategy where your landscaping business pays a fee each time one of your adverts is clicked and gains visits. Essentially, it's a method of purchasing visitors to your Website rather than trying to "win" those visitors naturally. One of the most often used types of PPC is search engine marketing. If a user searches for a keyword associated with your services, it enables you to compete for ad placement in the sponsored links of a search engine.

It would be best if you gave the search engine a nominal price for each time someone clicks your advertisement and directs a user to your Website. The cost is nothing compared to when PPC operates well because the visit is worth more than what you paid. To put it another way, if you spend \$3 for a click and the click generates a \$300 sale, then you have profited handsomely.

For instance, if you bid on the keyword "landscaping business in your city," your ad might be at the top of the Google search results (depends on optimization for high rankings). You are required to give the search engine a nominal fee each time one of your ads is clicked, directing a visitor to your Website. Then the magic happens, the little money you paid, say, \$3, and your Website is well optimized for conversion, and you get the customer, see how your \$3 turned into so much more? That is how pay-per-click works.

Here is a cycle to give you a much more non-complicated way to understand PPC.



## 10 Landscaping Pay-Per-Click Affiliate Programs For Your Landscaping Business

1. [AeroGarden](#)
2. [Succulents Box](#)
3. [Forestry Suppliers](#)
4. [Seeds Now](#)
5. [Garden Tower](#)
6. [Click & Grow](#)
7. [Botanical Interests](#)
8. [Hoss Tools](#)
9. [Power Planter Australia](#)
10. [Urban Leaf](#)

You can sign up, but you have to continue reading so that you will know the formula. Here is what it means, do you think PPC will work well for your landscaping business if your Website is not optimized for conversion? Or how do you think your landscaping business will benefit if the Website is optimized only for conversion and not for searches?

All the tips, techniques, and instructions in this book complement and fill each other's shortcomings. Think of this book's contents as a "team" or a "body." When the left foot can't walk right, it will affect the whole body. When one does not function right, it affects the entire landscaping business.

## How To Succeed In PPC?

Since keywords form the basis of pay-per-click campaigns, it makes sense that many advertisers are focused on the keywords. However, how those keywords are well-put together and structured is just as crucial.



Without efficient PPC administration, getting the most out of your PPC campaigns and adverts will be impossible. It is not sufficient to “set it and forget it”; you must be ready to put in the effort necessary to manage your account. Fortunately, PPC administration doesn’t have to take a lot of effort, but it’s crucial to understand which aspects of your account require improvement and which will bring in the most money.

I will discuss the methods and tools you may employ to streamline and improve your landscaping business’s PPC administration.

## **Keyword Research**

Whether you’re primarily using pay-per-click (PPC) or sponsored search marketing campaigns or trying to boost your organic search engine optimization (SEO) results, keyword research is an essential component of search marketing. You must learn how to conduct keyword research if you want to market through search successfully.

To acquire a competitive advantage, continuously find excellent, focused new keyword opportunities. Continually and effectively put your keyword research to use. Make keyword research an integral part of your overall search marketing strategy so that the terms you discover will generate revenue for your landscaping company.

Free keyword research tools are in chapter 5. You can do keyword searches easily and for free.

## **Keyword Grouping**

Strong top-level keyword groups often consist of one term, frequently a noun, and should be distinctive for your company. These terms often refer to your landscaping company’s broader product or service offerings, such as “lawn fertilizing,” or “lawn mowing.”

There is some overlap between the terms “lawn” and “fertilizing,” for instance, one of your best-performing keywords is “lawn fertilizing” Which phrase distinguishes things more? Which has a higher chance of being the offering?

The answer is “lawn”; while there may be many distinct inquiries containing the word “fertilizing,” they are unlikely to be very pertinent to the services offered by a landscaping company. A top-level keyword group would be appropriate for “lawn” as one of your services.

# Advertisement Text

Three things unify effective PPC advertisements:

**1.Characteristics** — As a landscaping business, your PPC ads should highlight what your landscaping business offers. It should showcase the services you provide and your specializations.

**2.Advantages** — Consider the age-old advice of salespeople attempting to make a deal with a prospect while describing the edges of your product or service: “What does it do for people? What benefits will clients receive from selecting your good or service?”

**3.An Instruction** — I already discussed this in the previous chapters, call-to-action. Your PPC ad’s call to action, which asks or orders the user to take a particular activity, like make a purchase or sign up for an offer, will change based on what you want your customers to do. Incorporate persuasion into your call to action (or CTA). For instance, employing the term “get” rather than “download” may increase conversion since “get” suggests emotional takeaway consumers want to “grab” something rather than “download” it.

**4.Landing Pages** — I already tackled this one in chapter 5. Also, SEO landing pages are present to appeal to search engine algorithms, determining whether a page is worthwhile to users. People assume that optimizing landing pages is unnecessary because most marketing initiatives are brief.

Along with ensuring that these four aspects of your paid search campaigns adhere to best practices for PPC administration, you’ll discover that developing systematic workflow priorities will make it easier to decide which parts of your account to concentrate upon most of the time.



# Chapter 8

## Map Listing — Google My Business

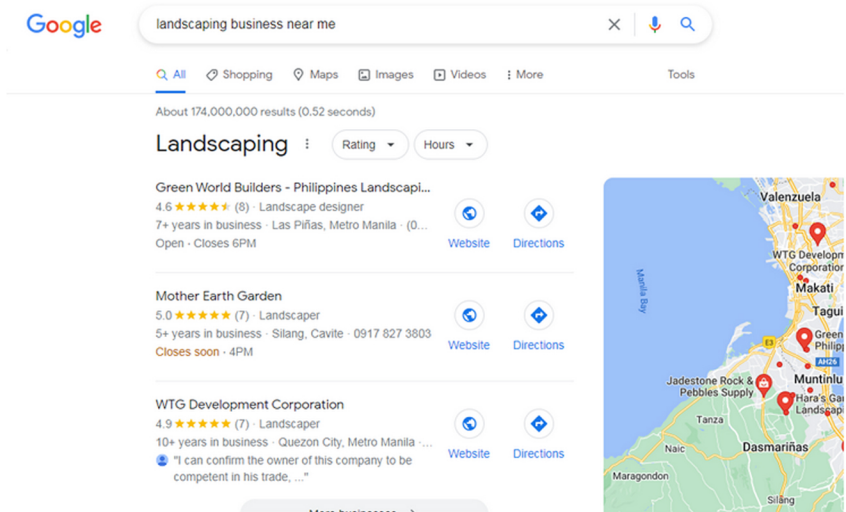


You might or might not have heard about it, but you have used it or at least seen it. Google My Business is a free web listing service that uses the Google search engine GMB (Google My Business). Another free one! It is one of the best strategies for growing your landscaping business's online clientele. It is the best method for getting your landscaping business found on Google as soon as a potential customer search online for the closest landscaping business.

