Grow That Local

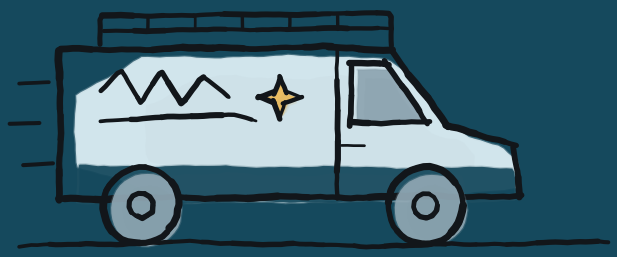
a free guide

What a Google Ads click costs a landscaper, by city

What one Google Ads click on a lawn or landscaping search costs in the US, the Southeast and 10 Southeast cities, which searches cost most, and what a monthly budget really buys.

For landscaping business owners comparing lead sources.

- 13 short sections in 5 parts
- 39 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

Lawn and landscaping clicks cost far less than roofing or plumbing clicks, and they come with a catch: lots of the people searching want to do it themselves. This guide shows what a click costs where you work, which searches bring buyers, and how far a spring budget goes.

We took Google's click price estimates for 28 searches people use when they want a landscaper ("landscapers near me", "lawn care service", "sod installation", "french drain installation" and more) for the whole US, all 50 states and DC, 10 regions and 10 Southeast metro areas. The data is Google Ads keyword data, pulled through DataForSEO, a data company that resells it, in November 2026.

How to read the numbers:

- **Typical click** is the average price of one click across all of the landscaping searches, weighted by how often people make each one. Busy searches count more.
- **Middle search** is the median: half the searches cost more per click, half cost less.
- **The "landscapers near me" click** is the price of the one search most owners want to show up for. It's usually the best number to plan a budget with.

The limits, in plain words:

- **These are Google's estimates, not your bill.** Each price is Google's average cost per click for that search in that place (Google Ads API reference, developers.google.com). It's what advertisers paid on average, not what any one business pays.
- **Your own price depends on you.** How good your ad and page are, the hours you run, how tightly you match searches and where you show all move it. Part 5 covers each one.
- **Small places are rough.** Google leaves many small searches unpriced, and one pricey search can pull a metro's average up. Read the three numbers together.
- **A click is not a lead.** Most people who click don't call. Every per-lead figure here is our estimate, built from a click price and a conversion rate we state.
- **A metro area here is a TV market**, which is wider than the city itself.

Every click price comes from one source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026. Where we do math on top of it, we say "GTL estimate" and give our reasoning. Every example is made up to show the idea.



Part 1

What a landscaping click costs

1 The landscaping click price across the US

The idea. Across the US, the typical landscaping click costs $7.71. The middle search costs $8.38. Prices run from $0.72 for "hedge trimming" to $16.44 for "french drain installation". The "landscapers near me" click costs $11.43, and people make that search about 90,500 times a month (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

Lawn jobs are smaller and repeat all season, so landscapers bid far less per click than roofers or plumbers (GTL estimate). The searches that name a project cost the most: "french drain installation" is $16.44 and "sod installation" $11.92, while "lawn care" is $8.38 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

Of the 70 local trades we measured, landscaping and lawn care has the 40th priciest typical click. Google's competition score for these searches averages 43 out of 100. That score is the share of ad spots that advertisers fill (Google Ads API reference, developers.google.com).

Example (sample numbers). A made-up landscaper was told to expect $2 clicks. The table says $11 for "landscapers near me." They plan their spring test around $11 and treat any $2 clicks as a warning sign to check what people searched.

Do it in 24 hours

- [ ] Write down the US "landscapers near me" price from this section.
- [ ] Find your metro or state in sections 2 and 3 and write its price next to it.
- [ ] List the three services you most want new customers for.

2 The Southeast and its 10 metro areas

The idea. In the Southeast and Upper South, the typical landscaping click costs $7.74, about the same as the US. The "landscapers near me" click costs $10.59 there (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

Landscaping is one trade where the Southeast pays about the same as the US. Nashville has the priciest typical click of the 10 metros, $9.63, and Little Rock the cheapest, $5.36 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Several metros have only a few hundred "landscapers near me" searches a month, so their prices in that column are rough.

