Grow That Local

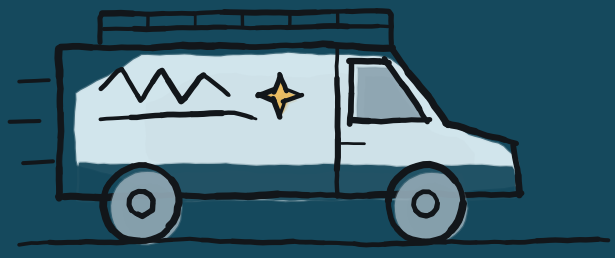
a free guide

How many reviews a landscaper needs to win

The review counts that put landscapers in the map's top 3 across 10 Southeast cities, the star bar, and a plan built around your season.

For landscaping business owners wondering if they have enough reviews.

- 9 short sections in 3 parts
- 29 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

Good news first: of the six trades we studied, landscaping has the lowest door into the map's top 3. We looked at 1,000 landscaping businesses on Google Maps in 10 Southeast cities: Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson, Mississippi. Then we counted the reviews at each spot on the map.

How we did it, and its limits: we ran one Google Maps search for landscaping from each city in November 2026 and recorded up to 100 results per search. It's a snapshot. The map order changes with where the searcher stands, the words they type and the profile itself, and Google says reviews are only one part of how it ranks, next to relevance and distance (Google Business Profile Help, support.google.com). So treat these numbers as a target range, not a law.

Part 1 shows the numbers. Part 2 turns them into your own target and a timeline that fits a season. Part 3 covers why the crew with the most reviews doesn't always win.

Two rules we kept while writing it:

- Every number has a source you can check, listed at the end. Our own scrape is cited as "GTL analysis of Google Maps results, 10 Southeast cities, November 2026." When we didn't have a source, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. We never name a real business.



Part 1

What the map's top 3 looks like

1 The review count at each spot on the map

The idea. The landscapers in the map's top 3 had about twice the reviews of the next seven, and about eight times the reviews of the crews further down. Here's the typical (median) count at each spot, across all 10 cities (GTL analysis of Google Maps results, 10 Southeast cities, November 2026):

Map spot	Typical review count
Top 3	110
Spots 4 to 10	55
Spots 11 to 20	39
Spots 21 to 100	14

Now the number that matters more. In a typical city, the landscaper with the fewest reviews in the top 3 had only 40. That's about the same as a typical crew in spots 11 to 20. In landscaping, the jump into the top 3 isn't mostly about review count. Section 7 shows what else is going on.

For comparison, here's what the top 3 looked like for trades next to yours, from the same scrape:

Trade	Top 3	Spots 4 to 10
Landscaping	110	55
Tree service	134	64
Pressure washing	137	68
Fence	91	44

Example. A made-up landscaper has 22 reviews. On the table, they sit just above the crews in spots 21 to 100. They need about 18 more to match the smallest top-3 landscaper in a typical city. That's one good season of asking.

Do it in 24 hours

- [ ] Open your Google profile and write down your review count today.
- [ ] Find your row on the table above.
- [ ] Write down the gap to 40. For most crews, that's the first target.

2 Your city will be different

The idea. Across the 10 cities, the typical top-3 landscaper had anywhere from 35 to 265 reviews. The smallest top-3 landscaper ranged from 18 reviews to 117 (GTL analysis of Google Maps results, 10 Southeast cities, November 2026).

City	Fewest reviews in the top 3	Typical top-3 count
Jackson, MS	18	90
Memphis	20	49
Montgomery	32	35
Huntsville	34	164
Tulsa	36	128
Little Rock	43	84
Nashville	53	79
Birmingham	74	151
Louisville	103	185
Lexington	117	265

In 7 of the 10 cities, a crew with under 55 reviews was in the top 3. Landscaping is local by nature. A homeowner wants the crew already mowing their street, and Google weighs distance heavily, so a smaller crew close to the searcher often wins.

If your town isn't on the list, use the range. The only number that counts is the one you find in section 4.

Example. A made-up landscaper outside Tulsa sees that the city's typical top-3 count is 128 and nearly gives up. Then they search from their own route neighborhoods. The top 3 there had 29, 41 and 96 reviews. Their target is 29.

Do it in 24 hours

- [ ] Find your city, or the one most like yours, on the table.
- [ ] Note both numbers: the fewest in the top 3 and the typical top-3 count.
- [ ] Circle the smaller number. That's your first real target until section 4 gives you your own.

3 The star bar, and the other things the top 3 had

The idea. Landscaping's star bar is a little lower than other trades'. In our scrape, 4 of the 30 top-3 landscapers (3 in each of 10 cities) had under 4.5 stars, and the typical top-3 rating was 4.8. Websites matter less here than in most trades, too: 4 of the 30 top-3 crews had no website, while about 23% of all the landscapers we saw had none (GTL analysis of Google Maps results, 10 Southeast cities, November 2026).