When your landscaping business has a Google My Business page and a customer looks for the services you provide online, it will immediately appear on Google searches (rankings explained later on). When a customer searches for "Tree cutting services near me," your landscaping business will appear in the Google search. Bingo, if your name is selected, you now have a brand-new client.

Google My Business seeks to increase your visibility online to aid in your landscaping business' growth. It ensures that whenever a customer searches online for services that are compatible with your landscaping business, they will be able to find your local landscaping business.

Searchers can find your landscaping business using the information on your Google My Business listing. Additionally, a Google Business Profile helps your local SEO.



See the highest ranking landscaping business near the searcher? It could be your landscaping business! Indeed, its Google My Business page is well-optimized the page for searches.

## How To Start A Google My Business Page?

Set up an account. It might be overwhelming and sound like a lot of work when we read phrases like “Setting up a listing in Google My Business.” It doesn’t, which is terrific news! By creating your listing, you can launch the Google presence of your landscaping company. It is quick and straightforward. You only need a Google Account to get started.

Here is a quick tutorial on creating a listing for your landscaping business on Google My Business.

### 1. Access Google Business Profile Manager By Logging In

If you already did sign in to a Google account, you are automatically present in Google Business Profile Manager. If not, log in using your standard Google login information or register for a new Google account.

### 2. Enter Your Landscaping Business

Type the name of your landscaping company here. If it doesn’t appear in the drop-down menu, click “Add your business” on Google. After selecting the category that best describes your landscaping business, click “Next.”

### **3.Include Your Contact Details**

It is a crucial action to do. Enter your landscaping business phone number and website URL so customers can reach you. A phone number won't be necessary unless you want people to be able to call your landscaping company. Once all of your information is present, click "Next."

### **4.Verify Your Company**

Give a precise street address. This data is needed to verify your landscaping business; it is not shared with the public or displayed on your Google Business Profile. After inputting your address, click "Next." You will receive suitable alternatives for validating your account. For address confirmation, physical businesses must get a letter in the mail.

### **5.Make Your Profile Unique**

Here is where the fun starts, and you can better convey the spirit of your landscaping business. This feature gives your landscaping company a chance to stand out. Include your landscaping business's hours of operation, preferred ways of getting in touch with you, contact information, and photographs. When you are ready, click "Continue" here. You will be in the Business Profile Manager dashboard. You may manage your landscaping business page, look over insights, manage reviews and messages, and create Google ads from this page.

## **Factors That Influence Google My Business Rankings**

### **1. Enter Complete And Accurate Data (NAP)**

Ensure that the principal category for your business listing is appropriate. For each search, local results favor the most pertinent outcomes. The critical information below is present in the primary type that needs to put consistent and precise.

**Name of the Business** — Never squeeze more than one word into the name field; always use your actual business name so that searches won't be affected. Don't include additional terms like "Hannah's Lawncare Your City," for instance; use "Hannah's Lawncare." Use the correct format and do not add unnecessary words to your company name because it would go against Google Places' policies and may lower your chances of higher ranking.

**Address** — Enter your precise legal address in the address field. Ensure the same address is on all other web directories, such as YellowPages.com and CitySearch.com. For placement, your NAP's consistency is crucial.

**Phone number** — Use a local, rather than an “800”, number for your phone number. Make sure the number is your actual office number. They don't rank well, “800” numbers. We don't want you to use a tracking number because it won't be consistent with your other online directory listings and will hurt your rating.

**Categories** — Use ALL five classes; you are allowed to use them. Use categories that accurately reflect your landscaping company's “is” rather than your it's “does.” You can therefore employ “Landscaping Services” and “Gardening Services.”

As previously noted, maintaining a consistent Name, Address, and Phone Number profile online is crucial for appearing highly on the Google Map for your neighborhood. It acts as an authority signal in Google's eyes.

To make sure that your genuine NAP is constantly in demand online, it is crucial that you first determine it before moving on to claiming your Google Map listing and building citations.

## 2. Business Title's Keywords

When your landscaping business uses highly descriptive words in its name, it will perform better in GMB, albeit you probably have little control over it and shouldn't keyword load your name for rankings' sake. For instance, Hanna's Lawncare or Joe's Gardening will likely score higher than a landscaping business with the clever name “The cutter, the planter and the gardener.” Title keywords are not the place to be creative and complex; this is a place for straightforwardness and simplicity.

## 3. Good Feedback On Google

Customers are more inclined to suggest you to Google if they do find your landscaping business provided and excellent service. Your landscaping businesses with better ratings than those with lower ratings appear higher in the Local Search. Bonus advice: Despite having no control over what clients write about you, it's crucial to understand that client reviews that include pertinent keywords can boost your ranking.

As your landscaping business changes, make sure to keep your information current. For users to understand what your landscaping business does, where your location is, and when they can visit, ensure you have included accurate business information in the Business Profile.

## **4. Distance From Searcher**

Google returns GMB listings that are close to the searcher's current location. Unfortunately, you have no control over these ranking criteria; location plays a massive role in this factor.

## **How To Optimize Your Local Ranking On Google My Business**

### **Accurately Completing Your List**

To get the most accurate results, Google will use the information from each component. Give Google a complete image of your landscaping business so it knows all your services and can produce the most accurate results. Finishing your listing will save time, effort, and additional conversation. Your Google My Business page's correct and precise listing will raise your landscaping business's local SEO rating.

