How Optimizing for Local Search Created a New Revenue Stream for a Landscaping Business

SUN LIFE TECH

ABOUT OUR CLIENT

The client is a leading and multi-awarded residential landscape architecture business with numerous landscaping projects around town and even the greater area. They offer a full range of landscaping services, including design, construction, and maintenance, and take on projects of all sizes.

OBJECTIVE

Although the client already had a website for several years prior to working with our agency, it wasn't creating the impact on their business they knew it could. Traffic was appallingly low, generating an average of 60 visits a month, and rarely generating any actual sales.

1.1 Image showing an average of 60 visits per month prior to working with us.

The client knew that their website was the cornerstone of their online presence. Without a well-performing website, any subsequent digital marketing effort would be ineffective. The client approached us determined to capture a larger share of their local market and we were determined to help them do just that.

OPTIMIZING FOR LOCAL SEARCH

Because the client catered exclusively to customers in our area, we recommended a strategy of optimizing their website for local searches thereby driving relevant and highly-qualified traffic to their website.

Initial Assessment

Website Audit

The first step was to thoroughly audit their website. We integrated Google Analytics and Search Console with the client's website - must-have tools if you want to track how your website performs.

We then assessed every aspect of their website (various on-page elements, the site architecture, website performance, and many others) and how it was performing.

We immediately noticed the website had several unoptimized URL's, lacked certain navigational elements, like footer links, and had numerous pages with unoptimized meta descriptions and web copy.

Keyword Research and Mapping

We also began to identify the keywords that would be most beneficial to the client, specifically those that indicate a readiness-to-buy and any low-hanging fruit that we can immediately target. These keywords were grouped, then existing pages on the website were identified to build content around the keywords.
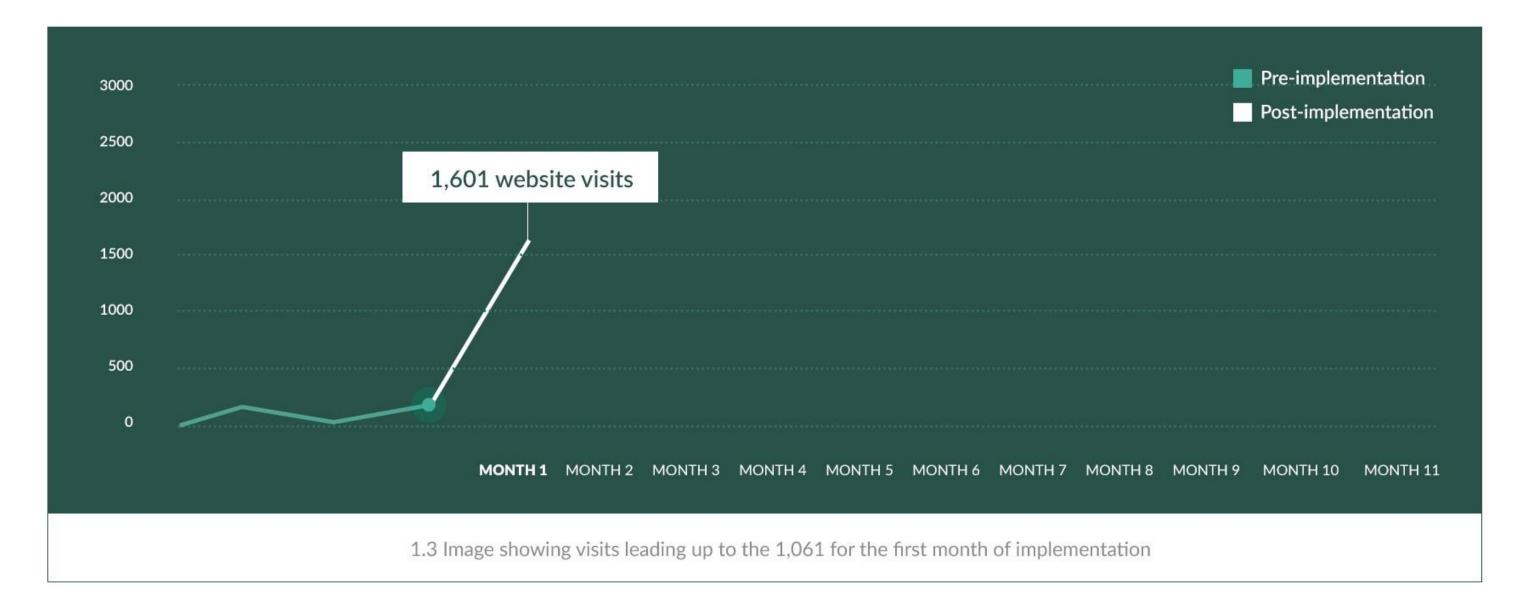
Our analysts then recommended the creation of new pages that target these keywords and we optimized the existing ones.

