

# Landscaping Company Website Checklist

Walk your live site top-to-bottom.  
30 items across 6 categories.

30

Total Items

6

Categories

5

Items Each

Use this checklist to audit any landscaping company website — your own or a competitor's. Every unchecked item is a conversion you are losing today.

## WHAT'S INSIDE

01

### HERO & TRUST

Does a homeowner believe you can design the outdoor space ...

02

### DESIGN-BUILD VS MAINTENANCE

Do one-time design clients and recurring maintenance clien...

03

### PORTFOLIO & SOCIAL PROOF

Is the portfolio selling the dream better than the copy is...

04

### CONSULTATION & QUOTE FLOW

How does a serious buyer move from browsing to a real conv...

05

### SEASONAL PROGRAMS & MAINTENANCE

Is recurring revenue clearly packaged and easy to sign up ...

06

### SEO & MOBILE PERFORMANCE

Does Google know where you work, and does the portfolio lo...

Does a homeowner believe you can design the outdoor space they've been dreaming about?

**Real project photo in the hero (not stock)**

A yard your crew actually transformed — a twilight landscape-lighting shot or drone aerial lands even better than a daytime photo.

**License, insurance, and pesticide / fertilizer certs shown**

Chemical applications require state licensure in most places — displaying it builds instant pro credibility the "guy with a mower" can't match.

**Years in business + project count visible**

"Designed and built 900+ landscapes across Utah since 2011" beats a generic "award-winning team" every time.

**Live Google reviews count near the fold**

4.9 from 220+ reviews — pulled live, not a static PDF of curated testimonials.

**Residential vs commercial service split clear**

Homeowner and property manager are different buyers — don't make either one hunt for their path in the nav.

■ **Pro Tip: A twilight or drone photo in the hero outperforms a standard daytime shot consistently — it signals design sophistication before a word is read.**

Do one-time design clients and recurring maintenance clients each see the right thing first?

**Separate landing page for design-build projects**

Full-yard makeovers, hardscaping, patios, pergolas, outdoor kitchens — a distinct URL with its own portfolio and process.

**Separate landing page for recurring maintenance**

Weekly mowing, seasonal cleanups, fertilization, irrigation tune-ups — with transparent pricing or plan tiers.

**Specialty service pages (not buried in a bullet list)**

Irrigation, landscape lighting, sod install, tree planting, retaining walls, paver patios — each its own URL for SEO and decision clarity.

**Clear price floors per service type**

"Maintenance plans from \$X/month" and "Design-build projects from \$X" — vague pricing bleeds leads to clearer competitors.

**Commercial properties get their own intake path**

Property managers ask different questions (contracts, COI, response times) than homeowners — give them their own form.

■ **Pro Tip: Separating design-build and maintenance into distinct landing pages can double organic traffic — Google ranks specific pages, not everything-pages.**

Is the portfolio selling the dream better than the copy is?

 **Filterable gallery by project type and style**

Modern, traditional, xeriscape, tropical, Mediterranean — plus filters for patio, firepit, pool surround, full-yard redesign.

 **Before / after pairs on every major project**

The transformation is the sell — an unkempt backyard becoming an entertaining space is worth ten pages of copy.

 **Twilight and seasonal photos included**

Landscape lighting at dusk and a yard in fall color prove you design for all hours and all months, not just peak summer.

 **Houzz and Instagram profiles linked and recent**

Homeowners cross-reference — an empty Instagram or a stale Houzz page actively kills the sale.

 **Project location labeled on each photo**

"Backyard makeover · Holladay" proves you work nearby and doubles as local SEO fuel.

■ **Pro Tip: Before/after pairs drive more quote requests than any other gallery format — the transformation is the product demo, not just the finished yard.**

How does a serious buyer move from browsing to a real conversation?

**On-site consultation process clearly explained**

What happens on the first visit, how long it takes, whether it's free, and who shows up — remove the mystery before they fill anything out.

**Design consultation pricing / policy stated**

Free for simple projects, paid-and-credited for full design work — set the expectation before they have to ask.

**Intake form captures scope, budget, and timeline**

Lot size, project scope, budget tier, timeline, and whether the buyer has a design already — routes serious buyers and filters tire-kickers.

**Upload field for inspiration photos and current-state shots**

Pinterest screenshots, Google Maps satellite view, phone photos of the existing yard — the designer arrives prepared, not guessing.

**Realistic project timeline shown up front**

"Design-build projects typically book 6–10 weeks from consult to install start" — hiding the wait costs the job.

■ **Pro Tip: An intake form that captures budget tier pre-qualifies leads and eliminates the estimate-to-nowhere — serious buyers self-select when they're asked the question.**

Is recurring revenue clearly packaged and easy to sign up for?

**Maintenance plan tiers with inclusions listed**  
Basic / standard / premium tiers with mowing, edging, fertilization, aeration, and seasonal cleanup spelled out per tier.

**Seasonal program pricing (spring cleanup, winterization, etc.)**  
Flat-fee "Spring cleanup from \$X" and "Fall leaf removal from \$X" beats "Contact us for pricing" every time.

**Online sign-up or quote request for maintenance plans**  
A repeat-revenue client shouldn't have to play phone tag to start service — give them a button.

**Annual contracts and month-to-month options both shown**  
Some homeowners want 12-month stability, others want flexibility — offer both and label clearly.

**Snow removal and holiday-lighting add-ons integrated**  
If you plow driveways or hang Christmas lights, keep it in the same plan experience — don't make clients re-enter their info.

■ **Pro Tip: Maintenance plan tiers with clear inclusions convert browsers to recurring revenue — vague "contact us for pricing" loses the sale to whoever publishes a number.**

Does Google know where you work, and does the portfolio load cleanly on a phone?

 **One landing page per suburb / zip code**

Unique copy, local project photos, and city-specific context per page — not a generic service-area dropdown.

 **Schema markup for LocalBusiness + Service**

Most landscaping competitors skip schema entirely — this is how you take map-pack real estate they're leaving on the table.

 **NAP consistency across the web**

Site, GBP, Houzz, Yelp, Angi, BBB — identical name, address, and phone, down to punctuation.

 **Portfolio images optimized and lazy-loaded**

Landscape photos are heavy — WebP format, lazy loading, and a mobile-friendly lightbox are non-negotiable.

 **Sticky "Get a Consultation" CTA on mobile**

After a visitor scrolls through 30 project photos, the CTA has to be one thumb-tap away — not a trip back to the top.

■ **Pro Tip: Portfolio images in WebP format with lazy loading can cut page load time by 60% — landscape sites are notoriously heavy and most competitors never optimize them.**

## How Does Your Site Score?

27 – 30	ELITE	Your site converts at the top of the market. Competitors are benchmarking against you.
21 – 26	STRONG	Solid foundation with clear wins still available. Prioritize the unchecked SEO and booking items.
13 – 20	AVERAGE	You're leaving real revenue on the table. A focused sprint on Section 02 and 06 pays for itself fast.
0 – 12	NEEDS WORK	Urgent attention required. Begin with trust signals and mobile UX — these are table stakes.

This checklist was produced by **BleylDev** · [bleyl.dev](https://bleyl.dev) · You may use this checklist for your own business website audit. For a done-for-you implementation, visit [bleyl.dev/industry/landscaping-company-website-checklist](https://bleyl.dev/industry/landscaping-company-website-checklist)