🐆 Landscape Marketing Checklist

📍 Local SEO & Google My Business (GMB)

- ☐ Claim & Optimize Google My Business (Accurate info, high-quality images, services listed)
- ☐ Use Local Keywords (e.g., "Jacksonville lawn care," "hardscaping near me")
- ☐ Get Customer Reviews (Encourage satisfied clients to leave Google reviews)
- ☐ List on Local Directories (Local Sites, Trustpilot, Houzz, Nextdoor)
- ☐ Use Location Pages on Your Website (Target Jacksonville neighborhoods & suburbs)

🌐 Website Optimization & Lead Generation

- ☐ Mobile-Friendly & Fast Website (80% of users browse on mobile)
- ☐ Clear Call-to-Action (CTA) (Easy-to-find contact forms, call buttons)
- ☐ Showcase Portfolio (Before & after pictures, project galleries)
- ☐ Add a Blog for SEO (Lawn care tips, seasonal landscaping ideas)
- ☐ Install a Chatbot (Capture leads & answer common questions)

📱 Social Media Marketing

- ☐ Post Before & After Photos (Showcase transformations on Instagram, Facebook, TikTok)
- ☐ Create Video Content (Time-lapse lawn care, customer testimonials, behind-the-scenes)
- ☐ Engage in Facebook & Nextdoor Groups (Connect with local homeowners)
- ☐ Use Hashtags & Geotags (e.g., #JacksonvilleLandscaping #FloridaLawnCare)
- ☐ Schedule Regular Posts (Use tools like Hootsuite, Buffer, or Meta Business Suite)

🎯 Paid Advertising (Google & Social Ads)

- ☐ Run Google Ads for Local Searches ("Lawn care Jacksonville" PPC campaigns)
- ☐ Target Specific Audiences on Facebook & Instagram (Homeowners, property managers)
- ☐ Use Retargeting Ads (Remind visitors to book services)
- ☐ Offer Limited-Time Promotions (Boost seasonal business with special deals)

📍📩 Email & SMS Marketing

- ☐ Collect Customer Emails (From website, invoices, social media)
- ☐ Send Monthly Newsletters (Lawn care tips, seasonal reminders)
- ☐ Use SMS for Quick Promotions (Exclusive deals, appointment reminders)
- ☐ Automate Follow-ups (Ask for reviews, upsell additional services)