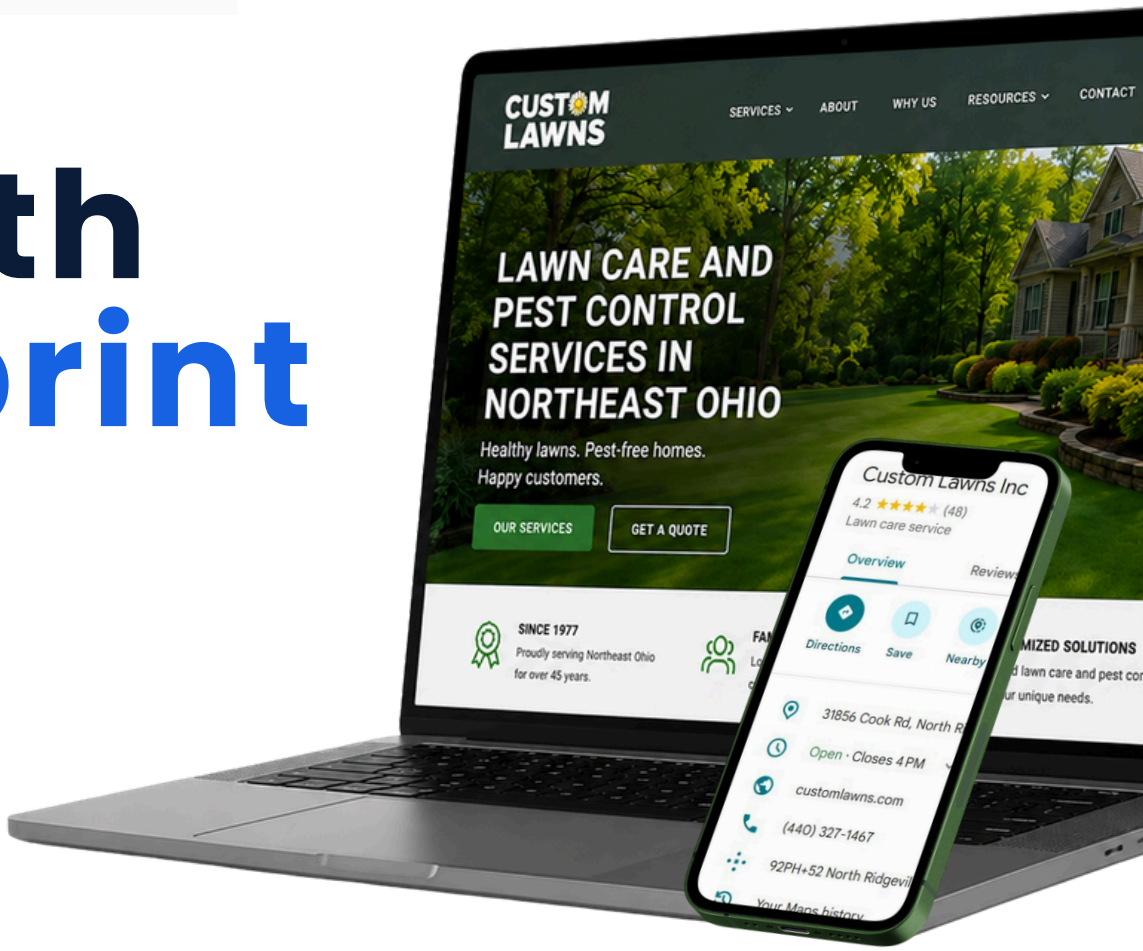
TURNER GROWTH MARKETING

> **You run your business.**
> We'll handle the marketing.

SAMPLE REPORT

Growth Blueprint



PREPARED FOR:
Custom Lawns

August 4th, 2026

PREPARED BY:
Lisa Turner

WELCOME

This Growth Blueprint highlights what's working, uncovers opportunities, and provides a clear roadmap to help your business attract more customers online.

Lisa

Lisa Turner
Turner Growth Marketing

LET'S GROW TOGETHER.

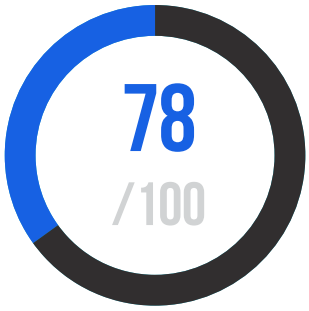
turnergrowthmarketing.com
lisa@turnergrowthmarketing.com
440-320-6545

TURNER GROWTH MARKETING

EXECUTIVE SUMMARY

Here's a snapshot of your current online presence, key opportunities, and a recommended plan to grow your business and increase customers.

MARKETING HEALTH SCORE



You're on the right track! With a few key improvements, we can unlock even greater growth potential.

