

# The Ultimate Guide To Becoming a LawnGuru Elite Provider

## Introduction

So, you're a LawnGuru provider, and you're looking to become a LawnGuru Elite Provider. For those who don't know, Elite is a rank reserved purely for what our team and customers can clearly see are the best providers. They are the providers who do the best, the providers who we love, and the providers who customers love the most. How do you become one? Well, this is your new best friend- The Ultimate Guide To Becoming a LawnGuru Elite Provider. Every bit of information, every question answered, and all the tips and tricks to climbing the ranks to becoming Elite.

Our average LawnGuru provider earns an additional \$700 each week with our app, and our top providers earn over \$2500/week. This guide is a step by step tutorial on how you can get the most out of the LawnGuru experience. As a quick reminder, if you are brand new or looking to see how to use our app, see our original guide [here](#). For more general support, visit our support center [here](#). This guide (although helpful for providers both new and old), is tailored specifically at growing your business and setting up and maximizing your digital assets.

We'll start with your LawnGuru website, then go to your Google My Business page, Facebook page, your Instagram, some growth tips, and more. We recommend you follow this guide in order to get everything set up the best way, but feel free to use it as a tool- skip around as you like!

Let's get started by setting up your personal LawnGuru provider website- it will be your main link on all your social medias.

## Activating Your Free LawnGuru Provider Website (5-10 minutes)

One of the perks of working with LawnGuru is that we give you your own personal provider website- customized the way you want it. You can use this to showcase your business online, and also send customers to for more information,

getting a quote, and learning more. This website can be made fast and easy, and you can link it on your Google page, Facebook page, and Instagram page. Again, it's 100% free for providers thanks to the LawnGuru tech team so lets walk you through activating your website, sharing it on your social media, and growing your business with it.

1. To activate your website, open the LawnGuru Pro app and open the "Claim" tab. In the upper menu, tap "Website".
2. Tap "Activate My Website" at the bottom of the page, and confirm your service area on the map and tap "Next". Confirm your services offered to display on your website and hit "Next". To add some information to your website, fill in the questions about when you started business, working with LawnGuru, etc., these will be displayed on your website. Hit "Next" and set your pricing on your own, or use LawnGuru pricing (shown at the bottom of the page), tap "Next" when you select your option. Repeat this for all the services you selected, and hit "Activate" when you are done.
3. You'll be asked to create your URL, and this is what people can type in and click to view your website. Type your desired URL and submit the page. And you're done! Just like that, your own personal website will be created and done within minutes.

Your site is more than just a personal site, it's a great way to share more information to your prospective clients, and it has capabilities for those people to book services from your website. You'll get a notification anytime someone books service on your site. If you want to take the job, it's yours. If it's not a great fit, you can refer it to another provider and earn a \$15 referral bonus once the job is complete, so it's a win for you no matter what!

## **Set Up Your Google My Business Page (8-12 minutes)**

Now that your website is ready, you'll need a place where people can find it. Many of our customers find their providers by simply Googling things like 'lawn care near me' or 'local lawn mowing'. If you don't already have a Google Business page, you **need** to have one. It's what makes you show up when people search locally. Here's an example for Detroit restaurants:



detroit restaurants



All Maps News Images Shopping More Settings Tools

About 110,000,000 results (0.82 seconds)



Rating Cuisine Price Hours

Hours or services may differ

**Grey Ghost Detroit**  
4.6 ★★★★★ (1,365) · \$\$ · New American  
47 Watson St  
Closed · Opens 4PM  
✓ Dine-in · ✓ Curbside pickup · ✗ Delivery



**Chartreuse Kitchen & Cocktails**  
4.7 ★★★★★ (588) · \$\$ · Restaurant  
15 E Kirby St D · In Wayne State University  
Closed · Opens 5PM Wed  
✓ Dine-in · ✓ Takeout



When you set up your Google page and get reviews, customers can find you with a single search, and over time you can rank higher and higher on Google to bring in customers on auto-pilot. The way this works is quite simple- Google wants to make sure more and more people use Google. Why? Because it makes their product better so that people keep using it more. This grows their platform, and allows them to make money with more ads- all by maximizing customer experience.

Because of this, Google wants to make sure what they offer as their first results is their best. When it's local, you might see the most popular, most reviewed, or most liked restaurants around town. If you are looking for general information, you might find the most helpful blogs- the ones that people have clicked on, stayed on, and shared the most. Sparing the details, Google uses a complex algorithm to determine what results are the best for the customer, and they rank those in order. For you to get your Google rankings higher, you need to have good service, get good reviews, and have good traffic to your website and

business page- all of which we will teach you how to do here. But first, how do you set up one of these pages if you don't have one?

