Grow That Local

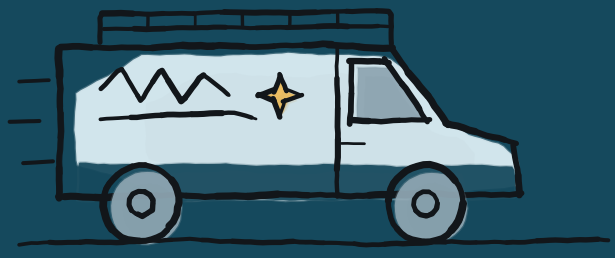
a free guide

52 weeks of landscaping posts

One ready post a week for a whole year, set to the landscaping seasons: snow and planning, the spring rush, summer heat, fall seeding and leaves.

For owners stuck for something to share each week.

- 12 short sections in 5 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

Most weeks, the hard part of posting isn't the posting. It's deciding what to say with three trailers to load. This pack decides for you: 52 landscaping posts, one a week, in the order the landscaping year runs, from snow routes in January to the spring rush, summer heat, fall seeding and the last leaf pickup.

Each month has a short line on what's happening in yards right then, then that month's posts. Every post has a label that says what kind it is, the words to copy, and the photo to put with it. Most months have four posts. March, May, August and November have five, so the year comes to 52.

The mix keeps your page from reading like an ad: job photos, before-and-afters, tips for homeowners, your crew, reviews, season reminders and local posts. They work on Facebook, Instagram and your Google Business Profile.

The months follow a four-season yard with cool-season grass. If you work where lawns stay green all winter or grass goes in during spring, move the seeding and snow posts to fit your own calendar.

Fill in the brackets: [business], [town], [neighborhood], [phone], [your name], [first name], plus a few like [number], [day] or [month] that only you know.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every post is a made-up example to show the idea. None of them describe a real customer, yard or result.

Four checks before anything goes up:

- **Real photos, with the owner's OK.** Google wants profile photos that "represent reality," with no big edits or heavy filters (Google Business Profile Help, support.google.com). No color boost on the grass. Name the neighborhood, never the street or house number.
- **On Google, take the phone number out.** Google may remove posts with unverified contact information, phone numbers included, and suggests adding a "Call now" button instead (Google Business Profile Help, support.google.com). Delete [phone] and add the button. Keep it on Facebook and Instagram.
- **Change a few words every time.** Nextdoor counts "unoriginal/templated content with no personalization" as spam (Nextdoor Help, help.nextdoor.com). Add one real detail: this week's weather, what's blooming on the street, what the crew found.
- **Reviews only with the customer's OK.** Quote their words exactly, with their first name or initial only.

These are posts for your own pages and groups. If you text one to customers instead, text only people who've agreed to hear from you, say who it's from, and stop when anyone replies STOP (FCC, fcc.gov).



Part 1

Winter

1 January

This month. Snow routes in cold places, quiet everywhere else. Keep the page alive with winter work, and start talking about spring before the phones get busy.
Week 1, job photo: "First plow run of the year in [neighborhood]. Out at [time], [number] driveways cleared before most people left for work. Thanks for having us on your route this winter."
Photo: the plow truck at a cleared driveway in early light.
Week 2, tip: "Shoveling the walk? Pile the snow on the lawn, not on the shrubs beside the path. Heavy wet snow and salt are hard on them, and it shows in spring."
Photo: shrubs along a walk with snow piled on the grass, not on them.
Week 3, team: "Winter shop days. [name] is sharpening every mower blade we own, all [number] of them, so the first spring cut is clean, not torn. Sharp blades show on the lawn."
Photo: [name] at the bench with a stack of blades.
Week 4, before and after: "Built last fall, here's the [neighborhood] retaining wall in its first snow. The gravel and drain pipe behind it are doing their job: no heaving, no lean."
Photo: the wall the week it was finished, then in snow, same angle.

Do it in 24 hours

- [ ] Post week 1 the morning of your first plow run, or swap in a winter cleanup photo.
- [ ] Take a photo of last fall's best project in the snow.
- [ ] Put a "post" reminder in your phone for every Monday morning.

