Unavoidable Marketing

Free guide for UK landscapers and gardeners

2026 EDITION

The Landscaper's Playbook

How to get more booked jobs from Google, your website and social media in 2026

01 Google Local Services Ads
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04 SEO and AI search
05 Websites that convert
06 Social media
07 Speed to lead

By
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Founder, Unavoidable Marketing

INSIDE THIS PLAYBOOK

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Seven short chapters, each one written for landscapers and gardeners, and a 30-day checklist to put it all into action. Read it in one sitting, or keep it in the van and do one chapter a week over the winter.

Who this is for

- Gardeners who want a full round of regular maintenance customers
- Landscaping firms who want more patio, turf and garden design projects
- Anyone paying for leads and not sure what they actually get back

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A WORD BEFORE YOU START

Most landscapers do not need more marketing. They need the right marketing, set up properly.

I have worked with trades since 2012, and landscaping has its own pattern. Spring arrives, the phone goes mad, and by June the diary is full. Then autumn comes and the good projects dry up, while the firms that planned ahead keep their crews busy.

The fix is rarely one big thing. It is a handful of small things done properly: a Google Business Profile full of photos of your best gardens, reviews that name the job and the town, a website that gets the right project enquiries, and a phone that gets answered even when you are behind a mower.

This playbook sets out exactly what we do for landscapers and gardeners across the UK, from Surrey to Aberdeen. Use it yourself, hand it to whoever does your marketing, or ring me and we will talk it through. Either way, I hope it brings you better projects at better times of year.

> **Judge every channel on booked jobs, not clicks, likes or leads.**

UK-wide, Leeds-based

Working with trades across England, Scotland, Wales and Northern Ireland.

AH

Andrew Heppinstall
Founder, Unavoidable Marketing

HOW TO USE THIS PLAYBOOK

One chapter a week
Winter is the best time to do this, before the spring rush starts.

Use the checklist
The 30-day checklist turns the whole book into small weekly jobs.

Track booked jobs
Note where every enquiry came from and whether it booked.

2012	390+	92%	40+
working with trades since	projects delivered	of clients come back	UK trade businesses we work with

CHAPTER 1

01 Google Local Services Ads and Google Verified

> Local Services Ads sit at the very top of many Google searches, with a Google Verified badge. You pay per lead, a call or message, not per click. You can apply to Google yourself for free, or use an agency. When someone searches "landscaper near me" in March, being the verified name at the top puts you first in the queue.

What Google checks before you can show

- A verified Google Business Profile
- Your VAT number or Companies House registration number
- Public liability insurance
- Any licence the law requires for the work you advertise, such as waste carrier registration if you take green waste away

Checks usually take about 3 to 4 weeks after your documents go in.

How the cost works

1. **You pay per lead**
   A lead is a call or message from a customer, not a click.
2. **You set a weekly budget**
   Raise it before spring, lower it when you are booked up.
3. **The budget is separate**
   Your lead budget is paid straight to Google.

Set it up around the work you want

Job types

Switch on only what you do and want: patios, turfing, fencing, planting, regular maintenance. Leave off one-off grass cuts if they do not pay.

Service area

The postcodes your crew can reach without losing half a day to traffic, not a radius that sends you to jobs you will turn down.

Opening hours

Only the hours someone will answer. If you are on site all day, show when someone can pick up the phone.

BAD LEADS

Google no longer lets you dispute bad leads by hand, so the real protection is the set-up: a tight service area, only the job types you want, hours you can answer, and rating every lead in your dashboard.

What helps you show more often

- Answering calls quickly
- Plenty of genuine, recent reviews
- A complete profile with real garden photos
- Being close to the customer
- Enough weekly budget

COMING IN 2027

Google is moving UK Local Services Ads accounts into Google Ads. Export your lead history now so you keep a record of which jobs, areas and months paid off.

02 CHAPTER 2 Google Ads

> Search ads show for exactly what people type, so you can be there for "porcelain patio Harrogate" as well as "garden clearance". Unlike Local Services Ads you pay per click, which means the set-up decides whether those clicks turn into booked projects or just cost money.

