START HERE

Your first 90 days

A practical, printable action plan for new and growing UK landscaping businesses. Work through it at your own pace.

Get clear on the business you want to build

- [ ] Choose your two or three priority services (e.g. fencing, patios or regular garden maintenance).
- [ ] Define a realistic service area. Include travel time when deciding which jobs to accept.
- [ ] Decide what a good enquiry looks like: type of work, budget, location and timing.

Business name / start date

Priority services

Target towns / service area

Monthly marketing budget (£)

90-day goal (e.g. qualified enquiries or jobs won)

> 90 days is a plan, not a guarantee. Results depend on demand, competition, your budget, availability and the quality of your work. Use actual figures, not wishful thinking.

DAYS 1–14

Build your foundations

Make it easy for local customers to discover your business, understand what you do and get in touch.

Week 1 / Business identity and Google

- [ ] Choose a consistent business name, phone number and professional email address.
- [ ] Create or claim your Google Business Profile and complete the verification steps.
- [ ] Choose accurate categories and service areas. Hide your address if customers do not visit your premises.
- [ ] Add accurate hours, services, contact details and genuine photographs of your work.

Week 2 / Website and enquiry process

- [ ] Publish a simple mobile-friendly website with services, areas covered, experience and contact details.
- [ ] Use genuine photographs with permission; clearly distinguish past employment experience from your own business projects.
- [ ] Add a clear quote request form; test it and your phone links on mobile.
- [ ] Add appropriate privacy information, insurance details and genuine accreditations where relevant.
- [ ] Create a simple enquiry log and decide when you will respond to new enquiries.

One foundation task I still need to finish

DAYS 15–30

Find your first customers

Start with local, low-cost opportunities. Build relationships rather than buying a mountain of leads.

Week 3 / Local visibility

- [ ] Tell friends, family and trusted contacts what you do and which areas you cover.
- [ ] Introduce yourself to complementary trades, garden designers and relevant local suppliers.
- [ ] Find suitable local Facebook or community groups; follow their rules and post useful updates, not spam.
- [ ] Prepare a small batch of leaflets or business cards; respect local restrictions and household preferences.

Week 4 / Enquiries and first jobs

- [ ] Ask prospects about location, scope, timing and budget before booking a site visit.
- [ ] Prepare clear written quotes and agree the scope and payment terms.
- [ ] Follow up open quotations politely and record the outcome.
- [ ] For every job, ask permission to take before, during and after photographs.
- [ ] Ask completed customers for honest feedback; never offer incentives for Google reviews.

Three local contacts or partners to approach

My first customer acquisition activity

DAYS 31–60

Build trust and visibility

Turn real work into evidence that helps future customers understand the quality and value of your service.

Weeks 5–6 / One project, multiple opportunities

- [ ] Create a case study: original problem, agreed scope, key stages, materials and finished result.
- [ ] Add genuine photos to your website and Google Business Profile, with customer permission.
- [ ] Share a useful before-and-after post on your social channels.
- [ ] Ask all eligible completed customers for honest reviews; reply professionally.
- [ ] Invite satisfied customers to recommend you to neighbours or friends.

Weeks 7–8 / Local search

- [ ] Add or improve a page for each important service you genuinely offer.
- [ ] Explain the real areas you cover; avoid thin, duplicated town pages or fake locations.
- [ ] Check your business information is consistent across your website and relevant listings.
- [ ] Set up Google Search Console and monitor impressions, clicks and relevant queries.
- [ ] Review which enquiries match the services you actually want to win.

My next case study / service page

DAYS 61–90

Improve and repeat

Build a marketing routine that fits around the work, and spend only where you can measure the return.

Weeks 9–10 / Test one channel

- [ ] Review your enquiry log: which sources produced qualified enquiries, quotes and jobs?
- [ ] Choose one paid channel only if you can afford a test and have capacity to respond.
- [ ] Set a spending cap and a clear success measure; check directory terms and lead-sharing arrangements.
- [ ] For Google Ads, target suitable services and locations, exclude irrelevant searches and test enquiry tracking.
- [ ] For social advertising, test genuine project photos and a clear local offer; track qualified enquiries.

Weeks 11–12 and final six days / Review

- [ ] Follow up outstanding quotations and record reasons for lost jobs where known.
- [ ] Compare marketing spend with customers won and estimated gross profit, not just turnover.
- [ ] Keep the channels that show promise; stop or revise those that waste money.
- [ ] Schedule a weekly marketing slot for reviews, case studies, enquiries and tracking.
- [ ] Set the next 90-day objective and choose the services and areas to prioritise.

My next test / spend cap / success measure

REVIEW & REPEAT

Your marketing scorecard

Record actual results each month. A full diary is useful only if the jobs make commercial sense.

Measure	Month 1	Month 2	Month 3
Marketing spend (£)			
Total enquiries			
Qualified enquiries			
Quotes sent			
New customers won			
Revenue from won work (£)			
Estimated gross profit (£)			
Cost per new customer (£)			

Cost per new customer = marketing spend / new customers won. If none are won, record N/A. Compare the same period and track customer source; delayed conversions can affect monthly results.

Best-performing channel / why

One thing to change next month

> Ready to put your landscaping business online? Toolbelt Websites builds and manages websites for UK landscapers. Visit the link in the footer to learn more.

General business guidance. No results guaranteed. Google and marketing rules can change; check official Google Business Profile and ICO guidance. Edition: November 2026.