Place	Typical click ($)	Middle search ($)	"landscapers near me" ($)
Whole US	7.71	8.38	11.43
Southeast and Upper South	7.74	7.34	10.59
Nashville	9.63	9.41	10.93
Birmingham	8.39	5.75	9.96
Jackson, MS	7.37	1.94	7.58
Montgomery	7.19	3.47	5.38
Memphis	7.18	5.76	3.62
Huntsville-Decatur	6.99	4.31	12.87
Tulsa	6.85	3.77	10.56
Lexington	6.69	4.17	10.18
Louisville	6.38	4.33	5.91
Little Rock	5.36	2.30	5.14

Metro areas are sorted from the priciest typical click to the cheapest. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

Example (sample numbers). A made-up landscaper in Memphis sees a cheap "landscapers near me" click but a higher typical click. They budget at the higher number and expect most clicks to come from "lawn care service" and "sod installation," not the near-me search.

Do it in 24 hours

- [ ] Find your metro row and circle the "landscapers near me" column.
- [ ] If the three numbers disagree a lot, plan with the highest.
- [ ] If you're not in one of these 10 areas, use your state in section 3.

3 Where clicks cost most and least

The idea. Across the lower 48, the Gulf Coast and Florida has the priciest typical landscaping click at $8.78, and the Mid-Atlantic the cheapest at $6.88. By state, Alaska tops the list at $10.22 and North Dakota is lowest at $2.42 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com).

The spread between states is wide, but the regions sit close together. The cheapest states are mostly small ones with short seasons and few searches, so treat those as rough (GTL estimate).

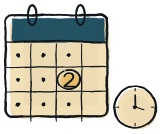
Rank	Priciest states	Typical click ($)	Cheapest states	Typical click ($)
1	Alaska	10.22	North Dakota	2.42
2	New Hampshire	9.88	Wyoming	2.91
3	Tennessee	9.25	Vermont	3.31
4	Colorado	9.17	Hawaii	3.92
5	Missouri	9.11	Maine	4.67

"Cheapest states" counts up from the very cheapest. A state's average also moves with which searches people there use most, not only with price. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

Example (sample numbers). A made-up landscaper in Tennessee sees their state near the top of the list. They keep ads for big projects only, where one job covers the clicks, and fill mowing routes with door hangers instead.

Do it in 24 hours

- [ ] Find your state. Is it above or below the US typical click?
- [ ] If it's near the top, keep ads for project work.
- [ ] Note which services you'd fill some other way.



Part 2

The searches behind the price

4 The priciest searches

The idea. The priciest lawn and landscaping searches name a project with a problem behind it, like water in the yard or a bare lawn to replace (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). In the Southeast, "sod installation" costs $21.31 a click and "french drain installation" $19.63.

Search	Click ($)	US searches a month
french drain installation	16.44	40,500
aeration and overseeding	13.26	1,900
sod installation	11.92	8,100
lawn service near me	11.55	60,500
landscapers near me	11.43	90,500

Searches with at least 50 searches a month. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

These clicks cost more because the jobs are bigger and the searcher is ready to hire (GTL estimate). A drainage or sod job can be worth a whole season of mowing for one yard.

Example (sample numbers). A made-up landscaper runs ads only for drainage and sod in April and May. Each signed drainage job covers the month's clicks, and the mowing customers come from yard signs at those jobs.

Do it in 24 hours

- [ ] Pick the project searches from the table that match the work you want.
- [ ] Make sure your site has a page and photos for each one.
- [ ] Decide which months you can take those projects on.

5 The cheapest searches, and why cheap isn't a bargain

The idea. The cheapest searches are mostly people buying tools or supplies: "hedge trimming" costs $0.72 a click, "lawn fertilization" $1.05 and "lawn aeration" $1.67 (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Many of them want a hedge trimmer, a bag of fertilizer or an aerator to rent (GTL estimate).

Search	Click ($)	US searches a month
hedge trimming	0.72	60,500
lawn fertilization	1.05	33,100
lawn aeration	1.67	90,500
mulch delivery	3.23	5,400
landscape lighting	4.46	33,100

Cheapest first. Source: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

These are also some of the busiest searches: "lawn aeration" gets about 90,500 a month across the US (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). Cheap, busy and mostly not hiring is the easiest way for a lawn budget to disappear. If you sell aeration, bid on "aeration and overseeding," which costs more but reads like a service.

