Grow That Local

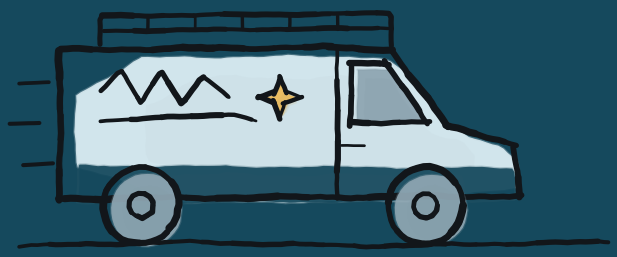
a free guide

What customers love and hate about landscapers

We studied 8,860 Google reviews of 48 landscaping companies in 10 Southeast cities. Here's what earns five stars, what earns one, and a fix for each you can put in place this week.

For landscaping business owners writing ads or a website.

- 16 short sections in 5 parts
- 52 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

Happy landscaping customers write about how the yard looks. Angry ones write about money: a charge after they cancelled, a treatment they paid for and didn't see, a visit that was billed but skipped. We counted which topics show up in each, so you can fix the ones that cost you stars before spring.

What we did: in November 2026 we pulled 55,042 Google reviews of 265 local trade businesses in 10 Southeast cities: Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson, Mississippi. This guide uses the 8,860 reviews of the 48 landscaping companies among them, 6,704 of which have text. We picked companies from the map's top 3, from spots 4 to 20 and from below 20 in each city. Then we tagged 14 topics, such as price, communication and cleanup, in every review with text. We cite it as "GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026."

How to read the numbers:

- **"Share of bad reviews"** means the share of 1- and 2-star reviews with text that mention a topic. **"Share of 5-star reviews"** is the same for 5-star reviews. A topic in a bad review is almost always a complaint. In a 5-star review it's praise.
- Bad reviews are rare. 5.8% of the newest landscaping reviews we pulled were 1 or 2 stars, the most of the six trades we studied, and 90.1% were 5 stars. We pulled extra bad reviews on purpose so we'd have enough to study, so we never give a share "of all reviews."
- We checked the tags by reading 1,200 reviews by hand, 200 per trade. Across all of them, 96.2% of tags were right and they caught 90.6% of topics. Landscaping was the hardest trade to tag: praise like "the yard looks lush" slips past word patterns. So landscaping shares run low, most of all for quality.
- Part 5 has the full method and its limits. The short version: Southeast only, and only businesses that show up on Google Maps.

Some fixes below are texts about a customer's own service. Send them only to customers who gave you their number for that service, say who's texting, and follow the US texting rules in our texting rules guide.

Two rules we kept while writing it:

- Every number comes from our review study or a public source, listed at the end. When we give our own opinion, we say "GTL estimate" and tell you why we think it.
- We never name a business, a reviewer or a staff member. Where we show what customers say, it's our own paraphrase of a pattern we saw many times, never a real review. Every example is made up.



Part 1

What landscaping customers praise

1 The praise, in one table

The idea. Here's what 5-star landscaping reviews talk about most (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Topic	Share of 5-star landscaping reviews
The quality of the work	47.3%
The crew and staff	39.1%
Scheduling and speed	19.1%
Communication	13.5%
Price and value	13.2%
Know-how and explaining the work	13.2%
Showing up on time	9.4%

Quality leads, and it's the one most undercounted, so the real share is higher. Customers praise what they can see from the kitchen window.

Happy landscaping customers often leave stars and no words. A quarter (25.2%) of 5-star landscaping reviews had no text at all, the most of the six trades we studied, and the typical one with text ran 22 words. So each good review says little. That makes your photos and replies do more of the talking (sections 2 and 13).

Example. A made-up landscaper reads their last 20 five-star reviews. Nine are stars with no words. Of the rest, most say "looks great" and two mention the crew lead's name. None mention the price or the schedule. That tells them their work is the selling point, and their schedule is invisible.