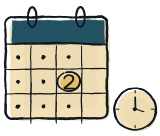
2 February

This month. The quiet before the rush. Mowing routes fill now, and projects get planned now. The posts that book work this month are the ones that mention spring.
Week 5, season reminder: "Our [day] mowing route in [neighborhood] has [number] spots open for this season. Last year's customers get first pick until [date], then we open it up. Message us or call [phone]."
Photo: a freshly striped lawn from last season.
Week 6, tip: "Before you buy a single plant this spring, take a photo of the bed at 9am, noon and 4pm. Sun and shade decide what will grow there. Bring the photos to the garden center, or to us."
Photo: three photos of one bed in a row, morning, noon and afternoon light.
Week 7, review: "'[Their words, one or two lines].' Thank you, [first name]. Their backyard in [neighborhood] was all mud and weeds a year ago. Here's how it looked last summer."
Photo: the yard in summer, or a screenshot of the review.
Week 8, team: "We're hiring for spring: [number] crew spots, [hours], pay from $[number] an hour. Show up on time, work hard, and we'll teach you the rest. Message us or stop by [shop location]."

Photo: the crew in front of the trailers, ready for the season.

Do it in 24 hours

- [ ] Decide your re-sign date for last year's customers and put it in week 5.
- [ ] Fill in the real pay range for week 8 before you post it.
- [ ] Ask your happiest project customer from last year if you can share their review.



Part 2

Spring

3 March

This month. The spring rush starts. NOAA maps the average last spring freeze for towns across the country, and it reminds you that an average isn't a forecast (NOAA, ncei.noaa.gov). Know your own date before you plant or promise.

Week 9, job photo: "First spring cleanup of the year in [neighborhood]: winter leaves out of the beds, sticks off the lawn, and the first look at what's coming up. Two hours in, already better."

Photo: a trailer of leaves and sticks pulled out of beds, with the cleared yard behind.

Week 10, tip: "Warm week in March? Hold off on the tomatoes and annuals. Look up your town's average last freeze date. Even then, an average isn't a promise, so watch the forecast for a week before you plant."

Photo: flats of annuals waiting by the garage door.

Week 11, before and after: "Fresh edges in [town]. The beds along this front walk had lost their shape to the lawn. A clean edge makes the whole yard look cared for, even before anything blooms."

Photo: the walk before and after, low angle along the edge.

Week 12, local: "[Town] park cleanup is [day], [date], at [park]. Our crew will be there with rakes and a trailer. Come for an hour and meet your neighbors."

Photo: last year's volunteers with a pile of bags, or the park's sign.

Week 13, season reminder: "Sprinkler start-ups begin [date] in [town]. We turn the water on slowly, run every zone and fix any broken heads before your first summer bill. Book yours: [phone]"

Photo: a sprinkler head popping up on a green lawn.

Do it in 24 hours

- [ ] Look up your town's average last spring freeze on NOAA's map and write it in your phone.
- [ ] Turn on missed-call text-back before the spring rush.
- [ ] Set your sprinkler start-up dates for week 13.

4 April

This month. Full spring rush. Irrigation comes back on, and a leaky or broken sprinkler system can waste up to 25,000 gallons of water over a six-month watering season (EPA WaterSense, epa.gov).

Week 14, tip: "Watch your sprinklers run once this month. A geyser, a puddle or a brown patch in a watered zone means a broken head or a leak. The EPA says a leaky system can waste up to 25,000 gallons a season."

Photo: a broken sprinkler head spraying sideways.

Week 15, job photo: "[Day] is our [neighborhood] route day. [number] yards, one street at a time. If you live nearby and want in, adding you is easy: we're already on your block. [phone]"

Photo: two trailers parked on a tree-lined street, crew mowing.
Week 16, team: "Welcome back, [name] and [name], here for their [number] season with us. They know every gate code and every dog on the [day] route."
Photo: the two crew members by the truck.
Week 17, review: "'[Their words].' Thanks, [first name]. They were the first spring cleanup we did this year, and they've been on the [day] route ever since."
Photo: the cleaned-up yard, or a screenshot of the review.

Do it in 24 hours

- [ ] Post week 15 on the morning of your busiest route day.
- [ ] Ask two returning crew members if they're happy to be in week 16.
- [ ] Add "sprinkler start-up" to your Google Business Profile services if it isn't there.

5 May

This month. Mowing in full swing and projects in the ground. Every project that digs means a call to 811 first. It's free, and in Virginia, for example, you call at least three working days before you dig (Virginia 811, va811.com). Check your own state's rule.
Week 18, job photo: "Day one on a patio in [neighborhood]: string lines up, the slope set so rain runs away from the house, and digging started. A patio that drains right starts with string and a level."
Photo: string lines and stakes marking out a patio area.
Week 19, tip: "Mow high this time of year. Taller grass shades its own roots, holds water better and crowds out weeds. Cutting it short makes it work harder in summer."
Photo: a tall, thick lawn next to a short, scalped strip.
Week 20, before and after: "Every rain, this [neighborhood] backyard turned into a pond. Now a dry creek bed carries the water out to the street. Before, and after the first big storm."
Photo: the flooded yard, then the dry creek bed after rain.
Week 21, tip: "Planting a tree or putting in a fence post? Call 811 before you dig. It's free, and they mark the buried lines so nobody hits gas, water or power. We call before every project."
Photo: colored flags and paint marks on a lawn.
Week 22, local: "The [town] farmers market opens [day]. Our crew's favorite stand: [stand], for the plant starts. If you see our trailer in the lot, say hi."
Photo: your trailer near the market, or a table of plant starts.

