

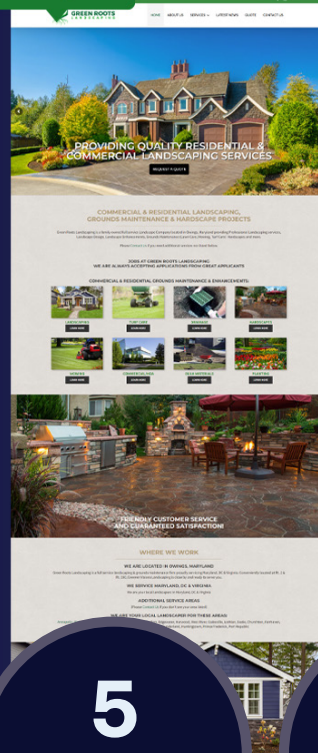


<https://greenrootslandscaping.net/>

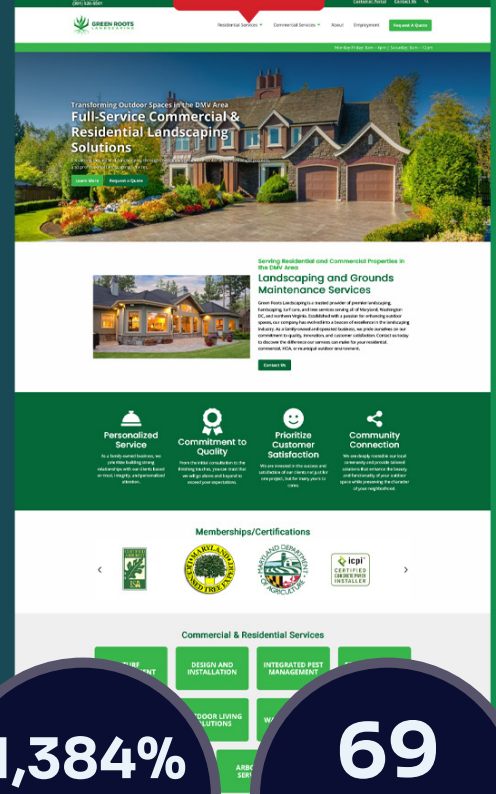
# Case Study for GREEN ROOTS LANDSCAPING

## Landscaping and Grounds Maintenance Services

BEFORE



AFTER!



**5**  
ORGANIC LEADS IN 1 MONTH

**1,384%**  
INCREASE IN GOOGLE BUSINESS PROFILE WEBSITE CLICKS

**69**  
CALLS FROM GOOGLE BUSINESS PROFILE IN 2024

## About

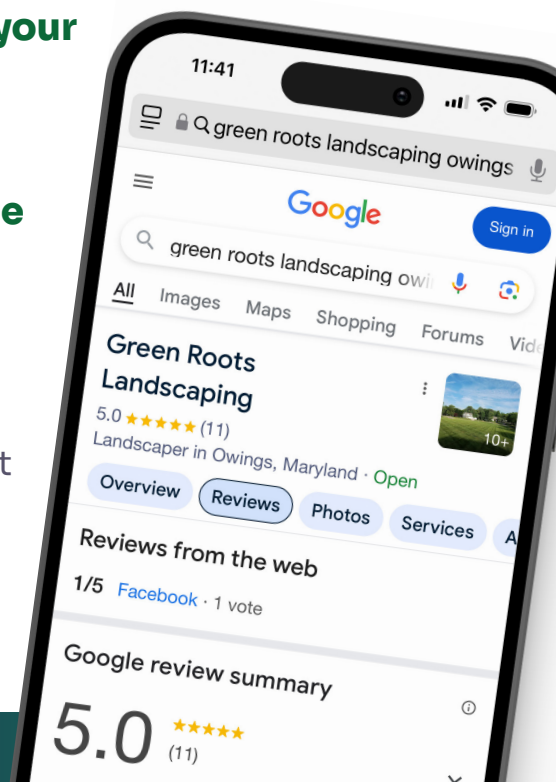
Green Roots Landscaping is a trusted provider of premier residential and commercial landscaping, hard-scaping, turf care, and tree services serving all of Maryland, Washington, DC, and northern Virginia.

## The Challenge

Green Roots Landscaping operated with an outdated website inherited from a previous company acquisition. The old site was visually dated and difficult to modify, limiting the company's ability to update information and effectively engage with potential customers. The need for a fully functional, modern website became critical for attracting new clients and staying competitive.

**“BEFORE PARTNERING WITH YOU, we were stuck with an outdated website from a company we acquired that we couldn't modify. Thanks to your services, we now have a whole new, up-to-date website that truly meets our needs.”**

~ Brendan Domotor, Senior Client Account Manager



# Solution

Arborgold's Growth Website and digital marketing services offered Green Roots Landscaping the solution they needed, including:

- **New Mobile-Responsive Website:** A sleek, modern website designed to be fully responsive on mobile devices, ensuring easy access for users across all platforms.
- **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 Management Platform:** A streamlined website management system allowed Green Roots Landscaping's team to effortlessly update content, ensuring the site stayed current and relevant.
- **Integrated Web Forms:** Seamless integration with Arborgold Growth Software, enabling efficient handling of new estimate requests and contact form submissions.
- **Cost-Effective Advertising:** LSAs operate on a pay-per-lead model, ensuring that Green Roots Landscaping invests only in genuine customer inquiries.
- **Monthly Analytics & Insights:** Regular reporting to track performance, providing valuable insights into lead sources and marketing ROI.



# Results

Since the website launch in May 2024, Green Roots Landscaping has seen notable improvements:

- Organic Website Traffic: **229 VISITS IN THE FIRST FIVE MONTHS**
- Organic Website Leads: **15 LEADS GENERATED THROUGH CONTACT FORMS AND CALLS**

Impressive Growth in Google Business Profile (GBP) Activity:

- **1,384% INCREASE IN GBP WEBSITE CLICKS** in 2024 compared to only 19 in 2023! (197 clicks from May to Sept alone)
- **3,150% INCREASE IN GBP TRAFFIC** in 2024 compared to last year.

The company's organic traffic, lead generation, and Google Business Profile activity have continued to trend positively since the website launch.

**“We’ve received quite a few calls thanks to the new website, and we’ve been able to track where those calls are coming from, which has been incredibly valuable to our business. We’re absolutely happy with the partnership and would definitely recommend your services to others.”**

~ Brendan Domotor