1. Sign into your Google account. Use the business email you'd like to connect to your business. Make one or sign in [here](#).
2. Click "Next", and enter the name of your business or chain.

Google My Business

### What's the name of your business?

Business name

By continuing you agree to the following [Terms of Service](#)

Next

3. Select a business category, it's up to you how specific you want to get. Some ideas might be 'Lawn care service' or 'Snow removal service'. If you do more than one service, we recommend picking something that encompasses all of these, like 'Lawn care service'. If you specialize in something that is listed, pick that.
4. Fill in the usual basic information for your business- your address, location settings, and general business information. Because we are setting this page up for lawn care services, it's useful to list your business address as a service area instead of an exact address.

← Where are you located?

Country / Region  
 📍 United States

Street address  
 Enter a location

City  
 Enter the full city name

State ZIP code  
 Please select

I deliver goods and services to my customers.  
[Learn more](#)

Hide my address (it's not a store)

Next

- Also, because you serve the customers at their homes and not yours, make sure to click "I deliver goods and services to my customers" or "Yes, I also serve them outside my location" depending on what shows up for you. List your services areas, then hit "Next".

← Delivery area

How do you deliver goods and services to your customers?

Deliver in person within region, city or postcode

Deliver in person within distance from business

0 miles

Next

- Add your contact details- it helps to have a phone number customers can call, or a website your customers can go to. Hit "Next", review your work, and hit "Finish".
- Next, you'll need to verify that this business is yours so that you can manage and represent it. Get a verification card by mail and a few days later you can

use the instructions in that mail piece to verify your business (enter a code in your account).

8. Once you've added your address, add your services. You should see some suggestions for the business category you picked. "Lawn care services" includes things like lawn mowing/maintenance, mulching, and more. If you don't see what you do, you can always add your own.
9. Next, add a business description, so people who find your page know what you do! Add some photos of your best work to show off what you can do. Remember that when people are looking for the best on Google, they know nothing about you so you need to stand out from your competitors- add your best descriptions, photos, and reviews.
10. Continue on and you have finished! You'll be taken to your Google My Business page, where you can see and manage all of your information. Feel free to add extra info as needed in the "Home" page or other tabs, and take a look around for things like adding your hours or logo. Also, make sure you link your LawnGuru website to your Google page so people can easily book service from you.
11. If you manage multiple locations, open the Menu in the top left and click "Manage locations". Here, you can edit, add, and remove what you need to. That's it for the setup! Don't forget to verify your business after this. Once that is complete, you'll be eligible to appear on Google. Now, it's just about showing up at the top (more on this later).

As a final tip, customers can "Suggest an edit" as seen below, so make sure you input all your information correctly and periodically check it for accuracy. On a side note, the screenshot below was the top result when looking up 'Detroit restaurants'. Take a look at it and try to see if it is a restaurant you would go to. How do they present themselves? What information do they share? Do they have proof of their quality or methods of contact? All of these are important to ranking high and being considered by a customer, so try to look your best!

Grey Ghost Detroit ×

[Website](#) [Directions](#) [Save](#)

4.6 ★★★★★ 1,365 Google reviews  
\$\$ · New American restaurant

[RESERVE A TABLE](#)

Modern, hip spot for steaks & more alongside beer, wine & craft cocktails from the bar.

✓ Dine-in · ✓ Curbside pickup · ✗ Delivery

**Address:** 47 Watson St, Detroit, MI 48201  
**Hours:** Closed · Opens 4PM ▾  
**Phone:** (313) 262-6534  
**Reservations:** [resy.com](#)

 Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

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**Know this place?** [Share the latest info](#)

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**Questions & answers** [Ask a question](#)

**Q:** Looking for a place to take family for dinner that's new and not a chain, will teenagers be allowed in for dinner, or is it 21+ ?

**A:** Yes. Teenagers ok  
(3 more answers)

[See all questions \(17\)](#)

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[Critic reviews](#)

## Set Up Your Facebook Page (8-10 minutes)

Next, you want to set up your Facebook business page- it's a great way for your potential customers to see more about you.