Do it in 24 hours

- [ ] Take a photo of the base on your next patio or wall.
- [ ] Look up your state's 811 notice rule.
- [ ] Save a photo of a flooded yard for week 20 if you have one.



Part 3

Summer

6 June

This month. Heat starts. The National Weather Service's HeatRisk forecast shows heat danger on a 0 to 4 scale up to seven days out (NWS HeatRisk, wpc.ncep.noaa.gov). New spring plantings need the most help now.

Week 23, tip: "Planted something this spring? New trees and shrubs don't have deep roots yet. In their first summer they need water more often than the rest of the yard, especially in a hot week."
Photo: a young tree with a ring of fresh mulch and a soaker hose.

Week 24, team: "Heat days on the crew: we start at [time], take shade breaks every hour and keep a cooler of water on every trailer. Here's [name] at 6:45 this morning in [neighborhood]."
Photo: a crew member mowing at sunrise.

Week 25, job photo: "New planting beds in [town]. [number] shrubs and [number] perennials, picked for full sun and a dry corner. Mulched and watered in. Check back in a year."
Photo: the finished bed, freshly mulched.

Week 26, review: "'[Their words].' Thank you, [first name]. We built their patio in [neighborhood] in May. They've hosted [number] cookouts on it since."
Photo: the patio with chairs out, no people or with the owner's OK.

Do it in 24 hours

- [ ] Check the HeatRisk forecast and set summer start times for the crew.
- [ ] Text new-planting customers a reminder to water, if they've agreed to texts.
- [ ] Take a finished-bed photo on your next planting job.

7 July

This month. Heat and dry spells. Lawns slow down, and some go brown. Posts that explain what's normal stop worried calls and build trust.

Week 27, tip: "Lawn turning brown in a dry spell? Cool-season grass often goes dormant in summer heat, not dead. When rain and cooler nights come back, it greens up. If it doesn't by September, ask us."
Photo: a lawn going tan in July, with green shade under a tree.

Week 28, before and after: "This [neighborhood] side yard was a strip of weeds nobody used. Now it's a gravel path, stepping stones and a bench under the maple. Before and after, same corner."
Photo: the side yard before and after from the gate.

Week 29, local: "Our crew brought the cold drinks to [local summer event] this weekend. Thanks to the [town] volunteers who set it up in this heat."
Photo: a cooler with your logo at the event.

Week 30, job photo: "Trimming in [neighborhood] this week. These hedges get one shape cut in late spring and one light touch-up now. Any more in the heat and they burn."
Photo: the crew trimming a long hedge line.

Do it in 24 hours

- [ ] Post week 27 the first week lawns in your town start going tan.
- [ ] Take a before photo of an unused side yard on your next estimate.
- [ ] Find one summer event in town for week 29.

8 August

This month. The fall work gets booked now. For cool-season lawns, late summer to early fall is the best time to seed, and Purdue's turf team puts the best window at August 15 to September 15 (Purdue Turfgrass Science, turf.purdue.edu).
Week 31, tip: "Thin, patchy lawn? For cool-season grass, late summer into early fall is the best time to seed. The soil is warm, nights are cooler and weeds are slowing down. Spring seeding fights the heat."
Photo: a thin patch of lawn, close up.
Week 32, team: "[name] has run our [day] crew for [number] seasons. Favorite yard on the route: [their answer, no address]. Favorite tool: [their answer]. Thanks for everything, [name]."
Photo: [name] leaning on the trailer gate.
Week 33, job photo: "Paver walkway in [town], finished this week. We set every edge with restraint so the pavers don't creep into the lawn. Fall projects are booking now for [month]. [phone]"
Photo: the finished walkway from the front door looking out.
Week 34, review: "'[Their words].' Thanks, [first name]. We've mowed their yard in [neighborhood] every [day] since [year]. Same crew, same height, same edges."
Photo: their lawn on route day, or a screenshot of the review.
Week 35, season reminder: "Fall aeration and overseeding in [town] start [date]. Spots go by route, so streets near our current yards fill first. Want on the list? [phone]"
Photo: last fall's aerated lawn with plugs on the surface.

