Grow That Local

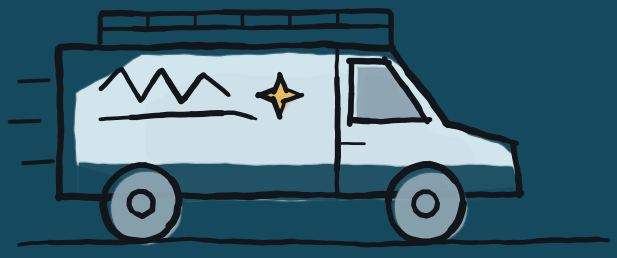
a free guide

The marketing mistakes landscapers make

The ten that cost landscapers the most, what each one costs you, and the fix for each.

Check these before the next dollar goes out the door.

- 10 short sections in 4 parts
- 41 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Contents

Before you start: how this guide works 3

Part 1 **Mistakes that lose the spring rush** 3

1 Answering spring quote requests after dark 3
2 Quoting a patio and never following up 4
3 Buying shared leads that land on the wrong side of town 4

Part 2 **Mistakes on your website and Google profile** 6

4 One page for mowing and patios, with no prices and no towns 6
5 The wrong primary category, and a name stuffed with services 6
6 Going dark on Google every winter 7

Part 3 **Mistakes with reviews and past customers** 9

7 Collecting reviews only in summer, or paying for them 9
8 Letting last year's customers drift away before spring 9

Part 4 **Mistakes that waste money on mail and slow seasons** 11

9 Mailing the whole town instead of the streets you already mow 11
10 Selling snow removal and holiday lights in December 11

Your first 24 hours, in one list 13

Where to go next 14

If you'd rather hand it off 15

Sources 16

GTL estimates 16

Before you start

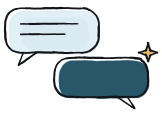
These are the ten marketing mistakes we see cost landscapers the most money. Some lose the spring rush. Some fill your routes with yards on the wrong side of town. A few quietly empty your schedule between seasons.

Each one has four parts: what the mistake looks like, what it costs, the fix, and a short checklist you can finish in 24 hours. Read the list, find the two or three you're making, and fix those first.

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, landscapers or results.

One note on texting. Several fixes below use texts to customers. A marketing text needs the customer's OK first, should say who it's from, and must stop when they reply STOP. Section 8 has the details.



Part 1

Mistakes that lose the spring rush

1 Answering spring quote requests after dark

What it looks like. It's the first warm weekend. You're on a mower from 7 to 6, and your phone fills up with "how much to mow my yard?" texts and voicemails. You answer them that night, or the next. By then half have booked someone else.

What it costs. Speed decides who gets the yard. In a well-known Harvard Business Review study, companies that contacted a lead within an hour were nearly seven times more likely to qualify it 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 landscaping, but the lesson fits. GTL estimate: in the spring rush, homeowners text several landscapers at once and book whoever gives them a price first.

> **Example (sample numbers).** A made-up landscaper loses ten mowing sign-ups in April to slow replies. At $55 a cut and 30 cuts a season, each yard is $1,650 a year. That's $16,500 of work for the season, and more if those customers would have stayed for years.

The fix. Turn on missed-call text-back, and ask for the address in the first reply so you can price from a map. Have a simple price list ready before the rush, so whoever answers can quote in minutes. GTL estimate: aim to reply within five minutes in work hours in spring.

Do it in 24 hours

- [ ] Turn on missed-call text-back with: "Thanks for reaching out, we're out mowing. Send your address and what you need, and we'll text you a price today."
- [ ] Write your mowing price list by lot size, so anyone in the office can quote from a map.
- [ ] Decide who answers texts during the day in April and May, and how often.
- [ ] Reply to every unanswered request from the last two weeks today.

2 Quoting a patio and never following up

What it looks like. You walk the yard, measure, sketch and send a careful patio or planting quote. Then nothing. You figure they went cheaper. Usually they're talking it over with a spouse, waiting on the HOA to approve the plans, or saving up.

What it costs. Project quotes are your biggest tickets, and each one already cost you a design visit and an evening of drawing.

Example (sample numbers). A made-up landscaper sends eight project quotes a month and wins two. Six go quiet. If three friendly texts win back one $12,000 patio a month, that's about $3,600 of gross profit at 30%.

The fix. Follow up three times over a month. GTL estimate: big outdoor projects take time to decide, one message is easy to miss, and more than three starts to feel pushy. Make each text solve the hold-up: offer to fill in the HOA form, send a cheaper phase-one option, or share photos of a similar job.

