

THE LANDSCAPING WEBSITE FIELD GUIDE

What Your Landscaping Website **Actually Needs**

A practical checklist and blueprint for a website that shows the quality of your work, attracts the right projects, gets found in search and turns visitors into quote requests.



50+	8	1
website essentials to check	core jobs your site should do	blueprint you can hand to a designer

Use it to audit your current site, plan a rebuild or brief a web designer.

01 THE MASTER CHECKLIST

Start here: what should a landscaping website actually have?

Landscaping is unusually visual, but a strong site needs more than a beautiful gallery. It also needs clear services, useful project information, trust, search structure and a quote path that helps qualify the enquiry.

☐ Homepage with a clear quote CTA	☐ Preferred timing field
☐ Landscape design page	☐ Photo / plan upload
☐ Landscape construction page	☐ Consultation booking
☐ Garden design page	☐ CRM connection
☐ Paving / hardscaping page	☐ Email follow-up
☐ Retaining walls page	☐ Google Business Profile link
☐ Decking / outdoor living page	☐ Analytics
☐ Turf / lawn page	☐ Google Search Console
☐ Irrigation page	☐ Conversion tracking
☐ Maintenance page if offered	☐ Service-specific page titles and metadata
☐ Commercial landscaping page if relevant	☐ Internal links
☐ About page	☐ Related projects
☐ Team / designer profiles	☐ Related articles
☐ Project portfolio	☐ Project image alt text
☐ Individual project case studies	☐ Project captions
☐ Before-and-after gallery	☐ Fast image loading
☐ Filtered project gallery	☐ Mobile image galleries
☐ Reviews and testimonials	☐ FAQ on major services
☐ Awards / memberships / licences where relevant	☐ Blog / advice hub
☐ Service area information	☐ Plant / material guides where useful
☐ Contact / quote page	☐ Process timeline
☐ Tap-to-call on mobile	☐ Downloadable planning checklist
☐ Structured quote form	☐ Privacy and consent
☐ Project-type field	☐ Backups and security
☐ Budget-range field	☐ Easy editing
☐ Location / postcode field	☐ Reusable project templates

The photos get attention. The structure turns that attention into the right enquiry.

02 THE EIGHT JOBS

A strong landscaping website has eight jobs.

1. Show the transformation Real completed projects, strong photography and before-and-after views should make the quality of the work obvious.	2. Attract the right projects The site should make clear which services, project types and budgets are a good fit.
3. Explain what you do Landscape design, construction, paving, retaining walls, planting and maintenance should not blur into one generic list.	4. Build trust Reviews, process, team, qualifications, project detail and real job photos reduce uncertainty.
5. Make quoting easier A structured form can collect location, project type, timing, budget and photos before the first call.	6. Support Google visibility Service pages, project pages, useful articles and strong local signals give search engines more context.
7. Work beautifully on mobile Project images need to look excellent without making the phone experience slow or awkward.	8. Grow with the business New projects, services, areas and resources should be easy to add without rebuilding the site.

A landscaping website should let the work sell - then make the next step easy.

03 THE PAGE PLAN

The pages you would want in the plan.

Home Best work, clear positioning, services, proof, featured projects, process and quote CTA.	Landscape Design Design approach, consultation process, plans, planting, examples, FAQs and related projects.
Landscape Construction Construction capabilities, project types, materials, process, proof and quote path.	Paving + Hardscaping Dedicated information and examples for paving, paths, patios and hard landscape work.
Retaining Walls Materials, project examples, process, FAQs and relevant proof.	Decking + Outdoor Living Decks, pergolas, entertaining areas, outdoor kitchens or other relevant services.
Turf + Irrigation Useful where lawns, irrigation or water systems are meaningful services.	Maintenance Ongoing garden or commercial maintenance where this is part of the business model.
Portfolio A visual index of completed work, ideally filterable by project or service type.	Project Case Studies Individual projects with brief, challenge, solution, materials, photos and outcome.
About / Team Who is behind the work, design philosophy, experience and relevant credentials.	Contact / Quote A structured path that collects enough information to decide what happens next.

04 HOMEPAGE BLUEPRINT

A homepage structure you can hand to a designer.

The homepage should feel visual immediately, but it still needs a clear sequence. The visitor should see the work, understand the offer and know how to start a project.

1 HERO + BEST PROJECT IMAGE
2 REVIEWS + TRUST
3 SERVICES / PROJECT TYPES
4 FEATURED PROJECTS
5 HOW THE PROJECT WORKS
6 BEFORE + AFTER
7 SERVICE AREA + RESOURCES
8 REQUEST A QUOTE

Lead with the work Use a genuinely strong completed project, not generic garden stock photography.	Show proof early Reviews, years of experience, awards or other credible signals should support the visual impression.	Create service paths Let visitors move quickly to landscape design, construction, paving, maintenance or other priority work.
Feature real projects A small number of excellent case studies usually says more than a huge unstructured image dump.	Explain the process Consultation, design, quote, construction and completion can be shown as a simple sequence.	Make quoting obvious The final action should feel like the natural next step, not a demand for commitment.