Split campaigns by job type

Hard landscaping

Patios, paths, driveways, walls. Highest value, needs a survey.

Turf and lawns

Turfing, artificial grass, lawn renovation. Spring and autumn.

Fencing

New fences, panels and gates. Busy after winter storms.

Maintenance

Regular visits, hedges, clearances. Steady work all year.

Negative keywords landscapers need

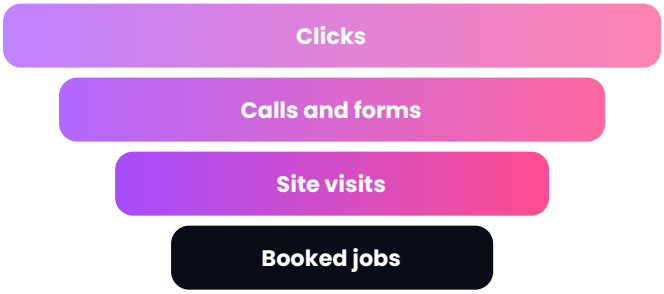
- jobs
- apprenticeship
- course
- salary
- ideas
- DIY
- how to
- plants
- garden centre
- seeds
- tools
- free

Add these so you stop paying for people looking for inspiration or supplies, not someone to do the work.

Get the basics right

- Target people in or regularly in your area, not people merely interested in it
- Call tracking on every ad and website number
- Conversion tracking on quote forms
- A landing page for each job type, with photos of your own work

Measure cost per booked job



Divide what you spend by the number of booked jobs, not clicks or leads. That is the number that tells you if a campaign pays.

KEYWORD COSTS

What a click costs landscapers

£3.36 median cost per click, UK

£4.33 for "turfing", the priciest keyword

A click is not a lead, so watch your cost per booked job. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.

SEASONALITY

Push patios, turf and planting from late winter so you fill spring early. Run fencing after storms and maintenance contracts in autumn, and turn budgets down when the diary is full.

03 CHAPTER 3 Google Business Profile and reviews

When someone wants their garden sorted, they type "landscaper near me" and look at the map. Your Business Profile is that listing: close by, well reviewed, full of gardens they would love to have. It also feeds your Local Services Ads and the answers Google AI Overviews give.

Set the profile up properly

1. **Primary category: Landscaper**
   Add Gardener or Fence contractor only if you do that work.
2. **Service area, not home address**
   List the towns you really cover and keep your home private.
3. **Every service listed**
   Patios, turfing, fencing, planting, hedges, maintenance.
4. **Hours you can answer**
   "Open now" that rings out loses jobs and earns bad reviews.
5. **Real job photos**
   Before and afters of real gardens. No stock images.

Posts through the gardening year

Autumn
Leaf clearance and next year's patios

Winter
Storm fencing and design planning

Spring
New turf, planting and lawn care

Summer
Hedges, upkeep and finished gardens

Avoid getting suspended

- Adding keywords or towns to your business name
- More than one profile for the same business
- Showing a home address customers never visit
- Different phone numbers on different sites

Ask for reviews that name the job and the town

HELPS A LITTLE

"Lovely job, would recommend."

HELPS A LOT MORE

"Laid a sandstone patio and new turf for us in Solihull. Tidy, on time, looks brilliant."

REPLYING TO A BAD REVIEW

Stay calm and keep it short. Thank them, set out the facts without arguing, and offer to sort it out by phone. For example: "Sorry to hear this, Karen. We laid the turf on Thursday. New turf can yellow in a heatwave, so please ring me and I will come and look." Future customers read your reply as much as the review.