AT A GLANCE

WEBSITE

75 /100

Solid foundation with opportunities to improve SEO, speed, and conversions.

GOOGLE BUSINESS PROFILE

72 /100

Good presence with opportunity to increase engagement and visibility.

REVIEWS & REPUTATION

85 /100

Great reviews! Continue building momentum and showcasing customer love.

SEO & VISIBILITY

70 /100

Ranking opportunities exist to drive more local traffic and leads.

BIGGEST STRENGTHS

Positive Online Reputation
Strong review ratings and customer feedback build trust and credibility

Established Website
Professional website that clearly communicates services

Service Offerings
Diverse range of services that meet customer needs across multiple areas

Local Presence
Well-positioned to serve your Northeast Ohio market

BIGGEST OPPORTUNITIES

Website Performance
Improve speed and mobile experience to reduce bounce rates

Google Business Engagement
More posts, photos, and updates can boost visibility and improve local rankings

Call-to-Action
Stronger, more prominent CTA's can turn more website visitors into customers

Local SEO Optimization
Optimize on-page SEO and local keywords to capture more high-intent searches

RECOMMENDED NEXT STEP

Focus on the opportunities above to improve your visibility, attract more customers, and grow your business.

WEBSITE OPTIMIZATION + GOOGLE BUSINESS MANAGEMENT

ESTIMATED IMPACT

HIGH IMPACT

Implementing these strategies can significantly increase your leads and customer growth.

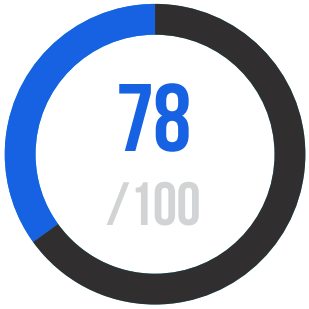
Sample Growth Blueprint | Scores and metrics are for illustrative purposes.

TURNER GROWTH MARKETING

WEBSITE REVIEW

Your website is often the first impression potential customers have of your business. Here is how your site is performing and how we can improve it.

WEBSITE SCORE



STRONG FOUNDATION

Your website is well-designed and clearly communicates your services, but a few improvements can increase conversions and lead generation.

YOUR WEBSITE SNAPSHOT



DESIGN & USER EXPERIENCE

85 /100

Clean, profesesional design. Easy to navigate

MOBILE FRIENDLINESS

88 /100

Mobile experience is good with minor spacing improvements.

CALLS-TO ACTION

72 /100

CTA's are present, but could be more prominent.

SITE SPEED & EXPERIENCE

78 /100

Good overall speed, but opportunities to improve load time.

BIGGEST STRENGTHS

Professional Design
Strong review ratings and customer feedback build trust and credibility

Clear Service Offerings
Professional website that clearly communicates services

Local Trust Signals
Diverse range of services that meet customer needs across multiple areas

Contact Options
Well-positioned to serve your Northeast Ohio market

BIGGEST OPPORTUNITIES

Stronger CTA's
Strong review ratings and customer feedback build trust and credibility

Improve Page Speeds
Professional website that clearly communicates services

Highlight Benefits
Diverse range of services that meet customer needs across multiple areas

Add Social Proof
Well-positioned to serve your Northeast Ohio market

RECOMMENDED NEXT STEP

Focus on website optimization and stronger calls-to-action in increase conversions and get more quote requests.

WEBSITE OPTIMIZATION + CONVERSION RATE IMPROVEMENT

ESTIMATED IMPACT

★★★★★

HIGH IMPACT

These improvements can significantly increase leads and customer growth

Sample Growth Blueprint | Scores and metrics are for illustrative purposes.

TURNER GROWTH MARKETING

BUSINESS PROFILE REVIEW

Your Google Business Profile is a powerful tool for local visibility. Here's how it is performing and what can make the biggest impact.

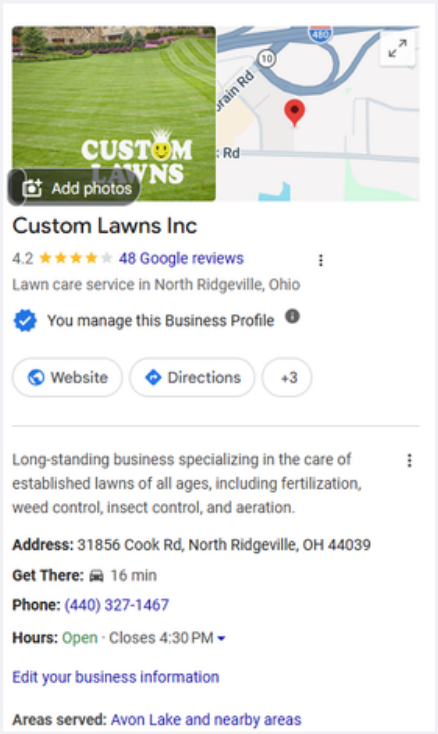
GBP SCORE

72 /100

GOOD FOUNDATION

Your profile is visible and has engagement, but there are several opportunities to improve and rank higher in local search results.

