

# Services Guide

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## Lawn Maintenance

*\*NOTE 1: This information is pulled from credible sources. This information is a guide. Any information used from this guide must be re-contextualized (no copying and pasting). Re-contextualize information incorporating SEO and business specifics.*

*\*NOTE 2: For MCP websites, stick to general information and avoid specifics.*

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# 1. LAWN MAINTENANCE OVERVIEW

## 1.1 GENERAL INFORMATION

Companies typically provide most lawn maintenance services on a weekly, monthly, bi-monthly or one-time basis, as lawns/gardens/etc require regular upkeep.

**Note:** “Lawn maintenance” seems to be a catchall for a variety of different lawn/yard-related services. I have included the most common ones (ie. all or most lawn maintenance companies also provide these other services) and listed extraneous services (ie. Some companies provide these services but they are not necessarily lawn-related or popular) in their own section.

## 1.2 SEO

### Keywords (First Row – BEST, Last Row – LEAST)

○ Lawn	○ Aeration	○ Garden	○ Gardening
○ Lawn mower	○ Landscaping	○ Tree service	○ Lawn care
○ Landscape design	○ Dethatcher	○ Spring lawn care	○ Garden service
○ Lawn maintenance	○ Lawn service	○ Tree care	○ Weed control

## 1.3 TYPES OF SERVICES

Type	Description	Benefits
<b>Garden</b>	○ Typically involves garden maintenance, cleanup and planting	○ Yard work can be extremely time-consuming and laborious, especially for those who are older, unable to do physical work, or too busy. Lawn maintenance companies allow you to have a beautiful yard year-round without any of the hassle.
<b>Lawn Installation</b>	○ Most companies install a range of lawn-related elements, including grass, lighting, pavers, irrigation/sprinklers and soil	
<b>Lawn Care</b>	○ Includes cutting, mowing, aeration, moss and weed control, and reseeding	

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<b>Tree and Hedge</b>	<ul style="list-style-type: none"><li>○ Includes trimming, pruning, fertilizing and evaluations</li></ul>
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## 2. GARDEN SERVICES

<http://www.groundsguys.ca/residential-services/lawn-bed-maintenance/spring-clean-up/>

<http://www.jimsmowing.ca/services/>

<http://www.plantea.com/weeding-tips-part1.htm>

Service	Description	Benefits
<b>Cleanup</b>	<ul style="list-style-type: none"><li>○ May include the following:<ul style="list-style-type: none"><li>● Mowing and edging</li><li>● Clearing composting debris, branches and clutter</li><li>● Re-seeding damaged parts</li><li>● Pest control and fertilization</li><li>● Tree and shrub pruning</li><li>● Weeding</li></ul></li></ul>	<ul style="list-style-type: none"><li>○ Turf health is critical to maintaining an attractive property – cleaning your yard before bad winter weather hits will prevent your grass from dying</li><li>○ Spring is the time of growth and renewal – weeding and removing winter debris will ensure your garden can grow in properly</li></ul>
<b>Planting/Gardening</b>	<ul style="list-style-type: none"><li>○ Garden cleanup, complete garden makeovers, garden design or garden maintenance<ul style="list-style-type: none"><li>● This usually includes planting flowers or other plants</li></ul></li><li>○ Soils provide the basis for plant growth, and are frequently neglected in garden development. Professional maintenance companies will consider and balance all factors to make sure your plants will be able to grow well.</li><li>○ In looking at garden soils, these factors must be considered:<ul style="list-style-type: none"><li>● drainage</li><li>● soil structure</li><li>● organic matter</li><li>● acidity (pH)</li><li>● soil fertility</li></ul></li></ul>	<ul style="list-style-type: none"><li>○ A garden full of flowers and plants is beautiful and increases the curb appeal of your home.</li></ul>