### **Accuracy Of Your Landscaping Business's Details**

Verify your entry of the company name, address, and phone number. It must be an exact match to the details on your Website. Such crucial business information must be truthful and presented on the Website in an easy-to-understand manner.

### **You Are Consistently Updating Your Website And Uploading Excellent Photos**

Treat your Google My Business profile like Instagram or Pinterest; keep accuracy in mind while ensuring that the photographs appear beautiful. Work harder to make both nice so as not to deceive the clients by making the contents look fantastic in the images but awful in person. The more recent and excellent your photos, the more likely your landscaping business will attract clients.

You should post on Google My Business at least once every seven days. Many businesses have achieved good results and increased rankings by posting once each day. Companies that frequently use Google products tend to receive favorable treatment from Google.



## **Answering Reviews**

Recognize reviews, good or bad. Let them know you appreciate their taking the time to give your landscaping business a review. Providing a brief assessment takes time and effort because people are busy with their daily lives. Make sure to reply to reviews and let them know you value their input. After the transaction, they may have just lost interest, but if they left a review, they must have had a cause.

## **Keep Your Hours Accurate**

Regularly update your available times and additional hours for holidays and special occasions. It gives customers trust that your landscaping business will be open when they need it by providing accurate hours information that lets them know when you're available.

## **Relevance**

It is the degree to which a local business profile corresponds to a searcher's needs. To help Google better understand your landscaping business and link it to pertinent searches, provide precise and accurate business information.

## **Prominence**

The term "prominence" describes how well-known your business is. Search engine results attempt to reflect the fact that some locations are more well-known offline through local ranking. Famous museums, storied hotels, or well-known retail chains, for instance, are likely to appear prominently in local search results.

Furthermore, Google determines prominence records collected about a company from various online sources, such as links, articles, and directories. Best search engine optimization (SEO) practices are in place because your position in web results is also a consideration.

The best search engine in the world is the Google Search Engine, which is also one of Google's most well-known products. Google has gained over 70% of the market for search engines. A Google My Business account is a significant boon for your company.

# What Are Citations, And Why Are They Important?

Citations are references to your landscape business's name, address, phone number, or NAP as it appears online. These details might appear on social media platforms, websites, apps, and local company directories. Citations both aid in local company discovery and affect local search engine rankings.

In particular, having solid essential citations can improve your position on Google's local search results pages. These details are necessary because they define your identity and help Google separate you from all other businesses listed online. They also function as a distinctive marker and your business's identity. Without citations, a company can appear unremarkable to the search engine algorithm and hence have a lower chance of appearing in pertinent searches. Sources improve your rank and enhance a search engine's confidence in the data about your landscaping company.

A significant component of local search engine optimization, particularly when positioning your Website in Google's map results, is building up your Name/Address/Phone (NAP) citations. You can make local citations from hundreds, if not thousands, of sources. However, specific sources are more pertinent to home service firms than others, and vice versa. Spend your time producing impactful citations of the highest magnitude.

Your Name, Phone number, e-mail address, and Website should all be consistent when creating citations. It would be best if you made a unique description highlighting your service areas and product offerings for each reference, but the NAP must be consistent and the same.

## Look At The Most Popular Citations For Your Area

People expect Local citation sources. Suppose you're in New York; for instance, [\*\*chamber.Nyc/directory\*\*](#) is a fantastic example. Search for terms like "your city business listings" and the country and city levels to find these.

Conducting a Google search for the services you provide in your location is another excellent technique to discover relevant citations for your niche. And then get a listing!

Many citation sources are listed when you scroll through the first few pages of results. You can tell Google values directory websites' entries if they appear in the first few pages of search results.

The good news is the following top 10 directories for your lawn and landscaping businesses do not demand payment or need the use of an unsavory third party.

1. **Angi**
2. **Thumbtack**
3. **Houzz**
4. **Porch**
5. **Fixr**
6. **BuildZoom**
7. **Yellow Pages**
8. **Yelp**
9. **Manta**
10. **MapQuest**

After creating these listings, you should proceed to update them at least once every three months with fresh photographs and details.

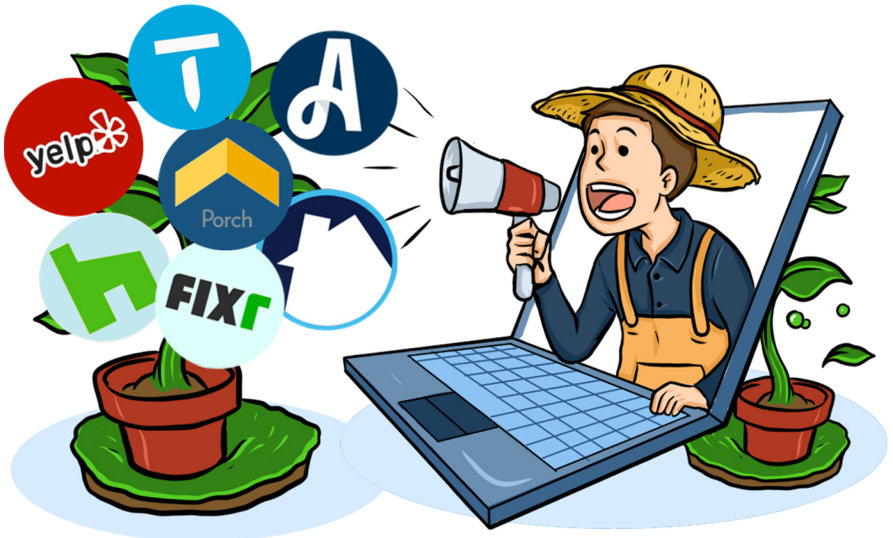
If you need more help, feel free to visit our website now:

**<https://landscaperleads.net>**



# Chapter 9

## PPL — Pay-Per-Lead



Pay-Per-Lead is a marketing strategy to help your landscaping business gain new customers. It refers to the practice of paying those who advertise for you as a landscaping company based on the number of leads they generate that suits your demography. Let's take the example of creating a landing page (described in chapter 5) on your website to promote your lawn maintenance service. Then, your partners will direct the visitors to that exact landing page of your website.

