



CASE STUDY

# Nurturing SEO/Marketing Strategy Grows Web Traffic to Designer Landscapes

**CUSTOMER**

Designer Landscapes

**WEBSITE**

Designer-Landscapes.com

**INDUSTRY**

Landscape Architecture



## **CUSTOMER PROFILE**

Designer Landscapes Inc. is a small landscaping company based in Farmersville, Illinois. With more than 30 years serving the area, DLI is an esteemed local company, known for its high-quality home and business landscaping products and exceptional customer service.

### **CUSTOMER**

Designer Landscapes

### **WEBSITE**

[Designer-Landscapes.com](http://Designer-Landscapes.com)

### **INDUSTRY**

Landscape Architecture

“Working with LRS, especially Karen, has been **easy and comfortable**. Karen is very knowledgeable, and it is great to be able to bounce ideas at her. She takes the lead and handles our needs. From website suggestions, Facebook help, blog posts suggestions and writing, **I do not know what we would do without her!**”

/// PATTY BROCKMEYER, OWNER

## The Challenge

Designer Landscapes' tireless staff works from dawn to dusk creating amazing outdoor landscapes for homeowners and businesses. That leaves little time for the owner, Patty Brockmeyer, and her small team to update website content. And yet, Patty understands how critical the website is for her competitive local industry.

LRS Web Solutions completed the company's website design in 2017, which included a custom-designed catalog providing specs on perennials, trees, and hardscapes. A year later, an analysis showed

that the existing website was not optimized for SEO, and its technical health had wilted to 68%. Designer Landscapes also needed additional content to boost the company's authority in the landscaping space.

In late 2018, Patty enlisted the help of LRS's Content and SEO strategist, Karen, to help promote the business with website content, help with social media, and improve SEO.

## Website Solutions

The content and SEO strategy has included website content maintenance, optimizing content, correcting technical errors. We also coordinate their blog, manage ad campaigns on Google and Facebook, and assist with social media. Our SEO strategist also flexes her public relations skills, assisting with local contests, print ads and reputation management.

### TECHNICAL STRATEGY

Analyzing the website in 2018, a technical and content analysis found that a catalog of perennials, trees and flowers had great potential for SEO. To take advantage of these individual products that people search for, the LRS team added unique metadata for the perennials, shrubs, trees and hardscape materials. This has improved search



engine indexing and search term opportunities. Catalog pageviews increased 48% in the first year and became one of the most viewed sections of the website. Compared to 2018, views to the catalog alone have increased 434% in 2021.

With the ongoing SEO package, LRS maintains the technical health of the site, which has improved nearly 30% since 2018.



## CONTENT STRATEGY

To leverage Patty's decades of experience and to improve trust and expertise factors, LRS added a blogging strategy to the site. Working with the owner, we collaborate on topics and content, with LRS's content marketing strategist co-writing, editing and saving DLI staff time by having LRS put the SEO touches on the post.

*The strategy has worked.*

Blog posts have become among the most popular content on the site, helping the company rank in the top 5 search results for 50 popular keywords, leading to bid requests. In the latter half of 2021, more blog posts are joined the ranks of Designer Landscapes' popular content. Patty posts regularly on social media and has a loyal following. LRS repurposed some of the company's Facebook posts as content for the website, and re-purposed them for Pinterest, and Google Business Profiles to drive additional traffic. PPC on Facebook and Google have complemented the content marketing efforts.

## THE IMPACT

Consistent and high-quality efforts have increased click, calls and projects. A three-year analysis shows significant gains compared to the period prior to ongoing SEO services for Designer Landscapes. Patty remarked that 2019 was "our best year ever" in terms of landscape projects. The website strategy continued to work in 2020, and in 2021, Patty noted, "Our landscape install work is absolutely thru the roof – never in 36 years have we had so much work on a work list plus the projects are really good!"

- Organic search is almost 80% of their website traffic source, up from 40% during the same time period in 2018.
- Structured data has led to featured snippets and featured products.

Ongoing Google ad campaigns have had a more than 200% conversion rate, with a \$0.51 cost per acquisition.

## THE TAKEAWAY

From website, social media, local SEO, digital advertising, events and advocacy, Designer Landscapes understands that marketing is multi-channel approach that needs care and feeding over time to see consistent wins. Like caring for your garden, regularly planting and nurturing quality website content and maintaining the site's technical health grows your business website traffic – and profits over time.

DLI illustrates that a consistent, multi-channel marketing approach can pay off over time.



## ABOUT LRS WEB SOLUTIONS

Founded in 1996 as a division of Levi, Ray & Shoup, Inc., LRS Web Solutions provides custom web design and development services to help customers achieve business success. Based in Springfield, Illinois, LRS Web Solutions employs a team of nearly thirty specialists in the areas of web design, web application development, content management systems, mobile apps, search engine optimization, website hosting, graphic design, audio and video production, and network support.

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