Grow That Local

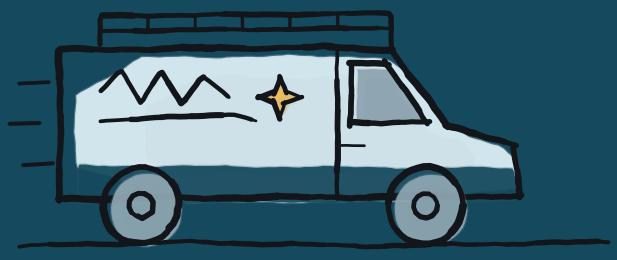
a free guide

When your town searches for a landscaper: your busy season calendar

Which months people near you search for lawn care and landscaping most, from four years of Google search data, and what to do six weeks before, during and after each rush.

For landscaping business owners who plan around the seasons.

- 14 short sections in 6 parts
- 45 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

Every landscaper knows spring is busy. What this calendar adds is how busy, how early, and what happens in your own region and town. We pulled Google's monthly search estimates for 28 searches people use when they want yard work done ("lawn care service," "landscapers near me," "mulch delivery," "leaf removal" and more) for every month from November 2022 to October 2026. We did it for the whole US, all 50 states and DC, 10 regions, and 10 Southeast metro areas.

How to read the numbers. Each month is compared with an average month in the same year. "+62%" means about 62% more landscaping searches than an average month. "-53%" means about 53% fewer. "Swing" is the busiest month divided by the slowest: a swing of 3.45 means the top month gets almost three and a half times the searches of the bottom month. Across the US, people make about 1,110,627 landscaping and lawn care searches a month on these terms.

The limits, in plain words:

- **These are searches, not jobs or leads.** People search days to weeks before they book. So this tells you when homeowners start looking, which is when you need to be easy to find.
- **Google's numbers are estimates, rounded into steps.** Google says its monthly search figure is an average for a search and its close variants (Google Ads Help, support.google.com). Small states and small searches are rough, and we mark them "rough" where the numbers are small.
- **October 2026 is left out.** Google's newest month runs high, so we kept it out of every number here.
- **March 2025 and July 2024 look high in every trade we checked,** hair salons included. We treat them as reporting bumps, not real spikes, and our method smooths them out.
- **Year-over-year falls aren't demand falls.** Google's yearly totals are lower for almost every trade we checked. That reflects how Google reports searches, and searches moving to Maps and chat assistants, not fewer customers. So we only compare months within the same year.
- **Weather years differ.** A warm February or a late frost moves the start by a week or two. Where it moves, we say "usually."

Every figure about landscaping searches comes from one source: GTL analysis of Google Ads search estimates, November 2022 to October 2026. Every example is made up to show the idea. Where a checklist says to text customers, text only people who've agreed to hear from you by text, and stop when they ask. Our free texting rules guide has the details.



Part 1

Your year at a glance

1 The landscaper calendar, month by month

The idea. Landscaping is one of the most seasonal trades we measured. Across the US, searches jump in March, peak in April, stay strong into July, then fall away through fall to a low in December. The table shows the whole US, the region that differs most from it (the Desert Southwest, where the swing is far gentler), and the Southeast, where the rush starts a few weeks sooner.

Month	Whole US	Desert Southwest	Southeast and Upper South	Do this month
January	-39%	-19%	-38%	Send spring sign-up offers to last year's customers.
February	-29%	-16%	-20%	Mail the spring postcard. Hire and train crew.
March	**+34%**	**+22%**	**+48%**	Answer every call. Book cleanups and mulch.
April	**+62%**	**+34%**	**+55%**	Peak month. Sign recurring mowing, not one-offs.
May	**+47%**	**+22%**	**+36%**	Ask every new customer for a review.
June	**+19%**	**+11%**	**+13%**	Sell trimming and summer care plans.
July	**+12%**	+3%	**+11%**	Quote patios, walls and drainage for fall.
August	+5%	+2%	+9%	Sign up aeration and overseeding.
September	-4%	-8%	-4%	Fall aeration and cleanup season starts.
October	-19%	-5%	-16%	Book leaf removal before the leaves drop.
November	-40%	-19%	-44%	Leaf rush. Sell next year's plan.
December	-53%	-32%	-53%	Lowest month. Plan, price and rest.