Examples of Targeted Keywords	
garden design rates XXXX	hire landscaper XXXX
garden designers XXXX	landscapers XXXX
garden landscaping XXXX	landscaping design XXXX
landscape design cost XXXX	landscaping cost XXXX
hire landscape designer XXXX	outdoor design cost XXXX
landscape designers XXXX	XXXX garden design
landscape cost XXXX	XXXX landscaping

RESULTS

Month 1

1.3 Image showing visits leading up to the 1,061 for the first month of implementation
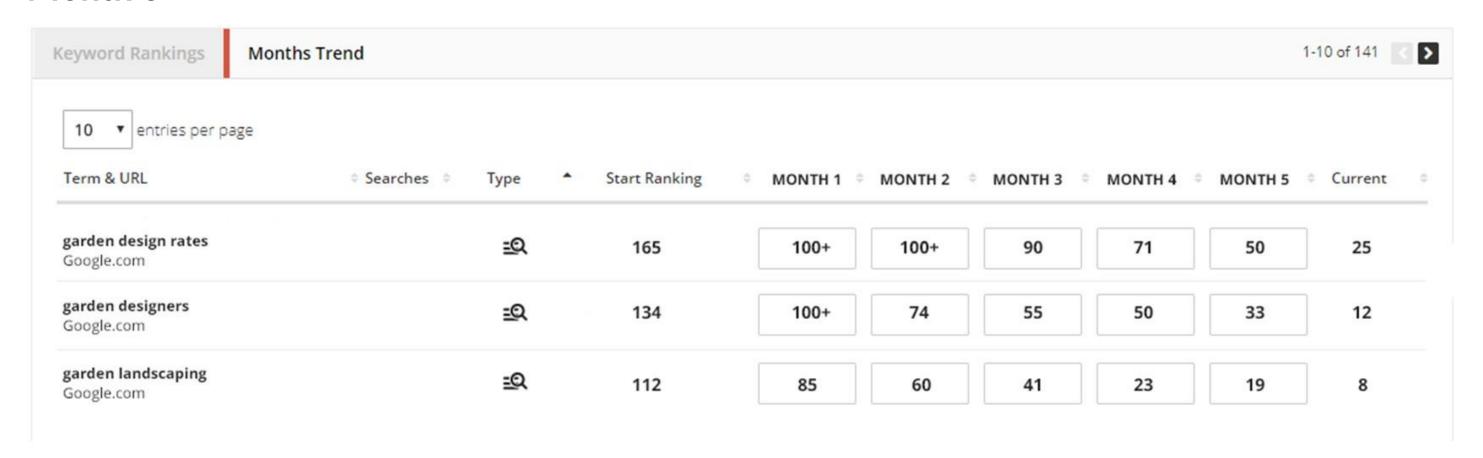
Before the campaign, their website was averaged 60 visits each month. By the end of month 1, their website had 1,601 website visits, 26x their previous monthly average.

