VERMONT & NEW HAMPSHIRE

Landscaping

$8.76	$117.92	6.42%
Avg. cost per click	Avg. cost per lead	Of clicks that become leads

Google search ads, US median for landscaping, Apr 2024 – Mar 2025 (LocaliQ).[1]

WHAT'S MOVING

01 **Clicks have roughly doubled.** LocaliQ's 2020–21 data put a landscaping click at $4.10. The latest median is $8.76.[1,2]

02 **Fewer people click.** Landscaping has the lowest click-through rate (4.69%) of the 16 home-service categories LocaliQ tracks, so ads have to earn attention.[1]

03 **Photos and maps do the selling.** 71% of consumers check Google for reviews, more than any other site, which makes your Google profile the first portfolio people see.[3]

74%

CLOSE TO HOME · SOURCE 3

of consumers only care about reviews from the last 3 months. In a VT/NH season that shuts down for winter, reviews go stale right when spring calls start.

WORTH KNOWING FOR LANDSCAPERS

62%
of homeowners planned a landscaping project, the most common outdoor project[4]

69%
say curb appeal matters when choosing a home[4]

82%
say their outdoor space brings them happiness[4]

ON THE HOUSE

Free audit. No strings.

We'll go through your SEO, Google Ads, Local Services Ads and website, and send back a short list of what we'd fix first. It's yours to keep either way.

Reply or email
niko@bravado.info
Nikolas DiGangi

Sources: [1] LocaliQ, Home Services Search Advertising Benchmarks, Apr 2024 – Mar 2025, 3,211 US campaigns (localiq.com) · [2] LocaliQ, Home Services Advertising Benchmarks, May 2020 – Jun 2021, 4,595 accounts (localiq.com) · [3] BrightLocal, Local Consumer Review Survey 2026, 1,002 US consumers (brightlocal.com) · [4] Thumbtack homeowner survey, 1,000+ US homeowners, 2024, via National Association of Landscape Professionals (landscapeprofessionals.org)