Grow That Local

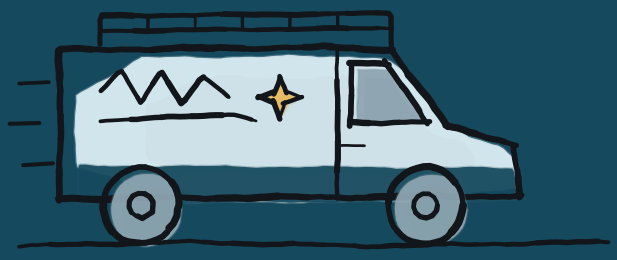
a free guide

The landscaper marketing playbook

Every step to more landscaping calls, one idea at a time.

For landscaping business owners who want more of the right calls.

- 33 short sections in 11 parts
- 134 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

This is the whole job of getting a landscaping company more calls, broken into 33 short sections. Each one holds one idea, one example and a short list of things you can do in the next 24 hours.

It's written for both kinds of landscaper: the crew that mows the same yards every week, and the crew that builds patios, beds and walls. Most companies do some of each. Where the advice differs, we say so.

You don't need to read it in order. Pick the part that hurts most, do its checklist today, and come back next week for the next one.

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, reviews or results.

If you'd rather hand a part off, each area ends with the free sample we'll make for you.



Part 1

Start here

1 Know what one yard is worth before you spend a dollar

The idea. A landscaping customer comes in two shapes. A maintenance customer pays a little, many times, for years. A project customer pays a lot, once. Your marketing should be judged against the right one.

Most owners undervalue the weekly yard. One mowing account looks small on a single invoice. Added up over a season, plus the extras it brings, and over the years the customer stays, it's often worth as much as a small project.

Example (sample numbers). A made-up landscaper writes it out:

> **Weekly mowing: $50 a cut × 30 cuts a season = $1,500.**
>
> **Extras the same yard buys each year (spring cleanup, mulch, aeration, leaves): $700.**
>
> **Customer stays about four seasons: about $8,800 over the life of the account.**
>
> **One mid-size patio: $12,000, once.**

Now every marketing choice gets one of two questions: "Will this add a yard to a street I already mow?" or "Will this bring one more project in the neighborhoods I want?"

Do it in 24 hours

- [ ] Pull last season's invoices and work out what an average maintenance customer paid you in a year, extras included.
- [ ] Count how many seasons your maintenance customers usually stay.
- [ ] Write down your average project size and your margin on each kind of work.
- [ ] Keep both numbers on your phone. You'll use them in every section after this one.



Part 2

Your website

2 The first screen says what you do, where, and lets them send an address

The idea. People land on a landscaper's site wanting one of two things: someone to keep the yard up, or someone to build something. They want to see at a glance that you do their kind of work in their town.

Landscaping has a shortcut most trades don't: you can often quote mowing from the address alone, using a satellite map. Asking for an address is a much smaller step than asking someone to book a visit.

Example. A first screen that works on a phone:

> **Weekly mowing and landscaping across the north side.**
>
> **Send your address and we'll text you a mowing price, usually same day.**
>
> **(Big button: Get my price) (Smaller button: Call us)**
>
> **One photo: a freshly striped lawn with the crew's trailer at the curb.**

Do it in 24 hours

- [ ] Open your site on your own phone. Time how long it takes to find a way to reach you. More than three seconds is too long.
- [ ] Rewrite your top headline so it names your main service and your area.
- [ ] Add an "address only" quote form: name, address, phone, and nothing else.
- [ ] Swap any stock photo on the first screen for a real photo of your own lawn work or your trailer.

3 Two front doors: one for upkeep, one for projects

The idea. A homeowner who wants weekly mowing and one who wants a new patio are different buyers. The mowing buyer cares about price, reliability and showing up on the same day each week. The patio buyer cares about design, photos of past work and whether you'll finish on time. One page can't speak to both.

Give each its own path from the homepage, then give every service you want more of its own page.

Example. A made-up landscaper's menu:

> **Lawn care:**
> **Weekly mowing · Spring and fall cleanups · Mulch · Aeration and seeding · Irrigation start-up and shut-down**
>
> **Landscape projects:**
> **Patios and walkways · Retaining walls · Planting and beds · Landscape design**
>
> **Winter:**
> **Snow removal · Holiday lights**
>
> **Commercial and HOA**
> .
> **Areas we serve**

The patio page shows six finished patios, explains the steps from first visit to final walk-through, and says how far ahead projects are booking.

Do it in 24 hours

- [ ] List the three services that make you the most money, and the one you most want to grow.
- [ ] Check whether each has its own page. Write down the missing ones.
- [ ] For each missing page, pick five of your own photos you'd use on it.
- [ ] Add an "Areas we serve" page listing every town or neighborhood you work in.

4 Make your project photos load fast on a phone

The idea. Your photos are your best sales tool, and they're also what slows your site down. A design-build gallery with forty full-size phone photos can take a long time to open on a cell signal, and most people browse for landscapers on their phones, often standing in their own yard.

Google's research found that 53% of mobile visits were abandoned when a page took longer than 3 seconds to load (Think with Google, thinkwithgoogle.com, 2016 data). A slow gallery loses the very visitor who was most interested.

The fix is to show fewer, better pairs on the main pages, and keep the full gallery on its own page. Label every project by type and neighborhood. A patio buyer is looking for a patio like the one they want, near where they live.

Example. A made-up landscaper's patio page:

> **Three before-and-after pairs at the top, each with one line: "Backyard patio, (neighborhood). Old cracked slab out, new pavers and a low seat wall in."**
>
> **A link at the bottom: "See all 40 projects, sorted by type: patios, walls, beds, full yards."**

Do it in 24 hours

- [ ] Turn off Wi-Fi, go where your phone shows one or two bars, and load your gallery page. Time it.
- [ ] Test your homepage at pagespeed.web.dev. Its mobile test uses a slowed-down connection.
- [ ] Pick your three best before-and-after pairs for each service page.
- [ ] Ask whoever built your site to shrink every photo for phones.