Example (sample numbers). A made-up landscaper's ads get 300 clicks a month at under $2 each, and two calls. The search terms show "best hedge trimmer" and "aerator rental." They block tool words and the clicks drop to 60, with six calls.

Do it in 24 hours

- [ ] Look at the cheap searches in the table. Do you want those clickers?
- [ ] If you sell aeration, use "aeration and overseeding," not "lawn aeration."
- [ ] Note the tool and supply words you'll block in section 13.



Part 3

What a monthly budget buys

6 Clicks for your budget

The idea. Divide your monthly budget by the price of a click and you get the clicks it buys. At the US "landscapers near me" price of $11.43, $1,000 a month buys about 87 clicks (GTL analysis of Google Ads keyword data (DataForSEO), November 2026, docs.dataforseo.com). That count is a GTL estimate: your real price per click will sit above or below Google's average.

Google can spend up to twice your daily budget on a busy day, but no more than 30.4 times it in a month (Google Ads Help, support.google.com). So plan by the month, not the day.

Monthly budget ($)	Clicks at the US "landscapers near me" price	Clicks at the Southeast typical price
500	44	65
1,000	87	129
2,000	175	258

GTL estimate: budget divided by click price, rounded. Click prices: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

Lawn budgets go a long way per click, which is why it's tempting to spend before checking what people searched (GTL estimate). Put the money in the months people search most. Our busy season calendar for landscapers shows which months those are in your region.

Example (sample numbers). A made-up landscaper sets $800 for April, $500 for May and nothing from November to February. At $10 a click, April buys about 80 clicks.

Do it in 24 hours

- [ ] Pick a monthly budget you could lose for one month without worry.
- [ ] Divide it by your click price from section 2.
- [ ] Write down the months you'd spend and the months you'd pause.

7 From clicks to leads

The idea. A lead here means a call or a quote form from someone who clicked your ad. We use two rates, both GTL estimates. About 7 in 100 clicks is a cautious month: most clickers are comparing a few businesses, outside your area or not ready yet, and 7 in 100 is close to where our free Google Ads

calculator starts. About 15 in 100 is a strong month, with a clear page, a phone number at the top and tight targeting.

At the US "landscapers near me" price of $11.43, that puts one lead at about $76 in a strong month and $163 in a cautious one (GTL estimate built on the click price from GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com)).

Monthly budget ($)	Leads at 7 in 100	Leads at 15 in 100	Cost per lead ($), 7 in 100	Cost per lead ($), 15 in 100
500	3.1	6.6	163	76
1,000	6.1	13.1	163	76
2,000	12.2	26.2	163	76

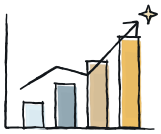
GTL estimate: clicks from section 6 times 7 in 100 or 15 in 100. Click price: GTL analysis of Google Ads keyword data (DataForSEO), November 2026 (docs.dataforseo.com).

A weekly mowing customer is worth far more than one cut, because they pay all season (GTL estimate). Put your own season value and close rate into the Google Ads calculator, and use how many leads you need to see how many new customers fill a route.

Example (sample numbers). A made-up landscaper pays $120 for each ad lead and books half of them. That's $240 per new customer. A weekly mowing customer pays $50 a cut for 28 weeks, so the lead pays back in about five weeks.

Do it in 24 hours

- [ ] Work out what one new weekly customer is worth over a season.
- [ ] Count how many leads you booked last spring.
- [ ] Run the free Google Ads calculator with your own numbers.



Part 4

Ads, or reviews and the map first?

8 When ads make sense for a landscaper

The idea. Ads make the most sense for a landscaper in three cases (GTL estimate). For projects such as drainage, sod and hardscaping, where one job covers the clicks. When you add a new service area and need to fill a route fast. And in the spring rush, if you have crew to take the work. For mowing in your own neighborhoods, yard signs and neighbors usually cost less. Google's Local Services Ads charge per lead instead of per click; our guide on whether Local Services Ads are worth it compares the two. For every landscaping marketing cost, read what marketing should cost a landscaper.

Example (sample numbers). A made-up landscaper runs ads only in a new town 15 minutes away, for six weeks in spring. Once that route has 20 homes, they stop and let the trucks and yard signs do the rest.

