

Royal Garden Case Study

Seeding for Growth

How a new digital presence increased customers by 120%

The Challenge

Royal Garden Lawn Maintenance only had a free, one-page Google Site. It looked unprofessional, lacked detail about services, and didn't give prospective customers an easy way to connect. The only option was to call, and call volume was low. As a result, growth had stalled and the business struggled to bring in enough new customers.



A Brand New Website

I built an entirely new website from scratch, handling design, copywriting, SEO, and user experience. Working directly with the owner, I transformed his notes about services into clear, customer-friendly content. I also curated all imagery—using a mix of stock photography and actual customer projects he shared—to create a professional, trustworthy look. Most importantly, I added a streamlined online estimate request form to make it simple for new leads to take action.



The Results

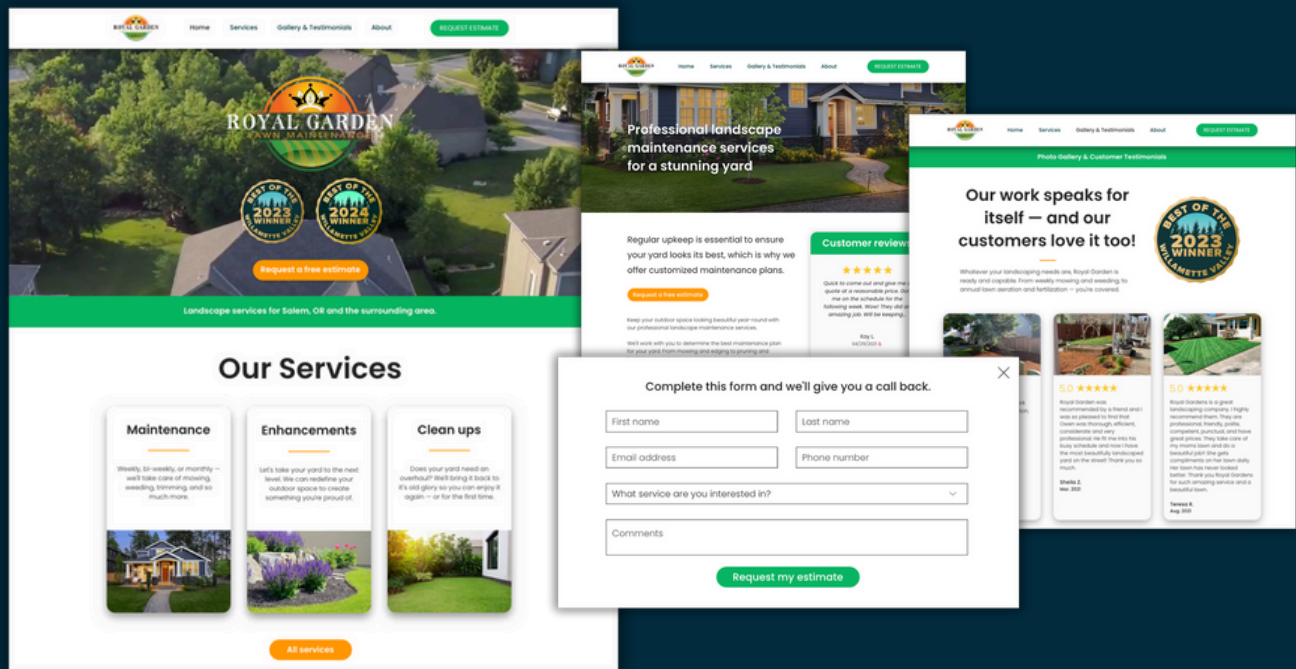
The impact was immediate. Within months of launch:

- Call and request volume grew by 120%
- RGLM's customer base expanded so quickly that the owner had to hire another employee (from 2 to 3 staff)
- The business is now consistently booked out, with a steady pipeline of new work

The website didn't just upgrade RGLM's digital presence—it unlocked real business growth.

THE ACTION

Building a Website Designed to Convert



A Full Digital Build

I created RGLM's first professional website from the ground up, handling design, copy, imagery, and SEO. Each page was written and structured to be clear, customer-focused, and conversion-ready.

Service Landing Pages

Every service got its own dedicated page. This **boosted local SEO** for search terms like “lawn aeration Salem” and gave RGLM permanent landing pages for future ad campaigns. Each page includes service details, strong visuals, and a call to action.

Built to Convert

The site prominently features a “Request Estimate” form, creating a frictionless way for prospects to take action. Clear navigation, professional imagery, and mobile optimization ensure the site converts visitors into paying customers.