5 Answer the questions before they ask

The idea. Landscaping customers have their own set of worries. Do I have to sign a contract? What happens when it rains on my day? Will you skip a week in August when the grass stops growing? Do you bag the clippings? Are you licensed to spray weeds? Do I need to be home? Will you handle the HOA approval for my patio?

A site that answers these plainly feels safer than one that makes people call to find out.

Example. One answer, written the way a landscaper would say it:

> **What if it rains on my mowing day?**
> **We mow the next dry day, usually within 48 hours. We'll text you the night before so you know when we're coming. We don't mow soaking-wet grass, because it tears and leaves ruts.**

Do it in 24 hours

- [ ] Write down the eight questions you hear most, from both mowing and project customers.
- [ ] Answer each in two or three short sentences, the way you'd say it in person.
- [ ] Add them to your site as a questions section on each service page.
- [ ] Add your license numbers (business, and any spray or irrigation license) and proof of insurance where people can see them.

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 3

Your Google Business Profile

6 Get the basics exactly right, and pick the category that matches your best work

The idea. When someone searches "lawn care near me" or "landscaper near me," the map results usually show before anything else. Your Google Business Profile decides if you're in that map.

Landscapers face a choice roofers don't: your primary category. If most of your money comes from mowing, a lawn care category may fit better. If it comes from projects, a landscaper or landscape designer category may fit better. Pick the one that matches the work you want most, and add the others as secondary categories only if you really do that work.

Google's rules are strict. Your business name must match your real name on signs and paperwork, with no extra keywords. If customers don't visit your shop or yard, Google asks you to hide your address and set a service area instead (Google Business Profile Help, support.google.com).

Example. A made-up landscaper lists their name as "(Your Name) Lawn Care | Mowing | Patios | Snow." That's against Google's rules and puts the profile at risk. The fix: just "(Your Name) Lawn & Landscape," the primary category that matches their biggest earner, and mowing, patios and snow removal added as services.

Do it in 24 hours

- [ ] Search your business name on Google and look at your profile the way a customer sees it.
- [ ] Make sure the name matches your sign, truck and paperwork exactly.
- [ ] Choose your primary category based on the work you want most. Add secondary categories only for work you really do.
- [ ] Add every service you offer, each with a one-line description, including winter services.
- [ ] Hide your home address if you run the business from home, and set your service area.

7 Make your profile match the season

The idea. A profile showing only green summer lawns in January doesn't sell snow removal. One showing snowplows in May doesn't sell mowing. Your photos and posts should change when your work changes, so the profile always looks like what people are searching for that month.

New photos also show you're active. A profile that hasn't changed in a year looks like a business that might be gone.

Example. A made-up landscaper's photo calendar for the profile:

> **March:**
> **spring cleanups, fresh edging, first mow.**
>
> **May to July:**
> **striped lawns, new beds, patio builds in progress.**
>
> **September to October:**
> **aeration, leaf cleanups, fall planting, irrigation shut-downs.**
>
> **November to February:**
> **plowed lots, salted walks, holiday light installs.**

Every Friday, the crew lead uploads five photos from the week and one short post, like "Spring cleanups this week on the east side. Beds edged, leaves out, first cut done."

Do it in 24 hours

- [ ] Upload ten of your best photos from this season to your Google profile today.
- [ ] Add a photo of your trailer and your crew at work (with their OK).
- [ ] Post one update about the season's work you're booking now.
- [ ] Set a weekly phone reminder for photos and one post.

8 Don't let the off-season break your profile

The idea. Winter is when landscapers' profiles go wrong. Some owners mark the business closed and lose calls they could have taken. Others make a pile of edits at once and set off a review.

Know Google's rule. If your business is closed for more than seven days or for the off-season, Google asks you to mark it "Temporarily closed"; for shorter closures, use special hours (Google Business Profile Help, support.google.com). So if you sell snow removal, holiday lights or winter pruning, you're open. Keep your hours and say so. If you truly shut down, follow the rule and put a reopening date on your calendar well before spring searches start.

Common causes of suspension are keywords in the business name, a P.O. box or virtual office as the address, and many quick edits at once. Google doesn't accept P.O. boxes or remote mailboxes as addresses (Google Business Profile Help, support.google.com).

Example. A made-up landscaper sells snow removal but marks the profile "Temporarily closed" in December out of habit. Every January search for snow removal skips right past them. The fix: keep winter hours, add snow removal as a service, and post a plowing photo after the first storm.

Do it in 24 hours

- [ ] Decide now if you'll stay open this winter, and set your hours to match.
- [ ] If you close, put "reopen the profile" on your calendar for late winter.
- [ ] Take screenshots of your profile today so you have a record if anything goes wrong.
- [ ] Gather proof of your business: license, utility bill, photos of your sign and truck. Keep them in one folder in case Google asks.

or we can do it for you

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

Google Business Profile is $200 a month, with a 7-day full refund.

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



Part 4

Reviews

9 Ask when the yard looks its best

The idea. Reviews decide which landscaper gets called. In BrightLocal's 2026 survey, 97% of consumers said they read reviews for local businesses, and 74% look for reviews from the last three months (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

A roofer has one obvious moment to ask: the day the job is done. Weekly mowing has no finish line, so you have to pick the moment. The best ones are when the yard looks its best and the customer notices: after the first spring cleanup, after a fresh mulch job, after the patio reveal walk-through, or the third or fourth mow, once they've seen you're reliable.

