

CASE STUDY REPORT

HOW WE INCREASED
GREENACE'S REVENUE BY
62% IN 6 MONTHS?



TABLE OF CONTENT

TABLE OF CONTENT	1
OVERVIEW	2
CHALLENGES	4
SOLUTIONS	5
RESULTS	7

OVERVIEW

GreenAce is a locally trusted landscaping company specializing in lawn maintenance, fertilization, drainage solutions, and custom outdoor living projects. Serving high-value residential neighborhoods, the company built a strong reputation through referrals and consistent service quality.



However, despite solid operational performance, growth had plateaued. Lead volume fluctuated seasonally, higher-margin services were underrepresented online, and digital visibility did not reflect the true scale or quality of their work.

GreenAce was not lacking demand. They were lacking digital alignment.

Their website messaging was broad rather than intent-driven. Their Google Business Profile showed activity but lacked structured proof. High-margin services such as patios and drainage were not positioned as authority offerings. As a result, inquiries often skewed toward lower-ticket lawn care jobs, creating margin pressure and unpredictable revenue cycles.

ACG partnered with GreenAce to transition them from fragmented marketing activity to a unified, performance-driven system designed to increase visibility in high-income neighborhoods, attract intent-aligned buyers, and convert attention into booked revenue.

The objective was not simply to generate more leads; it was to build market control.

OUR APPROACH

BUILDING MARKET CONTROL



GreenAce didn't need more marketing. They needed alignment.

We applied our framework to eliminate fragmented messaging, strengthen local authority, and reposition high-margin services.

Instead of increasing ad spend, we rebuilt their digital system to prioritize profitability; aligning website messaging, Google Business Profile signals, service areas, and proof of work into one cohesive growth engine.

The focus shifted from lead volume to revenue quality.

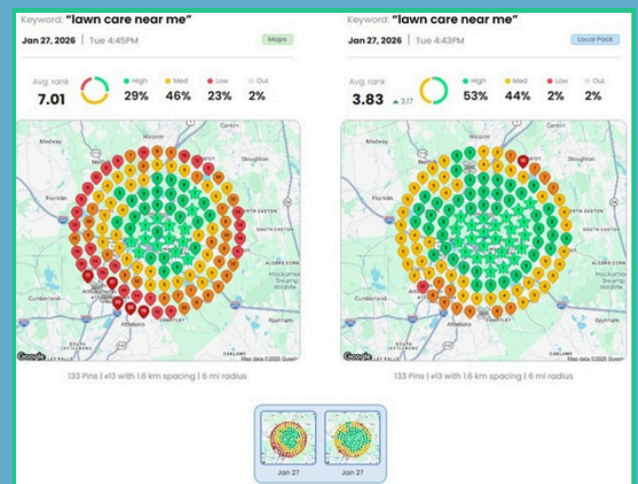
OUR COMPREHENSIVE SOLUTIONS

When we began working with GreenAce Lawn Care, their website and Google Business Profile were not fully aligned, which limited their visibility beyond the immediate area around their office.

We strengthened their digital foundation by aligning their website, service pages, and Google Business Profile around their core services and target neighborhoods. Dedicated pages were created for higher-margin services like patios, drainage, and hardscaping, while consistent proof signals such as project photos, localized posts, and customer reviews reinforced their activity across nearby areas.

As shown in the map visualization, GreenAce initially ranked strongly only close to their office. After implementing these changes, their Local SEO presence expanded significantly, allowing them to appear for searches like "lawn care near me" across a much wider radius.

The result was stronger local rankings, higher-quality leads, and more predictable growth.



CHALLENGES

Despite strong operational performance and a solid local reputation, GreenAce faced stalled growth and inconsistent revenue predictability. Their marketing activity existed but it lacked structure.

Misaligned Target Focus

Online positioning emphasized general lawn care rather than higher-margin services like patios and drainage, attracting price-sensitive inquiries.

Limited High- Value Visibility

Strong presence near their office, but weak rankings in high-income neighborhoods where larger projects were concentrated.

Inconsistent Traffic Quality

Leads increased during peak seasons but skewed toward smaller-ticket services, creating margin pressure.

Low Conversion Efficiency

No structured follow-up, objection handling, or decision-support content causing qualified leads to stall.

SOLUTIONS

We devised a comprehensive digital marketing strategy for GreenAce, which included SEO optimization, a targeted PPC campaign, and a revamp of their social media presence.

