Arborgold

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growth

Case Study for
ARBORSITE

Whole 9 Yards Lawn Care and Landscapes

Professional Property Maintenance and Lawn Care

BEFORE

AFTER!

489
VISITS YTD WERE ACHIEVED THROUGH ORGANIC TRAFFIC

79
NEW ORGANIC LEADS

17%
INCREASED GOOGLE BUSINESS PROFILE ENGAGEMENT

About

Whole 9 Yards Lawn Care and Landscapes has been a trusted provider of total property maintenance solutions for homeowners in Hunterdon and Somerset Counties since 1986.

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The Challenge

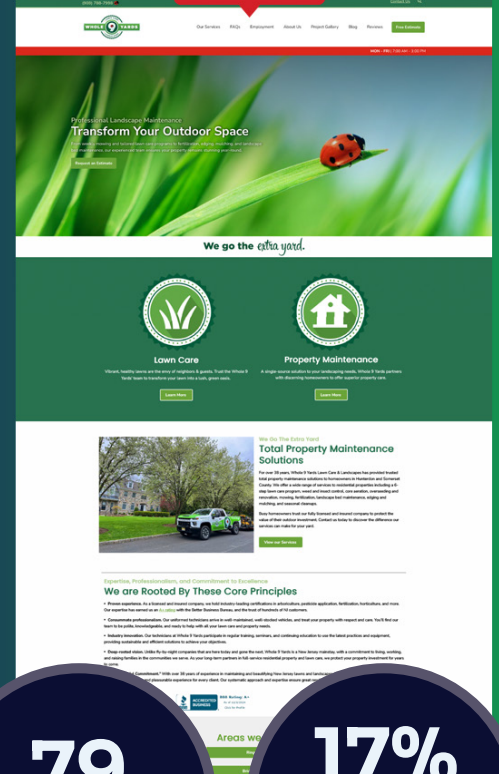Whole 9 Yards had a few roadblocks on their path to growth:

- **Outdated Website**
- **Declining Google Rankings**
- **Web Lead Challenges**
- **Marketing Strategy**
- **Competitive Pressure**

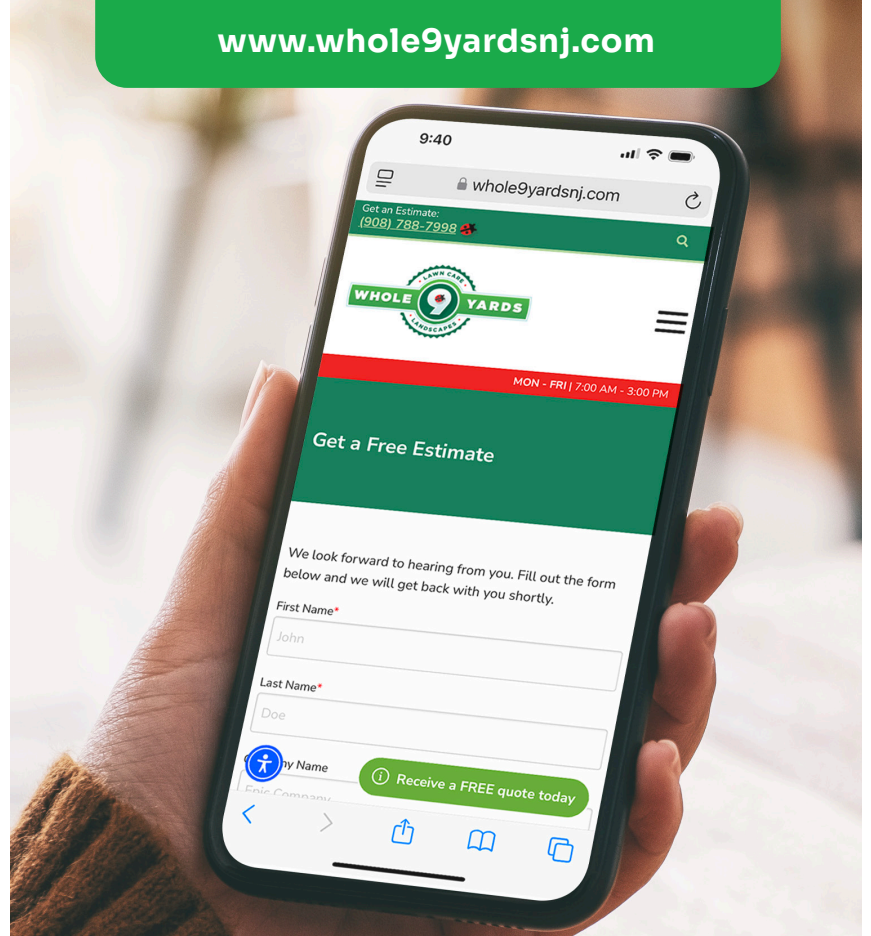"Google rankings and web leads were our biggest issues," said Austin Sheaf, General Manager of Whole 9 Yards.

"Your services provided us with a streamlined web platform that's easy to manage, making it simple to keep things updated for our clients. Since then, we've seen a significant increase in web leads and Google reviews."

~ Austin Sheaf,
General Manager of Whole 9 Yards

Solution

ARBORSITE PROVIDED WHOLE 9 YARDS WITH:

- **Mobile-Responsive Website:** Modern design, optimized for all devices.

- **Targeted Content Strategy:** SEO-focused content to boost local search visibility and attract the right audience.

- **City-Specific Landing Pages:** Targeted pages to attract local customers in key service areas.

- **Streamlined Management:** Easy-to-update platform for the team.

- **Integrated Web Forms:** Efficient estimate requests via Arborgold Software.

- **Analytics Reports:** Monthly insights into traffic and leads by a dedicated Customer Support Team.

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"We have gotten lots more leads this year than any other year prior that I can remember. So that's a success in my opinion. I mean, we have closed big deals. That, in my opinion, is already worth it!"

~ Austin Sheaf

Results

SINCE THE MARCH LAUNCH, WHOLE 9 YARDS HAS SEEN IMPRESSIVE RESULTS:

- **79 New Organic Leads**

- **Organic traffic reached 489 visits YTD**

- **17% Increased GBP Engagement**

- **53 Calls from their GBP**

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A Platform for Growth

IMPROVED SEARCH VISIBILITY AND A STEADY FLOW OF QUALIFIED LEADS

Whole 9 Yards addressed their digital challenges, enhancing their online presence to drive more traffic, generate consistent leads, and position their business for long-term success.