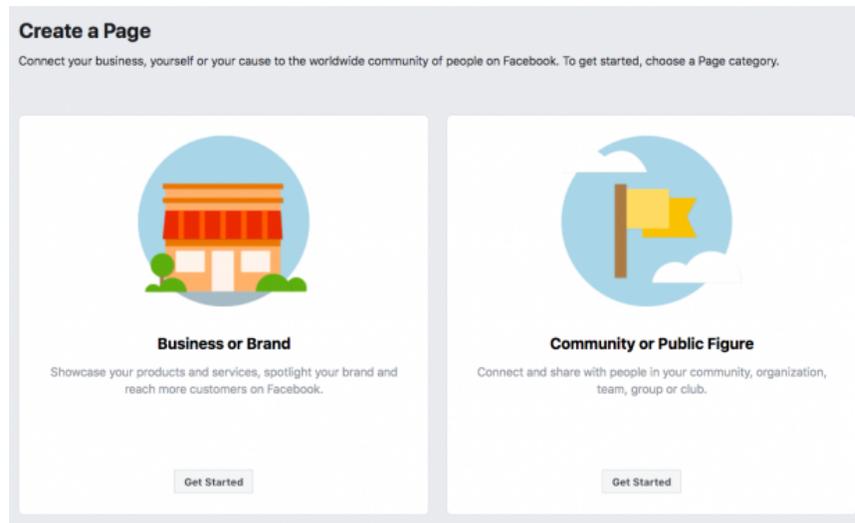
If you already have some basic photos, text, and ideas laying around, all you'll need is a few steps to get your Facebook page running and linked up.

Also, if you're wondering if you still need this, remember that nearly 3 billion people use Facebook every month, and there are 140 million businesses already on this platform to connect with those people. This isn't something to skip out on, your customers are looking to make sure you are trustworthy and reliable, not showing up on Facebook can cause you to miss a lot of opportunity.

1. So, start by logging into your personal Facebook page- you need this so you can link your page to your business account. However, none of your personal information will be visible on your business page, it's purely to connect them

together for you, so you don't have to worry about your information being shared or shown.

2. Now that you are logged in, go to [facebook.com/pages/create](https://facebook.com/pages/create) and select the page you want to create. For lawn care, pick "Business or Brand" and click "Get Started".



3. On the next page, enter your business information, and use the same information you did on Google Business page. This just helps with consistency of all your assets.
4. After this, you'll start to build your page with profile and cover images. For your profile picture, use your logo if you have one- if not, try a photo of something that represents your service well. For your cover photo, try to use a photo that conveys a message of what you do, and what your brand is about. It's the biggest photo on the page, so make it stand out!
5. And with that, your page is set up! It's live and ready to go, and there are a few final touches you should add to finish it up.
6. First, you want to create a username so people can find you. Make it easy to type and remember so people can search for you easier.
7. Next, add in your business details, just like you did for your Google Page. For the same reasons, your customer might check your Facebook page to see your bio, website, location, contact information, hours, and more.

8. Click "Edit Page Info" in the top menu, and add your description, categories, contact information, location, hours, and anything extra that you see fit.
9. Additionally, Facebook allows you to tell your story where you can add a longer description of your business. To add this, click "See more" in the menu on the left, click "About", and then click "Our Story" on the right to add this- this isn't by any means necessary, but if you have a story that you like, add it in! Click "Publish" to add it onto your page.
10. To get started building your page, create your first post that might show some value to your customers, or add some photos of your best work! We love to show off our best providers work, and it's a great way for you to show off what you can do too. If people like what they see, they will be more inclined to trust you to do the same for them. Again, remember that a lot of these people have never seen you before, so it's crucial to earn their trust and stand out from your competitors. You can always use a simple caption related to the work, and a small call to action to tell your customers where they can book service- it's another great place to plug your provider website!
11. **Once you have done all of this, click "Publish Page" to make it live**, and invite all of your existing Facebook friends to like your page- use whatever social media you have to promote it too! Gathering likes on your page and posts is a great way to show social proof, just like getting more reviews on your page.
12. Finally, you want to make sure your page has a call to action for any new visitors. Click the blue box that says "Add a Button" and choose the button you want. In our example above, we have "Book Now", but you can choose whichever button would make the most sense for you. It makes sense to link this button to your LawnGuru provider website, where people can book service from you. As a reminder, don't forget to add this website to your Facebook page too! This gives people two ways to reach your site and book service.

Our page [facebook.com/lawnguru](https://facebook.com/lawnguru) is below- you can see how we added our logo, cover page, general information, and have our recent photos and posts shown. Also, drop us a like!

