

Landscaping:

Business type: Landscaping Business

Business objective - Turn as many Google Ads leads as possible into paying clients by guiding them from the landing page to booking a quote.

Why it matters: Because every booked quote is a step closer to a closed deal. The more leads we convert, the more money we make for the client. Simple. Direct. Profitable.

What part of their online funnel needs to achieve the objective:
Landscaping page

Winner's Writing Process

1. Who am I talking to?

Target Audience

- **Gender:** Both men and women hire landscaping services, with no strong gender preference.
- **Age Range:** Typically middle-aged homeowners, ranging from 35 to 65 years old.
- **Occupation:** Many are professionals or retirees who value well-maintained outdoor spaces.
- **Income Level:** Middle to upper-middle class, as landscaping services can be a significant investment.
- **Geographical Location:** Minneapolis And Twin Cities.

Home owners(mostly)

- i. **Couples**
- ii.
- b. Real estate developers

- c. Commercial properties
 - i. Schools,
 - ii. Hospitals
 - iii. Dental
 - 1. I am the owner of Fiant Dental. Our building has arborvitaes that are looking pretty shabby. I would be looking to replace or repair them accordingly. We also have some in the parking lot that need trimming. Finally I would like to make the front area more inviting. A quote for this work would be great.
 - iv. etc

2. Where are they at now?

- a. In Minneapolis
- b. Level - 3 Solution aware, they know they have a problem, that their yard looks bad, they need beautiful and need to hire a landscaping business.
- c. Stage - 4,9, in this case we need to present with new mechanism or go in level 5 with 3 plays.(comment ; It's more effective to niche-down like I said AND (I want to make this clear) SHOW THAT YOUR CLIENT IS THE BEST BUSINESS TO WORK WITH. Social proof, credibility, ratings, etc.)
- d. They work in job(means they don't have time)
- e. Our building has arborvitaes that are looking pretty shabby.
- f. Current State:
 - i. Unhappy with current landscape
 - ii. Tired of old boring looks and design
 - iii. Wrong placements of plants and trees.
 - iv. Broken things in the yard that make him look bad in front of other
 - v. The yard isn't have things that make him spend time with his family.
 - vi. The yard is not organized
 - (**Real people reviews**)
 - vii. I had a general idea of what I wanted to do and discussed with Brandon last fall. We decided to not do a formal plan, which ended up working well for me.
 - viii. We wanted to completely start over and simplify the backyard, it was really unmanageable for our lifestyle.
 - ix. **our weedy and unattractive yard** into a beautiful and curb appealing treasure. The awesome backyard has patio pavers that enhances our new deck and provides more relaxing seating. Pics of after and before.
 - x. **the old ugly cement patio.**
 - xi. I'm binging all your videos because my yard is in terrible shape from the **previous owner**
 - xii. Need some pavers in back yard to cover up horrible grass
 - xiii. am having difficulty with the bent grass Apparently BC has rules forbidding the use of certain chemicals to kill this pesty invasive grass and have been told I need to dig it all out and heavily reseed my yard. Being in my seventies this is not something I am able to do.
 - xiv. I'm looking to level my backyard and get sod

- xv. We would like to remove an existing paver patio, expand the patio area and replace with flagstone. Add a possible fire ring
- xvi. We have a small back patio (8.5 x 11) that we are looking to install some pavers in and maybe a step or two
- xvii. We want a large bolder placed in our front lawn. We also want 3 dying pine trees removed and replaced with lilac bushes.
- xviii. We are looking to sod our front yard, and need a quote.
- xix. Hello! We are interested in some grading and rock around the perimeter of our house, and possibly some paving/rock around our garden boxes to start. Thank you!
- xx. Looking for someone to properly grade our foundation and potentially install drain tile if needed to make a dry foundation
- xxi. We consistently have water intrusion in our basement in the spring, usually with the first rain when the ground is still partially frozen. We are hoping that grading and replacing the sidewalk will take care of this problem.
- xxii.

