



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 AI 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.