Once the visitors are directed to the landing page for lawn maintenance service on your website by your affiliate, there should be a form for them to fill out. The form should be asking for their primary contact information, such as:

<b>Name</b>
<b>Contact Number</b>
<b>E-mail Address</b>
<b>Zip-Code</b>

And once the visitor fills out the form and submits it, your landscaping business will get charged; a cost per lead offers the form. At this point, the revenue opportunity enters.

Below are the top 10 pay-per-lead sites for your landscaping business that will help you acquire good leads and turn them into actual customers.

## **10 Top Pay-Per-Lead Listings For Your Landscaping Business**

**CraftJack**

**ConXpros**

**YardHookup**

**HomeYou**

**HomeAdvisor**

**PBTPLeads**

**99calls**

**ServiceDirect**

**Houzz Pro**

**Billy.com**

All you need to register is an E-mail address and verify your account. After that, you're all set.

## **Cost**

You have to avoid thinking that your landscaping business can get by on a tight to no marketing budget, regardless of the number of inexpensive and even free alternatives to advertise your services, especially in this age where online marketing is critical and necessary for businesses like yours. The truth is, you'll still need to pay money to keep up.

So how much should you allocate for pay-per-lead?

Prices continuously vary depending on the category, location, referral, type of service, etc. But here is the price range of the mentioned pay-per-lead sites above.

<b>Lead Generation Agency</b>	<b>Cost Range</b>
<b>CraftJack</b>	Ranges from \$11 – \$57 per lead
<b>ConXPros</b>	Lead prices vary per category and location. You will only pay for the leads we deliver to you.
<b>YardHookUp</b>	\$250 sign-up fee. \$30 referral fee for jobs under \$300. Tiered fee schedule for jobs over \$300.
<b>HomeYou</b>	It depends on the type of service and location
<b>HomeAdvisor</b>	\$45-\$75 per shared lead plus \$28.99 per/mo
<b>BPTPLeads</b>	It depends on the type of service and market
<b>99calls</b>	\$299 setup fee, then pay only \$29.90 per exclusive lead for the first 20 per month. All over 20 are free.
<b>ServiceDirect</b>	Landscaping \$15-\$135 Lawn Care \$20-\$80
<b>Houzz Pro</b>	Starter – \$65/mo
<b>Billy.com</b>	Between \$5.95 and \$9.95 per shared lead (up to 4 service providers) or between \$15 and \$40 per exclusive lead.



## Tracking Your Leads

Once registered to them, there are lead agencies that let you manage your leads and view all the work done. For instance, let us take one of our examples above, CraftJack. CraftJack allows you to access their Lead Manager tool from wherever you are once you get registered. Lead Manager Tool will enable you to keep track of your leads. Additionally, there are some perks to being a mobile app user. Aside from you can easily track your leads and leave specific notes to refer to later, change the status of your leads, request reviews, and even text a lead via the app.

The good thing is that most of the lead agencies have the Lead Manager Tool perk once you get registered to their sites. But just in case, let us say that your lead agency does not have a lead management tool for you to access like CraftJack's, do not worry. There are still free and easy-to-navigate tools to help you track your leads. Such spreadsheets like Microsoft Excel or Google Sheets, these tools can provide your landscaping businesses with a no-frills solution for lead tracking and lead organization.

There are also other free sales lead tracking templates so you will never have to do it by yourself from scratch, tools such as:

[Sheetgo](#)

[ToolsOnCloud](#)

[SmartSheet](#)

## Stages Of The Leads

You must know about the stages of the leads so that you will know which ones require what action. Who you should reach out to, follow up, recycle or stop contacting.

### Early

The early stage consists mainly of actions to get to know the leads and interactions with them because it is imperative to learn to classify your leads. Do they fit the demography and target market of your landscaping business? Do they have a big chance of being your customer? If not, it is no point in letting them reach the middle stage. This stage is critical. You have to figure out whether your leads are qualified or not. This stage is crucial because any lead which passes this stage should be a potential customer of your landscaping business.



# Middle

The middle stage is where the magic happens. When the leads are qualified, then this is the stage where the customers will provide them with the services they need. This stage is where the transaction and agreements take place—the location where the leads become official customers of your landscaping business. Once the leads are in the middle stage, it means that the lead is entirely interested in availing of your landscaping business services.

# Late

The late stage is everything that happens after the transaction. If the client is someone who turned into a customer or a rejected one because they did not pass the early stage or recycled, they might still have the potential of being a future customer of your landscaping business.

Now that you know about the stages of leads, you will see how they connect to the pay-per-lead strategy in the next point.

## What Happens With PPL?

	A	B	C	D	E	F	G	H	I
1	Contact Name	Email	Telephone	Company	Title	Address	Contact Type	Stage	Source
2	Sanchez, Armando	Sanchez@	202-555-0114	DalTech	Owner	1212 Park Drive, Do	Lead	Incoming Lea	Website Form Submission
3	Sato, Takara	Sato@e	202-555-0187	Zen Corporation	VP Sales	1500 Montrose Pike	Lead	Interest	Social Media
4	Mathis, Candace	Mathis@	202-555-0156	Wolff, Ltd	Consultant	4231 Abia Martin Ori	Lead	Qualified Lea	Digital Campaign
5	Wilson, Rachel	Wilson@	202-555-0180	Buckridge & Co	CEO	398 Lexington Ave, I	Customer	Won	Personal Referral
6	Dowd, Linette	Dowd@	202-555-0161	Toughzap Windows	Sales Manager	4082 94th Street, Ni	Referral Source	Other	Website Form Submission
7	Amir, Hasan	Amir@	202-555-0150	Code Now	Co-founder	99859 Pratt Ave, Tul	Referral Source	Other	Email
8	Henderson, Liam	Henders	202-555-0120	Zotware Dishes	Owner	1993 Hoffman Aven	Lead	Qualified Lea	Email
9	Patel, Vishal	Patel@	202-555-0121	Stat Holdings	Director, Sales	2797 Small Street, L	Lead	Incoming Lea	Email

Look at the picture above; see the column Stages and Sources. The stages and sources in this picture are from the company's self-generated leads. That is why it has different sources, and the steps have different statuses. For example, the stages entered in the picture are "won," "qualified," and "interest." Won belongs to the late stage. Qualified belongs in the middle stage and is interested in the early stage. The reason why the picture uses these stages is that they are self-generating their leads. Their leads start from the early stage because it is self-generated.