Do it in 24 hours

- [ ] Set your aeration and seeding dates before you post week 35.
- [ ] Ask your crew lead the two questions for week 32.
- [ ] Follow up every spring project quote that went quiet.



Part 4

Fall

9 September

This month. Aeration, seeding and fall planting. NOAA maps the median first fall freeze date for towns across the country: the date by which a freeze has come in half of past years (NOAA, ncei.noaa.gov). Winter services get signed up now.

Week 36, job photo: "Aeration day in [neighborhood]. Those little plugs on the lawn are the point: they let air, water and seed get down to the roots. They break down in a week or two."
Photo: plugs on a lawn, close up, with the aerator behind.

Week 37, season reminder: "Want your driveway cleared before you leave for work this winter? Snow plowing and holiday light sign-ups for [town] are open. Our mowing customers get first pick until [date]. [phone]"
Photo: last year's lights on a house you did, or the plow truck.

Week 38, tip: "Fall is a good time to plant trees and shrubs in many places. The air is cooler and the soil is still warm, so roots grow before winter. Water them until the ground freezes."
Photo: a newly planted shrub with fall color behind it.

Week 39, review: "'[Their words].' Thank you, [first name]. We overseeded their lawn in [neighborhood] last September. This is it in June."
Photo: the lawn in June, thick and green.

Do it in 24 hours

- [ ] Look up your town's median first fall freeze on NOAA's map.
- [ ] Set your sign-up deadline for snow and lights in week 37.
- [ ] Take plug photos on your first aeration of the season.

10 October

This month. Leaves start in earnest. Sprinkler systems in freezing climates need to be emptied before the first hard freeze.

Week 40, tip: "Sprinkler system? It needs to be emptied before the first hard freeze, or water left in the pipes can crack them. Know your town's usual first freeze date and book ahead of it."
Photo: a sprinkler control box with frost on the grass nearby.

Week 41, job photo: "Leaf cleanup in [neighborhood]. [number] trailer loads from one yard with [number] big oaks. We'll be back in two weeks for the rest."
Photo: a full trailer of leaves with the bare lawn behind.

Week 42, team: "End-of-season thanks to [name], who's heading back to school / home / their winter job this week. [number] seasons with us and always the first one at the shop. See you in spring."
Photo: the crew together with [name] in the middle.

Week 43, before and after: "We planted [number] bulbs in this [town] bed today. It looks like plain dirt now. We'll post the after in April. Set a reminder."
Photo: the bare bed today, with bulb bags beside it.

Do it in 24 hours

- [ ] Set your sprinkler shut-down dates before you post week 40.
- [ ] Pick one word in week 42 so it fits your crew member, and get their OK.
- [ ] Put a reminder in your phone for April to post the bulb after photo.

11 November

This month. The last leaves, the first snow in cold places, and lights going up. Snow and lights keep crews working in the gap.
Week 44, job photo: "Lights going up in [neighborhood]. We hang, take down in January and store them for you. A few November spots left. [phone]"
Photo: a crew member on a ladder hanging lights along a roofline, at dusk.
Week 45, tip: "Before the first snow, push a few tall stakes along the edge of your driveway and walk. Whoever plows or shovels can see where the pavement ends, and your lawn edges and beds survive the winter."
Photo: reflective stakes along a driveway edge.
Week 46, local: "This month our crew is raking leaves for free for [number] older neighbors in [town]. Know someone who could use it? Message us their first name and street area."
Photo: the crew raking a front yard, faces turned away or with their OK.
Week 47, review: "'[Their words].' Thank you, [first name]. Their front yard in [town] was our last leaf cleanup of the season. Spotless."
Photo: the clean front yard with bare trees.
Week 48, team: "Our crew this year: [number] yards on the routes, [number] new patios and walls, [number] trailer loads of leaves. Thank you, [town], for a good season."
Photo: the whole crew in front of the trucks.

Do it in 24 hours

- [ ] Set your light takedown dates so week 44 can mention them.
- [ ] Decide how many free leaf cleanups you can give for week 46.
- [ ] Count your season's numbers for week 48 with your crew.



