



<https://andysmn.com/>

Case Study for ARBORSITE

Andy's Lawn & Snow

Lawn Care Maintenance, Landscaping & Winter Services

About

Andy's Lawn & Snow is Central Minnesota's go-to provider for comprehensive lawn care, landscaping, and snow removal services to ensure landscapes of all shapes and sizes look their best.

HOW ARBORSITE ADDS VALUE TO ANDY'S LAWN & SNOW

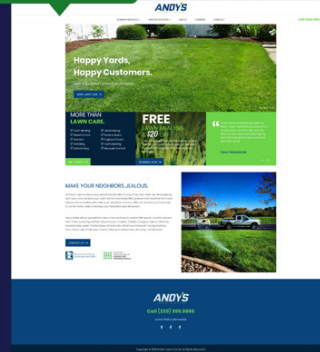
"The assistance in creating the website and also mainly the help provided to me in making updates to the website. I also am able to ask any kind of question pertaining to how Google Ads work and get the answer quickly." ~ Laura Frey

The Challenge

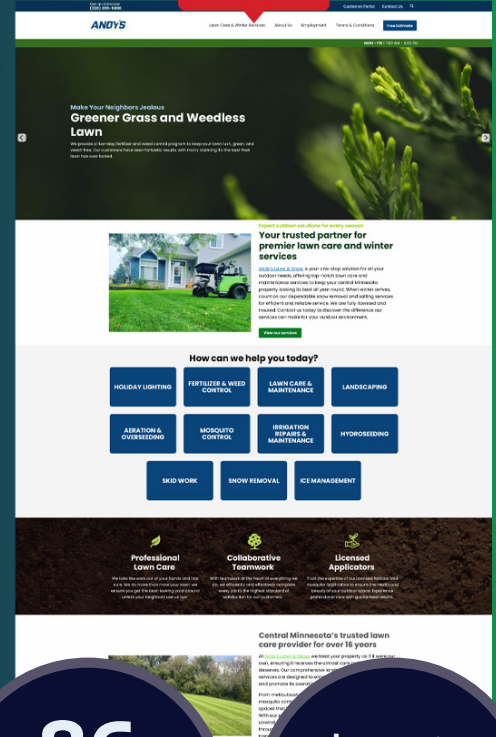
Andy's Lawn & Snow had a few roadblocks on their path to growth:

- Reaching Local Customers
- Service Area Confusion
- Outdated Website
- Demand for New Leads

BEFORE



AFTER!



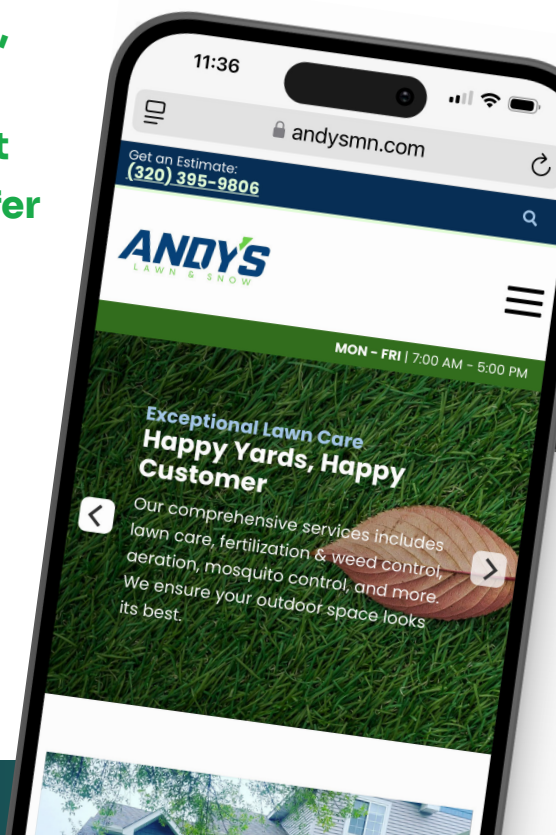
111
NEW LEADS IN 1 MONTH!

86
CALLS FROM GOOGLE BUSINESS PROFILE IN 1 MONTH!

\$34.41
AVERAGE COST PER CLICK FOR LOCAL SERVICE ADS

"WE ARE NOW ABLE TO REACH A BROADER CUSTOMER BASE. With Google Ads and a new website, we are able to specifically market the services we offer in specific areas."

~ Laura Frey,
Customer Service Representative,
Andy's Lawn & Snow





Solution

The ArborSite team provided an easy-to-use website management platform and comprehensive digital marketing strategies, delivering both immediate and long-term results:

- **New Mobile-Responsive Website:** A sleek, modern website designed to be **fully responsive** on mobile devices, ensuring easy access for users across all platforms.
- **City-Specific Landing Pages:** To address service area clarity, we created unique landing pages for each city in their service area. These pages detailed the available services in each area, customer testimonials, and calls to action **enhancing customer experience** and increasing local visibility.
- **SEO-Optimized Content:** High-quality, targeted content that **improved** their **organic search rankings** by focusing on local customers and aligning with their services.
- **Easy-to-Use Website Platform:** ArborSite's easy-to-use management platform enabled their team to **update content effortlessly**, allowing for real-time adjustments and making sure service information was always current and relevant.
- **Integrated Web Forms:** Seamless integration with **Arborgold Software**, enabling efficient handling of new estimate requests and contact form submissions.
- **Cost-Effective Local Service Ads (LSAs):** ArborSite employed LSAs on a pay-per-lead model, allowing Andy's Lawn & Snow to **maximize** their **advertising budget** while ensuring each investment was directed toward genuine customer inquiries.
- **Monthly Analytics & Insights:** Regular reporting to track performance, providing valuable **insights into lead sources** and marketing ROI.

“Our Google and website leads have almost tripled since we made the change. It is very easy to enter a new customer/lead from the website and google into Arborgold. Tracking generated leads is very easy.”

~ Laura Frey

Results

Since launching **ArborSite** on **February 14, 2024**, Andy's Lawn & Snow has seen outstanding growth:

- **Website Traffic**
 - **2,723 organic visitors** since the new website launch.
- **Organic Leads**
 - **454** YTD
 - **111** in just one month
- **Local Service Ads (LSA) Performance**
 - YTD LSA spend: \$4,852.38 resulting in **141 leads** at an average cost per lead of \$34.41.
 - August LSA spend: \$710.67 with a cost per lead of \$29.61 (**24 leads** from a \$920 budget).
- **Google Business Profile (GBP) Metrics YTD**
 - **773 clicks** to the website
 - **396 calls** through GBP, approaching last year's total of 456.
- **Exceeded Expectations:** Organic website traffic, LSA leads, and GBP metrics are on track to surpass previous years' performance, all while keeping costs competitive with industry standards.