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	<ul style="list-style-type: none"><li>• mulching</li></ul>	
<b>Weeding</b>	<ul style="list-style-type: none"><li>○ Removing unwanted plants and weeds from your garden</li></ul>	<ul style="list-style-type: none"><li>○ Weed removal helps your plants grow – weeds rob valuable nutrients from the soil and compete with other plants</li><li>○ Regularly weeding is one of the keys to a successful garden – if you keep it under control the weeds won't have a chance to choke out your other plants. However, most people don't have time or really prefer to spend all of their time keeping weeds out of their garden, which is why weeding services can be helpful</li></ul>
<b>Fertilization</b>	<ul style="list-style-type: none"><li>○ Generally, it is recommended you apply fertilizer to turf 4-5 times a year, roughly every six weeks.</li><li>○ Lawn maintenance companies may provide you with a soil test, which should ensure proper frequency of application and the right products to apply.</li></ul>	<ul style="list-style-type: none"><li>○ A lawn with adequate nutrients will be greener, better able to resist disease, and drought tolerant.</li></ul>
<b>Pruning</b>	<ul style="list-style-type: none"><li>○ Pruning is simply trimming plants by cutting away dead or overgrown branches or stems</li><li>○ Lawn maintenance companies know the best time of year to prune each plant and the best techniques to use</li></ul>	<ul style="list-style-type: none"><li>○ Pruning allows the healthy part of the plant to grow and flourish, ultimately keeping your plants alive</li></ul>

## 3. LAWN INSTALLATION SERVICES

### 3.1 SOD INSTALLATION

<http://www.terrafirmalawnandgarden.ca/services/lawn-installation/>

<http://www.nikosgardening.ca/services/sodding.html>

<http://ezinearticles.com/?Lawn-Turf-or-Sod---What-Is-the-Difference?&id=7444429>

Sod (also known as turf) is a ready-made grass that is brought over from a sod farm in a rolled shape. Growing sod on a farm allows for a perfectly controlled environment where thick, strong, and healthy

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sod can be created.

Type	Description	Benefits
Lawn Installation	<ul style="list-style-type: none"><li>○ Installing new sod</li><li>○ Removing and replacing an old lawn</li><li>○ This service may include adding more soil</li></ul>	<ul style="list-style-type: none"><li>○ A lush green lawn does wonders to increase your home or business' curb appeal</li><li>○ A nice lawn makes hanging out in the backyard more comfortable – lying on or walking in grass that is patchy or dead is not ideal</li><li>○ Sod is an instant solution for a less-than-beautiful looking lawn – it can conveniently be installed from spring until fall and it is pre-grown so you don't have to wait for grass seeds to grow</li></ul>

### Sod Installation Process:

Steps	Description
1. Lawn Prep	<ul style="list-style-type: none"><li>○ Involves:<ul style="list-style-type: none"><li>● Removing any patchy or dead grass with a sod cutter</li><li>● Preparing the soil by loosening it and adding new top soil if needed</li><li>● Raking and levelling the top soil</li><li>● Compacting the top soil with a roller</li></ul></li><li>○ Note: Since sod is perishable and dries out quickly, your soil should be prepared and ready before the sod arrives.</li></ul>
2. Laying the Sod	<ul style="list-style-type: none"><li>○ Involves rolling the sod out, smoothing out loose areas and wrinkles, and raking out footprints</li><li>○ Sod should be thick, healthy and evenly cut with a high blade count per inch to reduce the chance of weeds in the future</li></ul>
5. Clean Up	<ul style="list-style-type: none"><li>○ The area is cleared of any dirt or debris that are left over to ensure you have an immaculate new lawn</li></ul>

## 3.2 LIGHTING INSTALLATION

<http://www.groundsguys.ca/residential-services/outdoor-lighting/>



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Type	Description	Benefits
<b>Lighting Installation</b>	<ul style="list-style-type: none"><li>○ Lawn companies may install the following types of lighting:<ul style="list-style-type: none"><li>● String lights</li><li>● Post lights</li><li>● Energy-efficient lights</li><li>● Security lights</li><li>● Outdoor lamps</li><li>● LED Outdoor lights</li><li>● Deck lights</li><li>● Landscape lights</li><li>● Motion-activated lights</li></ul></li></ul>	<ul style="list-style-type: none"><li>○ Having the right outdoor lighting setup can make your outdoor area even more enjoyable at night</li><li>○ While many people think of landscape lighting as a great way to create the perfect ambiance, it also improves outdoor safety. Ensuring your lawn, hardscapes, and landscape areas are well-lit can help prevent any dangerous accidents.</li></ul>

