

Paid Search Strategy Checklist (Google Ads)

Google Ads can generate high-quality leads fast, if you set it up right. Here's how landscapers can get the most out of every dollar spent.

1. Target High-Intent Local Keywords

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Use search terms people actually use when they're ready to hire: "landscaping company near me," "lawn mowing [city]," or "yard cleanup quote."

2. Geo-Target Precisely

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Only show ads in zip codes, cities, or radius zones where you work. Avoid wasting budget on irrelevant locations.

3. Use Ad Extensions

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Add call buttons, site links, services, and review snippets to increase visibility and trust at no extra cost.

4. Run Local Service Ads (LSAs)

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If available in your area, LSAs show up at the top with a "Google Guaranteed" badge. These work especially well for landscapers.

5. Build Focused Landing Pages

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Create landing pages specific to your ad themes (e.g., Lawn Care, Tree Trimming). Include pricing, photos, and a call to action.

6. Use Call & Conversion Tracking

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Track every phone call and contact form. Know exactly which ads are producing actual jobs.

7. Set Up a Daily or Weekly Budget Cap

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Avoid surprise costs. Set clear daily limits and check spending trends weekly.

8. Test Ads Monthly

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Try different headlines, keywords, and offers. Pause what's underperforming and scale what's driving real leads.

SEO Strategy Checklist for Landscapers

SEO builds long-term visibility and trust with search engines and customers. Done right, it keeps you at the top of local results without paying per click.

1. Optimize Your Google Business Profile

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Add photos, business hours, services, service areas, and regularly ask for customer reviews. Keep everything accurate and up to date.

2. Create Local Service Pages

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Have a separate page for each city or neighborhood you serve. Include specific keywords and service descriptions for each.

3. Write Individual Service Pages

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Don't list all services on one page. Break them out into separate pages (e.g., Sod Installation, Patio Design) with unique content.

4. Improve Page Speed and Mobile Usability

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A fast, mobile-friendly site improves rankings and keeps visitors from bouncing.

5. Earn Local Backlinks

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Get links from local suppliers, directories, chambers of commerce, or sponsor a local event to build local authority.

6. Add Internal Links Across Pages

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Link service pages to blog posts, and blog posts back to services. This helps users and Google navigate your site better.

7. Post Local Content Monthly

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Answer real questions your audience searches: "How to prep your yard for spring in [city]" or "Landscaping costs in [city]."

8. Track Your Rankings & Organic Traffic

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Use Google Search Console and Analytics. Watch for growth in impressions, clicks, and calls from organic search.