DIGITAL GROWTH STRATEGY

To break the revenue plateau, we replaced fragmented marketing efforts with a structured, profit-focused growth system.

Our approach focused on aligning visibility, authority, and conversion so GreenAce could attract higher-value projects in the neighborhoods that mattered most. Rather than simply increasing marketing activity, we refined the system behind it.

We aligned the website with the Google Business Profile, redesigned service pages around high-margin offerings, and strengthened local authority signals across their target service areas. At the same time, we implemented structured follow-up processes and proper revenue attribution so every lead and booked job could be measured.



The shift wasn't about doing more marketing, it was about doing the right marketing with greater precision. This transformed GreenAce's digital presence from reactive marketing into a controlled, scalable growth system.

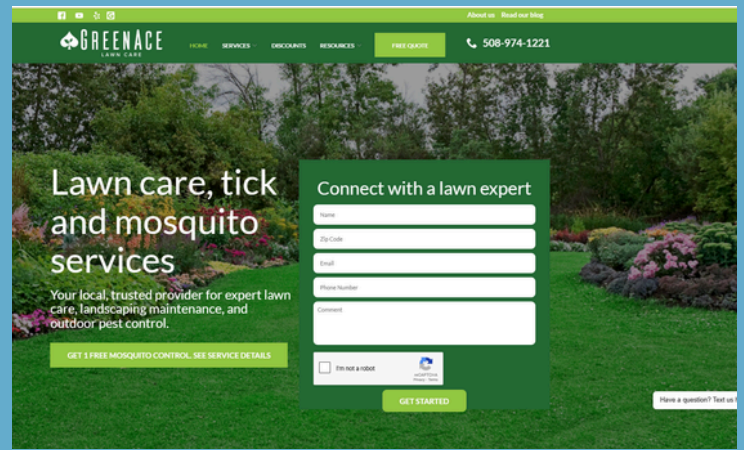
SEO OPTIMIZATION

We rebuilt GreenAce's search visibility around real customer intent instead of broad keywords. The website and Google Business Profile were aligned so search engines could clearly understand their services and service areas. We also created town-specific service pages for patios, drainage, and retaining walls while improving metadata and internal linking to strengthen relevance and authority. Structured review requests and localized proof signals further reinforced their presence in nearby neighborhoods.

TARGETED PPC

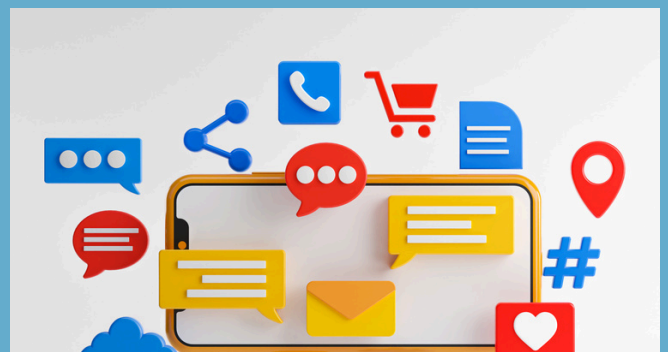
Rather than running broad campaigns, we focused paid traffic on high-intent services and higher-value jobs.

Campaigns were separated by service type, supported with dedicated landing pages, and optimized using real conversion data. Low-performing keywords were removed while cost per booked job became the primary metric. Paid traffic shifted from generating volume to producing measurable revenue.



SOCIAL MEDIA

Social media was repositioned as a credibility tool rather than just a promotional channel. Instead of generic posts, we focused on highlighting real projects completed in specific neighborhoods. Weekly project highlights, short behind-the-scenes content, and geo-referenced captions showed consistent activity and built trust with local homeowners. Reviews and customer feedback were also amplified across channels. This approach strengthened brand searches and helped prospects feel confident before reaching out.



RESULTS

Within 6 months of restructuring GreenAce's, measurable growth became consistent and predictable.

Revenue increased not from higher traffic alone but from better traffic, stronger authority, and improved conversion efficiency.

Website
traffic

+58%

Conversion
rate

+37%

Overall
Revenue

+62%

Growth became structured.
Lead quality improved.
Marketing became measurable.

Instead of chasing more jobs, GreenAce began attracting the right jobs.

THANK YOU!

Inspired by GreenAce's success story?

Get in touch with us to start your journey
toward outstanding results.

www.aryocg.com