Example. A text sent the evening after a spring cleanup:

> **Your beds are edged, the leaves are out and your first cut is done. Would you leave us a quick Google review? It helps a small crew like ours a lot. Here's the link: (your review link)**

Do it in 24 hours

- [ ] Get your Google review link from your profile (look for "Ask for reviews" or "Share review form").
- [ ] Save the text above in your phone as a shortcut.
- [ ] Pick your three "ask moments": one for mowing customers, one for cleanups, one for projects.
- [ ] Text it today to every customer whose project or cleanup you finished in the last 30 days.

10 Answer every review, especially the bad one

The idea. Your replies are read by the next customer as well as the reviewer. In the same 2026 survey, 89% of consumers said they expect business owners to respond to reviews, and 42% said they're unlikely to use a business that ignores its reviews (BrightLocal 2026, brightlocal.com).

Landscaping's bad reviews tend to be about the same few things: a missed week, clippings blown onto a car or the street, a scalped lawn, a crew that showed up at 7am. For each one: thank them, own what's fair, say what you'll do, and take it offline. Don't argue in public, even if they're wrong.

Example. A reply to a one-star review about grass clippings on a car:

> **Thanks for telling us, and I'm sorry. Clippings on your car is exactly what our crew is meant to blow clear before we leave. I'll come by today to wash it off, and I've told the crew to check every driveway and car before they pack up.**

Do it in 24 hours

- [ ] Reply to every unanswered review on your profile, good or bad.
- [ ] For good reviews, thank them and mention the work ("Glad the new beds came out the way you pictured").
- [ ] For bad ones, use the four steps above and call the customer.
- [ ] Turn on review alerts in your Google profile so you see new ones the same day.

11 Bank reviews in season to carry you through winter

The idea. Landscapers collect reviews in a rush from April to October and almost none in winter. That's a problem, because most shoppers look at recent reviews first. By March, when the spring rush starts, your newest review can be five months old.

Ratings matter too. In 2026, 31% of consumers said they only use businesses with 4.5 stars or more, up from 17% the year before (BrightLocal 2026, brightlocal.com).

GTL estimate: aim for at least two new reviews every month, including winter. Our reasoning: most shoppers look for reviews from the last three months, so you want several fresh ones in any three-month window, and winter work (snow, lights, pruning, design consults) gives you something to ask about.

Example (sample numbers). A made-up landscaper has 60 weekly mowing customers. If they ask each one once a season, at the right moment, and one in four says yes, that's 15 new reviews spread over the season. Then they ask every snow and holiday-light customer in winter to keep the flow going.

Do it in 24 hours

- [ ] Count your reviews from the last 90 days, and your newest review's date.
- [ ] List your maintenance customers who've never been asked. Plan to ask each once this season.
- [ ] Look up the top three landscapers in your map results and write down their review counts.
- [ ] Add "ask for a review" to your winter jobs too.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 5

Social media posts

12 Stand in the same spot: the landscaper's before-and-after rule

The idea. No trade gets better before-and-after photos than landscaping. A bare, weedy side yard turned into a planted bed sells itself. But only if the two photos match. A "before" taken from the street and an "after" taken from the porch doesn't look like the same yard.

The rule: same spot, same height, same direction, and the same time of day if you can. Mark the spot before you start.

Example. A made-up landscaper's shot list, taped inside the trailer:

> **1. Before: stand at the corner of the house, phone at chest height, include a fixed point (a window, a tree, a fence post). Note where you stood.**
> **2. Before: one close-up of the worst part.**
> **3. During: base dug and compacted, or plants laid out before planting.**
> **4. After: the exact same spot as shot 1.**
> **5. After: one low shot from lawn height, which makes beds and patios look their best.**
> **6. The clean driveway and street at the end.**

Do it in 24 hours

- [ ] Copy that shot list and tape it in every truck or trailer.
- [ ] Tell the crew lead the before photo is taken before anyone touches a tool.
- [ ] Make a shared photo album on your phone for job photos, one folder per job.
- [ ] Post one matched before-and-after from a recent job today.

13 Post your route days, too

The idea. Most landscapers only post finished projects. But your weekly route is content too, and it does something project posts can't: it tells neighbors you're already on their street.

A post that names a neighborhood and a mowing day invites the easiest new customer you'll ever get: the one next door to a yard you already mow. Pair it with project posts told as a short series, and share both in the neighborhood's Facebook group or on Nextdoor, not only on your own page.

Example. A made-up landscaper's week of posts:

> **Monday: "Mowing in (neighborhood) every Tuesday. Two spots open on that route. Send your address for a price."**
>
> **Tuesday: "Starting a backyard patio in (neighborhood). Here's the before."**
>
> **Wednesday: "Base dug and compacted. This is the part that keeps pavers from sinking."**
>
> **Friday: "Patio's done. Same spot as Tuesday's photo."**

Do it in 24 hours

- [ ] Write one "on your street" post for your fullest route and post it today.
- [ ] Ask a project customer if you can name the neighborhood. Never show the house number or a street sign.
- [ ] Join your town's main Facebook group and Nextdoor, and read their rules on business posts.
- [ ] Line up a postcard and door hangers to the same streets for the same week (sections 22 and 24).

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



Part 6

Email newsletter and referrals

14 Your maintenance list is where the extras sell

The idea. Your weekly customers already trust you. They're also the easiest people to sell aeration, overseeding, mulch, cleanups, irrigation work and next year's patio. Most landscapers only offer these when the customer asks. An email each season offers them to everyone at once.

Email is cheap to send. Litmus's survey of marketers found an average return of $36 for every $1 spent on email (Litmus, litmus.com). That's a self-reported average across many industries, so treat it as a sign that email is worth doing, not a promise for your company.

Example. A made-up landscaper's late-August email to mowing customers:

> **Fall aeration and seeding: we're booking September now. It's the best time of year to thicken a thin lawn. Reply "yes" and we'll add it to your next visit.**

Do it in 24 hours

- [ ] Export every current and past customer's email from your invoices or job software.
- [ ] Put them in one list in a simple email tool, tagged "maintenance" or "project."
- [ ] Only email people who've worked with you or asked to hear from you, and include an unsubscribe link.
- [ ] Write the next season's add-on email now and schedule it.