Part 5

Year end

12 December

This month. Snow, lights and planning. Ask for reviews now while the work is fresh, and plant the idea of spring projects before January.
Week 49, job photo: "First real snow in [town]. The plow crew was out at [time], and every route driveway was clear by [time]. Thanks for your patience on the side streets."
Photo: a cleared driveway with snowbanks, plow truck in the street.
Week 50, local: "Done with your tree after the holidays? Many towns collect them and turn them into mulch. [Town]'s pickup dates: [dates]. Check the city's page."
Photo: a tree out at the curb, or a pile of wood chips.
Week 51, review: "'[Their words].' Thank you, [first name]. If your yard was on our route this year, a line about the crew helps the next neighbor choose who to let through the gate: [review link]"
Photo: a screenshot of the review with the last name cropped.
Week 52, season reminder: "Thinking about a patio, new beds or a full redo next year? Send us three photos of your yard this month. We'll sketch ideas in January and you'll get first pick of spring dates. [phone]"
Photo: a finished patio from last summer.

Do it in 24 hours

- [ ] Check your town's tree pickup dates for week 50.
- [ ] Ask every customer from this year for a review this month.
- [ ] Put a reminder on January 1 to open this pack at week 1.

or we can do it for you

Free sample: Two weeks of posts, ready to go

Social media posts is $200 a month, with a 7-day full refund.

Social media posts: growthatlocal.com/services/social-media



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Open this month's section and post this week's landscaping post today.
- [ ] Put a "post" reminder in your phone for every Monday.
- [ ] Look up your town's average last spring freeze and median first fall freeze (sections 3 and 9).
- [ ] Ask one past customer for permission to share their review.
- [ ] Take one before photo on your next job, standing where you'll stand for the after.



Where to go next

These posts work best with good photos. Our free Job-Site Photo Shot List gives you the 13 shots to take on every job. For holidays, our Holiday and Season Post Pack has a dated post for every one. And for the whole job of getting more landscaping work, read The Landscaper Marketing Playbook.



If you'd rather hand it off

Grow That Local writes and posts for landscapers every week, timed to the season and made from your real job photos. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Social media posts. Free sample: two weeks of posts, ready to go. Social media posts is $200 a month, with a 7-day full refund.

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.

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.

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 season fact above, with where to check it. Each was checked on 2026-11-12:

1. NOAA National Centers for Environmental Information, "When to Expect Your Last Spring Freeze": average last spring freeze dates from the 1991 to 2020 US Climate Normals; averages are not forecasts. ncei.noaa.gov (section 3, week 10)
2. US EPA WaterSense, Sprinkler Spruce-Up: a leaky or broken system can waste up to 25,000 gallons of water over a six-month irrigation season. epa.gov (section 4, week 14)
3. Virginia 811, What to Expect: contact 811 at least three working days before digging in Virginia; the service is free, and the notice period differs by state. va811.com (section 5, week 21)
4. Purdue University Turfgrass Science, "Start Seeding Cool-Season Turf Now" (Aaron Patton, 2014): late summer to early fall is the best time to seed a cool-season lawn; the optimum window is August 15 to September 15. turf.purdue.edu (section 8, week 31)
5. NOAA National Centers for Environmental Information, "When to Expect Your First Fall Freeze": median first fall freeze dates from the 1991 to 2020 US Climate Normals. ncei.noaa.gov (section 9)

Rules and tools cited (not statistics):

- National Weather Service HeatRisk forecast (0 to 4 scale, seven days ahead): wpc.ncep.noaa.gov (section 6)
- Google Business Profile Help, photo and video guidelines: photos should represent reality, without significant alterations or excessive filters. support.google.com (before you start)
- Google Business Profile Help, photos, videos and posts content policy: posts with unverified contact information, including phone numbers, may be removed; use a "Call now" button. support.google.com (before you start)
- Nextdoor Help, business posting guidelines: templated and repeated content counts as spam. help.nextdoor.com (before you start)
- FCC, Stop Unwanted Robocalls and Texts (consent, and stopping when asked): fcc.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. One post a week is enough to keep a landscaping page looking open (before you start). Reasoning: it's a pace a busy owner can keep all year, and a homeowner checking you out mostly looks at whether the last few posts are recent and real.
2. Post re-sign and booking reminders in February and August (sections 2, 8). Reasoning: routes and fall dates fill when the need is on people's minds, and the crews already in their feed get the first calls.
3. Route-day posts win nearby yards (section 4, week 15). Reasoning: neighbors already see the trailers on the street, and adding a yard on a route you drive costs you little time.
4. The lawn and planting tips (weeks 19, 23, 27 and 38) are common practice for cool-season lawns, not measured results. Reasoning: they're what most turf and garden advice says for four-season yards; check your local extension office if your grass or climate is different.

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.

Grow *That* Local