Looking for a quote on a cedar fence for my yard. It was damaged by the storm recently and is falling over

xxiii.

g. Roadblock

- i. The roadblock is the homeowner can't do it by itself, like the design he wants, modern design with high quality.
(In some cases homeowners tries to do things by themself, but they can't do them in the good way or had not enough knowledge about trends, Plus it requires more hard work, time, effort, knowledge etc. So this may be good point to lay out on the website)
- 1. My problems have been budget, glacial till soil and neighbors who have weed patch lawns and unmaintained trees. My mistakes have been mostly related to plant size

h. Dream State

- i. Mirror of pain state
- ii. Beautiful yard
- iii. Higher status
- iv. Luxury looking yard
- v. They want their yard look **Fresh and crispy**

- vi. **They might want to increase their property value.**
- i. **Actual reviews from top players:**
 - i. leaving my garden looking fresh and revitalized.
 - ii. into a beautiful and curb appealing treasure. The awesome backyard has patio pavers that enhances our new deck and provides more relaxing seating. Pics of after and before.
 - iii. from a complete disaster to a beautiful functional paradise
 - iv. **My neighbors can't stop complimenting how stunning the yard looks**
 - v. *Over the past few weeks a number of neighbors and family have toured the new yard and they are highly complementary but jealous!(gold)*
 - vi. now we can enjoy plenty of time on the outside It is so comfortable and inviting
 - vii. Finally I would like to make the front area more inviting
- j. Solution - Hire my clients to achieve they want and guidance on things they don't know about
- k. Product - My client landscaping services.
- l. Current desire -The pain is 7.5.
 - i. Desire is 10, because they really want something very awesome that make them feel good every single day by seeing their yard and increase thei their status of thor property among neighbors and friends etc
- m. Belief in idea/solution - Low
- n. Trust in company - 0

3. What do I want them to do?

- a. Make them click on the link
- b. **Make them believe in my client - I want them to believe that my client can deliver amazing results and have what they want.**
 - If you want perfection, Ray is your guy. He wants your fence to be perfect as much as you do*
- c. **Increase trust**
- d. **Show them my client's unique point. V**
- e. **Increase 3 levers**
- f. Ask for a quote
 - i. Boost trust in company
 - 1. They need to see and feel that my clients are best for them and fulfill their desires.
 - ii. Boost belief in idea
 - 1. I need to show experience and past success work
 - iii. Connect with their current desire
 - 1. Good experience on website and beautiful images

- iv. Show them how amazing it would be working on my cleunt aciehve what they want.

4. What do they need to experience/think/feel to do that?

- a. Click on the link
 - i. Headline
 - 1. Clear headline like Landscaping in city
 - ii. Sub headline
 - 1. Credibility: Like experience, certified company
 - 2. Make them we provide best: Top quality
 - 3. Low threshold: Free estimate
 - 4. Showing they are risk free: Multi year warranty

Homepage:

- a. Stay on the page
 - i. Beautiful image that resonates with their dream state
 - ii. Main headline on home page:
 - 1. Your dream patio awaits**
 - 2. The right choice, the first time**
 - iii. Simple design
 - iv. Green color
- 2. The simple process:
 - a. Czech out our work,
 - b. Get a quote to turn your dream into reality
 - c. We will notify you to have a walkthoygh
 - d. Tells us everything you have in mind
 - e. Enjoy comfort while we build your dream yard.
 - i. Showing them how we work in easy to understand language and images
 - b. Ask for a quote
 - i. A testimonial section on right hand side, boosts credibility
 - ii. Showing them their dream state is just one step away: forcing them to book a quote

Your Dream Patio is Just an Installation Away
 - iii. Subhead
 - 1. Reviving their current problem:Are you feeling overwhelmed by your backyard project?
 - a. Instantly they say they are best at understanding etc
 - 2. Showing they are credible
 - 3. Showing they care about their customers' needs.
 - iv. Increasing the trust in reader mind
 - 1. As a family-owned business, 3 Bears Landscaping operates on the principles of trust, integrity, and commitment. We treat every project as if it were for our homes, offering the warmth and personal touch only a family-run operation can provide.

2. **Highly Rated and Recommended**
3. Do i believe this idea/company will work
 - a. Our deep understanding of the local natural conditions ensures that your garden beds and patios are built to last. At the same time, we uphold global standards of quality and innovation, offering you landscaping solutions that are both locally grounded and globally inspired.

Why us?

- Credibility boosters

How can we help?