A review routine that works

- Ask the day the garden is finished
- Text your direct review link with a short personal note
- Ask every customer, not only the happy ones
- Reply to every review by name, calmly, even the bad ones

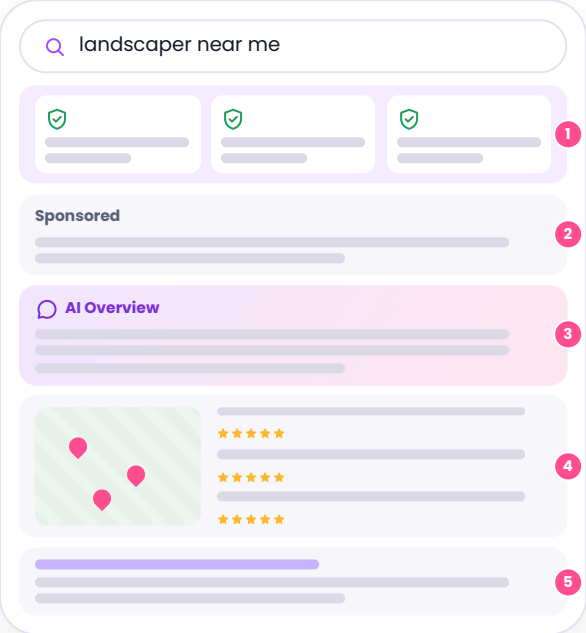
KNOW THE RULES

Fake reviews have been unlawful in the UK since April 2025 under the Digital Markets, Competition and Consumers Act. Google also bans incentives, like a free hedge trim for a review, and asking only happy customers.

04 CHAPTER 4 SEO and AI search

> SEO is how you show in the normal results and the map without paying per click. More and more people now also ask ChatGPT, Gemini or Google AI Overviews "who is a good landscaper in York?". The good news is that the same groundwork helps with both.

Where you can show on one Google search



1. **Local Services Ads** — Google Verified badge, pay per lead — Ch 1
2. **Search ads** — Marked Sponsored, pay per click — Ch 2
3. **AI Overview** — An AI summary that can name businesses — Ch 4
4. **Map pack** — Your Business Profile and reviews — Ch 3
5. **Organic results** — Your website pages, earned with SEO — Ch 4

The layout changes with the search, the device and where the customer is. The aim is to be in as many of these places as you can.

The pages your site needs

Homepage
Says who you are, what you do and where, in the first two lines.

A page per service
Patios, turfing, fencing, garden maintenance, each on its own page.

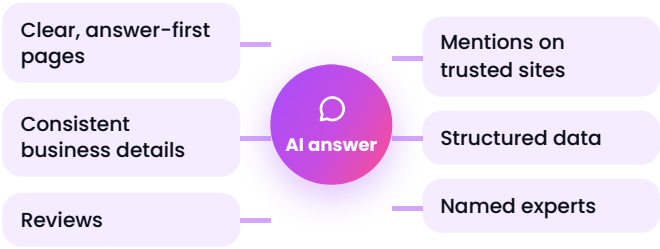
Project pages
Before and after photos from real gardens, naming the town.

FAQs
Lead times, best time to turf, areas covered. Answer first.

Local SEO foundations

- The same name, address and phone number everywhere
- Listings on the main UK directories and trade sites
- Schema markup so search engines read your details
- Reviews that mention jobs and towns
- Photo-heavy pages that still load fast on a phone

What AI assistants look for

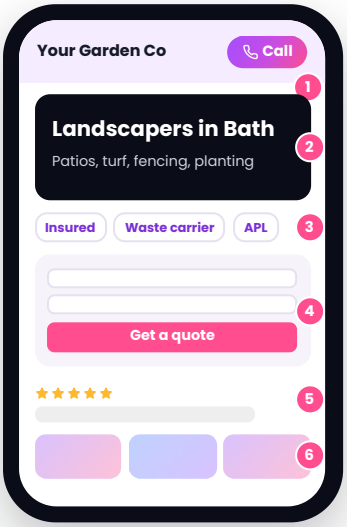


Nobody can guarantee being named. Try asking ChatGPT "who lays porcelain patios in Chester?" and see who comes up, and why.

05 CHAPTER 5 A website that converts

> Most people find you on a phone, often standing in the garden they want changing. Your website has one job: show work they would love, then make a quote request the obvious next step. Clear and trustworthy books the jobs.

