Grow That Local

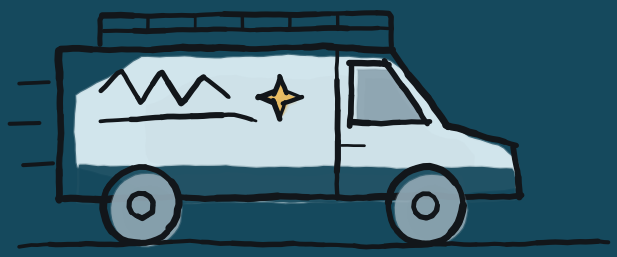
a free guide

The 12 questions every landscaping customer asks, answered

Ready answers for your website, your Google profile and your texts.

For landscaping business owners who want their website to answer what customers ask.

- 12 short sections in 3 parts
- 36 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

Homeowners ask the same 12 questions before they sign up for mowing or let a crew dig up their backyard. Many never ask out loud. They look for the answers on your website, and if they can't find them, they may book whoever answers first.

This guide gives you each question, why people ask it, an answer you can copy, and where to put it. It covers both of your businesses: the weekly route and the bigger projects. Fill in the parts in [square brackets] with your own details. If an answer isn't true for your company, change it or leave it out.

Where the questions come from. The checklist the National Association of Landscape Professionals gives homeowners on its consumer site (NALP's Love Your Landscape, "Hiring a Pro", loveyourlandscape.org), the Federal Trade Commission's advice on hiring a contractor (FTC, "How To Avoid a Home Improvement Scam", consumer.ftc.gov), and the questions in our Landscaper Marketing Playbook.

Where the answers go.

- Your website: one questions page with all 12, plus the matching answers on your mowing page and your project pages. This is the main home for every answer.
- Your Google profile: the description holds up to 750 characters, with no links, and Google asks you to focus on your business rather than prices or sales (Google Business Profile Help, "Edit your Business Profile", support.google.com). Use it for the trust answers. Google posts can carry the seasonal ones, like sprinkler start-up dates.
- Texts and calls: save the short version of each answer as a text shortcut, so whoever answers the phone can send it from the truck.

About Google's questions box. Profiles used to have a questions-and-answers box that owners could fill in. Google shut down the Q&A tool for software on November 3, 2025, saying it was updating "the Q&A functionality and user experience" (Google for Developers, Q&A API change log, developers.google.com). Google Maps now lets shoppers type questions into a chat called Ask Maps (Google Maps Help, "Ask questions in Google Maps", support.google.com). If your profile still shows a Q&A box, use it, but don't count on it. Put the answers on your own website first.

About texting. Replying to a homeowner who texted or called you is fine. Marketing texts to people who didn't ask are different: the FCC says commercial texts need written consent, and people can opt out any reasonable way, such as replying STOP (FCC, "Stop Unwanted Robocalls and Texts", fcc.gov). Every text in this guide is a reply to someone who reached out first, or a service note to a customer on your route.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. None of them are real customers, landscapers or prices.



Part 1

The weekly mowing questions

1 How much do you charge to mow my yard?

The idea. It's the first question, and most callers want a number before they'll give you their address. You can't price a yard you haven't seen, but you can say how you price and what a typical yard on your route costs. Say up front that the first cut of an overgrown yard costs more.

Ready answer.
For your website:
"Weekly mowing for a typical [quarter-acre] yard in [town] starts at [price] a visit. That includes mowing, edging the walks and drive, trimming around beds and blowing off hard surfaces. Bigger yards, steep slopes and lots of beds cost more. If your grass is overgrown, the first cut is priced separately. Send us your address and we'll text you an exact price, usually the same day."
By text:
"Thanks for reaching out. Send me your address and I'll look it up and text you an exact weekly price today. Most yards on your street run about [price] a visit."

Example (sample numbers). A made-up landscaper's starting line:

> **"Weekly mowing for most yards in our area starts at $45 a visit, trim and blow included. First cuts on overgrown yards are quoted separately."**

Where to put it. At the top of your mowing page and your questions page. Keep it off your Google description, which Google wants focused on your business, not prices.

Do it in 24 hours

- [ ] Look at the yards on your route and write down what a typical one pays per visit.
- [ ] Fill in the answer and add it to your mowing page.
- [ ] Save the text version as a shortcut, and price from the satellite view when you can.

2 Do I have to sign a contract?

The idea. Homeowners fear getting stuck with a crew they don't like. If you sell season agreements, say what's in them and how to get out. If you don't, say so, because "no contract" is a reason to try you.

Ready answer.
If you use season agreements:

"Our season runs [month] to [month]. You sign one simple agreement with your weekly price and what's included. You can cancel any time with [two weeks'] notice. We don't charge a cancellation fee."

