



# Website Review

*John Russell Landscape  
Architect*

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# Website Review

*John Russell Landscape Architect*

**Client Background:** John Russell Landscape Architect is a Birmingham based landscape design firm that has been in business for over 20 years. John is a true professional at his craft and his work shows just that.

**The Problems:** Unfortunately John's website did not show the professionalism John strives to achieve. Not only was his website struggling in design areas, it was not converting visitors to paying customers effectively.

**As a true landscape design professional and one of the most experienced landscape architects in Birmingham, John Russell's site should have been focused on speaking to his professionalism and experience**



**The Goal:** Build John Russell a professional looking website that speaks to the quality of his work & the experience he possess, as well as convert his visitors to paying customers & increase his overall search presence.

**The Solution:** Cloud Ninja Media worked to build John a site that not only showed off his work but had a professional look and showed off his portfolio of work. Through discussions with John we found three key areas that make John stand out from other companies and looked to emphasize them on his site.

## Cloud Ninja Media Performed:

- 1. Google Review Marketing** – By capturing John’s business listing with Google and requesting reviews from previous customers Cloud Ninja Media was able to really boost John’s search engine appearances.
- 2. Local Directory Optimization** – Optimizing key local listing as well as updating some social media profiles provided John the right social presence and helped drive relevant traffic to his site.
- 3. Website Redesign** – Building a much cleaner and more professional website helps John’s online visitors get more relevant information and showcases his portfolio in a much more professional way

# The Results:

Through unique keyword targeting, Cloud Ninja Media was able to ensure John Russell Landscape Architect's search engine presence was increased.

Just go search for landscape services and see the results for yourself.

Just contact us today to learn how we could help your website show up better in search engine results across the web.