Bold figures are months at least 10% busier than average.

Example (sample numbers). A made-up landscaper in Kentucky reads the Southeast column: March runs almost as high as April. Last year they mailed in mid-March. This year the postcard lands in the last week of February.

Do it in 24 hours

- [ ] Find your region in section 3, and your metro area in section 4 if you're in the Southeast.
- [ ] Circle your three busiest months on a paper calendar.
- [ ] Count back six weeks from the first one and write "get ready" on that date.
- [ ] Compare with your own records. Your phone is the final word for your town.

2 Your busy and slow months, and how sure we are

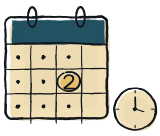
The idea. Across the US, the busiest months are April, May and March. The slowest are December, November and January. April runs 62% above an average month, and December runs 53% below. The swing is 3.45, second only to pool service among the 70 trades we measured.

This is one of the steadiest peaks in our data. The top month in each of the four years: April 2023; April 2024; April 2025; April 2026. April wins every year. What changes is how fast the climb starts in March.

Example (sample numbers). A made-up lawn care owner books 60% of their year's new customers between March and May. They stop spending on ads in December and January and put that money into a late-February mailing instead.

Do it in 24 hours

- [ ] Write your season on one line: "Rush: March to May. Steady: June to August. Fall: September to November."
- [ ] Count how many new customers you signed each month last year. Does April win for you too?
- [ ] Move any winter ad spend to the six weeks before your first busy month.



Part 2

Your region and your town

3 How the season changes by region

The idea. The colder the winter, the sharper the spring. In the Great Lakes and Upper Midwest, April runs 102% above average and December 67% below, a swing of 6.11. In the Gulf Coast and Florida, the top month is March, and the swing is only 2.61. The Desert Southwest is the gentlest, at 1.97.

Region	Busiest months	Slowest months	Top month vs average	Swing
Whole US	Apr, May, Mar	Dec, Nov, Jan	Apr (+62%)	3.45
New England	Apr, May, Mar	Dec, Jan, Feb	Apr (+81%)	4.87
Mid-Atlantic	Apr, May, Mar	Dec, Jan, Nov	Apr (+77%)	4.16
Great Lakes and Upper Midwest	Apr, May, Mar	Dec, Jan, Nov	Apr (+102%)	6.11
Great Plains	Apr, May, Mar	Dec, Jan, Nov	Apr (+80%)	4.52
Southeast and Upper South	Apr, Mar, May	Dec, Nov, Jan	Apr (+55%)	3.27
Gulf Coast and Florida	Mar, Apr, May	Dec, Jan, Nov	Mar (+45%)	2.61
Mountain West	Apr, May, Jun	Dec, Nov, Jan	Apr (+95%)	5.58
Desert Southwest	Apr, May, Mar	Dec, Jan, Nov	Apr (+34%)	1.97
Pacific West	Apr, May, Jun	Dec, Nov, Jan	Apr (+38%)	2.39
Alaska and Hawaii	May, Jun, Apr	Dec, Nov, Feb	May (+45%)	2.23

Regions are groups of states. "Top month vs average" is that region's busiest month and how far above an average month it runs. Alaska and Hawaii have small numbers, so treat their row as a rough guide.

Example (sample numbers). A made-up landscaper in Michigan has four quiet months and a spring that hits all at once. They pre-sell spring cleanups in February at a set price, so April's calls go to crews that are already booked through May.

Do it in 24 hours

- [ ] Find your region's row. Write down its top month and its swing.
- [ ] If your swing is above 4, plan a winter service (snow, lights, firewood) or a winter savings plan.
- [ ] If your swing is under 2.5, spread your marketing more evenly across the year.

4 The Southeast metro areas

The idea. Searches here are counted for each TV market, which is wider than the city itself. Every one of the 10 has a swing above 3. Lexington's is the biggest at 5.11, with April 79% above average. In Louisville, Nashville, Jackson and Montgomery, March edges out April as the top month: Louisville's March runs 74% above average.