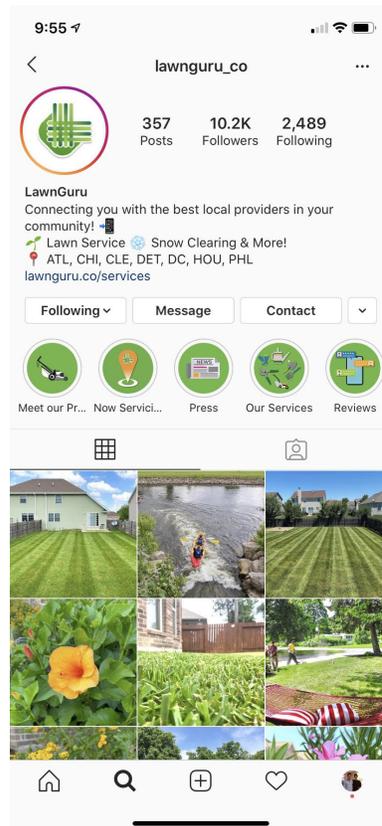
As a reminder, try to keep up with content whenever you can, and try to always gather more page likes, and customer reviews on your Facebook and Google

Page! Now that your Facebook page is up and running, it's time to set up and link your Instagram page.

## **Set Up and Link Your Instagram Page (5-8 minutes)**

With your Facebook page live, managing your Instagram page is a piece of cake. Remember, Facebook links to Instagram, so you can manage and post on both medias from the same place. All you have to do is set up an Instagram account, and link it to your Facebook page, it's really simple.

1. To create an Instagram account, download the Instagram app from the App Store or the Google Play Store. While you're at it, make sure you have the LawnGuru Pro app for [iPhone](#) or [Android](#) too.
2. Once Instagram is downloaded, sign up with the same email or phone number you used for your other social medias, or tap "Log in with Facebook" to share your login and link your accounts. For your username, try to use the same one you did for Facebook, or something similar.
3. Once you are logged in, go to your profile and tap the menu icon, and go to Settings. Tap "Account" and then "Linked Accounts". Tap "Facebook" and link it there. That's it! Now that your accounts are linked, you'll have the option to share a post to Facebook from Instagram.
4. Just like the other medias, take a minute to fill in your bio, about, upload your logo, some photos that you have, and link your provider website. Our account is shown below as an example, check it out and give us a follow [here!](#)



5. Just like you did for Facebook, you want to have a call to action, so you need to turn your account into a business page. To do this, go to the menu, and tap "Settings", "Account", and "Switch to Professional Account". Tap "Business" and add your usual details and a call to action that links to your provider site. With your business account, you'll get some extra insight from your page analytics, and you can also display your business category and contact information. To edit this, tap "Edit Profile" and "Profile Display". To grow your page, promote it on your other medias, and follow all your friends and locals!

## Rank Higher, Get More Customers, and Grow Your Business

Now that you have set up your website and social media pages, it's time to make sure they go to use. These assets are what you make of them, and can truly be built long term to bring you customers on autopilot- given you give some effort to grow them now.

How can you rank higher on Google and leverage your website and social media for more trust? This is called **SEO**, or search engine optimization, which in plain English means that you rank higher when people search for things related to your

business. The higher you rank, the more visits your Google page and website will get, and the more likely it is that people will check out your reviews, your services, and your social media. If they like what they see, they will use your provider website to book service or ask for a quote! This is why it's crucial not just to rank high, but to show off all that you can.

Ask yourself, if you were looking for a qualified local professional, who would you pick? A company with no business information, a few mediocre or negative reviews, no website, and no social media? No way. You'll look for the ones that rank the highest, have the most positive reviews on their social media, and ones that have a great website that showcases all of this and more!

So, how do we leverage these assets to stand out?

## Grow on Google

Let's revisit our Google search for "Detroit restaurants". What makes this specific restaurant rank so high? Well for starters, it has the word **Detroit** in it, so that helps to match the restaurant to the search. But beyond that, they have everything you need to look good and show all you can. They have a lot of high rated reviews and all of their information show, even with additional information like styles of dining, delivery, reservation links, contact information, and a Q&A section.

