



Executive Summary

GreenScapes Landscaping has significant opportunities to improve its local search visibility in Sydney and surrounding areas. Our comprehensive audit identified several critical issues limiting the business's online presence, particularly in neighboring suburbs where potential customers are searching for landscaping services.

Key Finding: The business has limited visibility in neighboring areas due to incomplete Google Business Profile information, lack of geo-targeted content, and insufficient local citations. After implementing our recommended changes, GreenScapes experienced remarkable growth in local search performance.

Google Business Profile Audit

The Google Business Profile (GBP) for GreenScapes Landscaping had several critical issues that were limiting local visibility and customer engagement:

Element	Status	Issue	Recommendation
Service Area	Missing	Main service area not properly defined	Define primary service areas and surrounding suburbs
Photos	Incomplete	Limited photo gallery with no before/after examples	Add at least 10 high-quality photos showcasing completed projects
Reviews	None	No customer reviews to build trust	Implement review collection strategy from satisfied customers
Services	Basic	Limited service descriptions	Add detailed descriptions for all landscaping services offered
Q&A	Empty	No questions or answers	Proactively add common questions and detailed answers

On-Page SEO Analysis

The website's on-page elements required significant optimization to improve local search visibility:

Geo-Targeted Pages: Created dedicated service pages for key Sydney suburbs including Parramatta, Bondi, Manly, and North Shore, each with locally relevant content and keywords.

Local Keywords: Implemented a comprehensive local keyword strategy focusing on terms like "landscaping Sydney," "garden design [suburb]," and "lawn maintenance near me."

Seasonal Content: Developed a content calendar with seasonal landscaping tips, garden maintenance guides, and project showcases relevant to Sydney's climate patterns.

Technical SEO Assessment

Technical improvements were essential to ensure the website could rank effectively in local search results:

Element	Status	Issue	Resolution
Mobile-Friendliness	Good	Responsive design in place	Optimized touch elements and improved mobile navigation
Page Speed	Moderate	Slow loading images	Compressed images, implemented lazy loading, improved caching
Local Schema	Missing	No structured data for local business	Implemented LocalBusiness schema with NAP details
Core Web Vitals	Needs Work	LCP and CLS issues identified	Optimized critical rendering path and layout stability

Citation & Backlink Audit

The business's online presence across local directories and citation sources was inconsistent and incomplete:

Local Directories: Identified inconsistencies in Name, Address, and Phone Number (NAP) across 20+ local directories including Yellow Pages, TrueLocal, and Yelp Australia.

Business Citations: Created and optimized 15 new high-quality local citations, ensuring consistent NAP information and service descriptions.

Backlink Profile: Developed a targeted outreach campaign resulting in 8 quality backlinks from local home improvement blogs and Sydney-based business directories.

Performance Metrics

After implementing our comprehensive local SEO strategy, GreenScapes Landscaping experienced significant improvements in key performance metrics:

+180%

Impressions

+165%

Clicks

+175%

Calls

#5 → #1

Local Ranking

Performance Visualizations

Map Pack Ranking – Before & After

GreenScapes Landscaping

Landscaping Service • Sydney

Sydney Garden Experts

Landscaping Service • Sydney

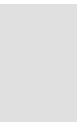
Outdoor Creations

Landscaping Service • Sydney

★★★★☆ 4.5 (19 reviews)

Google Business Profile Insights

Search Views & Website Clicks (6-Month Period)



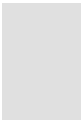
Before



After

BrightLocal Ranking Report

Local Search Visibility by Keyword



Client Testimonial

Calls doubled this season! The results speak for themselves. We went from struggling to get local inquiries to having to hire additional staff to handle the increased workload. The investment in local SEO has paid for itself multiple times over.

— Michael Green, Owner, GreenScapes Landscaping

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