Metro area (TV market)	Busiest months	Slowest months	Top month vs average	Swing
Lexington	Apr, Mar, May	Dec, Jan, Nov	Apr (+79%)	5.11
Louisville	Mar, Apr, May	Dec, Jan, Nov	Mar (+74%)	4.79
Memphis	Apr, May, Mar	Dec, Nov, Jan	Apr (+69%)	4.41
Huntsville-Decatur	Apr, Mar, May	Dec, Jan, Nov	Apr (+66%)	4.00
Jackson, MS	Mar, Apr, May	Dec, Jan, Nov	Mar (+62%)	3.93
Little Rock	Apr, Mar, May	Dec, Nov, Jan	Apr (+59%)	3.88
Nashville	Mar, Apr, May	Dec, Nov, Jan	Mar (+55%)	3.45
Birmingham	Apr, Mar, May	Dec, Nov, Jan	Apr (+60%)	3.41
Tulsa	Apr, May, Mar	Dec, Jan, Nov	Apr (+52%)	3.28
Montgomery	Mar, Apr, May	Nov, Dec, Jan	Mar (+47%)	3.18

Sorted from the biggest swing to the smallest.

In the Southeast, March and April trade places from year to year. In Nashville, the top months were: April 2023; March 2024; April 2025; March 2026.

Example (sample numbers). A made-up landscaper in Nashville used to start spring marketing on April 1. The data says March is already the top month there, so they move everything three weeks earlier.

Do it in 24 hours

- [ ] Find your metro area's row, or the nearest one.
- [ ] If March is in your top two months, plan to be fully ready by March 1.
- [ ] If your town isn't listed, check your state's pattern in Google Trends (section 5).



Part 3

The early signals

5 The searches that rise first

The idea. Different yard jobs peak in different months. Watch the early ones and you'll see the rush coming. We ran the same method on each landscaping search across the US:

Search	When it rises	Its top month	Top month vs its average
spring cleanup (rough)	February	April	3.3 times
mulch delivery	March	April	2.9 times
lawn aeration	March	April	2.4 times
lawn fertilization	March	April	2.1 times
lawn mowing service	March	April	2.4 times
hedge trimming	April	June	+63%
aeration and overseeding	August	September	3.7 times
fall cleanup (rough)	September	October	2.9 times
leaf removal	October	November	4.3 times

"Spring cleanup" is the first to move: 15% above its average already in February, then 3.0 times its average in March. It's a small search (about 744 a month across the US), so treat it as a sign, not a count. "Lawn aeration" is big (about 95,525 a month) and has two humps: April, and a smaller one in September, 39% above its average. In fall, "leaf removal" runs 4.3 times its average in November.

To watch your own state, look up "spring cleanup," "lawn aeration" and "leaf removal" in Google Trends (trends.google.com). Trends shows interest on a 0 to 100 scale compared with all searches in that place and time, not a count of searches (Google Trends Help, support.google.com).

Example (sample numbers). A made-up landscaper checks Google Trends each Monday in February. The week "spring cleanup" climbs in their state, they post a spring cleanup offer on their Google profile and open their booking calendar.

Do it in 24 hours

- [ ] Open Google Trends, set it to your state and "Past 5 years."
- [ ] Add "spring cleanup," "lawn aeration" and "leaf removal." Note the month each one starts to climb.
- [ ] Put one reminder in your phone for each: "Post about [job] this week."



Part 4

The spring rush

6 Six weeks before spring: late January

The idea. Across the US, searches jump in March. In the Southeast, March runs 48% above average, nearly as high as April. So late January is your six-weeks-before point. In the Gulf Coast and Florida, where March is the top month, start in mid-January.

Example (sample numbers). A made-up landscaper has 140 customers from last year. In late January they text each one a spring sign-up offer with a set price for cleanup plus the first month of mowing. 52 sign up before February ends.

Do it in 24 hours

- [ ] Send last year's customers a spring sign-up offer. Recurring mowing first, one-off cleanups second.
- [ ] Book your spring postcard to land in the last week of February.
- [ ] Post your spring cleanup and mulch prices on your site and Google profile.
- [ ] Start hiring now. By March, good crew members are taken.

7 During the rush: March to May

The idea. April is the top month, 62% above average, and May is close behind at 47%. Phones ring all day and everyone wants their yard done this week. The question isn't how to get more calls. It's which calls to say yes to.

