

The Landscaper GBP Audit

What 80% of landscapers in Collingwood get
wrong

A free guide.

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Why I wrote this

I've audited dozens of landscaping and lawn care Google Business Profiles across the Georgian Bay corridor. The same 6-7 issues come up in nearly every audit. Most take less than an hour to fix.

This is the checklist I'd run if you hired me. No retainer, no sales pitch - just what to look for.

The 7-point Landscaper GBP checklist

1. Primary category

Depends on your highest-volume work. The most common picks:

- Landscaper - if you do design + install + maintenance
- Lawn Care Service - if you're maintenance-focused
- Landscape Designer - if design is your core service

Pick the one that matches what you actually want more of, not what feels generic.

2. Secondary categories (year-round visibility)

Landscaping is seasonal but your GBP shouldn't be. Add 4-5 secondary categories so you stay visible year-round:

- Snow Removal Service (non-negotiable if you do winter work)
- Lawn Care Service (or Landscaper if Lawn Care is primary)
- Landscape Designer
- Hardscape Contractor (interlock, retaining walls, patios)
- Tree Service / Tree Removal Service (if applicable)
- Garden Center (if you sell plants)
- Excavating Contractor (if you do bigger property work)

The snow removal category is the biggest single oversight I see. Even if winter is 30% of your revenue, that's 4 months where your competitor outranks you for snow removal because they have the category set and you don't.

3. Services list (organized by season)

Most landscaper GBPs list 4-5 services. You should list 10-15, organized for clarity:

Spring: - Spring cleanup / leaf and debris removal - Lawn aeration and overseeding - Mulch refresh - Garden bed prep

Summer: - Weekly lawn maintenance - Garden bed maintenance - Hardscape installation (patios, walkways, retaining walls) - Landscape design and install

Fall: - Fall cleanup / leaf removal - Lawn winterization - Garden bed cutback

Winter: - Snow removal (residential + commercial) - Salting and de-icing - Seasonal lighting installation

The seasonal organization helps Google understand your year-round operation and helps customers find specific seasonal services.

4. Photos (this is where landscapers leave the most money on the table)

Landscaping is the most visual trade after roofing. The minimum is 25 photos. What works:

- Before/after of completed landscape projects (10-12 sets)
- Hardscape installations (interlock, retaining walls, patios) - 5-6 photos
- Equipment in action / team on site (3-5)
- Plant and material close-ups for design work (3-5)
- Snow removal action shots in winter (3-5)

The hardscape and design photos in particular are massively underused. Most landscaper profiles look like "we cut grass" instead of "we transform yards." A well-shot interlock install photo is worth more than 10 lawn maintenance shots.

5. Business description

You get 750 characters. Use them all. Include:

- Your service area (multiple towns matter for landscapers - cottage market)
- Top 4-5 services (lawn care, design, hardscape, snow removal)
- Years in business
- Any certifications (Landscape Ontario membership, CNLA, ISA arborist if applicable)
- Phone number

Cottage market positioning is the underused angle: "Serving residential and cottage properties from Collingwood to Meaford" tells Google and the customer something specific.

6. Q&A seeded

Common questions to seed:

- "Do you offer seasonal contracts?"
- "Do you do snow removal in winter?"
- "Do you do cottage property maintenance?"

- "What's the typical cost of interlock installation?"
- "Do you offer landscape design services?"
- "How early should I book spring cleanup?"

Public answers reduce friction for prospects researching a recurring contract.

7. Posts cadence (heavily seasonal)

Most landscaper profiles haven't posted since spring 2024. Active profiles outrank dormant ones. The minimum cadence is 1 post per week, tied to the season:

- January-February: "Booking 2026 lawn care contracts - early bird pricing"
- March-April: "Spring cleanup season - book before May"
- May-June: "Landscape design consultations available"
- July-August: "Hardscape installs - 4 week lead time"
- September-October: "Fall cleanup and winterization booking now"
- November-December: "Snow removal contracts available - residential and commercial"

Why these matter (the landscaper-specific case)

Landscaping is uniquely positioned for SEO because of its seasonality. Front-load the content work in January-February and you dominate the peak season; do it in April and you've already lost half the year.