Do it in 24 hours

- [ ] Pull every project quote from the last 90 days that didn't book.
- [ ] Text each one today, if they've agreed to texts: "Still thinking about the patio? If the HOA form is the hold-up, I'm happy to fill it in with you."
- [ ] Set reminders for day 2, day 7 and day 30 on every new project quote.
- [ ] Write down the reason each one gives for waiting.

3 Buying shared leads that land on the wrong side of town

What it looks like. You buy mowing leads from a lead site. They come from all over: one across the river, one 25 minutes past your last stop. You race several other landscapers to call, win a few, and add them wherever they fall.

What it costs. Two costs. On Angi, for example, "each time a homeowner submits a project request, we will match them with no more than five pros" (Angi pro help, intercom.help), so you pay to compete with up to four others. And a yard off your route costs drive time every single week, which nobody pays you for.

Example (sample numbers). A made-up landscaper wins a mowing lead 20 minutes off route. That's 40 minutes of extra driving a week, about 20 hours over a 30-week season, for one $55-a-cut yard. A yard three doors from a current customer costs almost no extra time.

The fix. Shared leads can pay, but only if you count them and filter them. Track every lead from first contact to signed customer, and judge each source by cost per kept customer. Turn off or decline leads outside your route area. Angi says "in some cases, you can request a lead credit" (same page), so ask for one on leads outside your area or for work you don't do.

Do it in 24 hours

- [ ] Make a sheet with one row per lead: date, source, cost, minutes to reply, signed, distance from your nearest route stop.
- [ ] Fill it in for every lead from the last 60 days.
- [ ] Shrink your lead area to the zip codes your routes already cover.
- [ ] Request credits on every lead that doesn't fit.

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 2

Mistakes on your website and Google profile

4 One page for mowing and patios, with no prices and no towns

What it looks like. Your homepage says "Lawn care and landscaping" over a stock photo. Mowing, cleanups, patios and snow all share one list. There's no hint of price, no route days and no list of towns.

What it costs. The mowing buyer and the patio buyer want different things. The mowing buyer wants a price, a reliable day and no contract surprises. The patio buyer wants photos of finished work and a sense of budget. A page that speaks to neither loses both to the landscaper whose site answers their question in ten seconds.

Example (sample numbers). A made-up landscaper's site gets 300 visits in April. If a clear price line and a town list turn 2% more of them into sign-ups, that's six more yards at $1,650 a season, about $9,900 of work.

The fix. Give upkeep and projects their own front doors. On the upkeep page: what a cut includes, a "starting at" or "how we price" line, your route days, and the towns you serve. On the projects page: real before-and-after photos, the steps from design to build, and a typical range. Let people send their address from the first screen.

Example. A made-up landscaper's first screen:

> **Weekly mowing and seasonal care in (your towns). Text your address for a price today.**
>
> **Patios, walls and planting: see recent projects.**

Do it in 24 hours

- [ ] Open your site on your phone. Can you tell in ten seconds what a mowing customer pays and which towns you cover?
- [ ] Write a "How we price mowing" section: lot size, what's included, how often.
- [ ] Split upkeep and projects into two pages, each with its own photos.
- [ ] Add an "Areas we serve" list of every town on your routes.

5 The wrong primary category, and a name stuffed with services

What it looks like. Your profile name is "(Your Name) Lawn Care | Mowing | Patios | Snow." The primary category is "Landscaper," but 80% of your money is weekly mowing. Or the other way around.

What it costs. Google's rules say "including unnecessary information in your business name isn't permitted" (Google Business Profile guidelines, support.google.com), and breaking them can get a profile suspended. The wrong primary category means you show up for the work you want least. Google says to "select a primary category that best describes your business," and not to "select a category for every product or service" (Google Business Profile Help, support.google.com).

Example (sample numbers). A made-up landscaper's primary category is "Landscaper," but mowing is the business. They show up for patio searches and miss "lawn care near me." If that costs five mowing sign-ups a spring at $1,650 a season, that's $8,250 a year.

The fix. Use your real name only. Pick the primary category that matches the work you want most: a lawn care category if mowing is the business, "Landscaper" or a landscape design category if projects are. Add a few others only for work you really do, and put mowing, mulch, patios and snow removal in your services list.

Do it in 24 hours

- [ ] Take screenshots of your profile today, so you have a record.
- [ ] Remove every keyword from your business name.
- [ ] Look at last year's invoices and set the primary category to match your biggest earner.
- [ ] Add every service, including winter work, each with a one-line description.
- [ ] Make one change at a time, a day or two apart.

6 Going dark on Google every winter

What it looks like. In November you mark the business closed, or just stop touching the profile. The newest photo is a green lawn from July. In March you change hours, photos, services and phone all in one afternoon to "wake it up."