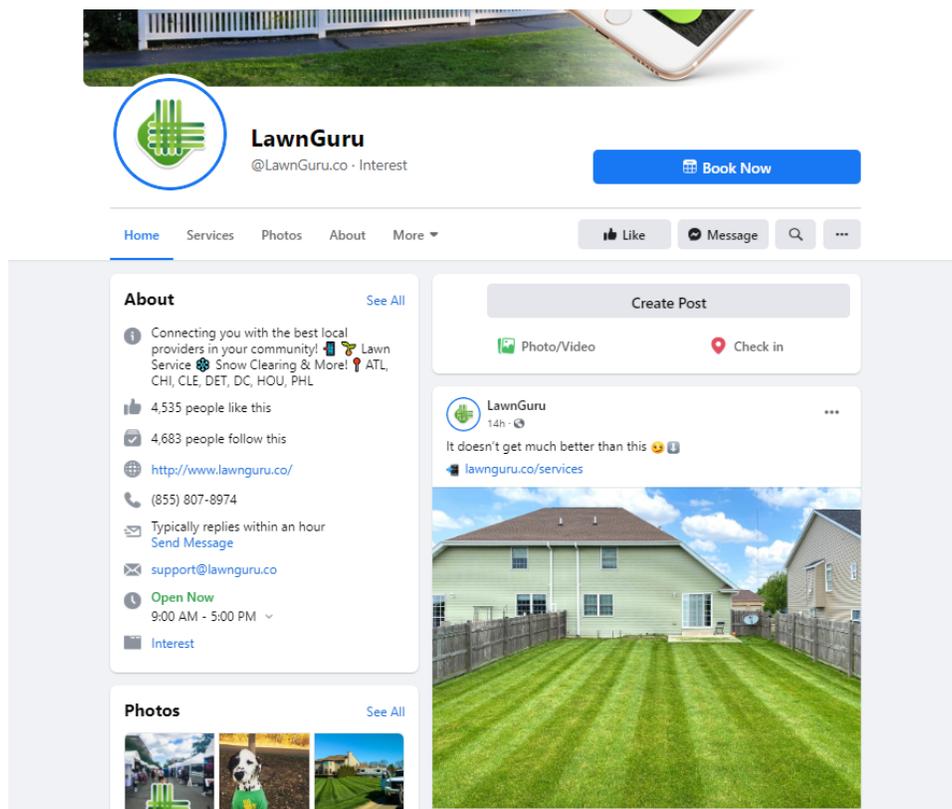
All of this is noticed by a prospective customer and builds what we call 'social proof', the mechanism that makes us trust companies and people when we know that others trust them as well. When a business has a lot of positive reviews, public information, photos of their dishes, menus, and locations, and even a website to book reservations with ease of contact, it makes it easy to trust them and give them a shot. If a local restaurant had only a few reviews, all negative, no photos, and no information, it's very unlikely they would get customers excited to visit.

If your customers are happy with the work you did, don't be afraid to ask for reviews on Google, and your other social medias like Facebook. If it seems like a lot of work to them, negotiate a deal! Reviews last long, and their value compounds over time. Giving a little extra to receive in return is a great way to grow your business and help your customers more. They will appreciate your help more, and vice versa. It's not just about reviews, it's lasting relationships built

from good experiences that lead to long term customers, and great reviews make you and your customer happier and better off.

## Grow on Facebook & Instagram

Let's remember these concepts and apply them everywhere for your business. How can your lawn care services look the best? Make sure you have all the information and social proof you have. Let's check out social media, here's our [Facebook](#) and [Instagram](#) for example (give us a follow while you are at it!).



What makes our business look trustworthy, reputable, and worth looking into more? For starters, we have a consistent brand presence across our pages- the same logo, photos, descriptions, links, information, and general branding. Beyond that, we are constantly posting content to remind our followers of us, and to show new visitors that we are **active**. We frequently post photos of our work, stories on our social media, and give new and returning customers proof of what we do, where we do it, how we do it, why we do it, and why our providers and

customers love it. Active posting is not necessary, but it helps to build engagement and proof of work. We recommend trying to post photos of your work a few times a week or at least a few times per month. Luckily, Facebook and Instagram are connected, so posting on one platform means you can tap one button to share them on both- this makes things far easier.

Beyond our posting, we also have good social proof with a lot of followers, page likes, and reviews. It's important to note that on all our social media pages and our websites, we give places where customers can reach us or learn more. This is crucial to allowing the customer to take the next step on their own, so make sure you do your best to build your social media with some active content, contact information, links to your website, and social proof to show off your best work and reviews.

And again, don't be afraid to ask your customers for reviews, follows, likes, or referrals! If your service is great, your customers will **happily** do these things for you. If you'd like, you can even offer a discount or free service to your customers who do these things, or for the people they refer to you. It's an investment into your future growth, and a win win for everyone.