Month 6

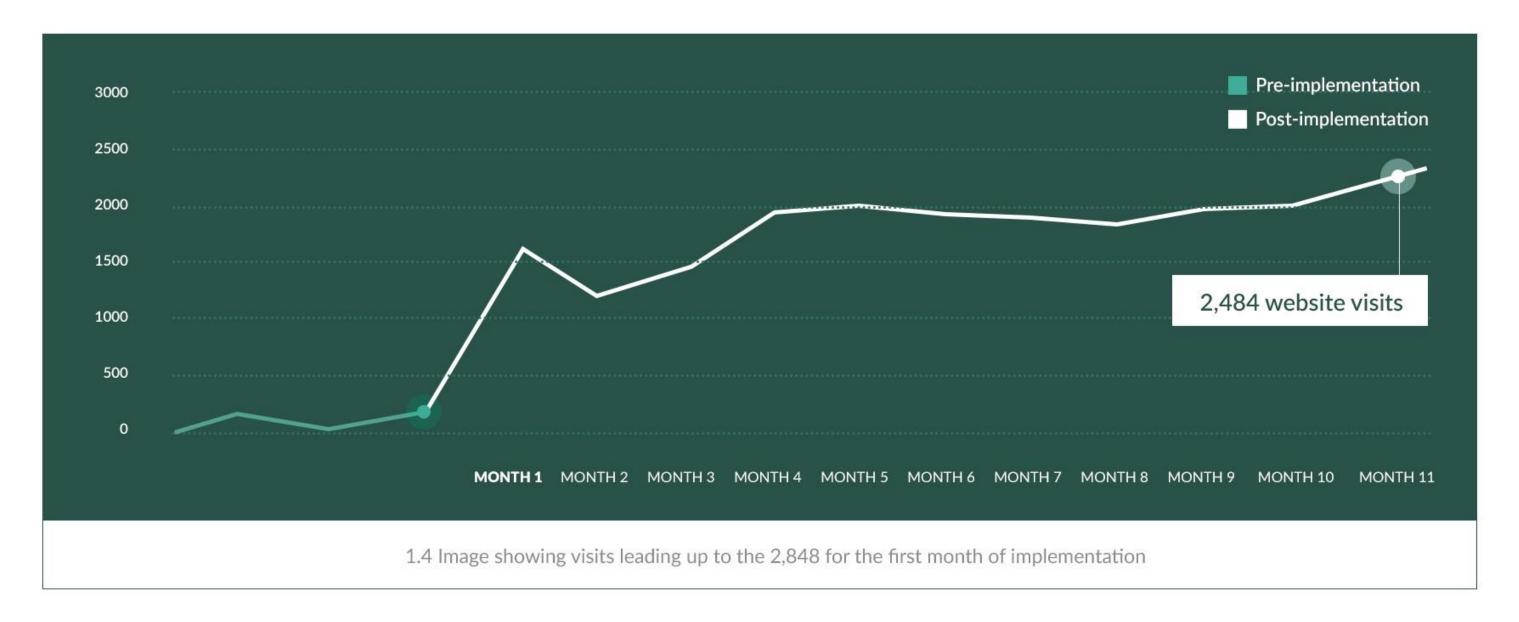| Term & URL	Searches	Type	Start Ranking	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	Current
garden design rates Google.com			165	100+	100+	90	71	50	25
garden designers Google.com			134	100+	74	55	50	33	12
garden landscaping Google.com			112	85	60	41	23	19	8

Before the campaign, their website was averaged 60 visits each month. By the end of month 1, their website had 1,601 website visits, 26x their previous monthly average.

RESULTS

Month 11

1.4 Image showing visits leading up to the 2,848 for the first month of implementation

By month 11, traffic hit an all-time high of 2,848 visits to the website for the month, 46x their previous monthly average.

CONCLUSION

Following an extensive website audit, rigorous keyword research, and an aggressive content strategy, we implemented methodology built to rank their website on the first page of the local search results for 3x more keywords than before the campaign.

This led to an increase in traffic by 26x the previous monthly average in only the first month of the campaign. By month 11, traffic had increased to 46x the previous monthly average.

This sharp increase in traffic generated more leads than the client could cater to. This led them to create a separate department that focused on an entirely new revenue stream: Commercial Landscaping Service.