

Website Redesign Checklist for Landscaping Businesses

Your website is often the first impression potential customers have of your landscaping business. A dated or confusing site can turn visitors away, while a clean, professional one builds trust and drives leads. Whether you're planning a full redesign or a focused refresh, this checklist will help you build a site that works as hard as you do.

Branding and Visual Consistency

- ☐ Use a modern, professional logo that reflects your current brand.
- ☐ Apply a consistent color palette that aligns with your trucks, uniforms, or signage.
- ☐ Choose clean, readable fonts that reflect your business personality.
- ☐ Use high-quality images of completed projects, equipment, and your team.

Mobile Responsiveness

- ☐ Ensure the site displays correctly across smartphones and tablets.
- ☐ Prioritize fast-loading mobile pages to avoid visitor drop-off.
- ☐ Use mobile-friendly navigation with easy-to-tap menus and buttons.

Navigation & Structure

- ☐ Keep main navigation simple: Home, Services, About, Gallery, Contact.
- ☐ Use clear labels (e.g., "Landscape Design" instead of "What We Do").
- ☐ Use breadcrumbs or page hierarchy to help users understand where they are.

Clear Service Information

- ☐ List all services with brief, benefit-driven descriptions (e.g., Lawn Care, Hardscaping, Irrigation).
- ☐ Include geographic areas you serve.
- ☐ Highlight any specialties or niche offerings.

Strong Calls-to-Action (CTAs)

- ☐ Place CTAs prominently on every page (e.g., "Request a Quote", "Schedule a Visit").
- ☐ Use language that encourages action without being pushy.
- ☐ Include forms that are short, easy to complete, and mobile-optimized.

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SEO-Ready Content

- ☐ Include target keywords your ideal customers search for (e.g., “landscaping in [City]”).
- ☐ Use unique meta titles and descriptions for each page.
- ☐ Add alt text to images and optimize filenames for search.

Trust-Building Elements

- ☐ Display customer testimonials and reviews from Google or other platforms.
- ☐ Show before-and-after project photos.
- ☐ Include industry certifications, insurance information, or years in business.
- ☐ Add an About page with photos of your team and a brief company story.

Easy Contact Options

- ☐ Make your phone number and email clickable and visible on every page.
- ☐ Include a simple contact form with location, phone number, and business hours.
- ☐ Embed a map or directions to your office or service area.

Performance and Security

- ☐ Ensure the site loads in under 3 seconds.
- ☐ Use an SSL certificate to keep your site secure (https).
- ☐ Set up analytics to track site traffic and leads.

Social and Local Integration

- ☐ Link to your active social media profiles.
- ☐ Connect with local directories and Google Business Profile.
- ☐ Embed recent reviews or social feeds if relevant.

A strong website is one of the most valuable tools in your landscaping business. It should clearly show who you are, what you do, and how people can reach you. Use this checklist to guide your redesign process and create a site that supports your growth, builds customer confidence, and helps you stand out in your local market.