What it costs. Marking closed while you still take snow calls, design consults and spring sign-ups hides you from the people searching for them. Google's own rule is that "Temporarily closed" is for closures of more than seven days or a real off-season, and special hours cover seven days or less (Google Business Profile Help, support.google.com). If you still answer the phone, you're open. And a pile of edits at once can send a profile into review right before the spring rush.

Example (sample numbers). A made-up landscaper marks the profile closed from November to March and misses ten design and snow calls. If just two of them become a $9,000 spring project and a $2,500 snow contract, that's $11,500 of work hidden behind a "Closed" label.

The fix. If you're open for anything in winter, stay open and change your photos and posts to match the season: snow, lights, pruning, design work. Use special hours for holidays. If you truly close, use "Temporarily closed," and plan to reopen a few weeks before the first warm weekend, one change at a time.

Do it in 24 hours

- [ ] Check whether your profile shows open or closed today, and whether that's true.
- [ ] Upload five photos of the work you do this season.
- [ ] Post one update about winter services or booking spring.
- [ ] Put a "reopen and refresh the profile" date in your calendar, four weeks before spring.

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 3

Mistakes with reviews and past customers

7 Collecting reviews only in summer, or paying for them

What it looks like. Reviews come in during the season when customers see you every week, then stop in October. By March, when spring shoppers arrive, your newest review is five months old. Or you try to catch up with "a free cut for a 5-star review."

What it costs. 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). In March, those three months are winter. Paying for reviews is worse than not asking. Google bans offering "payment, discounts, free goods and/or services" in exchange for a review, asking only happy customers, and giving staff review quotas (Google Maps content policy, support.google.com). The FTC's rule on fake reviews has applied since October 21, 2024 (FTC, ftc.gov).

The fix. Ask when the yard looks its best: after the spring cleanup, the first fresh mulch, the finished patio. Bank reviews through the year, and use winter work (snow, lights, pruning, design consults) to keep asking. Offer nothing in return. GTL estimate: at least two new reviews a month, winter included.

Do it in 24 hours

- [ ] Get your Google review link from your profile (look for "Ask for reviews").
- [ ] Text it to every customer whose project or cleanup you finished in the last 60 days.
- [ ] Remove any free cut, discount or crew bonus tied to reviews.
- [ ] Set a monthly reminder to ask at least five customers, all year.

8 Letting last year's customers drift away before spring

What it looks like. Your mowing customers stop hearing from you in November. In March some don't come back, and you never ask why. Project customers who got a patio never hear about upkeep at all.

What it costs. Every customer who drifts is one you have to win again in the most crowded month of the year. 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, and few switch once they're on a schedule. Texting them carelessly has a cost too. Federal law lets people sue for $500 per violation for some unwanted texts, and up to three times that when it's willful or knowing (47 U.S.C. 227, law.cornell.edu).

The fix. Re-sign every customer before spring, by text or email, to people who agreed to hear from you. Offer last year's patio customers a spring upkeep plan. Win back the ones who left with a friendly note. Say who it's from, and stop when anyone replies STOP: the FCC's rule treats replies like "stop," "quit"

and "unsubscribe" as an opt-out that must be honored within ten business days (47 CFR 64.1200, law.cornell.edu).

Do it in 24 hours

- [ ] List last season's mowing customers, project customers and the ones who left.
- [ ] Check which of them agreed to texts or emails.
- [ ] Draft your re-sign text: "Hi, it's (your name) from (company). We're setting spring routes now. Want to keep your (day) spot? Reply YES, or STOP to opt out."
- [ ] Put the send date in your calendar, three to four weeks before your first usual cut.

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

Mistakes that waste money on mail and slow seasons

9 Mailing the whole town instead of the streets you already mow

What it looks like. You mail 10,000 postcards across the county once. The calls that come in are scattered, a few aren't worth the drive, and you decide postcards don't work. Meanwhile your trailer, parked on the same streets every week, has a small logo and a phone number nobody can read.

What it costs. GTL estimate: a single mailing brings only a few calls per thousand cards, because only the handful of homes shopping for a landscaper that month act. A town-wide blast also brings yards that hurt your route density.

Example (sample numbers). A made-up landscaper spends $5,000 on one county-wide mailing and signs six yards, four of them off route. The next year they spend the same mailing the streets around their existing stops, three times each, and every new yard sits within a few doors of a current one.

The fix. Mail the streets you already serve, more than once. Put door hangers on the homes on each side of every yard you finish. Make the trailer readable from a moving car: your name, "Lawn care" or "Landscaping," and a big phone number.