Do it in 24 hours

- [ ] Decide which projects or towns ads are for.
- [ ] Decide what full looks like: how many homes per route.
- [ ] Read the Local Services Ads guide before choosing between the two.

9 When reviews and the map come first

The idea. Clicks in Google's map results are free. Google says local results are mainly based on relevance, distance and prominence, and that there's no way to pay for a better local ranking (Google Business Profile Help, support.google.com). Lawn customers look for someone nearby with good reviews, so a strong profile in your own neighborhoods often beats ads there (GTL estimate). Our guide on how many reviews a landscaper needs gives the numbers for 10 Southeast cities.

Example (sample numbers). A made-up landscaper has 9 reviews and 140 weekly customers. They text every customer a review link in May and reach 40 reviews by June, then move from ads to the map for their home neighborhoods.

Do it in 24 hours

- [ ] Search "landscapers near me" from your shop and count the top three map results' reviews.
- [ ] Compare with your own count.
- [ ] Text your mowing customers your review link this week.

or we can do it for you

Free sample: A ranking check and 10 fixes

So you can see where you stand in the free results before you pay for clicks. SEO is $400 a month, with a 7-day full refund.

SEO: growthatlocal.com/services/seo



Part 5

Four ways to pay less per click

10 Bid on exact searches

The idea. Google has three ways to match your keywords to searches. Broad match can show your ad on any related search. Phrase match, in quotes, shows it on searches that include your meaning. Exact match, in square brackets, shows it on searches with the same meaning (Google Ads Help, support.google.com). Broad match is the default. For a landscaper, broad match is how a "lawn care" keyword ends up paying for "best lawn mower" clicks (GTL estimate).

Example (sample numbers). A made-up landscaper starts with five exact keywords: [lawn service near me], [landscapers near me], [french drain installation], [sod installation] and [lawn care service]. After a month they keep the three that booked jobs.

Do it in 24 hours

- [ ] Write five exact keywords in square brackets, for the services you want.
- [ ] Check whether any campaign you have is on broad match.
- [ ] Plan one review of results after 30 days.

11 Show ads only when you can answer

The idea. You can choose the hours and days your ads run, and raise or lower bids for certain times (Google Ads Help, support.google.com). For a landscaper the bigger choice is the season: pause when you're booked out or the ground is frozen, so you don't pay for clicks you can't serve (GTL estimate).

Example (sample numbers). A made-up landscaper runs ads weekdays 7 am to 5 pm, March to June. In July, their routes are full, so they pause ads and restart for fall cleanup in September.

Do it in 24 hours

- [ ] Write down the months you can take on new customers.
- [ ] Set your ads to pause outside those months.
- [ ] Set daily hours to when someone answers or texts back.

12 Draw your area tight

The idea. You can show ads to people within a set distance of your shop, at least 1 km (Google Ads Help, support.google.com). Google's default, "Presence or interest," also reaches people elsewhere who show interest in your area. "Presence" sticks to people who are in or regularly in it (Google Ads Help, support.google.com). Drive time eats the profit on a mowing stop, so a landscaper's circle should hug the routes they already run (GTL estimate).

Example (sample numbers). A made-up landscaper draws an 8-mile circle around their main route for mowing ads and a 20-mile circle for drainage and hardscape ads. The two campaigns get separate budgets.

Do it in 24 hours

- [ ] Mark your current routes on a map.
- [ ] Set a small radius for mowing ads and a wider one for projects.
- [ ] Switch location options to "Presence."

13 Block the searches that waste money

The idea. Negative keywords keep your ad off searches you don't want (Google Ads Help, support.google.com). The search terms report shows the real searches that triggered your ads (Google Ads Help, support.google.com). Read it every week for the first month and block what doesn't fit.

Example (sample numbers). A made-up landscaper finds clicks from "landscaping jobs," "mulch bags" and "weed killer for lawns" in week one. They block all three ideas and move the money to sod and drainage.

Do it in 24 hours

- [ ] Add these as negative keywords to start: jobs, hiring, salary, mower, trimmer, rental, rent, "for sale", bags, seed, spreader, killer, "how to", diy.
- [ ] Open the search terms report after 7 days.
- [ ] Block every search that would never hire a crew.

or we can do it for you

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

For the map results you don't pay per click for. Google Business Profile is $200 a month, with a 7-day full refund.