If you don't:

"No contract. You pay per visit, and you can stop any time with a quick text."

By text:

"No long contract. [Our season agreement lets you cancel with two weeks' notice / You pay per visit and can stop any time.]"

Where to put it. Your mowing page and your questions page. One line in your Google description if it's "no contract."

Do it in 24 hours

- [ ] Write down how a customer leaves today, in one sentence.
- [ ] Fill in the matching answer and add it to your site.
- [ ] If your agreement has fine print a customer would be surprised by, change it or say it plainly.

3 What happens when it rains, or when the grass stops growing in August?

The idea. These are the two complaints that end mowing customers: "they skipped me" and "they charged me to mow dirt." Say exactly what happens on a rain day and in a dry spell before it comes up.

Ready answer.

For your website:

"If it rains on your day, we mow the next dry day, usually within [48 hours], and we text you the night before. We don't mow soaking-wet grass, because it tears and leaves ruts. In a dry spell, when the grass stops growing, we [switch you to every other week / skip the mow and still trim and blow], and we [don't charge for skipped visits / charge only for the trim]."

By text, for a rain day:

"Hi [first name], rain today, so we'll be at your place [day]. No need to do anything."

Where to put it. Your mowing page and your questions page. Save the rain-day text and send it to the whole route day at once, to customers on your service list.

Do it in 24 hours

- [ ] Decide your rule for rain days and dry spells, if you haven't written it down.
- [ ] Fill in the answer and add it to your site.
- [ ] Save the rain-day text as a shortcut.

4 Do I need to be home, and what about my gate and dog?

The idea. Most mowing customers are at work when you come. They want to know you'll get into the backyard, close the gate, and not let the dog out. One clear answer stops the "you left my gate open" call.

Ready answer.
For your website:
"You don't need to be home. Tell us your gate code or where the latch is, and we'll close it behind us every time. Please bring dogs inside on your mowing day and pick up toys and hoses from the lawn. If a dog is out, we'll skip the backyard and text you."
By text, after the first visit:
"All done at [address]. Gate's latched behind us. See you next [day]."

Where to put it. Your questions page and your new-customer welcome text.

Do it in 24 hours

- [ ] Add a "gate and pets" line to how you sign up new customers.
- [ ] Fill in the answer and add it to your site.
- [ ] Save the "all done, gate latched" text and use it on new customers' first month.

5 Do you bag the clippings and clean up?

The idea. People judge your work by the driveway and the walk as much as the lawn. Say what you do with clippings and how you leave the hard surfaces.

Ready answer.
For your website:
"We mulch the clippings back into the lawn on most visits, which feeds the grass. If the grass is long or you'd rather we bag, we bag and haul it away [at no charge / for a small fee]. We blow off your driveway, walks and patio before we leave, and we don't blow clippings into the street."
By text:
"We mulch clippings back into the lawn, and bag them when it's long or you'd like us to. Drive and walks get blown off every visit."

Where to put it. Your mowing page and your questions page.

Do it in 24 hours

- [ ] Write down your clippings rule and any bagging fee.
- [ ] Fill in the answer and add it to your mowing page.
- [ ] Take one photo of a freshly blown-off driveway for your profile.

or we can do it for you

Free sample: A preview of your new site

Made before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 2

The treatment and water questions

6 Are you licensed to spray, and is it safe for my kids and pets?

The idea. Anyone with young kids or a dog thinks about this before they agree to weed control. Federal law requires certification for anyone who applies restricted-use pesticides, and states run the certification programs for applicators who work for hire (EPA, "How to Get Certified as a Pesticide Applicator", epa.gov). Many states license anyone who sprays for pay, so check yours with your state's department of agriculture.

Answer both halves: who sprays, and when the family can go back on the lawn.

Ready answer.
For your website:
"Weed and fertilizer treatments are done by [name or "our licensed applicator"], licensed by [state agency], license number [number]. We follow the product label on every treatment, including how long to keep kids and pets off the lawn. We leave a small flag in your yard and text you when we've treated, with when it's OK to go back out."
By text, after a treatment:
"Hi [first name], we treated your lawn today. Please keep kids and pets off until [time or "it's dry"]. Questions? Just reply."

Where to put it. Your lawn treatment page, your questions page, and your Google description ("Licensed lawn treatments, license [number]").

Do it in 24 hours

- [ ] Check whether your state requires a license for what you spray, and whose name it's under.
- [ ] Fill in the answer and add it to your treatment page.
- [ ] Save the after-treatment text as a shortcut.