## **Leverage Your LawnGuru Website & App**

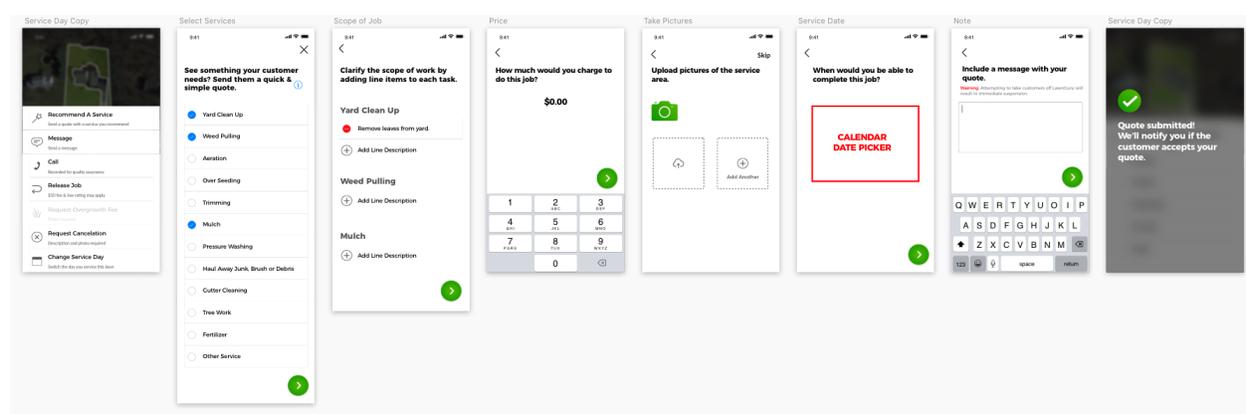
Remember, we give you a provider website that you can customize and make your own- built with easy contact buttons, showcases of your work, and all that you need to stand out to your next customer. We do all the hard work for you- the website creation, design, hosting, back end technology, front end user interfaces, mobile friendly and desktop friendly interfaces, easy editing, and way more. If it sounds like tech jargon and a pain to you, it's because it is. Luckily, leveraging your LawnGuru website is none of that- we built it so any provider can have their own website, and make it their own without having to learn anything new.

Setting up your social media and Google page is great to be found, showcase your work, and get consideration from the customer, but your website is where a lot of people will go to see more and look for more reasons to reach out to you.

We built our website specifically for this, so leverage it to get your customers, and link it to all your social medias.

Additionally, the beauty of LawnGuru is on our technology- after all, it's our business, and it's how we connect you to your customers. Don't forget you can always grow your business with the app, it's more than just a connection tool. When you get happy customers served, remember that they don't always know everything about you, and they may not know everything they need to get done. Use our app to upsell your clients on additional services you think they may need, and make sure to ask for reviews if they are pleased. Building these relationships is crucial for long term growth and making good connections with your customers, and LawnGuru alike- both of which greatly contribute to getting LawnGuru Elite.

The screenshot below is a step by step for upselling your clients, and this is a feature only available to preferred providers. For those who qualify, they can recommend services to their customers, send them a quote, clarify the scope of work, upload photos, and include a message. This is a great way to build relationships with existing customers, help them more, and gain more loyalty and business to progress toward LawnGuru Elite.



## Closing Remarks

There's a lot of information here, we know. Bookmark this page or revisit it to use as you like, it's a guide after all, not just a one time read. Becoming LawnGuru elite is not just a title- it's a journey into growing your business, your work, your brand, your presence, and everything that will build your foundations to make you successful and keep your customers coming into your pipeline.

Remember, growing your business with what is in this guide is a great way to get more customers to become LawnGuru elite, but without stellar service,

communication, professionalism, and reliability, it's impossible to retain those customers and relationships for long, let alone achieve LawnGuru elite.

Our top performing providers are those who do it all- those who go above and beyond to continually demonstrate exceptional work, all while showing a high standard and proven track record for happy customers over time. Becoming a preferred provider means that you get special quote abilities and special service jobs, but becoming LawnGuru elite is the ultimate badge of honor- an instant symbol of trust for all LawnGuru customers, and the best reason for them to pick you.

So, use this guide wisely to build and grow your digital presence, but always remember that our best providers maintain and excel from their service and quality, not just their digital assets. This guide was made to help you grow your business and get more customers on your own, but the rest is up to you!