Do it in 24 hours

- [ ] Map your current stops and circle the streets with three or more customers.
- [ ] Write a two-line card: "We mow (number) yards on your street every (day). Want to be next?"
- [ ] Get a quote from a local printer or the post office's Every Door Direct Mail service, and plan three mailings.
- [ ] Stand across the street from your trailer. If you can't read the phone number, fix it this week.

10 Selling snow removal and holiday lights in December

What it looks like. The first snow is forecast and you start calling property managers about plowing. Thanksgiving week you post that you hang holiday lights. Everyone you call already has someone.

What it costs. Winter work is how landscapers keep crews and cash through the slow months, and it's sold in fall. GTL estimate: most commercial snow contracts are signed before the first snowfall, because a property manager can't risk an unplowed lot and locks in a crew early. Light installs book the same way, weeks before the holidays.

Example (sample numbers). A made-up landscaper signs three small commercial snow contracts in October at $4,000 a season each. That's $12,000 of winter work for crews who'd otherwise go home. In December, every one of those lots already had a plow.

The fix. Sell winter in September and October. Email your mowing customers about lights while you're still in their yard every week. Visit property managers and HOAs with a one-page snow offer before the leaves fall.

Do it in 24 hours

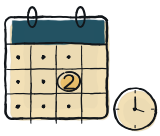
- [ ] Write a one-page snow offer: what you plow, how fast after the snow stops, how you charge.
- [ ] List ten property managers, HOAs and businesses near your routes.
- [ ] Draft a holiday lights email to your mowing customers, to send in early October.
- [ ] Put both send dates in your calendar now.

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



Your first 24 hours, in one list

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

- [ ] Turn on missed-call text-back that asks for the address (section 1).
- [ ] Text every quiet project quote from the last 90 days (section 2).
- [ ] Shrink your lead area to the zip codes your routes cover (section 3).
- [ ] Set your primary category to match your biggest earner and clean up your name (section 5).
- [ ] Put your spring re-sign date in the calendar (section 8).

Next week, check three numbers: replies within an hour, project quotes that answered, and new reviews.



Where to go next

Every fix here comes from The Landscaper Marketing Playbook, our free 33-section guide to the whole job of getting more landscaping calls: your website, your Google profile, reviews, posts, email, search, follow-up, door hangers, route density, the spring rush, winter work and tracking.

Great work nobody sees is the landscaper's oldest problem. Your before-and-after photos fix it, so that's where we'd start.

or we can do it for you

Free sample: Two weeks of posts, ready to go

Made before you pay anything. Social media posts is $200 a month, with a 7-day full refund.

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



If you'd rather hand it off

Grow That Local fixes these for landscapers every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Win-back texts. Free sample: your first 25 customers texted. Win-back texts is $100 a month, with a 7-day full refund.

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.

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.

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. 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 1)
2. Same study: 23% of companies never responded to the lead. (section 1) (hbr.org)
3. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults): 97% read reviews for local businesses. brightlocal.com (section 7)
4. Same survey: 74% look for reviews written in the last three months. (section 7) (brightlocal.com)

Rules and platform terms cited (checked 2026-11-12):

- Angi pro help, opportunities and leads FAQ: a request is matched with no more than five pros; lead credits in some cases. intercom.help (section 3)
- Google Business Profile guidelines (no unnecessary information in the name): support.google.com (section 5)
- Google Business Profile Help, choose a business category: support.google.com (section 5)
- 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 6)
- Google Maps prohibited and restricted content (bans incentives, asking only happy customers and staff quotas): support.google.com (section 7)
- FTC, questions and answers on its rule against fake reviews (in effect since October 21, 2024): ftc.gov (section 7)
- 47 U.S.C. 227(b)(3), private right of action, $500 per violation, up to three times for willful or knowing violations: law.cornell.edu (section 8)
- 47 CFR 64.1200(a)(10), revoking consent by any reasonable means, honored within ten business days: law.cornell.edu (section 8)

GTL estimates

These are our own judgment, not measured facts:

1. Reply to new leads within five minutes in spring (section 1). Reasoning: in the rush, homeowners text several landscapers at once and book whoever prices first.
2. Three follow-ups over a month on quiet project quotes (section 2). Reasoning: big outdoor projects take time to decide, one message is easy to miss, and more than three feels pushy.
3. Aim for at least two new reviews a month, winter included (section 7). Reasoning: most shoppers look at the last three months, and winter work gives you something to ask about.
4. Most homeowners pick their mowing company for the year in a short spring window (section 8). Reasoning: grass growth forces the decision, and few switch once they're on a schedule.
5. A single postcard mailing brings only a few calls per thousand cards (section 9). Reasoning: only the few homes shopping for a landscaper that month act, and repeat cards on route streets build on what neighbors already see.

6. Most commercial snow contracts are signed before the first snowfall (section 10). 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