- Layering all services
- They explaining in details

-

Crank cred

- **Your Happiness, Our Promise**

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Before and after:

- Showcasing before and after photos

CTA section

- Sub headline
 - Showing the dream state is just one step away from you, saying that whether its this that that, we are ready to turn that into reality(showing Belivebitly in the ideas)
- Simple cta button; book now
 - **Do you want to find the right landscaping**
 - **Company in San Antonio, TX?**
 - Then, you need to look for the right mix of quality and experience. Bradley Landscaping has what you need.

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Most of people check also other pages, important one is Reviews and our work also about us

Service page;

Our team is committed to providing our

clients with services that exceed their expectations.

That's why we offer the most innovative designs, high-quality products, and friendly customer service – all at reasonable rates. We specialize in outdoor living, design, construction, maintenance, and lighting to give our clients the finest landscaping services possible.

We are equipped to handle any project you can dream up!

Portfolio:

- **Showcasing their work**
- **Well organizes page**
- **They laid out their work in different parts to make it easy for the client to select they would like to get them work on.**

GENERAL NOTES - Reviews from top players

❖ Level 5 experience

- ❖ We enjoy working with Brandon and the team. The quoting process was smooth and straightforward. Brandon made it easy and communicated things clearly
- ❖ . If you are looking for a hassle free experience and looking to have your landscaping needs taken care of then look no further you have found what you are looking for with Marko and Highlands Landscaping.

❖ Results they expected:

- Our yard looks professionally done after the spring cleanup and garden weed control
- our weedy and unattractive yard into a beautiful and curb appealing treasure. The awesome backyard has patio pavers that enhances our new deck and provides more relaxing seating. Pics of after and before.

❖ Things that don't like about them:

- The only thing I wasn't jazzed about was the size/maturity of the plants they installed for the price I paid for them. (which is why I gave it 4/5 stars) – I would highly recommend them regardless of that though!
- ❖ **Other platforms people do use to find landscaping business:**
 - After looking around for a fence builder for a while I finally settled on Highlands Landscaping because of their **yelp reviews**,
- ❖ **Why client lose trust in other landscaper:**
 - “I have had to work with a number of landscaping companies in the area over the years, and while they are happy enough to *take your money* upfront, they suddenly **disappear afterwards**.
- ❖ **On basis people decide this one is right for me:**
 - I'm in the midst of following a plan I developed and compared to what I have seen done by "pros" I don't think I would ever hire a pro unless the site was very problematic and the "pro" could show me a great portfolio.

My Client competitors negative review:

- ❖ **The owner is unprofessional and non responsive- We contacted the team back on June 3rd and they are now refusing to repair the poor work.**
- ❖ **Calling just sends you to a voicemail where they ask you to send an email**
- ❖ **I feel we overpaid for our landscape design which took many months to even get a draft of - weeks past their promised date.**
- ❖ **I'm generally just really upset and dissatisfied with their communication and customer service.**
- ❖ **My partner and I moved around our schedules to fit and not only did no one show up, no one even called or responded to my email when I asked where they were**
- ❖ **I wouldn't recommend Cortez landscaping. Poor service and poor quality**
- ❖ **I was expecting 3 professional movers. What they sent were 3 children with no idea what they were doing. One literally said “I’ve never done a moving job before.”**
- ❖ **To make matters worse, they left behind a ton of river rock.**

- ❖ Prices on the website state "starting at \$100.00" for landscaping services for 2 landscapers and no hidden fees.
- ❖ What the website doesn't tell you until you book, is that you will be upcharged to \$120/hour and gas/travel charges even though it is in their service area.
- ❖ He said he would come back to fix crooked pavers only if we paid for additional work to be done. What a joke. Upon asking for a partial refund, he said no and then refused to follow up.
- ❖ Eric will take your money and leave you in the dark when work isn't completed and you try to resolve it amicably.

Things i can ask my client to add in his service to give better experience:

- While the weather didn't always cooperate, Bradley was always quick to call and keep me up to date on the plans.
- Adding a plant selection chart to make easier for customers to check out plants
- Taking customers to the places where they have done past projects, so the client can see their actual work. Freely.(I can highlight this on the site to stand out from competitors, I think no one is doing this)

DRAFT OF WEBSITE LINK:

Heading;

Sub heading:

DRAFT OF WEBSITE HOME PAGE:

