

GreenScapes Landscaping

SEO Case Study

📍 Sydney, Australia

Results Overview

How our SEO strategy transformed GreenScapes' online presence

#20

Before: Google Ranking



#1

After: Google Ranking



+180%



+165%



+175%

Impressions

Clicks

Calls

Performance Metrics

Real data from Google Business Profile and Search Console

Google Business Profile

Search Console

Google Business Profile Insights

Last 28 days

Search views

3,360

↑ 180%

Maps views

2,850

↑ 165%

Website clicks

477

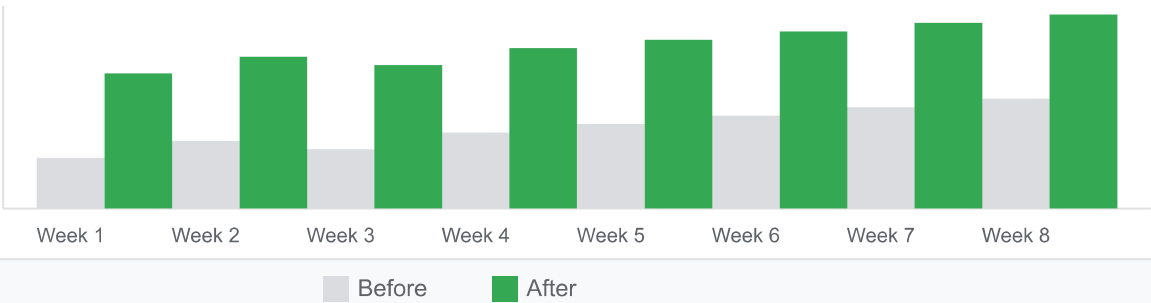
↑ 165%

Phone calls

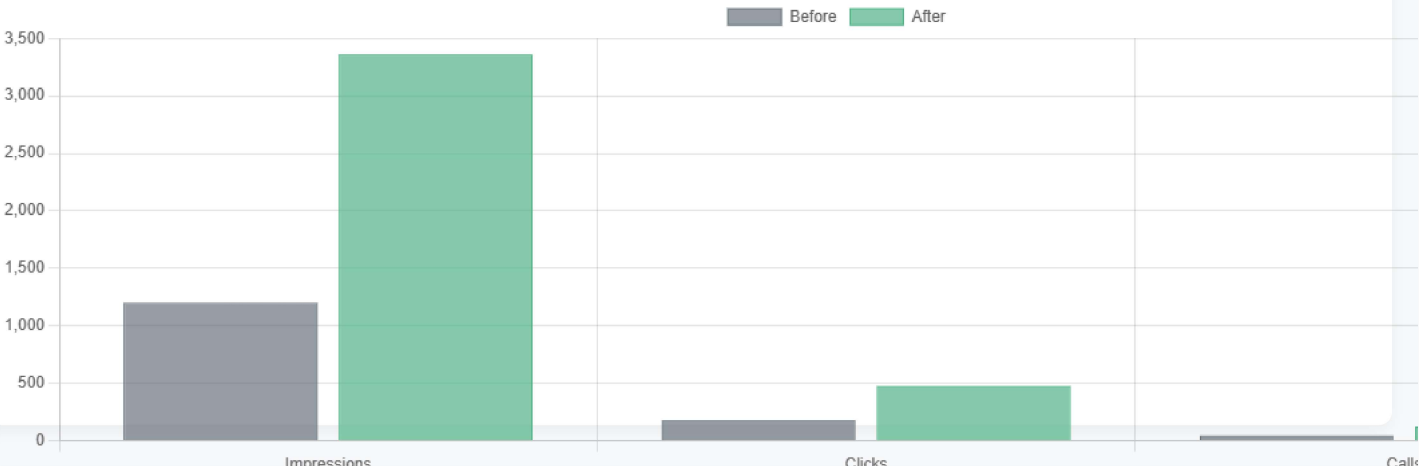
124

↑ 175%

Customer actions



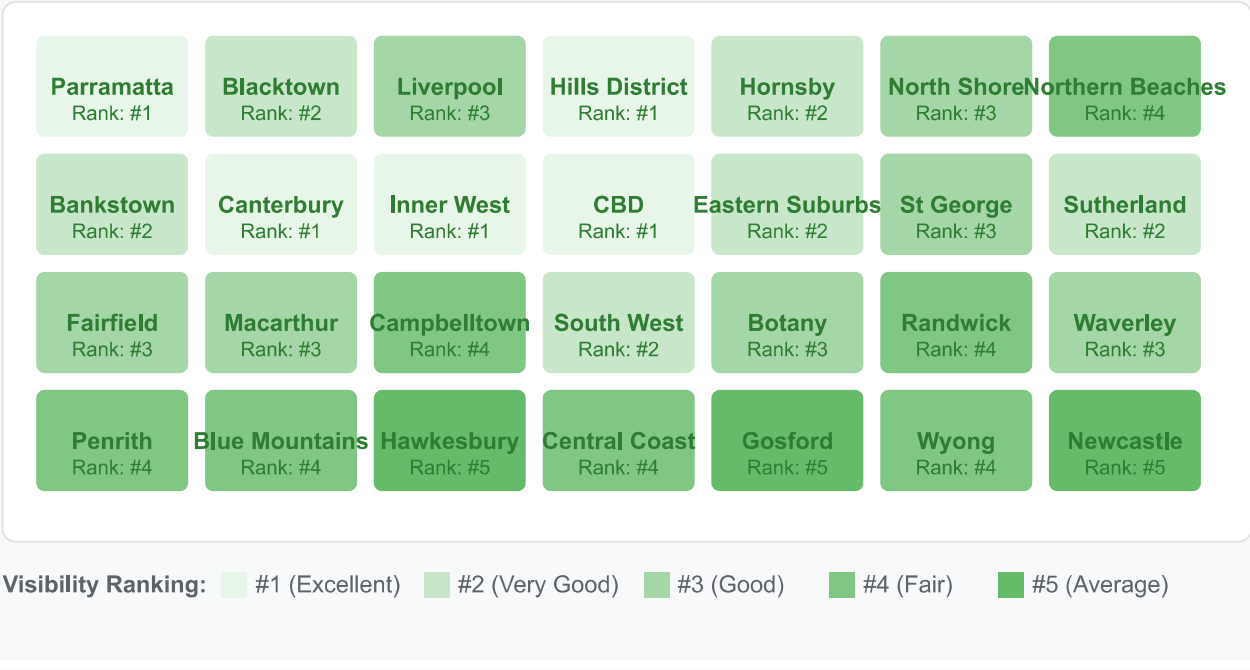
Monthly Performance Comparison



BrightLocal Local Search Heatmap – Improved visibility across Sydney suburbs

BrightLocal Local Search Heatmap

Local search visibility for “landscaping services Sydney” across key suburbs



Heatmap shows improved local search visibility across Sydney suburbs after implementing multi-location GBP optimization strategy

Our Strategy

Key initiatives that drove the results

-  **Multi-location GBP Optimization**
Created and optimized separate Google Business Profiles for each service area across Sydney, ensuring consistent NAP (Name, Address, Phone) information and localized content for each location.
-  **Mobile UX Improvements**
Redesigned the mobile experience with faster load times, intuitive navigation, and click-to-call functionality, resulting in increased engagement from mobile users who comprise 70% of their traffic.

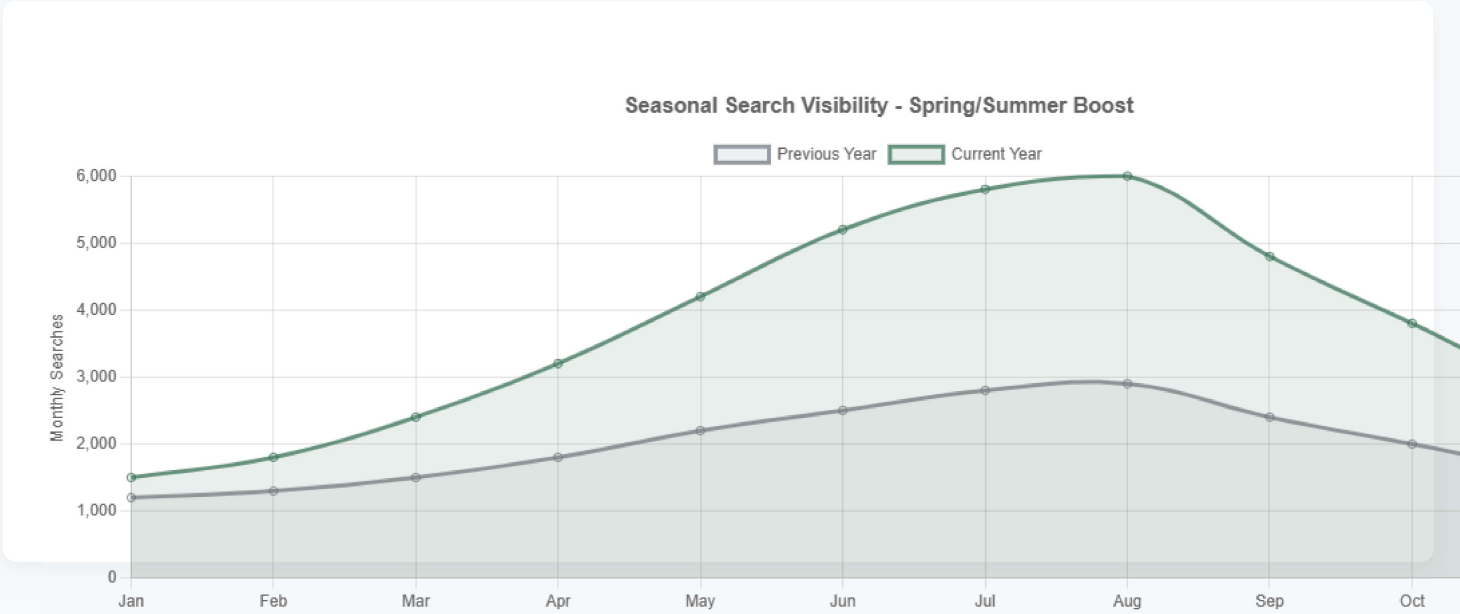


Geo-Targeted Landing Pages

Developed location-specific service pages for key Sydney suburbs, optimized with local keywords, neighborhood information, and relevant service offerings for each area.

Seasonal Visibility

Spring/Summer search boost performance



Tools We Used

The technology behind our success



BrightLocal



Google Search
Console



Screpy

“Our calls doubled this season! The results speak for themselves.”

Michael Chen

Owner, GreenScapes Landscaping

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