



KEEP IT GREEN NURSERY & LANDSCAPING

plantnurserytampa.com

Brian Grieves, Owner

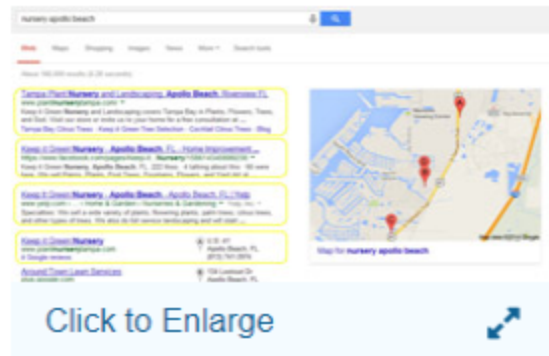
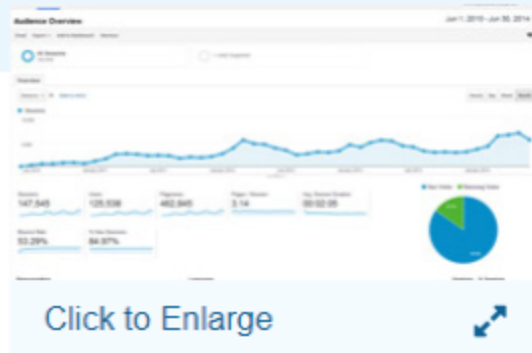
813-299-5347

QUINTESSENTIAL CONTENT MARKETING

A great lesson in content marketing combined with solid design. One on our first major projects, we built an Escalade of a first website when a Civic would have served more than adequate.

Now a nursery in Apollo Beach, FL is getting thousands of visits from people looking for all types of plants and trees across Tampa Bay and Florida. The traffic is a result of the many quality pages we added to the site about individual types of plants and trees people may be looking to buy. Since we wrote a specific page about it, Google displays that specific page to people in the area looking to buy one.

The analytics show over 100,000 unique visitors to the site since launch. Most did not know about Keep it Green before they visited. The site has been the virtually static (no additional pages developed, no further investment for the owner) for a few years and traffic still grew last busy season and still maintains high rankings in Apollo Beach for all services and in Tampa for a large number specific of plants and trees.



Before and after pictures of actual landscaping designed and installed by Keep it Green highlight the landscaping division. Site visitors can usually identify with at least one of the projects and want a similar look for their yard, they often name the project when the call to schedule a consultation.