

Lubbock Landscapes



Synopsis

Lubbock Landscapes is a Lubbock based start-up lawn care service company. The owner of the company approached us and asked for our ideas on how he could distinguish his new business from the local competition. Additionally, just like any smart business owner, new he wanted to be as close to the first position on the major Search Engines as possible.

Making an Old Business Model New

Our solution was to provide much more than simply a website for Lubbock Landscapes. After our research, we came to the conclusion that the primary area where lawn and landscape companies were missing the most opportunity was in e-commerce transactions. With a limited budget to work with, we were able to integrate the website with an existing online accounting system that allowed for easily implementing online payments for customers.

Top Rankings and Overjoyed Customers

Through a strong Search Engine Optimization campaign, we provided Lubbock Landscapes with 1st page rankings for the following terms and more: *lawn mowing lubbock, lawn care lubbock, lawn service lubbock.*

With the ability to pay for their lawn care services online allows Lubbock Landscapes customers to have confidence that they will be able to come home to a beautiful yard without having to make sure they are home when the services are being performed. This online experience has provided customers that the owner has never actually met in person because the entire customer relationship is handled online.

Client Work Highlights

- ▶ Logo/Identity Design
- ▶ Flyer Design
- ▶ Business Card Design
- ▶ Customer Manual Design
- ▶ Accounting Integration
- ▶ E-Commerce Consulting
- ▶ Search Engine Optimization

“Being a new start-up business has been a completely enjoyable experience and huge success for me because of the tools that Accade has implemented for my business. Their knowledge of the vast web technologies has made my business a bigger success than I could have ever dreamed of. Almost all of my business has come from the web because of the efforts and expertise of Accade. I look forward to growing my business with them behind me.”

Spencer Perry
Owner
Lubbock Landscapes