15 A landscaper's year of emails

The idea. A newsletter that only sells gets deleted. One that helps people care for their yard gets opened. Landscaping has a built-in calendar, so match each email to what's happening in the yard that month.

The US Environmental Protection Agency runs a spring "Sprinkler Spruce-Up" campaign with four steps: inspect, connect, direct and select. It warns that a leaky or broken system can waste up to 25,000 gallons of water and $280 over a six-month watering season (EPA WaterSense, epa.gov). That's a ready-made spring email topic, with a reason to book your start-up visit.

Example. A made-up landscaper's year of emails:

> **February:**
> **"Spring mowing spots are opening. Current customers get first pick of days."**
>
> **April:**
> **"Time for a sprinkler check. Here's what a broken head can cost you."**
>
> **June:**
> **"Watering in the heat: when and how long."**
>
> **August:**
> **"Fall aeration and seeding: book September now."**
>
> **October:**
> **"Sprinkler shut-down before the first hard freeze."**
>
> **December:**
> **"Planning a patio for spring? Winter is when we have time to design it."**

Do it in 24 hours

- [ ] Pick your six topics and put them on your calendar.
- [ ] Write the next one now, under 150 words.
- [ ] Add one photo of your own work from that season.
- [ ] End each email with a single ask: reply, book or forward to a neighbor.

16 Build referral partners who see yards before you do

The idea. Some people see a tired yard before the owner calls anyone. Real estate agents want curb appeal before a listing goes live. In the National Association of Realtors' 2023 outdoor report, 92% of Realtors said they'd suggested sellers improve curb appeal before listing (NAR Remodeling Impact Report: Outdoor Features, nar.realtor).

Other good partners: property managers with rental yards to keep up, pool and fence builders who leave torn-up lawns behind them, tree services that don't do planting, and home builders who need sod and beds at closing.

Example. A made-up landscaper's one-page sheet for real estate offices:

> **"Listing next week? We'll do a curb-appeal cleanup in two to three days: edge, mulch, trim, fresh flowers by the door. Photos sent to you when it's done, ready for the listing."**

Do it in 24 hours

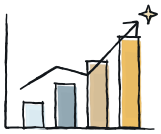
- [ ] Write down five agents, property managers, pool or fence builders you already know.
- [ ] Call or text two of them and ask what they need from a landscaper.
- [ ] Make a one-page sheet: what you do, how fast, and how to reach you.
- [ ] Thank anyone who has already sent you work, in writing.

or we can do it for you

Free sample: Your first newsletter, written

Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter: growthatlocal.com/services/email-newsletter



Part 7

SEO: showing up on Google

17 Name the searches you want to win, season by season

The idea. Landscaping searches change with the weather. In spring, people search for lawn care, mowing and mulch. In summer, sprinkler repair. In fall, leaf removal and aeration. In winter, snow removal and holiday light installation. Project searches (patio installers, retaining walls, landscape design) run most of the year.

Pick the searches that bring the work you want, in the towns you want. Then check where you show up for each one today, from a phone, in that town. And check before each season, not after.

Example. A made-up landscaper's target list:

> **lawn care (town) · lawn mowing service near me · landscaper (town) · patio installer (town) · retaining wall contractor · sprinkler repair (town) · leaf removal near me · snow removal (town) · Christmas light installation (town)**

They search each one on their phone while parked in that town and write down whether they show in the map, in the regular results, or not at all.

Do it in 24 hours

- [ ] Write your list of eight to ten searches, at least two for each season you work.
- [ ] Search each one on your phone from inside your main town. Write down where you appear.
- [ ] Look up "lawn care" and "snow removal" in Google Trends for your state to see when each one peaks.
- [ ] Make sure each search has a matching page on your site (section 3).

18 Fix the listings homeowners check before they let you in the yard

The idea. Before someone hires a landscaper, they check you out, and not only on Google. They look at the Better Business Bureau, Nextdoor, and sites like Angi, Yelp or Thumbtack. Landscapers also have trade-specific listings a homeowner can find:

- **Spray licenses.** Many states license businesses that apply weed control or pest products for hire. If yours does, your license shows up in a public lookup.
- **Irrigation licenses.** Some states license irrigation work. In Texas, for example, you need a state license to sell, design, install, repair or service an irrigation system (TCEQ, tceq.texas.gov).

- **Supplier directories.** Paver, stone and irrigation makers often list contractors they've trained. A project buyer may find you there.

ChatGPT and Google's answer boxes also draw on public listings like these when someone asks for "a good landscaper near me." A wrong phone number on any of them is a lost call.

Example. A made-up landscaper does a 30-minute listing sweep. Their BBB page still has an old phone number. Their state spray license is under their old business name. Their paver maker's directory links to a dead website. Three dead ends, fixed in one sitting.

Do it in 24 hours: the 30-minute listing sweep

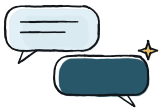
- [ ] Write your exact business name, phone number and website on one line. That's your master copy.
- [ ] Check your Google profile, BBB, Nextdoor, and Angi, Yelp or Thumbtack against it. Fix every mismatch you can log into today.
- [ ] Look yourself up in your state's spray or irrigation license lookup, if you hold one. Make sure the name matches.
- [ ] If you're trained by a paver or irrigation maker, find yourself in its contractor directory and fix that listing.
- [ ] Ask ChatGPT "Who's a good landscaper in (your town)?" Note who it names and which sites it mentions. Those are the next listings to fix.

or we can do it for you

Free sample: A ranking check and 10 fixes

SEO is $400 a month, with a 7-day full refund.

SEO: growthatlocal.com/services/seo



Part 8

Win-back texts and fast follow-up

19 Answer in minutes during the spring rush

The idea. For a few weeks each spring, everyone wants a landscaper at once. That's exactly when you're on a mower all day and can't answer. The homeowner who doesn't hear back calls the next name on the list.