"Landscapers near me" runs 1.8 times its average in April. People are calling several companies. The one who answers and gives a time usually wins.

Example (sample numbers). A made-up lawn care owner gets 25 calls in the first week of April and can take 12. They say yes first to weekly mowing on streets they already serve, and offer one-off cleanups a start date in May.

Do it in 24 hours

- [ ] Turn on missed-call text-back so nobody waits.
- [ ] Set a rule: recurring work on your current routes comes first.
- [ ] Ask every new customer for a Google review after the first visit.
- [ ] Put a yard sign out on every job, with the homeowner's OK.

8 After the rush: June to August

The idea. Searches stay above average into July (June 19% above, July 12% above), but the new-customer rush is over. Summer searches turn to upkeep: "hedge trimming" peaks in June at 63% above its average. This is the time to grow what each customer buys.

Example (sample numbers). A made-up landscaper has 90 mowing customers. In June they offer hedge and shrub trimming to all of them and add it to 24 accounts. In July they quote 6 patios and retaining walls for the fall.

Do it in 24 hours

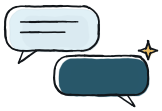
- [ ] Offer trimming or summer care to every mowing customer.
- [ ] List customers who asked about patios, walls or drainage in spring. Call them to quote fall work.
- [ ] Ask your spring customers for reviews if you haven't yet.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Ready before your next busy month. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 5

Fall: aeration, cleanup and leaves

9 Six weeks before fall: late July

The idea. Fall searches start in August. "Aeration and overseeding" rises to 74% above its average in August and peaks in September. "Fall cleanup" climbs in September. Six weeks before is late July: book your fall work while customers are still thinking about their lawn.

Example (sample numbers). A made-up landscaper sends a fall menu to every customer in late July: aeration and overseeding, fall cleanup, and leaf removal, each with a price and a date range. Customers pick by text.

Do it in 24 hours

- [ ] Write a one-page fall menu with prices and dates.
- [ ] Send it to every current and past customer who agreed to hear from you.
- [ ] Book a fall postcard to land in mid-August.

10 During fall: September to November

The idea. Total landscaping searches are below average by now (October 19% below, November 40% below), but the fall jobs are at their peak. "Fall cleanup" is a small search but runs 2.9 times its average in October, and "leaf removal" runs 4.3 times its average in November. Fewer people search, and the ones who do want it done before the first snow.

Example (sample numbers). A made-up landscaper books leaf removal in two rounds, late October and late November, street by street, so one crew clears six yards a day instead of four.

Do it in 24 hours

- [ ] Book leaf removal by street so crews stay close together.
- [ ] Post photos of finished fall cleanups on your Google profile.
- [ ] Ask every fall customer about next spring before the season ends.

11 After fall: the first week of December

The idea. December is the lowest month of the year, 53% below average. In the Great Lakes it's 67% below. The work slows, but this is when next spring is won: customers who sign up now don't shop around in March.

Example (sample numbers). A made-up landscaper offers next year's mowing at this year's price to anyone who signs up by December 31. 38 customers sign, which fills half of April before it starts.

Do it in 24 hours

- [ ] Offer next year's plan to every current customer, with a sign-up date.
- [ ] Send a thank-you and review request to every customer from this year who hasn't left one.
- [ ] Write down your three busiest months this year and compare with section 2.

or we can do it for you

Free sample: Your first 25 customers texted

Win-back texts is $100 a month, with a 7-day full refund.

Win-back texts: growthatlocal.com/services/win-back-texts



Part 6

Winter: the quiet months

12 Six weeks before winter: late October

The idea. In most of the US, searches stay well below average from November to February. If you want winter work, decide in late October, before the leaf rush takes every hour you have.

Example (sample numbers). A made-up landscaper in Ohio adds snow removal for 30 existing customers and holiday light installs for 12. Both are sold in October to people who already trust them.

Do it in 24 hours

- [ ] Decide your winter work: snow, holiday lights, tree work, or planning and rest.
- [ ] Offer it to current customers first. They know you.
- [ ] Price it now, so you're not guessing in December.