Do it in 24 hours

- [ ] Open your Google profile and read your last 20 five-star reviews.
- [ ] Tally how many mention the look of the yard, the crew, speed, communication and price.
- [ ] Count how many are stars with no words.

2 "Looks great": send the photo with the visit-done text

The idea. "Looks," "looking," "done" and "fantastic" were among the words most typical of 5-star landscaping reviews (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The customer often isn't home when you mow. The praise comes from what they see when they pull in, or what you show them.

Paraphrase, not a real review: The work looks fantastic and was done right the first time.

The fix is a visit-done text with one photo, sent from the trailer before the crew pulls away.

After a weekly visit:
"Hi [first name], [business] here. Your yard is done for this week: mowed, edged and blown off. Photo attached. Next visit [day]."

After a treatment:
"Hi [first name], [business] here. We applied [treatment] today. Keep pets off it until [time]. You should see results in about [number] weeks. Questions? [phone]"

After a project:
"Hi [first name], your new [beds / patio / sod] is finished. Before-and-after photos are here: [link]. Water it [how often] for the first [number] weeks."

Take the "after" photo from the same spot as the "before." Same corner, same angle, same height. The change shows at a glance.

Example. A made-up landscaper adds the visit-done text to the crew lead's route sheet. Customers who were never home on mowing day now see the yard every week. Some forward the project photos to friends.

Do it in 24 hours

- [ ] Save the three texts as shortcuts on the crew lead's phone.
- [ ] Pick a photo spot for each project you have open, and mark it.
- [ ] Send the visit-done text on every stop of tomorrow's route.

3 The crew: same faces, and a name to remember

The idea. The crew came up in 39.1% of 5-star landscaping reviews, and "always," "team" and "crew" were all among the most typical 5-star words. 32.7% of 5-star landscaping reviews mention a staff member by first name, against 10.9% of bad ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). "Always" is a word about regular service: the same crew, the same day, every week.

You can't ask for names. Google's review rules ban asking customers for reviews with specific content, including content that names a staff member, and ban review quotas for staff (Google Maps user-contributed content policy, support.google.com). So earn it. Keep the same crew on the same route, and make sure customers know who they are.

Paraphrase, not a real review: Patient with all our questions and kind to our pets.

The fix this week:

- Keep each crew on the same streets every week, as far as you can.
- Put the crew lead's first name in the first visit-done text of the season.
- Teach one line for when a customer is outside: "Hi, I'm [crew lead name] with [business]. Anything you want us to look at today?"

Example. A made-up landscaper stops shuffling crews between routes to cover gaps. Each crew keeps its streets for the season. By midsummer, customers wave at the crew by name, and a few reviews name the crew lead on their own.

Do it in 24 hours

- [ ] Check your route board: does each street get the same crew every week?
- [ ] Add the crew lead's name to the next visit-done text for each route.
- [ ] Check your review ask: an honest review, no names or words requested, no staff targets.

4 Explain what you did and what comes next

The idea. Know-how came up in 13.2% of 5-star landscaping reviews, and "knowledgeable" and "questions" were among the most typical 5-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Lawns and plants are slow. A customer who doesn't know what to expect thinks nothing is happening.

Paraphrase, not a real review: Explained the problem in plain words and showed photos of what they found.

The fix is a one-page season plan for every regular customer, sent at sign-up.

Your season plan (template):

1. **Visits:** [day of the week], every [week / two weeks], from [month] to [month].
2. **Treatments:** what you'll apply, in which month, and what the customer will see.
3. **Irrigation:** start-up on [date], shut-down on [date].
4. **Rain:** "If rain stops us, we come the next dry day and text you."
5. **Extras:** leaf cleanup, mulch, pruning, each with its price.
6. **Billing:** when you charge and how to cancel (section 7).