It is an excellent thing when paying lead agencies. They will do the job for you. If you are paying for leads, your stages will immediately start at the middle stage. Imagine how convenient that is for your landscaping business.

The lead agency's qualification to meet the demographic requirement of your landscaping business depends on the lead agency. It means that your affiliate will only direct leads to your website's landing page if the lead agency thinks the lead has a significant chance of availing of the services you provide. Since you are a landscaping business, you have exact demography as your target market; your lead agency will do that for you and provide you with leads that are qualified for that demography.

If you pay a lead agency for good leads, once the lead agency directs the lead to your landing page, it means they already are qualified. Once they are qualified and perform the action on your website (fill out the form), it automatically makes them a sales-ready lead, which means they have a massive chance of being your client. And when they reach the middle stage, the lead will turn to a customer, which will profit your landscaping business.

PPL makes your life easier, does the job for you, keeps the demography of your target market on track, and makes you one step ahead.

## **Importance Of Lead Tracking**

Lead tracking is crucial in keeping your landscaping company from wasting time on leads that aren't qualified. By tracking your leads, you can ensure your landscaping company focuses on potential clients who need your services and are in the best position. To avail of them by applying the proper lead management system and tools such as Microsoft Excel or Google Sheets.

## **Do You Need PPL?**

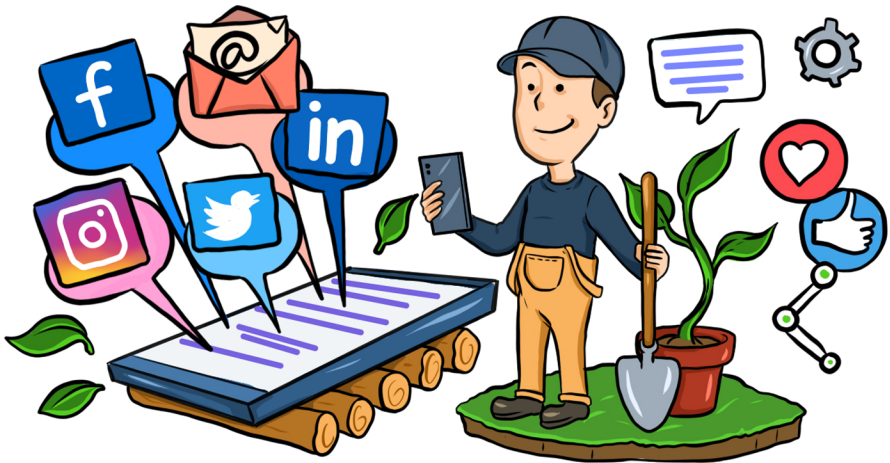
You might be questioning at this point, if you have a well-optimized website, a PPC campaign, and a Google My Business page, then why does your landscaping business still need this one? It is understandable for you to feel a little hesitant with this one.

For your landscaping business to be successful, leads are essential. Without information, you won't have the sales and clientele you need to grow. You can't entirely rely on customers since they are fickle. You need to employ techniques and pay for affiliates to draw in the kinds of customers you want.

Without PPL, your landscaping business will be unaware of the demographics it should be aiming for, and most businesses will struggle to generate leads without this identity. The success of typical companies depends on a steady flow of potential customers, and leads are a huge part of it.

# Chapter 10

## Social Media Marketing



Social media apps as a marketing tool in social media marketing (SMM) will always be an edge. These social media platforms will allow your landscaping business to interact with and gain customers to develop your landscaping business' social media presence, boost sales, and enhance website traffic.

Social media has progressed beyond simply allowing people to communicate with family and friends. It is now a resource for customers to learn more about the businesses they are interested in and can be potential service providers.

We recognize the significance of incorporating social media into our marketing mix as marketers. 74% of global business owners are still investing in social media marketing.

You could miss out on valuable advertising channels if you haven't considered expanding your current social media strategy. In this chapter, I will explain the importance of social media for business and outline seven platforms you can use to achieve growth for your landscaping business.

Now let's go on how you can leverage such social media platforms to benefit your landscaping business and why they are so important.



In ranking the most ‘active’ social media sites globally, according to the data portal, Facebook came first with 2.936 billion monthly active members in April 2022.

A Facebook Business page, in short, represents a company or brand and displays the services it offers. On the other hand, a Personal page describes a single social media user and is used to communicate with friends and family and provide updates about the user’s personal life.

It is an excellent way for your landscaping business to interact with your present and potential clients, advertise sales and events, and spread knowledge about your landscaping business. Furthermore, Facebook Pages have many more chances and capabilities than a Facebook profile.

If you still do not have a Facebook page for your landscaping business, you must make one as soon as possible. It will help your landscaping business connect with many prospective customers and reduce marketing costs since it is free—Avenue to identify your intended audience and obtain comprehensive audience insights. Your website’s traffic will increase and, of course, improve your SEO.

Leveraging your Facebook business page is like the instructions in previous chapters.

1. Optimize Your Facebook Company Page
2. Regularly Post Original Content
3. Tag Your Products in Your Photo Content
4. Enable, Encourage, and Engage with Customer Reviews

## **Make The Most Of Your Facebook Page Insights**

After implementing all of these strategies across your site, you’ll need a way to evaluate what’s working and what might not be worth it for your landscaping company. Perhaps you should change your posting schedule, or maybe you should run more targeted ads.

You can find this information on your landscaping company’s fan page under the Insights tab. This tool can help you make informed decisions about where to spend your time and money for upcoming campaigns.

This feature is accessible by clicking the “Insights” tab on the toolbar of your landscaping company’s business page.



With over 300 million active users, Twitter is an excellent platform for your landscaping business to reach and connect with new audiences. It is a go-to social network for businesses to interact with customers effectively. Companies of all sizes have used Twitter to expand their operations.

Here are some suggestions for how to use Twitter for landscaping your business.

