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Small Business Web Design: Tips for Your Landscaping Business Website

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by Pam Haskell on September 13, 2018

There are more than [90,000 landscaping businesses](#) in the United States. So as an owner of a landscaping company, you've got a lot of competition! You want to do everything possible to stand out.

One key way to do this is through your website. It's essential that your website be as professional and effective as possible.

For that reason, we've put together this guide featuring tips for your small business web design that will help you improve your company's website.

Check out our ideas below!

Think About Your Hero Image

The first thing people see when they come to your site is your hero image. This is the main image on your homepage.

And since people process [images much faster](#) than text, this is the first thing people will notice. So make sure your hero image clearly communicates what you do.

In the landscaping industry, you're fortunate to have great imagery. People love to see beautiful backyards perfectly landscaped. Feature some of your best work here!

Whether it's a perfectly manicured yard, a beautiful patio, and fire pit, or grove of trees in a backyard, this is a great way to catch your visitors' attention.

Just make sure it's a high-quality image. If you don't have one of your own, consider using a stock image. There are lots of resources online for this.

Decide on Your Fonts

In web design, it's tempting to use over the top fonts that are visually appealing But this is often a mistake.

Remember that people come to your website to gather information. They are here to learn more about your company, but if they have a hard time reading your text, your website is pointless.

Instead, keep your body font simple. It's okay to use something more decorative for your hero image text and headers, but don't overdo it with your body copy. Use a serif or sans serif that's easy to read.

Also, don't use too many fonts on your site. This can be distracting and make your site feel cluttered. Instead, limit yourself to only using two or three fonts total.

Utilize Social Proof

It's also important to include social proof throughout your website. This is when someone other than yourself backs you up, including customers or other companies.

The most common type of social proof is customer testimonials. Reach out to your past satisfied clients and ask for a short testimonial about their experience working with your business.

If they're okay with it, also include their picture. This makes it seem much more legitimate.

Another great way to utilize social proof is by including professional associations or well-known companies you've worked with. For example, if you've done commercial landscaping for a big company in the area, consider including their logo.

Are you a part of any professional associations like the ICPI or NALP? If so, include these as well. If you're a part of the local chamber of commerce, use their logo too.

Lastly, include any awards you've received. If you're well recommended on Yelp or Angie's List, include this too. Also, include any other awards you've gotten from consumer organizations or the local media.

When you include social proof, you're making your company more credible. That's because it's not just you talking about yourself--you have trustworthy outside sources saying that you're a reputable organization.

And that's priceless in the eyes of potential clients!

Optimize Your Forms for Small Business Web Design Success

Next, let's talk about your forms. Almost every small business utilizes forms in some way on their site.

Whether you're gathering email addresses for your newsletter, having people fill out a contact form, or getting contact information as a part of a quote request, your forms should be straightforward and easy to fill out.

If they're not, you will lose business. It's that simple!

To make your forms work seamlessly, don't ask for too much information. If you only need their name and phone number, don't make them enter their address, for example.

If it would be beneficial but not totally necessary to have that additional information, it's okay to include it. But don't make it a required field. Let it be optional for better conversion rates.

Also, think about form layout and do some tests. Do your forms do better when all the fields are stacked vertically? Or maybe they convert at a higher rate when the fields are horizontally placed in a row?

Little things like this may seem unimportant, but when you're trying to generate leads, it's important to think about every last detail.

Don't Forget About Your Footer

Last but not least, it's time to talk about your footer. This is an item that's often seen as an afterthought, but if you do it right, it can be super useful.

Your footer can include lots of different information, including:

- Contact information like your phone number and email
- A map showcasing your company's location
- Social media links to your main accounts
- A contact form for an easy way to ask questions

And that's just the standard stuff. Depending on your goals, you could include links to online review sites, a navigational menu, or a little paragraph summarizing who you are.

Final Thoughts

There you have it: our tips for successful small business web design. Take a look at your site and see how you could improve it with these ideas. And if you're just starting from scratch, be sure to incorporate these concepts in your website.

Looking for help with your landscape business marketing? We're here to assist you! Schedule a complimentary consultation with us today.

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