

Website Blueprint

OP-85899 / OP-86820

Location: Riverside, CA, USA

Business Type: Landscape Contractor

Target Audience: Affluent residential, commercial, industrial, and business clients in Riverside and the Inland Empire who are ready to invest in new landscape projects or complete renovations; customers with a budget seeking high-quality, city-approved landscape plans and construction; serious shoppers prioritizing professional expertise and long-term landscape investment.

Executive Summary

Soholt & Company, Landscape Inc. is a family-owned landscape contractor in Riverside, CA, known for delivering city-approved landscape plans, expert construction, and tailored solutions for both new and renovation projects. With over 150 years of combined team experience, the company stands out through its highly qualified staff, deep local knowledge, and commitment to long-term landscaping excellence, especially for clients who value professional results and lasting investment. High-quality imagery, streamlined communication, and an intuitive gallery showcase further strengthen their position as the top choice for serious residential, commercial, and industrial landscape clients.

Primary Goals

- Enhance online presence and attract qualified leads through a professional website
- Showcase expertise in landscape design, construction, and renovation for residential and commercial clients
- Drive engagement and conversions by highlighting unique selling points and clear calls to action

Brand Values

- Expertise and professionalism
- Family ownership and personalized service
- Long-term impact and sustainability

Competitive Advantages

- Over 150 years of combined staff and ownership experience
- Family-owned and operated with personalized attention
- Ability to provide city-approved landscape plans suitable for inspections and agency review

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#32553a
Secondary		#bed6b1
Accent		#cba135

Rationale: The main green color shows lush, healthy landscapes and expertise in plant care. The light green shade makes the site look fresh and bright, appealing to clients who want a modern but natural style. The gold accent adds a high-end, welcoming touch and signals quality and investment. These colors are inviting for both homeowners and business customers, matching the company's focus on high-value projects in the Riverside area.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Montserrat:wght@700&family=Open+Sans:wght@400;600&display=swap>

Imagery Style

All images should be high quality and clear. Show finished landscape projects with neat lawns, modern designs, colorful plants, and clean outdoor spaces. Use real photos of residential, commercial, and public works to prove your experience and success. Avoid using photos of people working; instead, focus on before-and-after shots, wide views, and details that highlight professional results.

Overall Aesthetic

Simple, clean, and confident. The site should look organized, making it easy for clients to trust your business. Use plenty of white space and large, readable sections. The style should look current but not trendy, showing stability and dependability.

Theme Style

Modern and professional with a natural feel. Use subtle touches of gold to show premium service. Keep design elements balanced and never flashy, focusing attention on your work and not on extra graphics.

Layout Approach

Use clear sections—one for each main service you offer—so customers can quickly find what they need. The rotating banner on the homepage should show your best work with smooth transitions, not distracting effects. Organize the gallery into three easy sections (residential, commercial, public works) with simple navigation. Make sure your phone number, location, and contact options are always visible.

Regional Recommended

- Highlight drought-resistant plants and landscapes common in Riverside and Southern California.
- Show local city-approved projects to build confidence in your experience with local rules.
- Choose natural, sunny images that fit Riverside's climate.

Regional Avoid

- Do not use winter scenes, large lawns that look out of place in a drought area, or images with a lot of water features.
- Avoid dark or heavy colors that do not fit the warm, bright feel of Southern California.
- Do not use generic or out-of-region landscaping styles.

Requirements & Features

Rotating Banner

Description: Showcase rotating images on the home page to highlight recent projects, different types of landscaping, and strong visual examples of your work.

Validation: Banner rotates between five uploaded images, is visible on the home page, and draws attention without distracting visitors.

Bulk Gallery

Description: Display a well-organized gallery with three sections for Residential, Commercial, and Public Works projects.

Validation: One gallery page is divided into the three requested sections using the uploaded images.

Pro Website WordPress

Description: Create a professional, easy-to-navigate website with clear service pages and strong visuals, focused on attracting high-budget clients.

Validation: Website is visually appealing, has clear contact info, a simple menu, sections for top services, and is easy for serious shoppers to use.

Contact Form

Description: Add a simple and clear contact form on the contact page to make it easy for clients to request quotes or ask questions.

Validation: Form includes required fields (name, email, phone, message) and works for desktop and mobile.

SEO and Local Search

Description: Use search terms and phrases that match how serious buyers and local businesses search for professional landscape contractors in Riverside and the Inland Empire.

Validation: Pages include keywords that attract high-budget clients and show up in searches for top local landscape services.

Branding and Logo

Description: Make sure the logo is clearly displayed in the top left corner and is easy to see across all pages.

Validation: Logo is sharp and visible on all pages and devices.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, quickly explain what your business does, show off the quality of your work, and guide visitors to take action or learn more.

Sections

Hero

Purpose: Make a strong first impression with your business name, slogan, and high-quality rotating images of your landscape projects.

