



# **Paid Ads: The Fuel For Stronger Growth**

A straightforward guide for landscapers  
who want more calls, more visibility  
and predictable lead flow.



## Why Leads Feel Unpredictable

If you've ever had weeks when the phone won't stop ringing... followed by weeks when everything goes quiet, you're not alone. Most landscapers struggle with inconsistent leads, even when they have a well-designed website or strong online reviews.

This usually happens because marketing channels are treated as separate. People often think that SEO is one thing, Google Ads is another, and Local Service Ads are something entirely different.

But homeowners don't see these separately. To them, you're either visible or invisible. You either show up where they're looking... or you don't.

This guide explains how paid ads and organic search work together, why using both creates more steady work, and why choosing between them causes most landscapers to lose jobs without knowing it.

## The Real Problem: It's Not "Paid vs. Organic"

Many landscapers ask, "Should I invest in SEO or ads?" That question creates the problem.

Paid ads and organic search aren't fighting each other. They actually make each other stronger. When only one is running, your visibility becomes inconsistent. When both run together, you show up more often, homeowners recognize your name, and you get more calls overall.

Landscapers who treat ads and SEO like separate strategies end up with unpredictable leads and big swings in traffic. Landscapers who run them together stay visible in more places, build trust faster, and fill their schedules more reliably.

## What Google's Data Shows

Google tested what happens when companies turn off their ads. The overwhelming result was this: when ads stop, total traffic drops, even for websites with strong SEO.

In fact, the majority of clicks that ads were generating did not transfer over to organic search. Meaning: if people don't see your ad, most of them disappear. They don't automatically find you through SEO.

SEO matters. But it can't always replace the extra visibility that ads bring.

## How Homeowners Shop for Landscape Companies

Here's the part most landscapers don't realize: people rarely hire after one Google search. A typical homeowner might:

1. Search "landscaper near me"
2. Notice your ad at the top
3. Scroll around to compare a few companies
4. Get distracted, leave, or think about it
5. Come back days or weeks later
6. Search your business name specifically
7. Finally reach out

Your reports will count this as "organic" or "direct," but the truth is your paid ad was the first touch that made them remember you.

This is why ads and SEO work best together. One introduces you. The other brings them back when they're ready.

## Why Showing Up Twice Builds Trust

Homeowners trust businesses they see more often. When you appear both as a paid ad AND an organic search result, you instantly look more established and reliable.

Research shows that when a paid ad and an organic result appear together, the organic listing can get up to 50% more clicks. Why? Because people recognize the name and feel safer choosing it.

Think of it this way: if they see your name twice, and your competitor only once, you're automatically in the lead.

## Why Ads Often Boost Your Organic Traffic

**Even when someone doesn't click your ad, the impression still works. This happens all the time:**

A homeowner sees your ad, scrolls past it, and keeps browsing. Later, when they're actually ready, they search your business name directly.

Your analytics counts that as organic or direct traffic. But the ad created the familiarity that brought them back.

**This is called the halo effect. It explains why companies often see increases in:**

- Organic traffic
- Direct visits
- Branded searches (people searching for your business name)
- Overall calls and leads

Even if paid clicks don't skyrocket, the visibility itself drives more business.

## Case Study: What Happens When You Use Both

A landscaping company came to us because their traffic felt stagnant, their calls were inconsistent, and competitors were appearing higher in Google search results.

**Instead of choosing one method, they used all three:**

- Google Ads
- Local Service Ads
- Ongoing SEO

The goal was simple: show up everywhere a homeowner might look.

**The results:**

- 130% more organic traffic
- 111% more phone calls
- More homeowners searching their business name
- A steadier flow of leads week after week

Nothing “magical” changed about their website. They just finally appeared in more spots at the same time.

## Why Some Reports are Misleading

Marketing platforms make it look like every lead fits neatly into a category:

- Paid
- Organic
- Direct

But that’s not how humans behave. If someone sees your ad today and searches for you tomorrow, the report gives credit to “organic.” If someone remembers your truck wrap, your ad, AND a neighbour’s recommendation, the tracking tool can’t connect that story.

In short, paid ads often influence organic traffic, but your reports can’t show that.

This is why ads sometimes look like they’re underperforming, when in reality they’re quietly increasing the effectiveness of everything else you’re doing.

## What You Should Track Instead

To really understand whether your ads and SEO are working together, focus on these metrics:

- Branded searches: people typing your company name into Google
- Direct visits: people entering your URL directly
- Organic conversions during ad campaigns
- Total search page visibility

These indicators show the impact of ads AND SEO together, not just one channel at a time.

When branded searches go up, it's a strong sign people are starting to seek you specifically.

## Turning Insight Into Action

Here's the simple truth: landscaping jobs are not impulse decisions. Homeowners need to see your name a few times before they feel comfortable reaching out.

Paid ads help you get noticed fast. SEO makes you visible all season long. Together, they make you memorable. This combination builds:

- More trust
- More recognition
- More total visibility
- More steady calls
- Fewer slow weeks

The landscapers winning their market aren't asking "Which is better?" They're asking, "How do I make both work together?"

## The 6 Big Takeaways

1. Ads and SEO work better together than alone. The combination increases trust and visibility.
2. Paid ads often lift organic traffic. Many “organic” visits start with an ad impression.
3. Showing up twice builds credibility. Paid + organic makes you look established.
4. Visibility wins jobs. The more places you appear, the fewer openings for competitors.
5. Reports don’t tell the full story. They miss how often ads influence organic visits.
6. Homeowners need multiple touchpoints. Seeing your name several times creates confidence.

## Your Next Step

If you want steady lead flow, stronger visibility, and a schedule that stays full, the path is simple: run paid ads and SEO together. The more places your name appears, the more likely homeowners are to choose you.

This is how landscapers build predictable growth, not by picking one strategy, but by using both in a way that works with how homeowners actually make decisions.

If you want more consistent leads, stronger visibility, and a schedule that stays full, you need a marketing plan built specifically for the landscaping industry.

We’ve helped hundreds of landscapers break through stagnant growth with a focused Landscape Marketing Action Plan. Let’s build yours.



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