Example. A made-up landscaper emails the season plan in February. A customer who sees weeds in April checks the plan, sees "pre-emergent in March, results in 4 to 6 weeks," and waits instead of calling to complain.

Do it in 24 hours

- [ ] Fill in the template with your real schedule.
- [ ] Send it to every regular customer before your next season starts.
- [ ] Put the same plan, in short, on your website's maintenance page.

5 Use their words on your website and in your ads

The idea. These were the words most typical of 5-star landscaping reviews, and of 1-star ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Most typical of 5-star landscaping reviews	Most typical of 1-star landscaping reviews
professional, always, team, crew, friendly, looks, knowledgeable, questions, pleased, fantastic, easy	called, never, money, paid, charged, cancel, manager, received, spray, phone, weeks, sent

The 1-star list reads like a billing dispute: money, paid, charged, cancel, manager. "Spray" is there too, the lawn treatment program that didn't seem to work.

Don't paste the 5-star adjectives onto your site. Show the proof behind them.

- **"Always":** "Same crew, same day, every week."
- **"Looks":** same-spot before-and-after photos of real yards.
- **"Easy":** "One text after every visit, with a photo."
- **Against "cancel" and "charged":** say how to cancel and when you bill, in one line, on the sign-up page.

Example. A made-up landscaper swaps "Professional lawn care you can count on" for "Same crew every week. A photo after every visit. Cancel with one text." The new line answers the worries in the 1-star list.

Do it in 24 hours

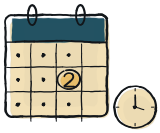
- [ ] Read your homepage and cross out every adjective a competitor could also use.
- [ ] Replace each one with a fact or a photo.
- [ ] Add one line to your sign-up page on how to cancel and when you bill.

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 2

What landscaping customers complain about

6 The complaints, in one table

The idea. Here's what bad landscaping reviews talk about most (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Topic	Share of bad landscaping reviews	Share of 5-star landscaping reviews
Price, quotes and value	45.6%	13.2%
Scheduling and speed	39.5%	19.1%
Communication	31.8%	13.5%
The crew and staff	20.4%	39.1%
Payment, deposits and refunds	16.7%	0.6%
Honesty and sales pressure	16.3%	3.8%
Showing up on time	16.2%	9.4%
Follow-through	15.3%	7.2%
The quality of the work	15.0%	47.3%
Know-how	13.3%	13.2%
Damage to the property	4.4%	0.2%
Cleanup	3.2%	5.7%

Look at payment. It came up in 16.7% of bad landscaping reviews and 0.6% of 5-star ones. Almost nobody praises your billing, but plenty complain about it. "Price" here includes fees, quotes, refunds and billing, not only "too expensive."

Quality is the reverse: 47.3% of good reviews and 15.0% of bad ones. Most landscaping customers who leave angry aren't angry about the grass. They're angry about the money, the wait or the silence.

Damage is hard for our tags to spot, so its real share is probably higher than 4.4%.

Do it in 24 hours

- [ ] Read your own 1- and 2-star reviews, and the 3-star ones too.
- [ ] Mark each with the topics in the table.
- [ ] Pick the topic that shows up most. Start with its section below.

7 Billing after they cancel: confirm it the same day

The idea. Payment and refunds came up in 16.7% of bad landscaping reviews and 0.6% of 5-star ones. "Cancel," "charged," "charge," "received" and "manager" were all among the most typical 1-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The story is a customer who cancelled a mowing or treatment plan and kept getting billed, or never got a promised refund.

Paraphrase, not a real review: Kept charging the card after the service was cancelled.

Paraphrase, not a real review: Still waiting on a promised refund.

The fix is one rule: every cancellation gets a written confirmation the same day, with the last charge in it.
When a customer cancels:
"Hi [first name], [business] here. Your [service] is cancelled as of [date]. Your last charge was [amount] on [date], and there won't be another. Thanks for having us. If you ever want us back, text this number."
When a refund is owed:
"Hi [first name], [business] here. We owe you [amount] for [reason]. It goes back to your card by [date]. I'll text you when it's sent."