Key Elements:

- Your company name and logo
- Slogan: 'From concept to reality.'
- Rotating images showcasing your best residential, commercial, and public works projects
- Short statement about your 40+ years' experience and city-approved plans
- Location: Riverside and Inland Empire

Strategy: Help visitors instantly see your professionalism and experience through impressive, eye-catching images and clear messaging. Make it clear what you do so visitors know they're in the right place.

Psychology: People trust businesses that show real experience and results. Showing off high-quality project images and letting visitors know you serve their area builds trust right away.

Tone: Keep the words clear and honest. Focus on your family-owned experience and reliable work. Avoid complicated terms—be reassuring, professional, and confident.

Cta Block

Purpose: Prompt visitors to reach out for more information or to request a quote, making it easy for them to connect.

Key Elements:

- Button to contact you by phone
- Button to send an email
- Link to your contact page
- Short message encouraging serious shoppers to schedule a consultation

Strategy: Give straightforward options to connect, especially for visitors who are ready to start a landscaping project. Use large, easy-to-find buttons.

Psychology: Motivated buyers want the next step to be clear and simple. Making it easy to contact you removes barriers, especially for customers eager to solve their landscaping challenge.

Tone: Direct and to the point. Make the information easy to skim. Use positive, action-oriented language like 'Get Started' or 'Request a Quote.'

Service Landscape Design (*Service*)

Purpose: Showcase your expertise in creating landscape plans that meet city requirements and turn ideas into reality for homeowners and businesses.

Sections

Description

Purpose: Help visitors understand the full process, from planning to completion, and the value of using a professional.

Key Elements:

- Explanation of how you create city-approved plans
- List of services: site evaluation, custom design, plan submission
- Why experience matters: 150+ years across your team
- Photos or visuals of plans and finished work

Strategy: Highlight your ability to handle the entire process, taking headaches away from the client and offering peace of mind.

Psychology: People who are ready to invest want assurance that their landscape will pass inspections and last long-term.

Tone: Confident and expert, but easy to understand. Avoid technical talk; focus on the benefits to homeowners and businesses.

Cta Block

Purpose: Prompt interested visitors to consult with you about their next project.

Key Elements:

- Simple contact form or phone number
- Message inviting them to talk about their project ideas

Strategy: Encourage visitors to take the first step toward a professional design solution.

Psychology: Adding a direct call-to-action makes it easy for visitors to follow through when enthusiasm is highest.

Tone: Encouraging and approachable. Let visitors feel that expert help is just one click or call away.

Service Residential Landscaping (*Service*)

Purpose: Explain your approach to residential landscaping, focusing on tailored solutions for homeowners ready for a full transformation.

Sections

Description

Purpose: Let homeowners know you understand local challenges, offer drought-tolerant options, and can do everything from removal to new installations.

Key Elements:

- Types of homes served
- Options for new landscaping or complete renovation
- Emphasis on long-term quality and low maintenance
- Before-and-after images

Strategy: Showcase your ability to handle serious homeowner projects from start to finish, building confidence to invest.

Psychology: Homeowners want a landscape that stands out, lasts, and fits their budget. Showing expertise and past results eases uncertainty.

Tone: Warm, informative, and confident. Focus on the homeowner's goals, like curb appeal, value, and simplicity.

Cta Block

Purpose: Prompt homeowners to ask for an estimate or consultation.

Key Elements:

- Clear button for 'Request a Home Estimate'
- Reassurance about your experience with local conditions

Strategy: Remove hesitation by making your expertise and local knowledge front and center.

Psychology: For many, this is a big investment—they want to talk with an expert before moving forward.

Tone: Friendly yet professional, putting homeowners at ease.

Service Commercial Landscaping (*Service*)

Purpose: Explain your range of commercial and industrial landscaping services for businesses and organizations.

Sections

Description

Purpose: Help business clients see that you can handle big projects, meet deadlines, and reinforce their business image.

Key Elements:

- Industries served (office, retail, industrial, public spaces)
- List of services: design, construction, irrigation, maintenance
- Emphasis on reliability and professionalism
- Gallery of past commercial work

Strategy: Give business decision-makers confidence that you will represent their brand well and meet compliance needs.

Psychology: Businesses want a partner who will make them look good and avoid hassles.

Tone: Direct and knowledgeable with a professional feel. Focus on trust and capability.

Cta Block

Purpose: Make it easy for business representatives to start a conversation or ask for a bid.

Key Elements:

- Button for 'Request a Bid' or 'Contact Commercial Team'
- Assurance about your experience with complex projects

Strategy: Let businesses know you welcome projects of all sizes and are ready for consultation.

Psychology: Decision-makers are busy—simple and visible contact steps help get them off the fence.

Tone: Businesslike, brief, and focused on partnership.