The cottage market is where the real margin is. Cottage owners pay premium for one trusted local vendor who handles everything year-round - lawn, snow, dock cleanup, seasonal opening/closing. Most landscapers don't position for this specifically.

Hardscape and design work is 5-10x the margin of basic lawn care, and significantly less competitive online. Almost nobody in Collingwood optimizes for "landscape design Collingwood" or "interlock installation Blue Mountain." Both are low-competition keywords with high-intent customers.

The 5 most common mistakes I see

Mistake 1: No Snow Removal Service category

The single biggest oversight for any landscaper who does winter work. Snow removal alone can be 30% of annual revenue, but your profile is invisible for it because the category isn't set.

Mistake 2: Snow removal page only goes live in November

Your competitor's snow removal page has been indexed since August. By November, when contracts get signed, they outrank you and you lose the season. The right move: build and publish snow removal content in summer so it's indexed well before contract season.

Mistake 3: No cottage maintenance positioning

You serve cottages but your profile and website don't mention it. Cottage owners search for "cottage lawn maintenance Collingwood," "cottage property care," "vacation home landscaping." These are low-competition, high-margin keywords and almost nobody targets them.

Mistake 4: 6 photos, all of cut grass

Your portfolio is your strongest asset and it's underused. Landscaping is the most visual trade after roofing - customers buy on before/after proof, especially for design and hardscape work.

Mistake 5: Asking for reviews verbally at end of contract season

Customer is happy with the season's work and you ask for a review in October when you wrap up. They say yes, then forget over winter. Right approach: automated SMS request 24-48 hours after each major job (spring cleanup, install completion, hardscape project), not waiting until season-end.

Your 30-day quick-win plan

Week 1

- Add Snow Removal Service as a secondary GBP category (non-negotiable if you do winter work)
- Add 2-3 other secondaries (Landscape Designer, Hardscape Contractor, Lawn Care Service)
- Expand services list from 4-5 to at least 10, organized by season

Week 2

- Upload 20 photos: before/after of completed projects, hardscape installations, team in action, plant/material details
- Seed 6 Q&A from a non-business account, answer each as the owner
- Reply to every existing Google review

Week 3

- Audit your NAP consistency across Google, Apple Maps, Yelp, Bing, Facebook. Fix any mismatch.
- Build a dedicated Snow Removal page on your website (if it's not summer/fall, build it anyway - get indexed early)
- Build a dedicated Cottage Property Maintenance page if you serve cottages

Week 4

- Set up an automated SMS review request system (sent 24-48 hours after each major job, not season-end)
- Add LocalBusiness schema markup to your homepage
- Build a 4-week posting calendar aligned with the season

By the end of the 30 days you should see a measurable lift in your Map Pack ranking for at least 1-2 target keywords. Snow removal page in particular should start indexing well before contract season.

Want me to do all this for you?

I'm Lasse Pettersen. Georgian Bay SEO is my local consultancy - I work exclusively with trades and service businesses across Collingwood, Blue Mountain, Wasaga Beach, Thornbury, and Meaford.

If you'd like me to run a personalized audit on your business (not the generic checklist above - the specific things wrong with your GBP, with screenshots, action plan, and competitor comparison), I do them as a \$499 one-off. If you decide to go monthly after, the \$499 applies as credit against the first month.

Foundation retainer is \$750/mo with a 90-day Map Pack movement guarantee. Shoreline is \$1,500/mo. Month-to-month, no annual contracts.

Email me at hello@georgianbayseo.ca or call +1 705-539-0398. Book a free 20-minute call at georgianbayseo.ca.

Either way - good luck with the work.

— Lasse / Georgian Bay SEO

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