Then make cancelling easy. A customer who can't reach anyone to cancel calls the bank, then writes the review.

GTL estimate: a same-day cancellation text removes most of these reviews. Our reasoning: the complaint is usually about a charge the customer didn't expect, and the text tells them exactly what to expect.

Example. A made-up landscaper adds "cancel" as a keyword the office watches for in texts and emails. Every cancellation gets the text above within the hour, and the office stops the autopay the same day.

Do it in 24 hours

- [ ] Save the two texts as shortcuts on the office phone.
- [ ] Check your billing system for anyone who cancelled and was charged again. Fix it and call them today.
- [ ] Write one line on your sign-up page: how to cancel, and when the last charge comes.

8 Price: say what every visit includes, and what's extra

The idea. Price came up in 45.6% of bad landscaping reviews and 13.2% of 5-star ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The fights are about what was included: was edging part of it, were the leaves extra, why did the price go up in June.

Paraphrase, not a real review: The final bill came in well above the quote with no warning.

Paraphrase, not a real review: Gave a clear price up front and the bill matched it.

The fix is a service agreement that lists what each visit includes and what costs extra, with prices.

Agreement line	What it should say
Every visit	Mow, edge [beds / walks / curb], string trim, blow off hard surfaces
Not included	Leaf cleanup, bed weeding, mulch, pruning, hauling, each with its price
Price	[price] per visit, or [price] per month from [month] to [month]
Price changes	"We'll tell you in writing 30 days before any change."
Skipped visits	"If we skip a visit for rain or drought, [you're not billed / we make it up]."
Billing and cancelling	When you charge, and how to cancel (section 7)

How to explain price (script, use your own words):
When they say someone else is cheaper:
"That's fair to check. Ask them if edging, trimming and blowing off the drive are in every visit, and what leaf cleanup costs. If theirs includes the same and it's lower, I'll understand."

Example (sample numbers). A made-up landscaper's old agreement just said "$45 per cut." Customers were surprised by a $180 leaf cleanup in November. The new agreement lists "fall leaf cleanup: $180, one visit, booked in October." The November complaints stop.

Do it in 24 hours

- [ ] Add a "not included" line, with prices, to your agreement.
- [ ] Add a line for price changes and one for skipped visits.
- [ ] Send the updated agreement to regular customers before the next season starts.

9 Waiting: a rain rule and an honest spring-rush answer

The idea. Scheduling and speed came up in 39.5% of bad landscaping reviews, and showing up on time in 16.2%. "Weeks," "week" and "months" were among the most typical 1-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The story: a project quote that took weeks, a start date that kept slipping, or a mowing day that moved without a word.

Paraphrase, not a real review: Weeks went by before anyone came out to start the job.

Paraphrase, not a real review: Called ahead and arrived when they said they would.

The fix is two lines you say to every customer, and one text you send when the weather moves you.

The scheduling script (use your own words):
At sign-up:
"You're on our [day] route. If rain stops us, we come the next dry day and text you that morning."
For a project in spring:
"We're booking projects about [number] weeks out right now. I'll give you a start week today and text you if it moves."

Rain-day text:
"Hi [first name], [business] here. Rain today, so your visit moves to [day]. No need to do anything."

Example. A made-up landscaper sends one group text to each route on rain days. Customers stop calling to ask whether the crew is coming, and the office gets its mornings back.

Do it in 24 hours

- [ ] Work out your real project lead time today, and say it on every quote.
- [ ] Save the rain-day text and make a contact group for each route.
- [ ] Use the sign-up line with your next new customer.

10 Silence: answer the phone in spring

The idea. Communication came up in 31.8% of bad landscaping reviews. "Called," "call," "calls," "phone," "trying" and "sent" were among the most typical 1-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). In spring, the crews are out from dawn and nobody's at the desk.