Speed wins. In a well-known Harvard Business Review study, companies that contacted a lead within an hour were nearly seven times more likely to qualify that lead than companies that waited longer, and 23% never responded at all (HBR, "The Short Life of Online Sales Leads," 2011, hbr.org). The study is older and wasn't about landscapers, but the lesson fits.

GTL estimate: aim to reply within five minutes during work hours in spring. Our reasoning: in the rush, homeowners text several landscapers at once and book whoever gives them a price first.

Example. An automatic text sent when you miss a call:

> **Sorry we missed you, we're probably on a mower. What can we help with? If it's mowing, text us your address and we'll send a price today.**

Do it in 24 hours

- [ ] Turn on a missed-call text-back on your business line (most phone systems and apps offer it).
- [ ] Record a voicemail greeting that asks callers to text their address.
- [ ] Decide who checks messages during the day, and at what times.
- [ ] Look at last week's missed calls and call every one back today.

20 Follow up on every project quote that went quiet

The idea. Mowing quotes are decided fast. Project quotes aren't. A patio or a new front bed is a big decision. The homeowner is talking it over with a spouse, waiting on the HOA to approve the plans, or saving up. A lot of "no answer" means "not yet."

GTL estimate: three follow-ups over a month is a good default for project quotes. Our reasoning: big outdoor projects take time to decide, one message is easy to miss, and more than three starts to feel pushy.

Example. A made-up landscaper's follow-up texts:

> **Day 2:**
> **"Just checking the patio quote came through OK. Any questions about the design?"**
>
> **Day 10:**
> **"If your HOA needs drawings or a material list for approval, we can send them over."**
>
> **Day 30:**
> **"Still thinking about the patio? Our spring build schedule is filling up, so let me know if you'd like a start date held."**

Do it in 24 hours

- [ ] Pull every project quote from the last 90 days that didn't turn into a job.
- [ ] Send each one a friendly check-in text today.
- [ ] Set reminders for day 2, 10 and 30 on every new project quote.
- [ ] Write down the reasons people give. They tell you what to fix in your quotes.

21 Re-sign every customer before spring, and win back last year's

The idea. Your best new season starts with last season's list. Every mowing customer you keep is one you don't have to win again. And every yard that left last year, or every project customer you never offered upkeep to, is a warm lead.

Text current customers in late winter to lock in their spot. Then text past customers and old project customers with a reason to come back. A new patio or bed you built still needs mulch, pruning and weeding.

Example. Two late-winter texts:

> **To a current customer: "Hi, it's your lawn crew. Spring's close. Want to keep your same mowing day this year? Reply YES and you're set."**
>
> **To a past project customer: "Hi, we built your patio a couple of years ago. The beds around it are due for fresh mulch and pruning. Want us to add you to our spring list?"**

Do it in 24 hours

- [ ] Sort last year's customers into three groups: kept, left, and project-only.
- [ ] Make sure you have their permission to text. Federal rules require consent for marketing texts, and you must stop when someone replies STOP (FCC, fcc.gov). If unsure, ask a lawyer.
- [ ] Send the re-sign text to current customers who've agreed to texts.
- [ ] Send the come-back text to the 25 best past customers who've agreed to texts.

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 9

On the street: postcards, trailers and door hangers

22 Mail to fill the routes you already drive

The idea. Most trades mail around a finished job. Landscapers have a better target: the streets you already mow every week. A new customer three doors down from a current one costs you no extra drive time, and the neighbor has already seen your work.

GTL estimate: expect only a few calls per thousand cards from a single mailing, and better results when you mail the same streets more than once. Our reasoning: only the handful of homes looking for a landscaper that month will act, and repeat cards on streets where your trailer is parked every week build on what neighbors already see.

Example. A made-up landscaper's postcard front:

> **We already mow 6 yards on your street, every Tuesday.**
>
> **Join the route and we'll send a price from your address.**
>
> **(Photo of a striped lawn on a nearby street) (Phone number, large)**

Do it in 24 hours

- [ ] Mark every current mowing customer on a map.
- [ ] Circle the three streets or neighborhoods where you already have the most stops.
- [ ] Write the card in two sentences: you're already on their street, and how to get a price.
- [ ] Get a print and mail quote from a local printer or the post office's Every Door Direct Mail service, which lets you pick mail routes.

23 Your trailer is parked on the street every week. Make it sell.

The idea. A roofer's truck sits on one street for a few days. A landscaper's trailer sits on dozens of streets every week, all season. It's the most-seen ad you own, and most landscapers waste it with a small logo and a phone number you can't read.

A good trailer or truck sign has your name, what you do in one or two words, a phone number big enough to read from a moving car, and nothing else. On projects, add a yard sign while you work and for a couple of weeks after.

Example. A made-up landscaper's trailer side:

> **(Your Name) LAWN & LANDSCAPE**
> **MOWING · PATIOS**
> **(phone number, as big as the name)**

Do it in 24 hours

- [ ] Stand across the street from your parked trailer. Can you read the phone number?
- [ ] Ask every current project customer if you can place a yard sign during and after the job.
- [ ] Check your town's and the HOA's rules on yard signs.
- [ ] Add a short web address or QR code that goes to your "get a price" page.

24 Leave a door hanger on the neighbors every route day

The idea. When your crew finishes a yard, the houses on each side just watched you do it. That's the moment for a door hanger. It costs little and nobody has to knock on a door.

Be a good neighbor while you're there. Blow clippings off the street and sidewalk, not into them. Know your town's hours for noisy equipment. If you run quieter battery equipment, say so. It matters to neighbors and to HOAs with early-morning rules. In California, state rules set zero-emission standards for most new small engines in mowers and leaf blowers, starting with model year 2024 (California Air Resources Board, arb.ca.gov), so crews there are switching anyway.