Don't read that as permission. Homeowners still hold a high bar. In BrightLocal's 2026 survey, 31% of consumers said they'll only use a business with 4.5 stars or more, and 68% want four stars or more (BrightLocal Local Consumer Review Survey 2026, brightlocal.com). A crew under 4.5 can sit in the top 3 and

still lose the call to the 4.9 crew below it.

Our free reviews calculator works out how many 5-star reviews it takes to reach 4.8 from where you are.

Example. A made-up landscaper has 30 reviews at 4.5 stars. Two old one-star reviews are about a crew that scalped a lawn in a drought. The calculator says 45 more 5-star reviews gets them to 4.8. They also reply to both old reviews, explaining that the crew now raises the deck in dry weeks.

Do it in 24 hours

- [ ] Write down your star rating next to your review count.
- [ ] If you're under 4.8, run the reviews calculator and write down the number it gives.
- [ ] If you have no website, check what your profile links to. A one-page site with your services and towns beats nothing.

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



Part 2

Your target and how long it takes

4 Find your own number on route day

The idea. The map a homeowner sees depends on where they're standing. You have an advantage most trades don't: you're already in your customers' neighborhoods every week. Run the searches from your route stops.

Search on your phone, in Google Maps, the way a homeowner would: "landscaping," "lawn care," and "landscaper near me." Skip anything marked Sponsored. Google says the map itself can't be bought (Google Business Profile Help, support.google.com), so ads aren't what you're measuring.

Your target is the smallest review count in the top 3, in the neighborhoods you most want to fill. GTL estimate: that number gets you into the conversation. Match it, keep your stars high, and the things in Part 3 decide the rest.

Example. A made-up landscaper runs three searches at three route stops: the street by the shop, the new subdivision with 400 houses and no regular crew, and the older neighborhood where they want more design work. The smallest top-3 counts were 31, 24 and 58. They want the subdivision. Their number is 24.

Do it in 24 hours

- [ ] On your next route day, pick three stops: one near your base, one where you want more weekly customers, one where you want projects.
- [ ] At each stop, search "landscaping," "lawn care" and "landscaper near me" in Google Maps.
- [ ] Write down the review count, star rating and newest review date for each top-3 crew.
- [ ] Circle the smallest count in the area you want most. That's your target.

5 How many reviews a month a landscaper can really get

The idea. Your pace depends on how many people you ask, and in landscaping that changes with the season. GTL estimate: if you ask every customer at a good moment, expect one review for every three to five people you ask, and plan on one in five, because some asks get missed on long route days. BrightLocal's 2026 survey backs the low end: 28% of consumers say they'll always write a review when asked (BrightLocal 2026, brightlocal.com).

Weekly customers are different from project customers. Ask each mowing customer once a season, at a moment when the yard looks its best: after the spring cleanup, a fresh mulch job, or the third or fourth mow. Ask every project and cleanup customer the day the work is done.

GTL estimate: a two-crew landscaper can plan on about four new reviews a month from April to October, and one or two a month in winter. Our reasoning: 60 weekly customers spread over a seven-month season is about nine asks a month, plus about ten projects and cleanups, and one in five of 19 is about four. Winter work (leaf cleanups, pruning, holiday lights, snow) gives fewer, smaller asks.

Example (sample numbers). A made-up landscaper counts this past season: 64 weekly customers, 22 cleanups, 14 mulch and planting jobs, and 6 patios. They had asked only the patio customers. Asking everyone at the right moment would have meant about 100 more asks, and about 20 more reviews this year.

Do it in 24 hours

- [ ] Count your weekly customers, and the projects and cleanups you finished this season.
- [ ] Pick your three "ask moments": one for weekly customers, one for cleanups, one for projects.
- [ ] Get your review link from your profile (look for "Ask for reviews") and save it in your phone.
- [ ] Text it to every project and cleanup customer from the last 90 days who agreed to texts.

6 Your timeline, season by season

The idea. Put sections 4 and 5 together and you get a date. Start with a catch-up month: ask every project and cleanup customer from the last 90 days. After that, your monthly pace does the work, faster in season and slower in winter.

Here's the sum: months to target = (target minus today's count minus catch-up reviews) divided by reviews a month, plus one for the catch-up month. Count winter months at about a third of your season pace.

The crews in your top 3 keep collecting reviews too. GTL estimate: a top-3 count can grow by a dozen or more a season, so rerun your searches at the start and end of each season and move your target if it moves.

