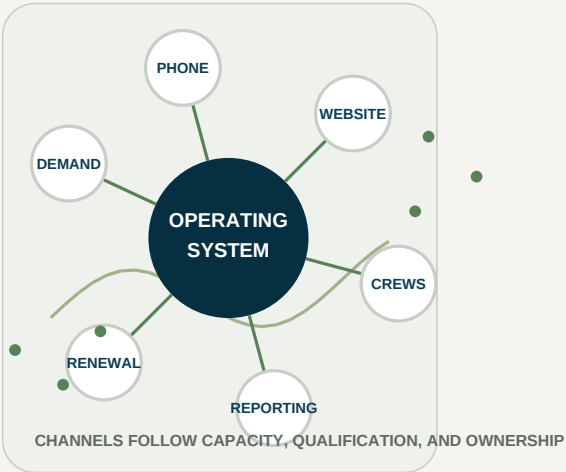


WEBSITE

The High-Converting Landscaping Website Playbook

A website structure that helps the right buyer understand fit, trust the company, and request the next step.



THE CONSTRAINT

A polished website can still produce no booked work. Most failures come from unclear service fit, weak proof, buried calls to action, slow mobile pages, and no connection between the website and sales follow-up.

USE THIS WHEN

Use this before a redesign, rebuild, or major conversion project.

DO NOT START HERE

Do not start with colours and animation. Start with the buyer's decision and the operating constraint.

Inputs to gather before the first meeting

- 1 Priority services and buyers
- 2 Approved proof and project photography
- 3 Estimate and call process
- 4 Tracking, CRM, and field-software needs

The five-step playbook

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

01 Build the page hierarchy

Organise the site around services, buyers, territories, proof, packages, and the growth audit. A visitor should reach the right answer in two clicks.

02 Answer fit in the first screen

Name the service, buyer, outcome, and difference. Add one primary action and a visible price signal where relevant.

03 Show the work and the process

Use project images, scope, delivery steps, timelines, owners, and limitations. Process transparency carries weight when case studies are limited.

04 Reduce mobile friction

Keep calls, forms, navigation, and page speed practical for an owner or property manager using a phone.

05 Connect the operating stack

Track calls and forms, route leads, record source, and follow through to booked work. The site ends where sales begins.

Measure the operating result

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

01

Qualified conversion rate

02

Booked estimate rate

03

Mobile call completion

04

Source-to-job visibility

Thirty-day rollout

WEEK 1

map buyers, pages, and proof.

WEEK 2

write the conversion structure.

WEEK 3

build, track, and test mobile.

WEEK 4

launch with sales follow-up ready.

Stop and scale rules

- One primary action per screen.
- Every proof claim is approved and visible.
- The website must connect to response ownership.

Launch checklist

- ☐ Hierarchy approved
- ☐ Primary services clear
- ☐ Proof verified
- ☐ Forms limited
- ☐ Mobile tested
- ☐ Lead routing active

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