Example. A made-up landscaper's door hanger:

> **We just mowed your neighbor's yard, and we're on your street every Tuesday.**
> **Text your address for a price. No contract needed.**
> **(Phone number, large)**

Do it in 24 hours

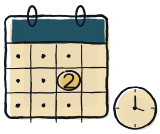
- [ ] Print a simple door hanger with your route day, your phone number and one photo of your work.
- [ ] Give the crew lead a stack and a rule: hang one on each side of every yard you finish.
- [ ] Check whether your town has rules on door hangers or flyers.
- [ ] Check your town's equipment noise hours and set your route start times to match.

or we can do it for you

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

Neighborhood postcard is $400 a month, with a 7-day full refund.

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



Part 10

The landscaping moments: routes, seasons, projects, HOAs, irrigation and crews

25 Route density: win the street, not the town

The idea. For maintenance work, where your customers are matters as much as how many you have. Drive time between stops is time you pay for and nobody pays you for. A crew whose stops are scattered across town spends a big part of the day in the truck.

GTL estimate: the cheapest new maintenance customer you can get is on a street you already serve. Our reasoning: there's no extra drive time, the crew is already there, and the neighbor has seen your work every week.

So aim your marketing at the streets you already serve: postcards, door hangers, "on your street" posts. And be careful about taking yards far from any route.

Example (sample numbers). A made-up crew mows 12 yards a day. Spread across town, with about 15 minutes of driving between stops, that's close to three hours a day in the truck. On a tight route with about 4 minutes between stops, it's under an hour. The two hours saved is room for about four more yards a day, without adding a crew.

Do it in 24 hours

- [ ] Put every maintenance customer on a free online map, one pin each.
- [ ] Color the pins by mowing day.
- [ ] Find the three streets with the most pins. Those are your marketing targets this month.
- [ ] Find the pins far from any cluster. Decide whether to raise their price or fill the area around them.

26 Get ready for the spring rush before it starts

The idea. Spring is when most landscapers win or lose their year. The phone goes from quiet to too busy in a couple of weeks. The landscapers who do well have their price list, their route days and their sign-up text ready before the first warm weekend.

GTL estimate: most homeowners pick their mowing company for the year in a short window, between the first warm weekend and the first few cuts. Our reasoning: grass growth forces the decision, and once someone is on a schedule, few switch mid-season.

Know your limit. Taking more yards than your crews can mow on time leads to missed weeks and bad reviews. When a route is full, start a waitlist.

Example. A made-up landscaper's spring plan:

> **Late January:**
> **re-sign texts to current customers (section 21).**
>
> **February:**
> **post "spring spots opening" and mail the route streets.**
>
> **March:**
> **missed-call text-back on, address-only quotes answered same day.**
>
> **When a route fills:**
> **"This route's full for spring. Want to be first on the waitlist?"**

Do it in 24 hours

- [ ] Work out how many yards each crew can mow in a week, with rain days.
- [ ] Count how many open slots you have on each route day.
- [ ] Write your "spring spots opening" post and text now and save them.
- [ ] Set up a simple waitlist (a notes page or spreadsheet is fine).

27 Fill the winter gap: snow removal and holiday lights

The idea. Winter is when landscaping income drops and crews go home. Two kinds of winter work fit the same trucks, crews and customers: snow removal and holiday light installs. Both are sold in fall, not winter.

GTL estimate: most commercial snow contracts are signed before the first snowfall. Our reasoning: a property manager can't risk an unplowed lot, so they lock in a crew in fall, and good crews are full by the first storm.

Holiday lights work the same way. Book installs in September and October, put them up in November, take them down in January, and offer to store the lights so next year's booking is easy.

Example. A made-up landscaper's fall text to their mowing list:

> **We're taking a small number of snow and holiday light customers this winter. Current lawn customers get first pick. Want a price for either one?**

For commercial snow, their pitch is proof: time-stamped photos of every plow and salt visit, sent to the property manager after each storm. Managers worry about slip-and-fall claims, so a record of when you were there is part of what they're buying.

Do it in 24 hours

- [ ] Decide which winter services you'll offer, and how many customers your crews can handle.
- [ ] Add snow removal and holiday lights to your website and your Google profile.
- [ ] Send the fall text above to your mowing list (if they've agreed to texts).
- [ ] Make a list of local property managers to approach about snow before the first storm.

28 Design-build and maintenance are two businesses. Market them that way.

The idea. A design-build project and a mowing account are sold in completely different ways. Projects need a portfolio, a design visit, a clear price, a start date and sometimes a way to pay over time. Mowing needs a fast price and a reliable day.

Projects are big bills. In the Federal Reserve's 2025 household survey, only 63% of adults said they'd cover a surprise $400 expense with cash or its equivalent (Federal Reserve, federalreserve.gov). For many callers, a five-figure patio needs a plan. If you offer payment options, say so early.

Mind the ad rules. Under federal lending rules, an ad that names a monthly payment or a number of payments must also show the APR, the down payment and the repayment terms (CFPB, Regulation Z 1026.24, consumerfinance.gov). "Ask about payment options" is the safe line unless your lender gives you approved wording.

And link the two businesses. Every project you finish should end with an offer to look after it.

Example. The last page of a made-up landscaper's project proposal:

> **What happens after we build it.**
> **New plants need regular watering their first season. We can add your yard to our weekly route, with mulch every spring and pruning twice a year. Prefer to pay for the project over time? Ask us about payment options.**

Do it in 24 hours

- [ ] Add a "what happens after we build it" upkeep offer to your project proposal.
- [ ] If you offer financing, add one line about it to your project pages and every estimate.
- [ ] Ask your lender for approved ad wording before you show any payment amount.
- [ ] List every project from the last two years that isn't on a maintenance plan. Text them this week (section 21).

