Local SEO Checklist for Landscaping Companies

Ordered by what our study of 45 local landscaping searches, 577 landscaping company websites (537 crawled) and 582 Google Business Profiles shows: what leans with the map pack first, then weaker leans, profile basics, features with no clear difference, technical hygiene, setup and a monthly routine. Collected November 2026.

Priority 1: what leans with the map pack

	Item	Owner	Date done
☐	**Review count compared with the map pack in your town** Median 99 vs 63 reviews, Maps positions 1-3 vs 4-7. Map pack in any study search vs Maps 4-20 only: 98.5 vs 47. 2 of 119 map-pack listings have fewer than 10; three-quarters have 63 or more. Not a target.		
☐	**Review request (Google link or QR code) after every job, to every customer, all season** New reviews in 90 days: median 5 vs 2, map pack vs the rest (strong). 30 days: 1 vs 0, weak (late autumn). Never offer payment, discounts or free services for a review (Google policy).		
☐	**A reply to every review, good and bad** Median reply rate 90% vs 70% of the newest 20 reviews, map pack vs the rest. 39% of profiles reply to 90% or more; 14% reply to none. May mark a well-run profile rather than cause ranking.		
☐	**Project photos (patios, plantings, lawns, before and after) added to the profile every month** Median 129 vs 67 photos, map pack vs the rest; counts include customer photos. See the Google Business Profile checklist.		
☐	**A page for each town you really serve, with real local jobs; never city-swapped copies** 65% vs 42% of sites have city or service-in-city pages, map pack vs Maps 4-20 only (63% vs 42% without chains). Organic: 63% vs 54%, no clear difference. Map-pack sites are also bigger (46 vs 22 indexable pages), so this may mark an established company. 47% of sites have location pages, median 7. Google's doorway-abuse policy applies.		
☐	**A page for each service you sell (mowing, fertilization, irrigation, patios and walls, design, cleanups)** Median 11 vs 5 service pages, map pack vs the rest (strong); any service page 88% vs 73% (weak). 76% of sites have service pages, median 9.		
☐	**Referring domains compared with the companies in your map pack; earn local links every month (suppliers, nurseries, associations, sponsorships, local press)** Median 119 vs 98 referring domains, map pack vs Maps 4-20 only. Organic top 3 vs 4-10: 139 vs 148, no clear difference. Median landscaping site: 102; 16 of 577 have fewer than 10.		

Priority 2: worth having (weak lean)

	Item	Owner	Date done
☐	**A blog only if someone will post to it** 58% vs 39%, map pack vs lower in Maps: weak, worth having. 43% have a blog; 10% posted in the last 12 months.		
☐	**Metro name in the homepage title** 72% vs 60%, map pack vs lower in Maps: weak. 64% of sites have it (a floor: suburbs not counted).		
☐	**Maintenance plan or program on the homepage, if you sell one** 34% vs 22%, map pack vs lower in Maps: weak. 23% of homepages mention one.		

	Item	Owner	Date done
☐	**A Google post each month in season** Posted in 30 days 41% vs 28%: weak, fails the correction. 30% of profiles posted in 30 days; 27% have no posts.		

Priority 3: profile basics (no clear difference)

	Item	Owner	Date done
☐	**Profile claimed and verified under your real business name** 98% claimed. No unnecessary information in the name (Google guidelines). See the Google Business Profile checklist.		
☐	**A primary category that matches the work you mostly sell** Map pack: Landscaper 39, Lawn care service 29, Landscape designer 16 of 88 profiles. See the Google Business Profile checklist.		
☐	**Website link, description and services list filled in** Description 97% vs 93%, website link 99% vs 94%: no edge. Star rating 4.8 vs 4.8: no clear difference.		

Priority 4: no clear difference

	Item	Owner	Date done
☐	**Click-to-call phone link in the header on every page** 79% of sites have one on the homepage. Map pack 78% vs 78%, organic 89% vs 81%: no clear difference.		
☐	**Quote form on the homepage** 45% of homepages. Map pack 43% vs 45%, organic 53% vs 40%: no clear difference.		
☐	**LocalBusiness schema on the homepage** 48% of sites (LocalBusiness or a subtype; schema.org has no landscaping type). Map pack 55% vs 49%, organic 47% vs 42%: no clear difference.		
☐	**Real customer reviews shown on the site, with permission** Review widget on 15%. Map pack 16% vs 16%, organic 5% vs 11%: no clear difference.		
☐	**Free-estimate offer stated plainly, if you make one** 46% of homepages. Map pack 48% vs 45%, organic 50% vs 51%: no clear difference.		
☐	**A project gallery with your own jobs** 65% of homepages. Map pack 71% vs 65%, organic 66% vs 67%: no clear difference.		
☐	**Price ranges for common jobs, where you can give them** 2% of homepages show a price. Map pack 4% vs 2%, organic 3% vs 0%: no clear difference. 19 cost keyword groups total about 12,590 searches a month.		
☐	**A homepage that loads fast on a phone (compress gallery photos)** Median mobile score 61; median LCP 8.4 seconds; only 12% within 2.5 seconds. Speed: 60 vs 61 (map pack), 54 vs 59 (organic): no clear difference.		

Priority 5: technical hygiene

	Item	Owner	Date done
☐	**HTTPS on every page** 537 of 537 crawled landscaping sites.		
☐	**A meta description on every page** 33% lack one on a quarter or more of their pages.		
☐	**One H1 on every page** 21% lack an H1 on a quarter or more of their pages.		
☐	**A unique title on every page** 8% duplicate titles on a quarter or more of their pages.		

Setup: best practice

	Item	Owner	Date done
☐	**Name, address and phone the same on your site, profile and directory listings (Yelp, Facebook, Houzz, Thumbtack, Angi, BBB)** Best practice (not study data). Yelp appeared 50 times on page one, on 40 of 45 local landscaping searches. See the landscaping directories page.		
☐	**Search Console and Google Analytics set up and verified** Best practice (not study data).		

Monthly tasks

	Item	Owner	Date done
☐	**Check map-pack position for your top searches from a phone inside your service area** Best practice (not study data). Google: local results are mainly based on relevance, distance and popularity.		
☐	**Check profile calls, website clicks and direction requests** Best practice (not study data).		
☐	**Count new reviews in the last 90 days against the companies in your map pack** Map-pack median 5 vs 2 new reviews in 90 days (strong; collected in November).		
☐	**Answer any unreplied review and add new job photos** Best practice (not study data).		
☐	**List the new links you earned; check Search Console clicks for service and town searches** Best practice (not study data).		

Source: The Fractional SEO Landscaping Study, November 2026. Study figures are correlations, not proof of cause. Full guide: thefractionalseo.com/industries/landscaping/resources/landscaping-local-seo-checklist/