What a landscaper's homepage needs



1. Tap-to-call button at the top
2. Headline that says what and where
3. Insurance and trust badges
4. Short quote form
5. Real reviews
6. Before and after photos

Must-haves

- Tap-to-call on every page, at the top
- A quote form that asks the right questions: job type, garden size, postcode, timescale, photos
- Fast on a phone, even with lots of photos
- Insurance, waste carrier registration and trade memberships
- Finished gardens, service pages and area pages
- Reviews from Google on the page

A quote form that asks the right questions

Get a free quote

What do you need? Patio, turf, fencing

Postcode e.g. GU1

Rough garden size Small, medium, large

How soon? This month, spring, later

Photos of the garden Upload from your phone

Send my quote request

Avoid

- Stock photos of gardens you did not build
- A site or domain you do not own
- A contact form hidden on one page
- Huge uncompressed photos that crawl on mobile

OWN IT

Make sure the website and the domain are in your name. If you part ways with whoever built it, the site, the reviews and the rankings should stay with you.

What every service page should include

1. **Answer first** — What you do and where, in two lines
2. **How it works** — Survey, design, build, aftercare
3. **Proof** — Before and afters, reviews
4. **Areas covered** — The towns you really serve
5. **FAQs and a call to action** — Call button and quote form

Answer-first pages and schema markup help Google and AI assistants understand exactly what you do and where. Build them in from day one.

06 CHAPTER 6 Social media, organic and paid

Landscaping is a very visual trade, which makes social media a real strength. A muddy plot turned into a finished patio stops the scroll. Use it for planned projects: patios, makeovers, artificial grass and maintenance rounds.

Organic: build trust

Free posts on your own pages that show real gardens and real people, so your name is the one locals remember.

- Before and afters, naming the town
- Time-lapse clips of a build
- The crew on site, in uniform
- Seasonal garden tips

Paid: bring enquiries

Facebook and Instagram ads you aim at the postcodes you cover, one job type at a time.

- Lead ads with qualifying questions
- Homeowners near your base
- Retargeting website visitors
- Late winter pushes for spring

A simple weekly rhythm

Mon
A finished garden from last week

Wed
A progress clip from this job

Fri
A crew post or a shared review

Daily
Reply to comments and messages

What not to do

- Buying followers
- Posting gardens you did not build
- Engagement bait like "share to win"
- Spamming groups that ban business posts

Lead ad questions that filter out time-wasters

Patio campaign

- Q1 Rough size?
- Q2 Porcelain or stone?
- Q3 How soon?
- Q4 Your postcode

Maintenance campaign

- Q1 Front, back or both?
- Q2 Weekly or fortnightly?
- Q3 Lawn, hedges, borders or all?
- Q4 Your postcode

Good questions mean fewer enquiries from browsers and more from people ready to book.

LOCAL GROUPS AND NEXTDOOR

People ask "can anyone recommend a good gardener?" in community groups every spring. Read each group's rules, keep your page complete, and ask happy customers for Facebook recommendations the same way you ask for Google reviews.

07 CHAPTER 7 Follow-up and speed to lead

> Someone planning a new patio usually asks three or four firms to quote. The one who rings back first and turns up to measure when promised has a head start. Every pound you spend on marketing is wasted if the enquiry goes cold, so this chapter is the cheapest win in the book.

What should happen after every enquiry

STRAIGHT AWAY	SAME DAY	WITHIN THE WEEK	2 TO 3 DAYS LATER	AFTER THE JOB
1	2	3	4	5
Auto-reply	**Call back**	**Site visit**	**Quote and follow up**	**Ask for a review**
A text confirming you have it and when you will call.	Speak to them while they are still looking.	Measure up, talk through ideas, take photos.	Send the quote, then a friendly nudge.	By text, with your direct link.

Never miss a call

- Divert to a mobile, a team member or a call-answering service when you are on the mower
- Set up a missed-call text back
- Keep one shared list of every enquiry
- Get alerts for new form and ad leads on your phone

Keep a simple lead log

Date	Source	Job	Booked?
Mon	Google Verified	New fence	**Yes**
Tue	Website form	Porcelain patio	**Quote sent**
Wed	Facebook ad	Fortnightly upkeep	**Visit booked**

Note where every enquiry came from and whether it booked. After a season you will know which sources are worth paying for.