05 THE PORTFOLIO IS A SALES TOOL

Do more than upload a gallery of pretty photos.

A good landscaping project page gives the images context. It helps a potential client understand the type of work, the thinking behind it and whether the business handles projects like theirs.

Project name + location Give the project a real identity and enough geographic context to be useful.	The brief What did the client want from the space?
The challenge Slope, drainage, access, privacy, soil, existing structures or another real constraint.	The solution Explain the design or construction response in plain English.
Services involved Design, planting, paving, retaining, turf, irrigation, lighting or other relevant work.	Materials + planting Name important materials, finishes and plant choices where useful.
Before + after Show the transformation when the comparison genuinely tells the story.	Finished photography Use a strong sequence: wide views, details, materials and how the space is used.
Related projects Help the visitor continue through similar work.	Quote CTA A project page should still provide an obvious next step.

Every finished job can become proof, search content and a sales asset at the same time.

06 THE QUOTE REQUEST

Help qualify the project before the first phone call.

Landscaping enquiries can vary enormously. A useful quote form can collect enough context to separate a serious project from a vague request without turning the form into an interrogation.

Contact details Name, email and phone.	Project location Suburb or postcode helps establish whether the job is in the service area.
Project type Design, full landscape, paving, retaining, planting, maintenance or another relevant category.	Project description A short free-text field lets the client explain what they have in mind.
Budget range Useful for businesses where project fit depends heavily on scope and investment.	Timing Ask when they hope to start or whether timing is flexible.
Photos / plans Let people upload existing-site photos, sketches or plans when that helps qualification.	Preferred next step Phone call, site visit, design consultation or another suitable option.

The form should save time for both sides. Ask for information you will actually use.

07 SEARCH + CONTENT

Give Google more than a homepage and a gallery.

Current Australian landscaping web-design results consistently emphasise dedicated service pages, project galleries, quote paths, mobile performance and local search signals. The opportunity is to go further with genuinely useful project and educational content.

Dedicated service pages Landscape design, paving, retaining walls and other important services deserve enough content to stand on their own.	Project case studies Real projects naturally combine service, location, images, materials and expertise.
Useful advice Topics such as planning a landscape project, choosing materials, drainage, planting or preparing for a consultation can support research-stage visitors.	Internal links Connect service pages to relevant projects and advice rather than leaving each page isolated.
Google Business Profile For businesses serving a defined area, the website and business profile should reinforce consistent business and service information.	Search Console Use actual search-query data to find pages and topics worth improving.
Image optimisation Large project photography needs compression, responsive sizing, useful filenames and appropriate alt text.	Conversion tracking Know which pages and actions lead to quote requests instead of judging the site by traffic alone.

A great project can do more than sit in a gallery. It can become a case study, a search result, a social post and proof on a service page.

08 CONTENT WORTH PUBLISHING

The finished projects can feed the content system.

Project walkthroughs Explain the brief, design decisions, materials, planting and finished result.	Before-and-after stories Show the problem and the transformation rather than posting two unexplained images.
Material guides Paving, decking, retaining-wall materials, edging or other choices clients regularly ask about.	Planting guides Useful where the business has genuine horticultural or design expertise.
Planning guides What to prepare before meeting a landscape designer; what affects landscape project cost; what happens during construction.	Service comparisons Explain the difference between landscape design, landscape construction, garden design and maintenance where customers confuse them.
Video walkthroughs Walk through a finished garden or explain a project while the visuals do the heavy lifting.	FAQ articles Turn recurring client questions into useful pages that can be linked from service pages.

The best content is often already sitting in completed jobs, client questions and the team's own expertise.

09 THE RIGHT TECH STACK

Your landscaping website is vital to your business. That's why you need to make sure you use the right tech stack for your website.

A landscaping site puts unusual pressure on photography, galleries and project publishing. The stack needs to handle those well while still supporting forms, search content, mobile performance and future additions.

Content management New projects, photos, services and articles should be easy to publish in a consistent structure.	Image system Responsive images, compression, galleries, lightboxes and before-and-after displays matter more here than on many service websites.
Reusable project templates Every case study should not need to be designed again from scratch.	Forms + uploads Quote forms should be able to collect project details and photos when useful.
Analytics + Search Console Measurement should be built in so future improvements can use evidence.	Integrations Booking, CRM, email follow-up, review systems or other tools can be added when the business needs them.

The platform should make it easy to publish the next great project, not turn it into a web-development job.