Paraphrase, not a real review: Left several messages and nobody ever called back.

Paraphrase, not a real review: Answered every call and question quickly.

The fix is a missed-call text and a same-day callback rule.
Missed-call text:
"Hi, this is [business]. Sorry we missed you, we're out on a yard. Is this about a quote, a visit or a bill? Reply here and [your name] will get back to you today."

Then pick one person to return every call and text before the end of the day, even if the answer is "I'll know by Friday."

Example. A made-up landscaper sets their phone to send the missed-call text automatically. The owner returns every message from the truck at 3 p.m. A customer who would have written "they never call back" instead gets a quote.

Do it in 24 hours

- [ ] Turn on a missed-call text on your business phone. Our missed-call texts pack has more versions.
- [ ] Choose who returns calls each day, and at what time.
- [ ] Call back everyone who left a message this week.

11 "Did they even come?": proof of every visit and every treatment

The idea. Honesty came up in 16.3% of bad landscaping reviews and 3.8% of 5-star ones. Follow-through came up in 15.3% of bad ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). In landscaping, these complaints are often about visits nobody saw: a treatment that was billed but didn't seem to work, a visit marked done when the grass looked the same.

Paraphrase, not a real review: Said they would come back to finish and never did.

Paraphrase, not a real review: Did exactly what they said they would do.

The fix is proof. The visit-done text with a photo (section 2) covers mowing. For treatments, add what you applied and what the customer should see, and when.

A free re-check offer (use your own words):
In your season plan:
"If weeds come back between treatments, text us a photo. We'll come back and check at no charge."

Example. A made-up landscaper's treatment customers kept asking whether the crew had come. Now each treatment gets a text with the product type, a photo of the yard flag, and "results in 2 to 3 weeks." The "did they even come" calls stop.

Do it in 24 hours

- [ ] Add "what we applied" and "when you'll see it" to your treatment text.
- [ ] Decide your re-check rule, and add it to the season plan.
- [ ] Look for any open promise ("we'll come back for that bed") and give it a date today.

12 Damage and cleanup: walk the yard before the mower does

The idea. Damage came up in 4.4% of bad landscaping reviews and 0.2% of 5-star ones. Cleanup came up in 3.2% of bad ones and 5.7% of good ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Damage is the topic our tags miss most, so treat 4.4% as a floor. Sprinkler heads, mower ruts and string-trimmer marks on siding all end up in reviews.

Paraphrase, not a real review: The crew damaged something at the house and never made it right.

Paraphrase, not a real review: Cleaned up so well you could not tell they had been here.

The first-visit walk (every new yard):

- [ ] Flag every sprinkler head, valve box and low light.
- [ ] Note soft or wet spots where the mower could rut.
- [ ] Note siding, fences and young trees near trimmer lines.
- [ ] Take photos of anything already damaged, and text them to the customer.
- [ ] Write a repair rule: "If we break it, we fix it within [number] days."

Example. A made-up landscaper's crew snaps a sprinkler head on the first visit. Because the walk flagged it, the crew lead knows it was theirs, replaces it the same day and texts a photo. The customer writes about how it was handled.

Do it in 24 hours

- [ ] Buy a pack of yard flags for each trailer.
- [ ] Do the first-visit walk on your next new yard.
- [ ] Write your repair rule and tell every crew lead.

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 3

Answering bad reviews

13 How landscapers reply, and how fast

The idea. Landscapers reply to reviews less than any other trade we studied: 69.6% of the reviews we checked had an owner reply. They answered 70.2% of 5-star reviews and 65.3% of 1- and 2-star ones. Among landscapers in the map's top 3, the reply rate was only 54.1%. 4.2% of landscaping companies replied to none of the reviews we checked. The typical reply came 24 days after the review, and only 16.3% came within a week (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026).