13 During winter: December to February

The idea. December runs 53% below average and January 39% below. In the Desert Southwest it's gentler: January is only 19% below. For most landscapers, winter is for getting ready: equipment, crew, prices and the spring list.

Example (sample numbers). A made-up landscaper spends January on three things: servicing mowers, updating their Google profile with last year's best photos, and writing the spring sign-up offer.

Do it in 24 hours

- [ ] Service your equipment now, not in March.
- [ ] Update your Google profile: services, photos, hours.
- [ ] Write your spring sign-up offer, ready to send in late January.

14 After winter: the first warm weekend

The idea. The first warm weekend of the year sends people outside to look at their yards. Across the US, "spring cleanup" searches start moving in February. By now your spring plan from section 6 should be in motion. Use this weekend to check it.

Example (sample numbers). A made-up landscaper walks through their checklist on the first 60-degree Saturday: sign-up offer sent, postcard landing next week, prices posted, two new crew members starting Monday.

Do it in 24 hours

- [ ] Check every item from section 6 is done.
- [ ] Test your missed-call text-back by calling your own number.
- [ ] Post a spring cleanup photo and offer on your Google profile.



Your first 24 hours, in one list

If you do these today, you'll be ready before the next rush:

- [ ] Find your region and metro area in sections 3 and 4. Circle your busiest months.
- [ ] Count back six weeks and put "get ready" dates on your calendar (section 1).
- [ ] Set up Google Trends for "spring cleanup," "lawn aeration" and "leaf removal" in your state (section 5).
- [ ] Write your spring sign-up offer for last year's customers (section 6).
- [ ] Write your fall menu with prices and dates (section 9).



Where to go next

For the posts, texts and postcards to use in each moment, read The Landscaper Storm and Season Playbook. For the whole job of getting more lawn and landscaping calls, read The Landscaper Marketing Playbook.

Two free tools go with this calendar. Your slow months shows how many jobs you're short in the quiet months and how many fill the gap. Is your business ready for busy season? gives you a score and the gaps to close first.

To see how landscaping compares with 69 other local trades, read When Customers Search: The Local Trade Season Calendar 2026.



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: Neighborhood postcard. Free sample: your ad, designed and shown on the card. Neighborhood postcard is $400 a month, with a 7-day full refund.

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.

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.

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 it comes from:

1. GTL analysis of Google Ads search estimates, November 2022 to October 2026. Google Ads monthly search estimates for 28 landscaping and lawn care searches, for the US, all 50 states and DC, 10 regions and 10 Southeast metro areas (TV markets), pulled November 12, 2026. Each month is compared with its own year's average, and the figure for a calendar month is the middle value of four years. October 2026 is left out. (sections 1 to 14)
2. Same data, each landscaping search on its own, for the whole US, using the same method. (sections 5, 7, 8, 9, 10)

Rules, tools and guidance cited (not statistics), each checked on the official page on 2026-11-12:

- Google Ads Help, "About Keyword Planner forecasts" (average monthly searches are an average for a search and its close variants, for the location you choose): support.google.com (before you start)
- Google Trends Help, "FAQ about Google Trends data" (interest is scaled 0 to 100, relative to all searches in that place and time): support.google.com (section 5)

GTL estimates

These are our own judgment, not measured facts:

1. People search days to weeks before they book a landscaper (before you start, sections 6, 9). Reasoning: most homeowners call a few companies and wait for a price and a start date before they choose.
2. Start getting ready six weeks before your first busy month (sections 1, 6, 9, 12). Reasoning: sign-up offers, postcards and new crew each take a few weeks, and once April starts there's no time.
3. Colder regions have sharper springs because the growing season is shorter (section 3). Reasoning: the biggest swings in our data are in the Great Lakes, New England and the Mountain West, and the gentlest in the Gulf Coast, Florida and the desert.
4. Recurring mowing customers are worth more than one-off cleanups in the rush (section 7). Reasoning: they pay all season, sit on routes you already drive, and turn into fall and next-spring work.
5. Customers who sign up for next year in December rarely shop around in spring (section 11). Reasoning: once a price and a start date are agreed, most people don't go looking again.
6. A postcard should land two to four weeks before searches rise (sections 6, 9). Reasoning: it gets your name in the house just before people start looking, without being forgotten.

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