10 THE WEBSITE TOOLKIT

The right building blocks make a visual site much easier to build well.

These are examples of components that can be useful on a landscaping website. They do not all belong on every site.

☐ Before-and-after slider	☐ Tabs	☐ Related articles
☐ Masonry gallery	☐ Comparison tables	☐ Team profiles
☐ Filtered project gallery	☐ Maps	☐ Downloadable guides
☐ Project cards	☐ Service-area content	☐ Popups / modals
☐ Image carousel	☐ Multi-step forms	☐ Off-canvas panels
☐ Lightbox	☐ File upload	☐ Reusable CTA blocks
☐ Full-screen photography	☐ Budget selector	☐ Project templates
☐ Video	☐ Date / timing fields	☐ Image captions
☐ Testimonials	☐ Consent fields	☐ Breadcrumbs
☐ Review cards	☐ Sticky mobile CTA	☐ Site search
☐ Process timeline	☐ Blog grid	☐ Social links
☐ FAQ accordions	☐ Related projects	☐ Analytics events

A deep toolkit matters because the best way to present a project, explain a process or qualify an enquiry will not always be plain text and a button.

11 BEFORE YOU HIRE A WEB DESIGNER

12 questions worth asking before you sign.

A landscaper should not need to understand the technical answer. The designer should be able to explain why the answer matters to the business.

- ☐ How will my project photography be handled so the site stays fast?
- ☐ Can I add new projects without redesigning a page each time?
- ☐ Can the portfolio be filtered by project type or service?
- ☐ Can project pages link back to the services used on that job?
- ☐ Can we show before-and-after comparisons properly?
- ☐ Can quote forms accept photos or plans?
- ☐ Can the form ask budget, timing and project type without becoming painful to use?
- ☐ How will the website support Google Business Profile and local search?
- ☐ Can new service pages and articles be added later?
- ☐ How will enquiries and conversions be tracked?
- ☐ Will I own the website, content, domain and leads?
- ☐ Who handles backups, security and ongoing updates?

The strongest landscaping sites treat the portfolio, search structure and enquiry system as one connected job.

12 SCORE YOUR CURRENT WEBSITE

How many of these can you tick today?

☐ The first screen shows real work and a clear quote action.	☐ Visitors can upload photos or plans where useful.
☐ The site clearly explains the main services.	☐ The site makes the service area clear.
☐ Important services have their own pages.	☐ Phone and quote actions are easy to use on mobile.
☐ The best completed projects have individual case-study pages.	☐ FAQs appear on major service pages.
☐ Project pages explain more than the finished appearance.	☐ Articles or guides answer real client questions.
☐ Before-and-after images are used where they tell a useful story.	☐ Projects link to related services.
☐ Photography is sharp but still loads quickly.	☐ Services link to relevant projects.
☐ The portfolio works properly on mobile.	☐ Google Business Profile information is consistent with the website.
☐ Visitors can filter or find relevant project types where useful.	☐ Search Console is connected.
☐ Reviews and proof appear near important decisions.	☐ Quote conversions are tracked.
☐ The business and team feel real and identifiable.	☐ New projects can be published without rebuilding layouts.
☐ The project process is explained clearly.	☐ Backups, updates and security have an owner.
☐ The quote form asks enough to understand the job.	

21-25	Strong foundation	Focus on better projects, content, measurement and refinement.
15-20	Good, with gaps	There are clear opportunities to improve how the site sells and qualifies work.
8-14	Mostly a portfolio	The work may look good, but the site is probably missing structure, search depth or a strong enquiry path.
0-7	Major opportunity	A rebuild or substantial restructure may create a much stronger sales asset.

13 THE BUILD PRINCIPLE

The website should make the work easier to choose.

A landscaping website has a huge advantage: the finished work can be shown. The job of the website is to present that work properly, explain the services behind it and turn interest into the right kind of enquiry.

Lead with real projects Strong photography is evidence. Give it enough space to work.	Add context Explain the brief, constraints, solution, materials and services behind the finished result.
Create clear service paths Do not make visitors decode one giant list of everything the business can do.	Qualify enquiries Collect the information that helps decide whether a project is a good fit.
Publish completed work Every good project should make the website stronger after launch.	Measure and improve Use search and enquiry data to decide what deserves attention next.

Use this as your landscaping website brief.

Go through the checklist with your team or web designer. Mark what you already have, what is missing and what would make the website more useful to the people you want as clients.

Mojo Mesh

Website design for Australian service businesses.

Research note

This field guide was informed by a review of current landscaping web-design guidance and Australian competitor pages in August 2026. Repeated themes included real project photography, before-and-after galleries, dedicated service pages, structured quote forms, mobile performance, local search signals and clear calls to action. The guide expands those themes into a practical website-planning checklist.