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



Your first 24 hours, in one list

If you do these today, you'll know what a click costs you before you spend a dollar:

- [ ] Write down your metro or state "landscapers near me" price (sections 2 and 3).
- [ ] Pick the project searches you'd bid on (section 4).
- [ ] Count your reviews against the top three map results (section 9).
- [ ] Pick five exact keywords (section 10).
- [ ] Add the starter negative keywords (section 13).
- [ ] Run the free Google Ads calculator with your own numbers.



Where to go next

To see whether Google's pay-per-lead ads would suit you better, read Google's Local Services Ads: worth it?. For every landscaping marketing cost on one page, read What marketing should cost a landscaper in 2026. For the whole job of getting more lawn and landscape customers, read The Landscaper Marketing Playbook.

To see how landscaping clicks compare with 69 other local trades, read What a Click Costs: Google Ads Prices for 70 Local Trades, 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: SEO. Free sample: a ranking check and 10 fixes. SEO is $400 a month, with a 7-day full refund.

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.

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.

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 it comes from:

1. GTL analysis of Google Ads keyword data (DataForSEO), November 2026. Google Ads average cost per click and monthly search estimates for 28 lawn and landscaping searches (27 with a price), for the US, all 50 states and DC, 10 regions and 10 Southeast metro areas (TV markets), pulled November 12, 2026. Typical click = average weighted by each search's monthly searches; middle search = median. (sections 1 to 13)

Rules, tools and guidance cited (not statistics), each checked on the official page on 2026-11-13:

- DataForSEO, Google Ads search volume API, response fields (cpc: the amount paid in US dollars for each click on the ad for a keyword; competition_index: 0 to 100): docs.dataforseo.com (all sections)
- Google Ads API reference, KeywordPlanHistoricalMetrics ("Average Cost Per Click in micros for the keyword"; competition index "determined by the number of ad slots filled divided by the total number of ad slots available"): developers.google.com (before you start, section 1)
- Google Ads Help, "About overdelivery and your average daily budget" (up to twice the daily budget in a day, no more than 30.4 times it in a month): support.google.com (section 6)
- Google Business Profile Help, "Tips to improve your local ranking on Google" (local results are mainly based on relevance, distance and prominence; no way to pay for a better local ranking): support.google.com (section 9)
- Google Ads Help, "About keyword matching options" (broad, phrase and exact match; quotes for phrase, square brackets for exact): support.google.com (section 10)
- Google Ads Help, "About Ad Scheduling" (choose hours and days; bid adjustments by day and time): support.google.com (section 11)
- Google Ads Help, "Target ads to geographic locations" (radius targeting, at least 1 km): support.google.com (section 12)
- Google Ads Help, "About advanced location options" ("Presence or interest" is the default; "Presence" reaches people in or regularly in your area): support.google.com (section 12)
- Google Ads Help, "About negative keywords" (exclude search terms; negative broad, phrase and exact match): support.google.com (section 13)
- Google Ads Help, "About the search terms report" (shows the searches that triggered your ads): support.google.com (section 13)

GTL estimates

These are our own judgment, not measured facts:

1. Clicks per budget = budget divided by the click price (sections 6, 7). Reasoning: Google charges per click, and your own price will sit above or below its average.
2. About 7 in 100 ad clicks become a call or form in a cautious month, and about 15 in 100 in a strong one (section 7). Reasoning: many lawn clickers are comparing or shopping for tools; 7 in 100 is close to our calculator's starting point, and a clear page and tight targeting can about double it.
3. Project searches turn into jobs more often than tool and supply searches (sections 4, 5). Reasoning: they name a service and a problem, while the cheap searches read like product shopping.

4. A weekly mowing customer is worth a season of cuts (section 7). Reasoning: they pay every week the grass grows.
5. Ads suit projects, new towns and the spring rush; reviews and yard signs suit home routes (sections 8, 9). Reasoning: neighbors hire who they see nearby, and map clicks are free.
6. Exact match, seasonal pauses, a tight radius and negative keywords cut wasted clicks (sections 10 to 13). Reasoning: each one keeps your ad off searches, months or places that can't become a customer.

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