



LANDSCAPING COMPANY SEEKS IMPROVED VISIBILITY AND HIGHER VALUE CLIENTS

BUSINESS CHALLENGE

Theodore Landscaping had been in business for many years working with a loyal base of residential clients. To continue to grow, they needed higher visibility to attract higher value clients and evolve from purely lawn care to handling all outdoor projects (landscaping, drainage, and even building tennis courts and gazebos etc).

SOLUTION

We knew a rebrand was in order to appeal to higher value clients. This would include an overhaul of everything from logo to website. We conducted a complete audit of digital communications and spoke with stakeholders, including the company founders. What we learned was that we needed to highlight not only the services they offered, but their relationship management, which was first in class.



The name "Theodore Landscaping" placed them squarely in the business of lawn care and nothing more. In order to better represent their array of offerings, we focused on "Theodore" and created a logo that called out all their areas of specialty. They were Theodore Landscaping, but they were also Theodore Masonry, Construction, and Drainage.

- Emphasized their point of differentiation — superior customer service
- Rewrote copy to reposition the business as an expert for all exterior home needs and to appeal to the emotional connection homeowners have with their property (vs. having a functional listing of services).
- Upgraded visuals to reflect a higher level of sophistication
- Added client testimonials
- Optimized the website for SEO

RESULTS



Highest click value in their category

5X

The number of keywords indexed compared to competitors



Improved ranking: now on the first page in Google searches

220%

More web traffic than the nearest competitor