Customers expect faster. In BrightLocal's 2026 survey, 81% of consumers said they expect a reply within a week, and 19% expect one the same day (BrightLocal Local Consumer Review Survey 2026, brightlocal.com). Google tells the reviewer when you reply, and they can still edit their review after reading it (Google Business Profile Help, support.google.com).

So this is the easiest win in the guide. In spring, when the reviews and the work both pile up, block 15 minutes a day for replies.

A note on these reply numbers: they come from the first 50 reviews per business in Google's "most relevant" order, which tends to show reviews with replies. Treat them as a direction, not an exact rate.

Example. A made-up landscaper replies to every review from the truck at lunch. A good one gets a line that names the job ("Glad the new beds came out the way you pictured"). A bad one gets the four parts in section 14 and a phone call.

Do it in 24 hours

- [ ] Turn on review alerts in your Google profile, so new reviews reach your phone.
- [ ] Reply to every unanswered review, bad ones first.
- [ ] Put a daily 15-minute reply slot on your calendar for the busy season.

14 Angry landscaping reviews are long, so your reply must be specific

The idea. The typical bad landscaping review ran 79 words. The typical 5-star one with text ran 22 (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The angry customer lists dates, charges and phone calls. A two-line "Sorry, please call us" tells the next reader you didn't read it. And 50% of consumers say templated replies put them off (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

The fix is a four-part reply. Our guide How to Answer a Bad Review goes deeper.

1. Thank them, and name the specific problem.

2. Own what's fair, without blaming the customer.
3. Say what you're doing about it, with a date.
4. Take it offline, with a name and a number.

Example. A made-up reply to a 1-star review about a charge after cancelling:

> **Thanks for telling us, and I'm sorry. You cancelled in September and were still charged in October. That shouldn't have happened. I've stopped the billing and the October charge is on its way back to your card this week. I'll call you today to confirm. [your name], owner**

Never mention the customer's address, bill amount or card details in a reply.

Do it in 24 hours

- [ ] Pick your oldest unanswered bad review and rewrite your reply with the four parts.
- [ ] Call the customer before you post it.
- [ ] Read How to Answer a Bad Review before the next one lands.

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 4

Your own review audit

15 Read your last 30 reviews the way we did

The idea. Our numbers are an average of 48 landscaping companies. Yours will be different. In 20 minutes you can run the same check on your own profile and know which fix to do first.

The audit (a sheet of paper is enough):

1. Write the topics down the side: quality, crew, scheduling, on time, communication, price, payment and billing, honesty, follow-through, know-how, damage, cleanup.
2. Read your last 30 reviews, plus every 1-, 2- and 3-star review you have.
3. Mark each topic a review talks about. Use one column for 5-star and one for the rest.
4. Circle the topic with the most marks in the bad column. Its section in Part 2 is your first fix.
5. Circle the topic with the most marks in the 5-star column. Put proof of it on your website (section 5).

Example. A made-up landscaper's audit: quality in most of their 5-star reviews, and billing in three of their four bad ones. They start with the cancellation text in section 7.

Do it in 24 hours

- [ ] Run the audit tonight.
- [ ] Pick one fix from Part 2 and start it tomorrow.
- [ ] Put a reminder to run it again in 90 days.



Part 5

How we got these numbers

16 The method and its limits

The idea. Here's exactly what's behind every figure, so you know how far to trust it.

- **The businesses:** 265 local trade businesses in 10 Southeast cities, from Google Maps results we gathered in November 2026. In each city and trade we took the two most-reviewed in the map's top 3, the two most-reviewed in spots 4 to 20, and one below spot 20. Landscaping: 48 (20 top-3, 19 from spots 4 to 20, 9 below 20).
- **The reviews:** for each business, the newest 180 reviews plus the 70 lowest, or every review if it had fewer than 250. Landscaping: 8,860 reviews, 6,704 with text, 1,023 of them 1- or 2-star and 5,277 5-star.
- **The topics:** a word-pattern dictionary of 14 topics. We read 1,200 reviews by hand to check it, 200 per trade. For landscaping reviews, 91.7% of tags were right and they caught 82.4% of topics, the lowest of the six trades.
- **Owner replies:** the first 50 reviews per business in Google's "most relevant" order, 2,385 landscaping reviews in all.