29 Win HOA and commercial contracts

The idea. One HOA or commercial contract can fill a crew's week. And there are a lot of them. In 2025, about 373,000 community associations were active across the US, home to 78.1 million people, nearly one in four Americans (Foundation for Community Association Research, 2025 Statistical Review, natlawreview.com).

These contracts aren't won through Google searches. They're won by being known to the property managers who run them, and by having a bid packet ready when a contract comes up for renewal.

Example. A made-up landscaper's commercial bid packet:

> **One page about the company: services, crews, equipment, areas served.**
>
> **Certificate of insurance, ready to send.**
>
> **Three local properties they maintain now, with photos (and the managers' OK to be named).**
>
> **A sample monthly service report: what was done, with dated photos.**
>
> **Prices broken out by service, so the board can compare line by line.**

Do it in 24 hours

- [ ] Find out which management companies run the HOAs in your area. Their websites usually list the communities they manage.
- [ ] Ask your insurance agent for a certificate you can send the same day it's asked for.
- [ ] Put together the bid packet above, even if it's short.
- [ ] Ask your current commercial customers when their contracts renew, and put the dates on your calendar.

30 Irrigation start-up and shut-down: two dates every customer needs

The idea. Every yard with a sprinkler system needs two visits a year: a start-up in spring and a shut-down before the first hard freeze in cold climates. They're on a calendar, they repeat every year, and they get you into the yard to spot other work. Few landscapers market them on purpose.

There's real money behind the check. The EPA says US homes use nearly 8 billion gallons of water a day outdoors, mainly for landscape irrigation (EPA WaterSense, epa.gov). Homes with clock-timer sprinkler systems use about 50% more water outdoors than homes without one, and a leaky or broken system can waste up to 25,000 gallons and $280 over a six-month watering season (EPA WaterSense, Sprinkler Spruce-Up, epa.gov).

If your state licenses irrigation work, say you're licensed. It's a reason to pick you over a handyman.

Example. A made-up landscaper's two texts to every irrigation customer:

> **Early spring:**
> **"Time to wake up your sprinklers. We'll turn the system on, check every zone, fix broken heads and set the timer for spring. Want us to book you?"**
>
> **Fall:**
> **"First hard freeze is coming. We'll blow out your lines so nothing cracks over winter. Reply YES for a spot."**

Do it in 24 hours

- [ ] List every customer who has a sprinkler system. Ask your crew; they know which yards have heads.
- [ ] Save both texts above and pick the week you'll send each one.
- [ ] Add an irrigation page to your site with start-up, shut-down and repair.
- [ ] If you hold an irrigation license, add the number to your site and Google profile.

31 Seasonal crews: hiring is marketing too

The idea. In landscaping, the limit on growth is usually people, not leads. There's no point marketing for 40 new yards if you can't mow them. Plan crews and marketing together.

The numbers show how tight it is. Landscaping and groundskeeping workers were the largest occupation in the H-2B seasonal visa program in fiscal year 2025, with 89,013 certified positions, 38.3% of the total (US Department of Labor, H-2B Selected Statistics FY2025, dol.gov). Certification is only the first step. The visas themselves are capped by Congress at 66,000 a year, with 33,000 for workers starting from April through September (USCIS, uscis.gov). Across the US there were about 1.3 million grounds maintenance jobs in 2024, with median pay of $18.50 an hour (BLS Occupational Outlook Handbook, bls.gov).

Your crew is also your brand. A tidy crew in matching shirts, a clean trailer and a polite word to the neighbors is an ad every neighbor on the street sees.

Example. A made-up landscaper's hiring post, written like their marketing:

> **We're hiring two crew members for spring. Steady routes, same streets every week, home by dinner most days. Here's what a day looks like. (Three photos of the crew at work.)**

Do it in 24 hours

- [ ] Work out how many yards and projects your current crews can handle next season.
- [ ] Set a sign-up limit for each route, and plan your marketing to match.
- [ ] Post one hiring post with real photos of your crew at work.
- [ ] Order matching shirts if your crew doesn't have them.

32 Plan your year around the seasons

The idea. Landscaping has the clearest calendar of any trade. Plan your marketing six weeks ahead of each season, so the work is booked before the weather arrives.

Example. A made-up landscaper's year (cold-climate version; warmer areas shift everything earlier):

Jan to Feb:
re-sign current customers, design consults for spring projects, snow and light work, fix the website.

Mar to Apr:
spring cleanups, irrigation start-ups, route postcards, missed-call text-back on.

May to Jul:
project builds, review asks, "on your street" posts, crew hiring for summer.

Aug to Sep:
fall aeration and seeding emails, snow and holiday light sign-ups, project quote follow-ups.

Oct to Nov:
leaf cleanups, irrigation shut-downs, light installs, HOA and commercial bids.

Dec:
snow, light takedown bookings, thank-yous to referral partners, plan next season.

Do it in 24 hours

- [ ] Look at your last two years of invoices by month. Mark your three slowest months.
- [ ] Pick one marketing action to start six weeks before each season.
- [ ] Put the re-sign texts, irrigation texts and snow sign-ups on your calendar now.
- [ ] Share the plan with your office or crew leads so everyone knows what's coming.

or we can do it for you

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

Ready for your spring rush. Neighborhood postcard is $400 a month, with a 7-day full refund.

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



Part 11

Tracking and your report card

33 Count sign-ups, quotes and route hours, and check yourself against the top 3

The idea. You can't fix what you don't measure. Most landscapers know how many customers they have, but not where they came from, or which routes actually make money. Track a few numbers every week, and once a month see how you stack up against the landscapers who show up above you.

Be exact with words. A tap on your call button isn't a call, and a call isn't a customer. Keep them separate so the numbers mean something.

Example (sample numbers). A made-up landscaper's weekly sheet:

> **Calls and texts answered: 22 · Mowing quotes sent: 14 · Mowing sign-ups: 6 · Project quotes sent: 3 · Projects sold: 1 · Where they came from: Google 9, door hanger 4, referral 3, postcard 2, other 4**
>
> **Route check: yards mowed per crew-hour, by route day.**

And once a month: their review count, their star score, and their spot in the map for "lawn care near me" and "landscaper near me," next to the top three in town.