YOUR GOOGLE BUSINESS PROFILE



KEY GBP INSIGHTS

2,346 Profile views
Last 30 Days
↑ 18%

1,198 Searches
Last 30 Days
↑ 22%

186 Calls
Last 30 Days
↑ 10%

128 Total Reviews
Last 30 Days
4.8

High Visibility

You appear in 92% of relevant local searches

RELEVANCE

76 /100

How well your profile matches intent.

DISTANCE

80 /100

Proximity to the searcher.

PROMINENCE

69 /100

How well-known and trusted the business is.

ENGAGEMENT

71 /100

Customer actions and interactions.

BIGGEST STRENGTHS

Strong Review Ratings
High ratings show customers are happy with your service

Consistent NAP
Name, phone, and address are accurate and consistent

Active Review Responses
You're responding to reviews, which builds trust

Services Clearly Listed
Core services are listed and easy to understand

BIGGEST OPPORTUNITIES

Add More Photos
Add more before & after pictures to build trust and engagement

Post Regularly
Consistent posts can boost visibility and keep your profile active

Optimize Descriptions
Include more keywords and services areas in your business description

Add FAQ's
Answer common questions to help customers & improve engagement

RECOMMENDED NEXT STEP

Optimize your Google Business Profile to increase visibility, engagement, and drive more local leads.

ADD MORE PHOTOS + POST REGULARLY + OPTIMIZE DESCRIPTION & FAQS

ESTIMATED IMPACT

HIGH IMPACT

These optimzations can significantly improve local rankings, visibility, and customer actions.

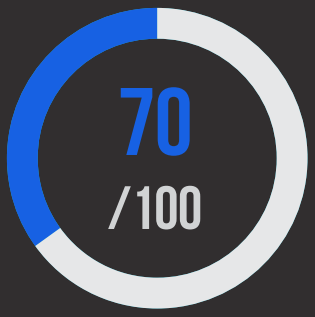
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TURNER GROWTH MARKETING

SEARCH VISIBILITY & SEO REVIEW

We analyzed how your business shows up in search results for the services your customers are looking for.