Example (sample numbers). A made-up two-crew landscaper has 15 reviews on April 1. In the catch-up month, they ask 30 cleanup and project customers, and one in five says yes: 6 reviews, so 21. Then they add four a month through October, and about one and a half a month in winter. The targets come from section 1.

Target	Reviews	Reached about
Smallest top-3, typical city	40	September, first season
Typical spot 4 to 10	55	The next April
Typical top 3	110	September, third season

If your section 4 number is lower, say 24, the same crew gets there in May.

Do it in 24 hours

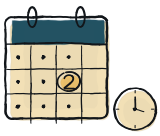
- [ ] Write the sum with your own numbers: your target, today's count, your catch-up, your season and winter pace.
- [ ] Put two reminders in your phone: the first week of spring and the first week of November, to rerun your searches.
- [ ] Write your target on the whiteboard in the shop, next to this month's count.

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

Why the count alone doesn't win

7 Fresh reviews beat a big old pile

The idea. In 4 of the 10 cities, the typical landscaper in spots 4 to 10 had more reviews than the smallest crew in the top 3 (GTL analysis of Google Maps results, 10 Southeast cities, November 2026). Count matters, but it isn't the whole story.

Freshness is part of the rest. BrightLocal's guide to Google's local ranking lists recency of reviews and steady review growth among the factors that move the map (BrightLocal, Google's Local Algorithm and Local Ranking Factors, brightlocal.com). Homeowners notice too: in BrightLocal's 2026 survey, 74% look for reviews from the last three months, and 32% look at the last two weeks (BrightLocal 2026, brightlocal.com).

That's landscaping's trap. Most crews collect reviews from April to October and almost none in winter. By March, when shoppers arrive, the newest review can be five months old. GTL estimate: get at least two new reviews every month, winter included. Most shoppers look at the last three months, so you want several in every three-month window.

Example. A made-up landscaper's newest review is from October. In December, they ask every holiday-light and pruning customer. In February, they ask the customers who booked spring cleanups early. By March, their newest review is a week old.

Do it in 24 hours

- [ ] Write down the date of your newest review.
- [ ] Compare it with the newest review of each top-3 crew from section 4.
- [ ] Add "send the review link" to every winter job: cleanups, pruning, lights and snow.

8 Reply to every review, in your own words

The idea. Google says replies to reviews show you value feedback, and that "positive reviews and helpful replies can help your business stand out" (Google Business Profile Help, support.google.com). Homeowners read them. In BrightLocal's 2026 survey, 89% of consumers expect owners to respond to reviews, 50% are put off by generic or templated replies, and 19% expect a reply the same day (BrightLocal 2026, brightlocal.com).

Don't stuff replies with search words like "best lawn care in town." BrightLocal lists keywords in owner replies among the things with little effect on the map (BrightLocal, Google's Local Algorithm and Local Ranking Factors, brightlocal.com). Write like the person who did the yard.

GTL estimate: reply within two days, and the same day for a bad one. Landscaping's bad reviews are usually about the same few things: a missed week, clippings on a car, a scalped lawn, a 7am start. A calm, quick reply to one of those shows every future reader what happens when something goes wrong.

Example. A reply to a 5-star review after a spring cleanup:

> **Thanks, Jordan. Those beds along the fence hadn't been edged in a while, and the crew had fun with them. See you on Thursdays all season.**

Do it in 24 hours

- [ ] Reply to every review you haven't answered, good or bad. Name the work in each reply.
- [ ] Turn on review alerts in your Google profile so you see new ones the same day.
- [ ] For any bad review, thank them, own what's fair, say what you'll do, and call them.

9 The words in your reviews, and the rule about asking

The idea. What customers write matters as well as how many write. Google builds "Place Topics" from the themes in your reviews and shows the words customers mention most in bold (Google Business Profile Help, support.google.com). BrightLocal says the language in reviews can affect relevance, because when customers mention your services and your area, search engines understand you better (BrightLocal, Google's Local Algorithm and Local Ranking Factors, brightlocal.com).

You can't ask for those words, though. Google's rules say businesses must not ask for specific content in a review, must not offer anything in exchange, and must not ask only happy customers (Google Maps user-contributed content policy, support.google.com). So never write "please mention patio installation," and never offer a free mow for a review.

What you can do is ask right after a specific job. A customer asked the evening the new patio is finished tends to write about the patio. A weekly customer asked after the spring cleanup tends to write about the cleanup. And list every service on your profile, so Google can connect what customers write to what you offer.

Example. A made-up landscaper's review text, sent the evening after a mulch and planting job:

> **Thanks for having us out today, Sam. The new beds are in and watered. If you have a minute, an honest Google review helps a small crew like ours a lot: (your review link)**

The text names the job in the thank-you. It doesn't tell Sam what to write.

