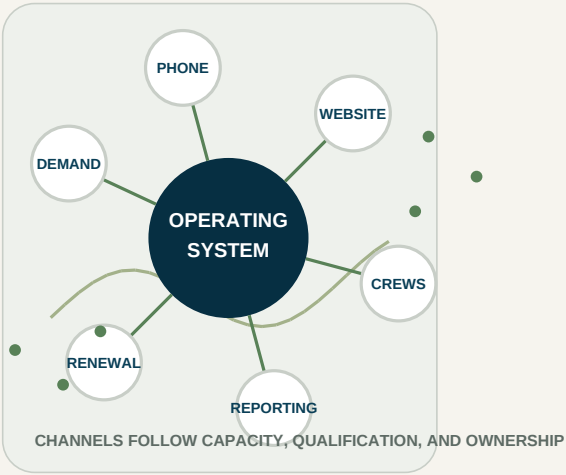


CRO

The PPC Landing Page That Books Landscaping Estimates

A one-page conversion plan for paid traffic that needs a clear service, proof, and next step.



THE CONSTRAINT

Paid traffic arrives with a specific problem. A homepage asks the visitor to start again. The landing page must continue the search, explain fit, reduce risk, and make the next step obvious on a phone.

USE THIS WHEN

Use this for every paid service campaign with enough budget to measure booked outcomes.

DO NOT START HERE

Do not build a new page before the service, territory, and qualification criteria are agreed.

Inputs to gather before the first meeting

- 1 Campaign search or audience intent
- 2 Service proof and project photography
- 3 Qualification and form fields
- 4 Call and form tracking

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01 Match the first screen

Repeat the service and buyer intent in the headline. Show a relevant project or crew, not a generic landscape image.

02 Explain fit early

State property type, service area, project or contract range, timing, and what the estimate includes. Qualification can be useful copy.

03 Show the operating process

Explain response, site visit, proposal, scheduling, and delivery. The buyer wants to know what happens after the form.

04 Use proof with context

Add named projects, reviews, certifications, or process evidence only when verified. A logo wall alone does not answer risk.

05 Track both actions and outcomes

Measure calls, forms, qualified leads, booked estimates, and won work. Conversion rate without sales quality can mislead.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01

Page conversion rate

02

Qualified conversion rate

03

Booked estimate rate

04

Cost per booked estimate

Thirty-day rollout

WEEK 1

map intent and page argument.

WEEK 2

write, design, and build.

WEEK 3

test mobile, forms, and tracking.

WEEK 4

review quality and friction.

Stop and scale rules

- One page serves one campaign intent.
- The mobile call and form path stays visible and simple.
- Nothing marked as proof is invented or unapproved.

Launch checklist

- ☐ Intent matched
- ☐ Fit stated
- ☐ Process visible
- ☐ Proof approved
- ☐ Mobile tested
- ☐ Sales outcomes connected

One playbook fixes one constraint. We run the whole growth system. AI, website and reporting from \$2,000/mo. Ad spend is excluded.

BOOK A GROWTH AUDIT