Three texts worth setting up today

AUTO-REPLY

Thanks for getting in touch with Your Garden Co. We are out on a job but have your message and will call you back today. Feel free to send photos of the garden.

QUOTE FOLLOW-UP

Hi Mark, just checking you got our quote for the patio. Happy to answer any questions. We are booking spring start dates now.

REVIEW REQUEST

Thanks for having us. We hope you enjoy the new garden. A quick Google review mentioning the job and your town would really help. Here is the link.

WHO ANSWERS WHEN YOU ARE DIGGING FOOTINGS?

Decide now who picks up when you cannot: a partner in the office, a team member or a call-answering service. On Local Services Ads, answering quickly also helps you show more often.

PUT IT INTO ACTION

Your 30-day action checklist

Tick these off over the next month. Each one is small. Together they make you easier to find, easier to trust and quicker to book.

30 days

Week 1 — FOUNDATIONS

- [ ] Claim and verify your Google Business Profile
- [ ] Set Landscaper as your primary category
- [ ] Switch to a service area, hide your home address
- [ ] List every service you offer
- [ ] Gather VAT or company number, insurance and waste carrier details

Week 2 — GET VERIFIED AND FOUND

- [ ] Apply for Local Services Ads and Google Verified
- [ ] Choose only the job types you want
- [ ] Set opening hours you can answer
- [ ] Upload your best before and after photos
- [ ] Check your name, address and phone match everywhere

Week 3 — CONVERT MORE

- [ ] Put tap-to-call at the top of every page
- [ ] Add garden size and photos to your form
- [ ] Show insurance on the site
- [ ] Start asking every customer for a review
- [ ] Reply to every review you have

Week 4 — FOLLOW UP AND MEASURE

- [ ] Set up missed-call text back
- [ ] Start a lead log with source and outcome
- [ ] Add negative keywords to any Google Ads
- [ ] Post three times on Facebook and Instagram
- [ ] Work out your cost per booked job

Your numbers this month

ENQUIRIES	BOOKED JOBS	SPEND	COST PER BOOKED JOB

Stuck on any of these? Book a free 30-minute call and we will go through your list with you.

Book a free 30-minute call

DONE FOR YOU

How Unavoidable Marketing can help

If you would rather spend your time in the garden, we can do all of this for you. We are a UK-wide, Leeds-based agency working with trades across England, Scotland, Wales and Northern Ireland, and founder Andrew Heppinstall is on every strategy call.

Local Services Ads
Set-up, Google Verified checks and weekly running

Google Ads
Search and Performance Max, split by job type

Business Profile
Set-up, posts, photos and a review routine

SEO and AI search
Being found on Google, ChatGPT and Gemini

Websites
WordPress, you own it, typically built in 3 to 4 weeks

Social media
Organic management and Facebook, Instagram and TikTok ads

How we work

1. **Flat monthly fee**
   Quoted after a free call, based on what you need.
2. **Your ad spend, your card**
   Paid straight to Google or Meta, never marked up.
3. **No contract**
   Rolling 30-day terms. We keep you by results.
4. **Measured on booked jobs**
   Not clicks or likes. Clear monthly reports.

2012	390+	92%	40+
working with trades since	projects delivered	of clients come back	UK trade businesses we work with

Talk to Andrew, not a sales team.
Free 30-minute call. No obligation, no hard sell.

Book a free 30-minute call →

Unavoidable Marketing

READY WHEN YOU ARE

Let's fill your diary with the jobs you want.

Book a free 30-minute call with Andrew. We will look at how landscapers and gardeners in your area are winning work, where your enquiries come from now, and what to fix first.

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andrew@unavoidablem.com

unavoidablem.com

UK-wide, Leeds-based

Scan to book your free call

Book a free 30-minute call →

unavoidablecrm.com/book?co=2&service=1

ON THE CALL

1

Your area

Who shows up when local customers search for a landscaper, and why.

2

Your set-up

A look at your Google profile, any ads and your website.

3

Your plan

What to fix first, and a flat monthly fee if you want us to do it.

Working with trades since 2012

Flat monthly fee, quoted after a free call

No contract