## **Make Use Of Hashtags**

Hashtags are searchable words or phrases that group hundreds or thousands of tweets. They're an excellent way to expand the reach of your content beyond your followers. Most active Twitter users are familiar with many popular hashtags, such as #FollowFriday and #ThrowbackThursday. So you could use #landscapingbusiness #lawncare #lawnmowing and so on.

## **Use Photos, GIFs, And Polls On Twitter To Obtain Relevant Content**

Including photos and GIFs in your tweets is an excellent way to engage your followers. Twitter includes a GIF keyboard; search for a keyword and select the clip that best fits your tweet.

## **Interact With Customers And Influencers**

On Twitter, it's critical to interact with the right people. Engaging with your customers to keep them happy and potential customers to help them learn more about your landscaping business is always a good idea. Perhaps you'd like to focus on others, such as journalists or influencers whose specialties are relevant to your business.

## **Handle Issues Via Direct Messages**

Direct messaging has evolved, particularly for brands. It is a critical platform for troubleshooting and dealing with your customers' issues, and how you interact with them is essential.



Any business can benefit from Instagram as a marketing tool, regardless of budget. To help you achieve your objectives, pick a business goal and develop an advertising plan.

As a landscaping business, you can use your Instagram feed content to be your virtual portfolio for your potential customers to see.

Instagram accounts have two classifications, personal or individual accounts, creator accounts, and business accounts. Each of these has its own set of characteristics, benefits, and drawbacks. Get your Instagram business account started. Find the history in settings and select Switch to Professional Account. Choose the category that best describes your company, then clicks business. You're all set now that you have an Instagram business account. Complete your profile using the suggestions below.

## LinkedIn

There are currently over 830 million registered users on the platform. These users include 90 million senior-level influencers and 63 million decision-makers. LinkedIn has proven to be an effective lead generation and customer acquisition platform.

The most effective network for generating leads is certainly LinkedIn. LinkedIn offers incredibly personalized means of discovering potential leads, engaging them, and converting them into customers, in addition to more conventional methods like noting intriguing content potential buyers can download or pushing traffic to relevant sources.

As a landscaping business owner, LinkedIn is one of the most effective online platforms for connecting with your target market, which may need your products or services.





Bing has a 38.46 percent market share among console users in the United States. Bing accounted for nearly half (45.66 percent) of US console searches in 2018, indicating a slight decline in market share.

After Google and Facebook, Bing is the third most popular website in many nations. Thus, looking at chances to connect with and engage clients through Bing is crucial.

Microsoft's free business directory is Bing Places for Business. It is comparable to Google My Business accounts, which also appear in local search results. Those who use this platform benefit from exposure to over 1 billion monthly users—and gain a significant competitive advantage.



Pretty sure you know about TikTok, or at least you've heard about it. As one of the most popular platforms today, TikTok helped many businesses grow. May it be clothes, cosmetics, food, skincare products, etc. The best thing to do is to take advantage of its use as a marketing tool for your landscaping business.

TikTok is available in more than 150 countries, has over one billion users, and has been downloaded more than 200 million times in the United States alone. If your brand's target audience is anyone aged 13 to 60, you should be on TikTok.

Businesses can benefit from TikTok marketing by raising their business awareness. All that for free! Imagine how much TikTok has improved and that everybody is now welcome to use it.





## 2 Types Of TikTok Accounts

**Personal Account** — The only form of account on TikTok that may be made private is a personal account, though these accounts have fewer API-enabled features. With TikTok Personal Accounts, All of the popular music on TikTok is available to you if you but also often unable to access TikTok Analytics, auto-publish videos, or regulate their TikTok comments through Conversations. This account is for people who only want to watch or create content; that is the primary use of a personal TikTok account. When you have a personal account on TikTok, you get:

**Business Account** — Due to TikTok's API, business accounts have access to more features than personal accounts. As a result, TikTok Business Accounts have complete access to capabilities.

## Content Ideas

There will always be endless possibilities in choosing content ideas on TikTok, but here are the following tips that will always be timely and align with the line of business industry you have.

**1. Transformation Videos** — These kinds of videos are what people love. Who doesn't want to see a fantastic transformation that looks impossible until you reveal it? And it showcases how good your landscaping business is in providing the services you offer. It will set an expectation on how good or bad your firm is in this field.

**2. Time-Lapse** — For those curious to see how the landscaping process is happening, the type of video perfect for them is time-lapse. It can see in a highly straightforward way but with enough pace to see how it works and the process of everything. Time-lapse is a convenient way of showcasing how you do landscaping in a long process in a short time.

**3. Satisfying** — The kind of content fits everyone on the app, old, young, parent, kid, or whatever. Because enjoyable videos are one of the highest views on TikTok, you can capture a video of your landscaper cutting and lining the grass between the lawn and the walkway. If it looks fast and clean, it will fit the 'satisfying' category, and people will love it. Or, for example, you can take a video of your landscaper mowing the lawn in a very organized manner that gives a satisfying feeling to the viewers, then it is going to do.

**4. Reels/Compilation** — Reels is a term on social media that means a compilation of images, video snippets, and some montages of your previous works, just like a portfolio in video form. Reels will be an excellent pinned TikTok so that everyone can see what your business exactly does and how you do it.

All these, when used right and partnered with the sounds that fit it well, these concepts will significantly help grow your business. As long as the results connect to your page's branding, it will be great content.

# E-mail Marketing

There were an estimated 3.8 billion e-mail accounts worldwide at the start of 2019, a 100 million increase from 2018. E-mail is in use by half of the world's population.

E-mail marketing, like social media marketing, is an excellent way to stay on the list with your customers to increase repeat business and referrals. E-mail marketing is the most cost-effective way to communicate with your customers than direct mail and newsletters. E-mail can entice your customers to join you on social media effectively.

Ever since there has been e-mailing, there has been e-mailing marketing. E-mail marketing is one of the oldest forms of advertising your business online. Although it gets a bad rap because of all the spam going around, it's still one of the most effective forms of marketing.

Today, some business owners may be skeptical of e-mail marketing because of the numerous new platforms that have risen to the top. It is a powerful tool for getting the phone to ring and driving traffic to your website, but e-mail has both good and bad uses.

Did you know that your existing customers are the easiest ones to serve?

One of the most common mistakes business owners make is that they rarely market to or communicate with their existing client base. Companies will spend thousands of dollars to acquire new customers but never consider marketing to their current customers.

## How To Start An E-mail Campaign?

### E-mail marketing service

#### Top 5 Best E-mail Marketing Services

**Sendinblue** — Best overall.

**Constant Contact** — Best drag-and-drop builder.

**MailerLite** — Best for the essentials at an affordable price.

**Omnisend** — Best e-mail and SMS marketing combo.

You have to have them so your e-mail does not appear unprofessional, so that you do not get blocklisted for sending bulk e-mails, and can track your open e-mails.

# What Should You Send, And When Should You Send It?

You should follow the 80/20 rule. It means 80 helpful percent information and 20% sales. It's sad to break it to you, but no one will read an e-mail listing all of your services.

Assume you are a customer; would you like to receive 3-4 e-mails per week, all of which are 100% sales? Who wouldn't despise it? That is something you do not want. Once a month is an ideal frequency because it will only serve as a reminder that you still provide services and exist.

There is a lot of hype surrounding social media platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube, and many others. It's a no-brainer today because we live in the digital age.

You must understand and remember that, no matter how accustomed you are to traditional marketing, when someone requires your services, the first step they take is to search online for where they can obtain or obtain them.

So, how can a local business like yours use the abovementioned platforms for social media marketing? How can you use it to help your business grow?

Let us have another question as an answer.

**“Have you seen the eye-popping statistics for all of these platforms?”**

Read that again. Have you seen how many people use these platforms? Awesome right? Imagine all those people being able to discover your landscaping business.

All these platforms have differences and advantages, but there is one thing and their sole purpose.

## Connect

Use these platforms to connect with your sphere of influence, whether past or present, to strengthen and maintain existing relationships. You will remain at the top of the customer's priority list, increasing repeat and referral business.

# Chapter 11

## Multimedia Marketing



Marketing relies heavily on multimedia. The more forms of multimedia used, the greater your business's exposure to the market, resulting in increased sales, a significant market influence, and popularity.

Multi-channel marketing is interacting with customers through multiple direct and indirect channels to sell them goods and services. It enables you to market your landscaping business across various social media platforms using channels such as videos, audio, photos, and articles. It can combine your landscaping business's social media campaigns, online platform promotions, websites, and print media into a single cohesive and concise message.

The use of multiple media channels to spread marketing messages is also known as multi-channel marketing. You may include E-mail, social media, print, mobile, display ads, and other channels. Using multiple channels allows your landscaping business to interact with your customers at various touchpoints, resulting in a more comprehensive campaign.

Let's say you recorded a video, converted that file to audio, and transcribed it; now you have an audio file, a video, and an article for your website as your content. You can create a poster from Canva and post it online, and print it as a flier for your business. Imagine how much content you can already incorporate into your website. Do you see how much you can do with all these multimedia channels?

## Video

As a landscaping business, you can make a reel as your video header on your website, consisting of snippets of your previous projects from past clients. Also, feature your landscaping business, such as the services you offer and a peak into your business's story. It will be a great way to catch the attention of your potential customers and increase the number of conversions and the engagement of your website.

More than 99 percent of video marketers say they will continue to use it in 2021. In 2022, two-thirds of marketers (66 percent) plan to increase or maintain video spending. In 2022, 88 percent of people want to see more brand videos. (A 3 percent increase over last year.) Video marketing promotes and informs people about your product or service. It boosts engagement on your digital and social channels, educates your audience, and allows you to reach out to them in a new way.

## Audio

You can leverage this by treating it as an audiobook featuring your landscaping business. For example, introducing your landscaping business in the audio, saying the specific services you provide, and finally having a call-to-action at the end such as "Book now. Dial \*\*\*\*\* now".

This one will be great content for your website. People can listen to audio content while doing other things. Audio marketing uses audio to advance your landscaping company's key goals and results. There are numerous ways to incorporate audio marketing into your content strategy, just as with other forms of marketing.

## Photos

For a lot of site visitors, high-quality photos are equal to conversion. It's as if "to see is to convert." Most potential customers treat photos on your business' website or listings as references. They want to see if your landscaping services and quality meet their needs.

Images, as any business owners know, increase engagement. People want to look at pictures, but they also want to share and see more of them; content with images receives up to 40% more shares than content without images.



## Articles

Article marketing is a type of marketing in which articles are strategically located on the Internet to promote a particular website. The goal is to generate attention to your site, establish trust as an expert in your niche, and create backlinks to your site that will help it rank higher in search engines.

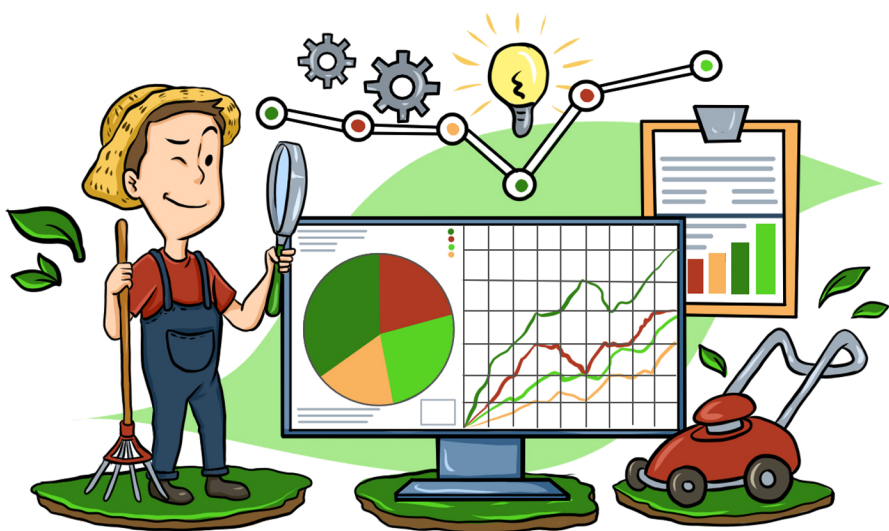
This one will be for those potential customers searching in-depth about your business. For example, a written article about the history of your landscaping company and a report outlining who you are.





# Chapter 12

## Tracking and Assessment



Finally! Now that you know how to establish and optimize a website for your landscaping business, leverage social media and multimedia marketing. And you also learned about the right way to administer PPC and PPL campaigns and optimize Google My Business. This time, you could use some tools to monitor, assess, and measure your information and ensure you're on the right track.

There are a lot of different tracking mechanisms you can put in place. But here are three examples of them:



# 1. Analytics Tracking

Google Analytics is a fantastic, cost-free website data analysis tool. It demonstrates how many people visit your website every day, every week, every month, and every year. It also reveals the search terms they used to find your website, the pages they viewed, and how long they spent there.

The essential thing you want to know from Google Analytics is where you started, where you are now, and how you are doing.

You should evaluate your progress since beginning the entire internet marketing process to see how much you've benefited. You want to know how many people are visiting your website and whether that number is rising.

You only need to visit [Google.com/analytics](https://www.google.com/analytics) to get started with

## Google Analytics

It's a straightforward procedure. You use various methods to confirm your website ownership before adding a piece of code to its HTML. Once you've done that, you've set up tracking and are ready to go!

# 2. Keyword Tracking

In the earlier chapters, we discussed keyword research. Another method to find out what terms people are using to search for your services is called keyword tracking.

Some tools can show you where you stand for those different keywords on Google, Yahoo, and Bing.

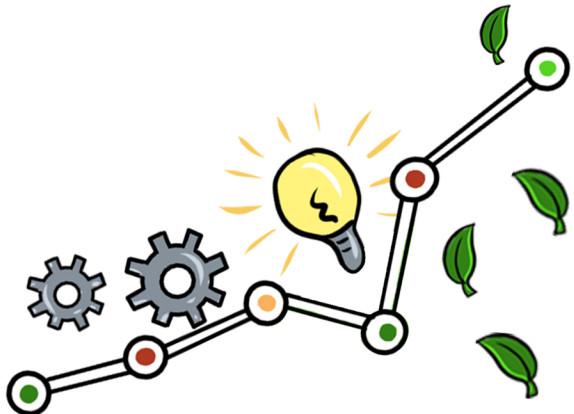
Here are 4 of them :

**1. Bright Local**

**2. White Spark**

**3. Raven Tools**

**4. Web CEO**



### 3. Call tracking

This one is just as crucial to the tracking process as the others. Rankings and increased website traffic are great, but in most organizations, nothing transpires until the call gets placed. Calls are essential to your company. You should have a tracking device to determine the number of calls made each month and the topic during the talks.

Do phone calls result in sales? Where the rubber hits the road is there. That is the purpose behind all we are doing. Who cares if being the top one in everything doesn't result in genuine commercial success?

Here are some Call Tracking Tools:

**1.CallFire**

**2.DialogTech**

**3.CallSource**

**4.Century Interactive**



Depending on your area code, you can select a phone number using most call tracking services. You then enter the desired number. You pay a little monthly charge of \$2 to \$5 and receive a tracking number in return.

Then, you can include the call tracking number in the visuals on your website to keep track of the calls made and even listen to the conversation recordings.

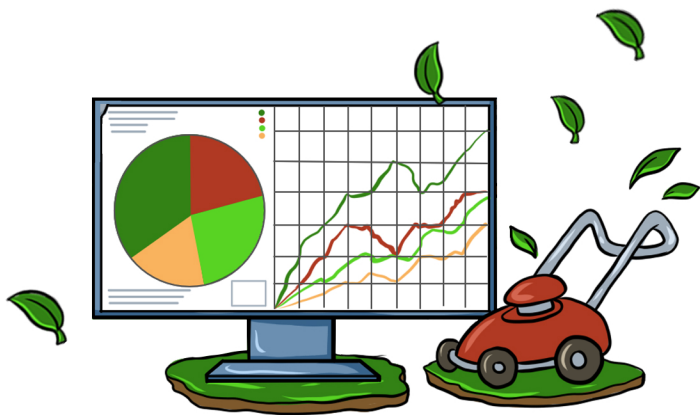
You can use many tracking techniques, especially now that many tools and platforms have already been present. However, having analytics, keyword tracking, and call tracking offers you the most crucial KPIs to monitor.

Ultimately, none of this is about achieving higher rankings. Who has the most visits is generally not meaningful. The only thing that matters is getting more calls, which results in more sales and boosts your revenue.

It is tracking you in maintaining your attention on what is crucial to achieving your goal. It assists you in seeing future difficulties and overcoming them. It can help you maintain a happy attitude and set more achievable goals. Spend time setting up the appropriate tools to monitor and assess your development.

Most people usually set up everything else first, then skip this step. But if you do that, it's like fighting in a war without using your best judgment. You use every weapon at your disposal. Moreover, you are killing your teammates without paying attention to who you are killing. You must identify and strike at their weak points to defeat your adversaries.

Imagine that you had a fantastic website optimized for mobile devices and search engines, effective PPL and PPC ads, and e-mail marketing. Up until you started tracking, you felt things were going great. You must be aware of your progress from the beginning; do not overlook the significance of this stage.



# Chapter 13

## Need More Help?



**Congratulations! You just finished the book and gained a lot of helpful information to help your landscaping business prosper.**

**Throughout the book, you have read about many details, tips, and techniques to help you with your online marketing.**

**But if you've reached this chapter and realize you need more assistance in putting ideas into action, do not worry; Landscaper Leads got you covered!**

**We at Landscaper Leads have had tremendous success implementing these strategies as experts in assisting online businesses, particularly landscaping businesses across the globe.**

**You can reach us directly through our website at**

**<https://landscaperleads.net>**

**Our team will review your entire online marketing effort, including your website, competitions, SEO ranking, Social Media platforms, etc. And we will provide you with a comprehensive assessment of how you can improve and what you can do to take your online marketing efforts to the next level.**

**Feel free to contact Landscaper Leads right away! Let us be a team to get all the customers and leads you to want through online marketing!**

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