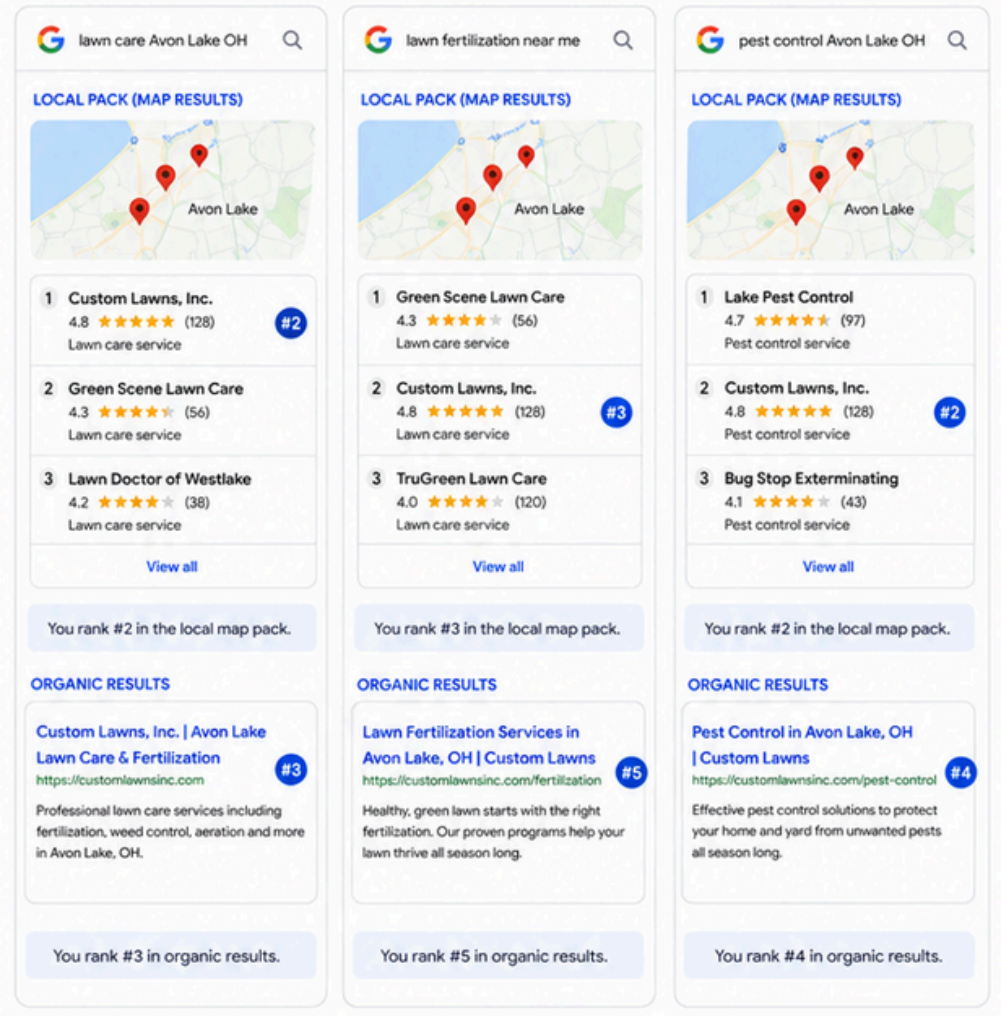
SEARCH VISIBILITY SCORE



GOOD OPPORTUNITY

Your business shows up in search results, but there are several opportunities to grow your ranking and capture more qualified traffic.

WHERE YOUR BUSINESS SHOWS UP



BIGGEST STRENGTHS

Appear in Local Map Pack
Great job! You're visible where it matters for local customers.

Indexed and Showing in Organic Searches
This is the foundation for continued SEO growth.

Strong Local Relevance
Your proximity and location signals are helping you rank for local searches.

BIGGEST OPPORTUNITIES

Improve Rankings for High-Value Service Keywords
Target keywords where you rank on page 2 or lower.

Create or Optimize Service-Specific Content
More optimized pages = more chances to rank and get found.

Strengthen Local Signal & Authority
Consistent citations, more reviews, and local links can boost rankings

RECOMMENDED NEXT STEP

Focus on website optimization and stronger calls-to-action in increase conversions and get more quote requests.

KEYWORD OPTIMIZATION + CONTENT IMPROVEMENT + LOCAL SEO STRENGTHENING

ESTIMATED IMPACT

HIGH IMPACT

These improvements can significantly increase your search visibility, website traffic, and qualified leads.

Sample Growth Blueprint | Scores and metrics are for illustrative purposes.

TURNER GROWTH MARKETING

YOUR GROWTH PLAN
& RECOMMENDED PARTNERSHIP

A clean plan to improve your online presence, attract more customers, and help your business grow--while you focus on what you do best.

> Strategic Marketing.
> Real Results.
> A True Partner.

90-DAY GROWTH PLAN

01 DAYS 1-30 BUILD THE FOUNDATION

Make key website updates
Improve speed, mobile experience, and strengthen key service pages

Optimize Google Business Profile
Update business information, add photos, publish initial posts, and improve service details.

Set Up Tracking & Reporting
Establish performance tracking to monitor progress and identify opportunities.

Implement Priority SEO Fixes
Optimize page titles, meta descriptions, and important on-page elements.

02 DAYS 31-60 BUILD VISIBILITY

Create & Publish Content
Develop blog posts, service pages, or seasonal content that targets customer searches.

Increase GBP Activity
Publish regular updates, add photos, and highlight relevant services.

Strengthen Review Strategy
Encourage customer reviews and respond to feedback to build trust.

Improve Local Search Presence
Target high-value local keywords and strengthen your visibility in nearby service areas.

01 DAY 61-90 DRIVE MOMENTUM

Launch Seasonal Marketing Promo
Develop a targeted promotion using website updates, GBP posts, and social media content to highlight key services.

Improve Website Conversions
Refine calls to action, contact forms, and service page messaging to encourage more visitors to request estimates.

Strengthen Local SEO & Content
Continue optimizing existing pages and creating search-focused content to attract customers in targeted service areas.

Review Results & Plan Ahead
Evaluate website traffic, GBP performance, and customer engagement to identify priorities for the next 90 days.

WE RECOMMEND

GROWTH PLUS

This package gives you the right mix of strategy, implementation, and ongoing support to improve your visibility, attract more customers, and keep your marketing consistent.

WHAT'S INCLUDED

- Website Optimization & Updates
- Google Business Profile Management
- 1 SEO Content Piece/Month
- 2 Social Media Posts/Month
- 2 Flexible Marketing Project Hours/Mth
- Quarterly Strategy Meetings

WHY GROWTH PLUS?

Your business already has a strong foundation. The biggest opportunity isn't starting over--it's consistently optimizing your online presence and keeping your marketing active. We'll handle the marketing, so you can focus on running your business.

READY TO GROW TOGETHER?

Let's take your online presence to the next level.

Lisa

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