The limits:

- **Southeast only,** and only businesses that show up on Google Maps. Not a national random sample.
- **Bad reviews were oversampled on purpose.** That's why every share is "of bad reviews" or "of 5-star reviews," never "of all reviews."
- **Tags slightly undercount,** most for quality and communication, and more in landscaping than in any other trade. Damage is the weakest topic overall: our tags caught only about 60% of damage stories in the hand check.
- **"Price" means the review talks about money,** including fees, quotes, refunds and billing, not only "too expensive."
- **Reply figures are directional.** Google's "most relevant" order favors reviews with replies.
- **Staff names are an estimate,** from a list of first names with unclear words removed.

To quote a figure, credit "GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026." Our cross-trade report, What 55,000 Reviews Say About Local Trades, has the same study for all six trades.

Do it in 24 hours

- [ ] Compare your audit from section 15 with the tables in sections 1 and 6.
- [ ] Where your numbers differ from ours, trust yours.



Your first 24 hours, in one list

If you only do five things today, do these:

- [ ] Run the review audit on your own profile (section 15).
- [ ] Find anyone charged after cancelling, fix it, and save the cancellation text (section 7).
- [ ] Add "not included" prices and a skipped-visit line to your agreement (section 8).
- [ ] Turn on a missed-call text and pick who calls back each day (section 10).
- [ ] Turn on review alerts and reply to every unanswered bad review with the four parts (sections 13 and 14).

Tomorrow, start the visit-done text with a photo on every stop (section 2). Run the audit again in 90 days and see which topic moved.



Where to go next

When a bad review lands, How to Answer a Bad Review has replies for the six most common cases. To turn your best-looking yards into 5-star reviews, 50 Review Request Texts That Get Replies gives you the words, with lines written for landscapers. The Landscaper Marketing Playbook covers the rest: your website, your Google profile, routes and seasons.

For the same study across all six trades, read What 55,000 Reviews Say About Local Trades.



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: Review requests. Free sample: your first 10 requests sent. Review requests is $100 a month, with a 7-day full refund.

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

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.

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. GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026. 265 local trade businesses in Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson MS, picked from three map bands per city. Landscaping figures come from the 8,860 reviews of 48 landscaping companies (6,704 with text; 1,023 1- or 2-star and 5,277 5-star with text). Topic tags checked by hand on 1,200 reviews (96.2% of tags right, 90.6% of topics caught overall; landscaping 91.7% and 82.4%). Owner replies from the first 50 reviews per business in Google's "most relevant" order (2,385 landscaping reviews, 303 of them 1- or 2-star). Totals only; no business, reviewer or staff member named. (before you start, sections 1 to 16)
2. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 11, 2026): 81% expect a reply to their review within a week; 19% expect one the same day. brightlocal.com (section 13)
3. Same survey: 50% are put off by generic or templated replies. (section 14) (brightlocal.com)

Rules and guidance cited (not statistics), checked on 2026-11-12:

- Google Maps user-contributed content policy (bans asking for reviews with specific content, including naming a staff member; bans staff review quotas, incentives and asking only happy customers): support.google.com (section 3)
- Google Business Profile Help, "Manage customer reviews" (the reviewer is notified when you reply and can still edit their review): support.google.com (section 13)

GTL estimates

These are our own judgment, not measured facts:

1. A same-day cancellation text removes most billing-after-cancel reviews (section 7). Reasoning: the complaint is usually about a charge the customer didn't expect, and the text tells them exactly what the last charge is and when.

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