Gallery (*Gallery*)

Purpose: Let visitors browse examples of your work, organized by type of project, to build trust and inspire ideas.

Sections

Project Gallery

Purpose: Give a visual proof of quality with photos sorted into Residential Projects, Commercial Projects, and Public Works Projects.

Key Elements:

- Easy menu to switch between Residential, Commercial, and Public Works projects
- High-resolution images of completed landscapes
- Captions with project details (location, project size, unique features)

Strategy: Highlight your range and quality. Use images to answer the question: 'Can they handle my type of job?'

Psychology: People trust what they can see. Organized galleries help visitors picture what you could do for them.

Tone: Let the images do most of the talking; keep captions brief and informative.

Contact (*Contact*)

Purpose: Help visitors easily reach out with questions, set up a meeting, or request a quote.

Sections

Contact Form Info

Purpose: Gather key info from interested customers and make reaching you simple.

Key Elements:

- Simple form: name, email/phone, message
- Your business address, phone number, and email
- Map showing your location
- Hours of operation
- Links to your Facebook page and (when set up) Instagram

Strategy: Remove any confusion on how to get in touch. Make immediate action simple.

Psychology: If someone is ready to reach out, any friction may cause them to leave. Make everything clear and prominent.

Tone: Clear and straightforward Call us, write to us, or stop by—whatever is easiest for you.

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: Clarity and First Impressions

Application: Visitors need to understand what services you offer within seconds of landing on your site.

Implementation: Make your main services stand out at the top of the home page with short, clear descriptions and high-quality images.

Principle: Easy Navigation

Application: High-value clients expect a website that's easy to use.

Implementation: Use a simple menu with clear labels like Home, Services, Gallery, About, and Contact so visitors can find what they need fast.

Principle: Trust and Credibility

Application: Show proof of professional skill and local experience to attract serious clients.

Implementation: Highlight your years in business, family ownership, city-approved plans, and display testimonials or project highlights.

Content Strategy

Area: Home Page

Recommendation: Summarize your strengths and what makes you unique. Focus on experience, city approval, and high-quality work.

Implementation: Share a brief statement about your decades of local experience and mention your ability to create drought-proof, beautiful landscapes.

Area: Service Pages

Recommendation: Describe each main service with short, direct language. Address needs for new landscapes, renovations, and commercial projects.

Implementation: Give details on landscape planning, the importance of city approval, and your process for both residential and business clients.

Area: Gallery

Recommendation: Use before-and-after or project completion photos with short captions to show your best work.

Implementation: Separate images into Residential, Commercial, and Public Works with clear labels and descriptions of each project.

Area: SEO Content

Recommendation: Tailor text for people searching for quality landscape contractors in Riverside.

Implementation: Mention Riverside and the Inland Empire in page headings and descriptions, using keywords related to drought-tolerant and city-approved landscaping.

Conversion Optimization

Technique: Clear Calls to Action

Rationale: Busy, high-budget clients want to easily contact you or get started.

Implementation: Use buttons like 'Get a Quote,' 'Request a Landscape Plan,' or 'Contact Us Today' close to the top of key pages.

Technique: Mobile-Friendly Design

Rationale: Many clients will view your site on mobile devices.

Implementation: Make sure images, galleries, buttons, and contact forms are easy to use on smartphones and tablets.

Technique: Showcase Social Proof

Rationale: Well-placed positive feedback builds confidence.

Implementation: Include short testimonials or a badge for years in business and display commercial client logos if available.

Priority Focus

Category: Project Gallery and Rotating Banner

Description: Highlight your work and expertise visually to set you apart from competitors.

Reason: Affluent clients make decisions based on visible quality and style.

Category: Service Descriptions and Contact

Description: Use clear, honest service information and make it easy for interested clients to contact you or request a quote.

Reason: First impressions and smooth communication are crucial for winning business from serious shoppers.

Category: Drought-Tolerant Solutions

Description: Emphasize your ability to deliver water-saving, long-lasting landscapes.

Reason: This answers local climate concerns and adds value for your Riverside clients.

Implementation Order

1. Upload, organize, and test bulk gallery and rotating banner on home page
2. Set up and review service and contact pages for clear, professional information
3. Apply local, relevant keywords for SEO throughout all pages
4. Display logo and business details clearly on every page
5. Add and test contact form for easy client inquiries
6. Check site speed and mobile use; optimize images if needed

Risk Mitigation

Not enough visual proof of work quality

Category: Gallery

Suggested Action: Keep gallery photos fresh and clearly labeled; update regularly with new projects to stay relevant.

Website content too generic or not related to the local area

Category: Content

Suggested Action: Review all written content to mention Riverside, Inland Empire, and specific local needs (like drought).

Potential slowdown from too many images

Category: Performance

Suggested Action: Use only high-quality images that are optimized for fast loading to avoid frustrating visitors.

Business Impact

Impact Level: High