

LAWN CARE FRANK DIGITAL MARKETING - HARDSCAPE & OUTDOOR LIVING

WC - 1067

Online Marketing for Hardscape & Outdoor Living Contractors

Use web design, SEO, and quality marketing to generate
leads for hardscaping companies

You'll generate countless leads for hardscape and outdoor living
services through our proven and effective methods!

Online marketing for hardscape and outdoor living companies requires a unique approach. This is true, especially when compared to companies that provide other services within the green industry. It's just more challenging. The reason why it's so much more challenging is due to the considerable cost of hardscaping projects. They usually require very high budgets, which makes the task of generating leads that much tougher.

At Lawn Care Frank Digital Marketing, we embrace the challenge of working with hardscape and outdoor living contractors. We'll take care of not just generating leads for them, but also taking over their entire online marketing strategy. However, we also want to acknowledge the fact that there are also some hardscape contractors that accept smaller projects. They're the ones that accept jobs from customers who have smaller budgets. We're also going to help them generate the quality leads that they deserve to succeed.

Get Leads Through Organic SEO and Paid Advertisements

The key is to get potential customers to visit your website. From there, we'll take the necessary steps in order to convert them into leads. That's clearly what we want to do for you, and we'll use an established system that's guaranteed to deliver the desired results. The proven and effective strategies we're talking about are organic SEO and paid advertising.

With our expertise and experience, we can help you get the best quality leads that you need to move your business closer to the level of success that you want. It's no secret that the best source of quality leads is Google. Potential customers turn to the search engine giant if they're searching for contractors that can help with their hardscape and outdoor living projects. And it doesn't even have to be major ones, it could be as small and simple as a patio or a walkway.

The goal is for you to end up at the top of Google's search results whenever a potential customer searches for relevant keywords like hardscape contractors or outdoor kitchens. We can definitely make that happen for you through organic SEO and paid ads. And when you do show up at the top of those results, the job of getting those homeowners to visit your website and eventually become paying customers becomes a little easier.

Maximize the Use of Google and Facebook Ads

We'll help you maximize the use of Google and Facebook Ads to get new leads. By using these two major platforms, we can guarantee that your business is going to be seen by people in your location who are actually looking for your services online.

Let's look at how we utilize Google Ads for you first. In this strategy, we're going to use segregated search campaigns in order to drive more site visitors. The campaigns are going to focus on each of your services.

We advertise to custom affinity audiences, which targets those who have shown an interest in your services based on their web browsing history. And we're also going to use strong negative keyword lists - this will help guarantee that you're only going to show up for those relevant and high-quality searches.

When it comes to Facebook Ads, we'll use both content marketing and promotional ads to drive new visitors to the site. Those two strategies are going to be based on the interests of the audience as well as demographics. Once the visitor goes to your website,

we're going to qualify them through the creation of project case studies. They'll demonstrate your usual project and customer in a visual manner.

Our Organic SEO Methods

A properly-built website should be capable of getting high organic search rankings. That is the long-term goal for any quality website. When it comes to organic SEO, we create a dedicated page for every type of hardscape element that you design and create.

That's our process and we base it on the way people search online. And results have proven that the chances of ranking organically for that particular search term increase significantly.

The following are the specific tasks that we do for each dedicated page:

- Quality Content Writing - The exact detail of the content will focus on the kind of service that the page is about. So it would depend on whether the page is about outdoor kitchens, walkways, patios, fire pits, and more. The content will inform page visitors about the materials used, various options, software used, and other relevant information.
- Geographic Signals - We are going to embed geographic signals all throughout the page. This is going to help communicate to the search engines the areas where you provide your services. The geographic signals are going to include the correct use of metadata, content, headlines, as well as imagery geotagging.
- Dedicated Photo / Video Galleries - We're going to embed a gallery of a page that's about patios with nothing but your company's patio projects. That's for the benefit of site visitors who want to view your past patio projects. It would also be great if you have videos to add.

Positive Online Reviews are Necessities for Expensive Projects

Potential customers of hardscape and outdoor living companies are somewhat wary and extra careful. That's because those projects are usually more expensive than others. So it's understandable if they want to choose the contractor that has the best reputation online.

One of the best ways to have that is by building positive online reviews for your brand. After all, people put a lot of trust in online reviews and rely on them just as much as personal referrals. So when they see that your company, and your hardscape services, in particular, have a lot of positive online reviews, the chances that they'll hire you for their projects will increase significantly.

We've Helped Numerous Hardscaping Companies Achieve Tremendous Success - Join Their Ranks Today!

With our expertise in providing complete digital marketing solutions to companies that belong to the green industry, helping hardscape and outdoor living contractors has become an easy and enjoyable task. Our SEO, web design, and marketing services help bring in more new clients for them and thousands of dollars in added revenue. Learn how we can do it for you by giving us a call right now!