7 Can you fix my sprinklers and turn them on and off each year?

The idea. Homeowners notice sprinklers only when the water bill jumps or a zone stops working. EPA WaterSense says a leaky or broken system can waste up to 25,000 gallons of water and $280 over a six-month watering season (EPA WaterSense, "Sprinkler Spruce-Up", epa.gov). InterNACHI's chart puts sprinkler heads at about 10 to 14 years (InterNACHI, nachi.org). The answer is a start-up visit and a shut-down visit, on dates the customer can plan around.

Ready answer.
For your website:

"Yes. We turn systems on in [month] and shut them down before the first freeze in [month]. At start-up we run every zone, fix broken or tilted heads, check for leaks, and set your timer for the season. Repairs are [price per head or "quoted on the spot"], and we tell you before we fix anything."
By text:
"Yes, we do start-ups in [month] and shut-downs in [month]. Want me to put you on the list? I'll text you a few days before we come."

Where to put it. Your irrigation page and your questions page. Post the start-up and shut-down dates as Google updates each season.

Do it in 24 hours

- [ ] Set your start-up and shut-down windows for next year.
- [ ] Fill in the answer and add it to your site.
- [ ] Put both dates on your calendar for a Google post.

8 Will you water the new plants, and what if they die?

The idea. New shrubs and trees are a real expense, and every homeowner has watched a new plant brown out in July. Say who waters, for how long, and what you'll replace.

Ready answer.
For your website:
"We water everything in when we plant it and give you a simple watering schedule for the first [weeks]. Plants we install are covered for [one growing season]: if one dies when it's been watered on schedule, we replace it at no charge. Damage from drought restrictions, deer or storms isn't covered."
By text, a week after planting:
"Hi [first name], how are the new plants looking? Keep watering [schedule] through [month]. Send a photo if anything looks off."

Where to put it. Your planting page, your project estimates and your questions page.

Do it in 24 hours

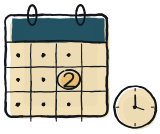
- [ ] Write down your plant warranty and what it doesn't cover.
- [ ] Make a one-page watering schedule to hand over with every planting job.
- [ ] Fill in the answer and add it to your site.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

Including a check of your Google description. Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Part 3

The project questions

9 How much will a patio, new beds or a new backyard cost?

The idea. Project customers have no idea what a patio costs, and they're afraid to ask in case the number is embarrassing. NALP tells homeowners to ask for a written plan or contract covering the design, plant materials, all costs, a timetable and payment terms (NALP's Love Your Landscape, loveyourlandscape.org). Give a range, say what moves it, and say what they'll get in writing.

Ready answer.
For your website:
"Most [paver patios / new bed installs] we build run [low] to [high]. Size, the material you pick, how much digging and grading the yard needs, and access for our equipment all move the price. After a visit, you get a written plan with the design, the plants and materials, the full cost, the schedule and the payment steps. [Design visits are free / Our design fee is [fee], and we credit it to your project.]"
By text:
"Most projects like that run [low] to [high]. I can come take a look and measure this week. What day works?"

Where to put it. Each project page (patios, plantings, drainage, lighting) and your questions page.

Do it in 24 hours

- [ ] Pull your last ten project invoices and write a low and high for your two most common jobs.
- [ ] Fill in the answer and add it to your project pages.
- [ ] Check that your written plan covers all five things NALP lists.

10 Do I need HOA or city approval?

The idea. About 78.1 million Americans, nearly one in four, live in a community association (Foundation for Community Association Research, 2025 Statistical Review, natlawreview.com). Many HOAs have rules on patios, fences, trees and plants (GTL estimate, reasoning at the end), and plenty of homeowners don't think about approval until a neighbor complains. A landscaper who says "we'll help with the paperwork" takes the worry away.

Ready answer.
For your website:
"Many neighborhoods here need HOA approval before a patio, a wall or new trees go in. We'll give you a drawing and a materials list to send with your HOA request, and we'll wait for approval before we start. If [town] needs a permit for your project, such as [a retaining wall over a certain height], we pull it."
By text:

"Is your home in an HOA? If so, I'll send you a drawing and materials list for the approval form, and we'll start once it's approved."

Where to put it. Your project pages and your questions page.

Do it in 24 hours

- [ ] List the HOAs in the neighborhoods you work most and note what they ask for.
- [ ] Check which projects need a city permit in your main town.
- [ ] Fill in the answer and add it to your site.

11 Are you insured, and can I see work you've done?

The idea. Your crew will be using heavy equipment in someone's yard, near their house, car and kids. NALP tells homeowners to ask how long the company has been in business and how experienced its staff are, whether any staff are Landscape Industry Certified, and to see a project like theirs (NALP's Love Your Landscape, loveyourlandscape.org). The FTC says to hire only contractors who are licensed and insured (FTC, consumer.ftc.gov).

Ready answer.
For your website:
"Yes. We carry general liability insurance and workers' compensation, and we'll send you the certificates before we start. [Business name] has been working in [town] since [year]. [Crew lead's name] has [years] years in landscaping[and is Landscape Industry Certified]. Want to see a job like yours? We'll send photos or the address of a finished project nearby."
By text:
"Yes, fully insured. I'll text you our certificates now, plus photos of a [patio / bed job] we did near you."

Where to put it. Your website footer, your About page and your questions page. One line in your Google description: "Insured, serving [town] since [year]."

Do it in 24 hours

- [ ] Get fresh insurance certificates as PDFs on your phone.
- [ ] Make a phone album of finished projects by type: patios, beds, lighting, drainage.
- [ ] Fill in the answer and add it to your site.

12 When can you start?

The idea. In spring, everyone wants their yard done at once. People who hear "I'll get back to you" call the next landscaper. Give them a real answer, even if it's "six weeks," and a way to hold their spot.

Ready answer.
For your website:
"Mowing customers can usually start within [one week]. Projects book up fast in spring: right now we're scheduling [month]. A [deposit] holds your spot on the calendar, and we text you the week before we

start."

By text:

"Mowing can start [day]. For your [project], our next open week is [date]. Want me to pencil you in?"

Where to put it. Your homepage, your project pages and your questions page. Change the month on your site every few weeks in spring.

Do it in 24 hours

- [ ] Look at your calendar and write down your real next start dates for mowing and projects.
- [ ] Fill in the answer and add it to your site.
- [ ] Set a reminder to change the date every two weeks from [month] to [month].



Your first 24 hours, in one list

You won't fill in all 12 today. Start with these:

- [ ] Fill in your weekly mowing price and project ranges (sections 1 and 9).
- [ ] Write your rain-day and dry-spell rules (section 3).
- [ ] Check your spray license and add it to your treatment page (section 6).
- [ ] Save three text shortcuts: the price reply, the rain day and the "all done, gate latched" text (sections 1, 3 and 4).
- [ ] Put every answer you've finished on one questions page on your site.

Next week, ask whoever answers the phone which question came up most. If it's not on your page yet, add it.



Where to go next

These questions come from The Landscaper Marketing Playbook, our free 33-section guide to getting more landscaping calls. Section 5 covers the questions page, and sections 28 to 30 cover projects, HOAs and irrigation in depth.

Want something you can see tomorrow? 5 Wins in 24 Hours for a Landscaper gives you five small jobs for today.



If you'd rather hand it off

Grow That Local does this work for landscapers every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where to check it:

1. US EPA WaterSense, "Sprinkler Spruce-Up": a leaky or broken system can waste up to 25,000 gallons of water and $280 over a six-month irrigation season. epa.gov (section 7)
2. InterNACHI Standard Estimated Life Expectancy Chart: sprinkler heads 10 to 14 years. nachi.org (section 7)
3. Foundation for Community Association Research, 2025 Statistical Review (released April 2026): 78.1 million Americans, nearly one in four, live in community associations. natlawreview.com (section 10)

Where the questions come from:

- NALP's Love Your Landscape, "Hiring a Pro" (years in business and staff experience, Landscape Industry Certified staff, seeing a similar project, a written plan with design, plants, costs, timetable and payment terms): loveyourlandscape.org (sections 9, 11)
- FTC, "How To Avoid a Home Improvement Scam" (licensed and insured, written contract, payment up front): consumer.ftc.gov (section 11)
- The Landscaper Marketing Playbook, section 5 (contracts, rain days, August skips, clippings, spray licenses, being home, HOA approval). (sections 1 to 12)

Rules and guidance cited (not statistics):

- EPA, "How to Get Certified as a Pesticide Applicator" (certification for restricted-use pesticides, run by states): epa.gov (section 6)
- Google Business Profile Help, "Edit your Business Profile" (description up to 750 characters, no links, focus on the business rather than prices): support.google.com (before you start)
- Google for Developers, Q&A API change log (discontinued November 3, 2025): developers.google.com (before you start)
- Google Maps Help, "Ask questions in Google Maps": support.google.com (before you start)
- FCC, unwanted robocalls and texts, written consent for commercial texts and opting out: fcc.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. Put your answers on your own website first (before you start). Reasoning: Google's questions box is changing and Ask Maps writes its own answers, so your site is the one place you fully control what a homeowner reads.
2. Text an exact mowing price the same day (section 1). Reasoning: in spring, homeowners ask several landscapers at once and usually book the first one who gives a real number.
3. Keep every text answer to two or three short sentences (all sections). Reasoning: a homeowner reads it on a phone between other things, and a long text gets skimmed.
4. Many HOAs have rules on patios, fences, trees and plants (section 10). Reasoning: these are the outdoor changes neighbors can see from the street, which is what most association rules are written to control.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

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