Do it in 24 hours

- [ ] Make a simple weekly sheet with the lines above.
- [ ] Ask every new caller, "How did you hear about us?" and write it down.
- [ ] Check the Performance section of your Google profile for calls and website clicks.
- [ ] Write down the review count and star score of the top three landscapers in your map results, so you have a starting point.

or we can do it for you

Free sample: Your first report card, this month

The monthly report card is free.

Monthly report card: growthatlocal.com/services/report-card



Your first 24 hours, in one list

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

- [ ] Add an address-only quote form to your site (section 2).
- [ ] Fix your Google business name and pick the right primary category (section 6).
- [ ] Decide now if you'll stay open this winter, and set your Google hours to match (section 8).
- [ ] Text a review request to every customer whose cleanup or project you finished in the last 30 days (section 9).
- [ ] Turn on missed-call text-back before the spring rush (section 19).
- [ ] Follow up every quiet project quote from the last 90 days (section 20).
- [ ] Put every maintenance customer on a map and find your three fullest streets (section 25).
- [ ] Start your weekly numbers sheet (section 33).



If you'd rather hand it off

Every part of this playbook is something Grow That Local does for landscapers. Each one starts with a free sample, so you see the work before you pay.

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. Think with Google: 53% of mobile visits abandoned when a page takes longer than 3 seconds to load (2016 data). thinkwithgoogle.com (section 4)
2. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults): 97% read reviews for local businesses. brightlocal.com (section 9)
3. Same survey: 74% look for reviews written in the last three months. (section 9) (brightlocal.com)
4. Same survey: 89% expect owners to respond to reviews. (section 10) (brightlocal.com)
5. Same survey: 42% unlikely to use a business that ignores its reviews entirely. (section 10) (brightlocal.com)
6. Same survey: 31% only use businesses with 4.5 stars or more, up from 17% the year before. (section 11) (brightlocal.com)
7. Litmus: average $36 return for every $1 spent on email (self-reported marketer survey). litmus.com (section 14)
8. 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 (sections 15, 30)
9. Same page: homes with clock-timer irrigation systems use about 50% more water outdoors than homes without irrigation systems. (section 30) (epa.gov)
10. US EPA WaterSense, outdoor water use: residential outdoor water use is nearly 8 billion gallons a day, mainly for landscape irrigation. epa.gov (section 30)
11. National Association of Realtors, 2023 Remodeling Impact Report: Outdoor Features: 92% of Realtors have suggested sellers improve curb appeal before listing. nar.realtor (section 16)
12. Harvard Business Review, "The Short Life of Online Sales Leads" (2011): contacting within an hour made qualifying a lead nearly 7 times more likely. hbr.org (section 19)
13. Same study: 23% of companies never responded to the lead. (section 19) (hbr.org)
14. Federal Reserve, Economic Well-Being of U.S. Households in 2025 (published 2026): 63% of adults would cover a $400 emergency expense with cash or its equivalent. federalreserve.gov (section 28)
15. Foundation for Community Association Research, 2025 Statistical Review (released April 2026): about 373,000 community associations in the US in 2025. Press release: natlawreview.com (section 29)
16. Same review: 78.1 million Americans, nearly one in four, live in community associations. (section 29) (natlawreview.com)
17. US Department of Labor, H-2B Selected Statistics FY2025: landscaping and groundskeeping workers were the top occupation, 89,013 certified positions, 38.3% of the total. dol.gov (section 31)
18. USCIS, H-2B cap count: 66,000 per fiscal year, 33,000 for workers starting in the second half (April through September). uscis.gov (section 31)
19. US Bureau of Labor Statistics, Occupational Outlook Handbook: about 1.3 million grounds maintenance jobs in 2024. bls.gov (section 31)
20. Same page: median pay $18.50 an hour (May 2024). (section 31) (bls.gov)

Rules and guidance cited (not statistics):

- Google Business Profile guidelines (business name, service-area address, no P.O. boxes): support.google.com (sections 6, 8)
- Google Business Profile Help, "Mark your business as closed" (temporarily closed for more than 7 days or the off-season; special hours for 7 days or less): support.google.com (section 8)
- Texas Commission on Environmental Quality, landscape irrigation licensing: tceq.texas.gov (section 18)
- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (section 21)
- California Air Resources Board, zero-emission standards for most new small off-road engines from model year 2024 (Dec 2021 release): arb.ca.gov (section 24)
- CFPB, Regulation Z 1026.24, what credit ads must disclose: consumerfinance.gov (section 28)

GTL estimates

These are our own judgment, not measured facts:

1. Aim for at least two new reviews a month, winter included (section 11). Reasoning: most shoppers look at the last three months, and winter work gives you something to ask about.
2. Reply to new leads within five minutes in spring (section 19). Reasoning: in the rush, homeowners text several landscapers at once and book whoever prices first.
3. Three follow-ups over a month on quiet project quotes (section 20). Reasoning: big outdoor projects take time to decide, one message is easy to miss, and more than three feels pushy.
4. A single postcard mailing brings only a few calls per thousand cards; repeat mailings to route streets do better (section 22). Reasoning: only the few homes shopping that month act, and repeat cards build on the trailer neighbors already see.
5. The cheapest new maintenance customer is on a street you already serve (section 25). Reasoning: no extra drive time, the crew is already there, and the neighbor has seen your work.
6. Most homeowners pick their mowing company for the year in a short spring window (section 26). Reasoning: grass growth forces the decision, and few switch once they're on a schedule.
7. Most commercial snow contracts are signed before the first snowfall (section 27). Reasoning: property managers can't risk an unplowed lot, so they lock in a crew in fall.

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