



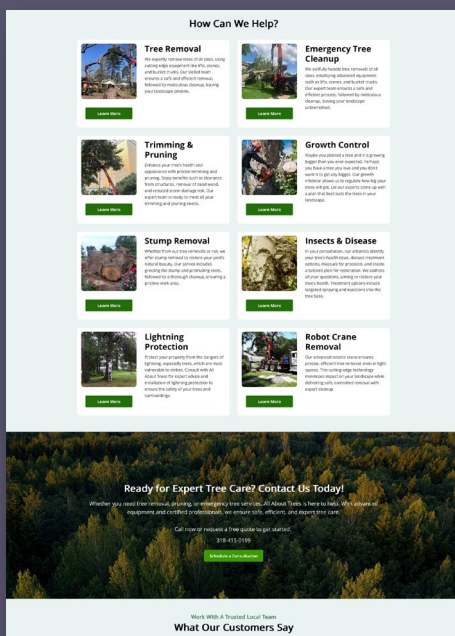
ARBORGOLD GROWTH WEBSITES  
& DIGITAL MARKETING

# Case Study for ALL ABOUT TREES

Professional Arboriculture  
Services

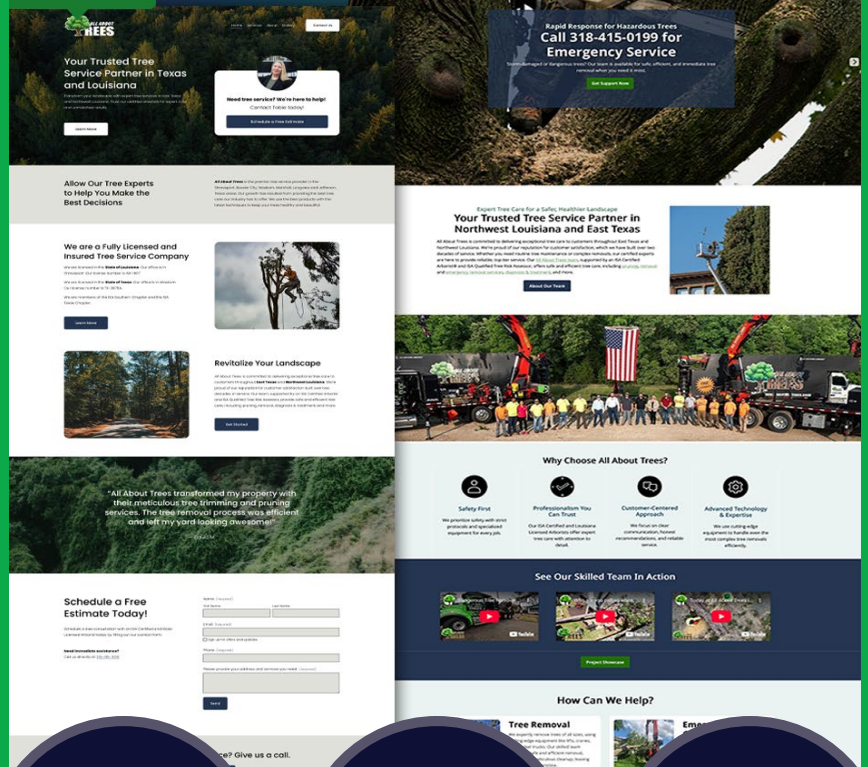
## About

All About Trees is a locally owned and operated tree care company in East Texas and Louisiana, providing professional tree trimming, removal, and preservation services with a focus on safety, reliability, and exceptional customer care.



<https://allabouttreeslatx.com/>

## BEFORE



137%  
INCREASE  
IN LOCAL SEARCH  
AD LEADS

2x  
MORE THAN  
DOUBLED LOCAL  
SEARCH AD  
SPEND

HIGH ROI WITH  
LOW COST PER  
LEAD

## Challenges

As a professional tree care company in East Texas and Louisiana, All About Trees was ready to grow but was facing a few obstacles that needed industry-specific marketing expertise:

- Needed more consistent, high-quality leads to keep crews booked year-round
- Limited visibility in local search, even for services they specialized in
- No streamlined follow-up process for incoming website or Google leads

## Solution

**Partnering with Arborgold Growth Website & Digital Marketing**, All About Trees rebuilt its online presence from the ground up — blending a high-converting website with a performance-driven ad strategy.

- **Professionally built, SEO-optimized, mobile-friendly website** designed to capture and convert high-intent visitors
- **Optimized service and landing pages** with clear calls to action, built to rank and convert, not just look good
- **City-specific SEO pages** that improved local discoverability in competitive service areas
- **Integrated lead capture through Arborgold's Lead Management System** enabling faster, more organized follow-ups
- **Dedicated strategic support** from Growth's Customer Success Manager to review performance, refine targeting, and plan for growth
- **Scalable advertising add-on:** Local Service Ads (LSAs) implemented and managed to extend reach to ready-to-buy homeowners



## Success

A high-quality website became the foundation for measurable growth. From March through September 2025:

- **894 organic leads** generated from Google Business Profile activity and website traffic
- **Local Service Ads performance surged — 137% growth in leads from Q2 to Q3**
- **90%+ review response rate** on Google, strengthening visibility and customer trust
- **Steady volume of qualified calls and web form submissions**, directly contributing to booked jobs

All About Trees' consistent LSA performance and rising lead volume led to a confident reinvestment, **more than doubling their ad spend from Q2 to Q3.**

## Want to grow like All About Trees?

Let Arborgold Growth help your tree care business attract more leads, book more jobs, and dominate local search.

- Lead Generation - Marketing - Improve Search Ranking - Modern Design
- Google Listing Optimization - Reputation Management

