




PAID SEARCH AND SEO

Audit Worksheet for Landscapers

This worksheet is designed to help landscaping businesses evaluate the performance of their digital marketing across paid search and SEO. By filling out each section, you'll get a clear view of what's working, what's underperforming, and where improvements can be made.



This audit is ideal for:

- Landscape business owners tracking ROI
- Marketing teams reviewing campaign performance
- Agencies working with landscaping clients

Use this as a starting point to improve lead quality, reduce wasted ad spend, and strengthen your online visibility in your local service areas.

BUSINESS OVERVIEW

Business Name:

Website URL

Region/City:

Top Services

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SEO: Website Performance

Homepage Title Tag

Does every service page have a unique title and meta description?

☐ Yes ☐ No

Number of service area/location pages: _____

Are there pages for each core service?

☐ Yes ☐ No

Site is mobile-friendly:

☐ Yes ☐ No

Site loads in under 3 seconds:

☐ Yes ☐ No

Current Domain Authority (DA): _____

Monthly Organic Website Visits: _____

Top 3 Organic Keywords:

- 1.
- 2.
- 3.

Google Business Profile is optimized:

☐ Yes ☐ No

Are NAP (Name, Address, Phone) details consistent across directories?

☐ Yes ☐ No

Lead Tracking and ROI

Monthly Leads from All Channels: _____

Monthly Revenue from Leads: \$ _____

Lead Sources Tracked (check all that apply):

- ☐ Website Form
- ☐ Phone Calls
- ☐ Google Business Messages
- ☐ Live Chat

Is call tracking in place?

☐ Yes ☐ No

Are leads tagged by source?

☐ Yes ☐ No

Are leads tagged by source?

☐ Yes ☐ No

Estimated Customer Lifetime Value (CLV): \$ _____

Notes:

Priority Action Items

Top 3 Issues to Address Immediately:

01	
02	
03	

Marketing Goals for the Next 90 Days:

01	
02	
03	

notes:

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*Growth begins
when you start
reflecting.*