

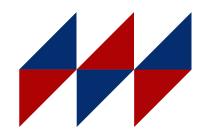
Case Study: Jack's Lawn Care



Classic 3-Pillar Marketing Plan For Local Lawn Care Legends

CLIENT

- Jack's Lawn Care in Charlottesville, VA is a bit of a local legend. Jack started out young, pushing a mower around his childhood neighborhoods way back in 5th Grade.
- Now, Jack's Lawn Care is a ubiquitous lawn care & landscaping company across Central VA, with 100+ 5-Star Reviews.
- We have partnered with Jack since 2022, a long-running client success story, offering SEO, Google Ads, Blogging, and Web Hosting.





KEY RESULTS:

- Local SEO: 30 keywords on Google
 Page 1. 17 rankings at #1
 specifically. Strong presence in local
 Al Overviews as well.
- Google Ads: Modest Google Ads local campaign, bringing in 12-15 conversions per month, driving customer action and ROI.
- Blogging: Regular monthly blogs providing fresh SEO-rich site content and educating consumers on diverse lawn care & landscaping topics.
- Strong Holistic Presence across
 Google Search Ads, Reviews, Site
 Content, and Social Media.