Do it in 24 hours

- [ ] Read your review request text. Remove anything that asks for particular words, a rating or a crew member's name, and anything offered in return.
- [ ] Check your profile's services. Add every job you do: mowing, cleanups, mulch, planting, sod, irrigation, patios, design.
- [ ] Send the ask the same day each project or cleanup ends.

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



Your first 24 hours, in one list

If you only do five things today, do these:

- [ ] Write down your review count, star rating and newest review date (sections 1 and 3).
- [ ] Plan your three searches for your next route day, and circle your target (section 4).
- [ ] Count your weekly customers and this season's projects, and work out your pace (section 5).
- [ ] Text your review link to every project and cleanup customer from the last 90 days who agreed to texts (section 6).
- [ ] Reply to every unanswered review, in your own words (section 8).

Tomorrow, count your new reviews. That's your first data point. Rerun your searches at the start of next season.



Where to go next

Ready to ask? How to Get Your First 50 Google Reviews is a 30-day plan for who to ask first and when. 50 Review Request Texts That Get Replies gives you the exact words, with lines written for landscapers. Before you text anyone, read the texting rules.

If the crew above you still wins with fewer reviews, Why the Other Guy Shows Up First on Google walks you through the other six things to check.



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 Google Maps results, 10 Southeast cities, November 2026: 1,000 landscaping businesses from one Google Maps search per city (Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery, Jackson MS), up to 100 results each. Review counts by map spot, fewest reviews in the top 3, star ratings, websites. Totals only; no business named. A snapshot from one spot in each city: map order changes with the searcher's location, the words searched and the profile itself. (sections 1, 2, 3, 6, 7)
2. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 11, 2026): 31% only use a business with 4.5 stars or more. brightlocal.com (section 3)
3. Same survey: 68% only use a business with four stars or more. (section 3) (brightlocal.com)
4. Same survey: 28% always write a review when asked. (section 5) (brightlocal.com)
5. Same survey: 74% look for reviews from the last three months. (section 7) (brightlocal.com)
6. Same survey: 32% look for reviews from the last two weeks. (section 7) (brightlocal.com)
7. Same survey: 89% expect owners to respond to reviews. (section 8) (brightlocal.com)
8. Same survey: 50% are put off by generic or templated replies. (section 8) (brightlocal.com)
9. Same survey: 19% expect a reply the same day. (section 8) (brightlocal.com)

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

- Google Business Profile Help, "Tips to improve your local ranking on Google" (relevance, distance and prominence; more reviews and positive ratings can help; helpful replies help you stand out; no paid ranking): support.google.com (before you start, sections 4, 8)
- Google Business Profile Help, "Understand business summaries on Google Maps" (Place Topics built from reviews; most-mentioned words in bold): support.google.com (section 9)
- Google Maps user-contributed content policy (bans incentives, asking only happy customers and requesting specific content or staff names): support.google.com (section 9)
- BrightLocal, "Google's Local Algorithm and Local Ranking Factors" (review recency and steady growth among ranking factors; review language can affect relevance; keywords in owner replies have little effect): brightlocal.com (sections 7, 8, 9)

GTL estimates

These are our own judgment, not measured facts:

1. A smaller crew close to the searcher often wins the landscaping map (section 2). Reasoning: in 7 of 10 cities a crew with under 55 reviews was in the top 3, and Google names distance as one of its three ranking factors.
2. Aim first for the smallest review count in your local top 3 (section 4). Reasoning: it's the lowest count that's already winning where your customers search, so it's the nearest target that's proven to work.
3. Expect one review for every three to five customers asked, and plan on one in five (section 5). Reasoning: 28% say they'll always review when asked, a reminder brings in some of the rest, and long route days mean some asks get missed.

4. A two-crew landscaper can plan on about four new reviews a month in season and one or two in winter (section 5). Reasoning: 60 weekly customers asked once over a seven-month season plus about ten projects and cleanups a month is about 19 asks, and winter jobs are fewer and smaller.
5. Count winter months at about a third of season pace (section 6). Reasoning: winter work is mostly cleanups, pruning, lights and snow, which is far fewer jobs for most crews.
6. A top-3 count can grow by a dozen or more a season (section 6). Reasoning: the crews already in the top 3 keep finishing jobs and asking too, so the target moves while you climb.
7. Get at least two new reviews every month, winter included (section 7). Reasoning: most shoppers look at the last three months, so you want several fresh reviews in every three-month window, including the one that ends in March.
8. Reply within two days, and the same day for a bad review (section 8). Reasoning: a fifth of shoppers expect a same-day reply, and a quick, calm reply stops a bad review from setting the tone for the next homeowner.

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