### 3.3 PAVER INSTALLATION

<http://www.terrafirmalawnandgarden.ca/services/paving-stones/>

Type	Description	Benefits
<b>Paver Installation</b>	<ul style="list-style-type: none"><li>○ Installation of paving stones for your driveway, walkways, lawn, and patios.</li><li>○ Some companies also offer repairs for existing paving stones</li></ul>	<ul style="list-style-type: none"><li>○ Wide range of surface finishes, colours, shapes, and sizes to choose from to add interest to your yard</li><li>○ Versatile in design and functionality</li><li>○ Easy to maintain (sweep and occasional rinse)</li><li>○ Easy to repair (simply flip a stained stone or replace single damaged stones)</li><li>○ Durable, strong and less likely to damage and crack than poured concrete</li><li>○ Helps prevent slipping and tripping in gardens, especially with non-slip paver options</li></ul>

### 3.4 IRRIGATION INSTALLATION

Type	Description	Benefits
<b>Irrigation Installation</b>	<ul style="list-style-type: none"><li>○ Companies design irrigation systems to be as sustainable as possible, aiming to lower the amount of runoff water on your property while improving drainage and maximizing the water retention of your lawn.</li><li>○ Your plants will not survive if your lawn or garden doesn't receive enough water, no matter how much weeding or fertilizing you do</li></ul>	<ul style="list-style-type: none"><li>○ Having a beautiful, lush lawn is important for adding curb appeal,</li><li>○ It can also increase the value of your property and create a more enjoyable space.</li><li>○ Without great irrigation, your lawn could struggle to get enough water to thrive.</li></ul>

## 4. LAWN CARE SERVICES

[http://trylawn.com/en/lawn\\_treatment.html#traitement\\_aeration](http://trylawn.com/en/lawn_treatment.html#traitement_aeration)

<http://www.jimsmowing.ca/services/lawn-maintenance/>

<http://bottomlineinc.com/dont-mow-your-grass-too-short-and-more-lawn-tips-from-americas-lawn-geek/>

<https://lavishlawns.ca/powerraking.html>

<http://www.thelawninstitute.org/pages/education/lawn-maintenance/topdressing/>

<https://www.lowes.com/projects/lawn-and-garden/seed-your-lawn/project>

Type	Description	Benefits
<b>Cutting/Mowing and Edging</b>	<ul style="list-style-type: none"><li>○ Scheduled or one-time lawn cutting/mowing, trimming and cleanup</li></ul>	<ul style="list-style-type: none"><li>○ This service is great for realtors who are trying to show a property with extremely long, overgrown grass or homeowners who are too busy or not physically capable of mowing their lawn.</li><li>○ There is an optimal length to which you should cut your grass, depending how long it is already and what kind of grass it is. Typically, it's best not to cut more than 1/3<sup>rd</sup> of the grass' height off</li><li>○ Lawn maintenance companies are grass specialists, and will</li></ul>



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		<p>always cut your grass to the right length to ensure it stays healthy</p> <ul style="list-style-type: none"> <li>○ The more often you mow—and the less grass you remove with each mowing—the thicker and healthier your lawn is likely to become.</li> </ul>
<b>Core Aeration</b>	<ul style="list-style-type: none"> <li>○ Aerating involves making holes in your lawn with a core aerator that removes small plugs of soil.</li> <li>○ You should aerate your lawn at least once a year</li> <li>○ You need to aerate when the ground becomes hard and compacted</li> </ul>	<ul style="list-style-type: none"> <li>○ Aeration provides: <ul style="list-style-type: none"> <li>● Decreased soil compaction and enhanced thatch decomposition</li> <li>● Deeper rooting</li> <li>● Rapid water infiltration</li> <li>● Cooler soil during periods of heat (drought resistance)</li> <li>● Improved fertilizer efficiency</li> <li>● Increased water drainage in clay soil</li> </ul> </li> </ul>
<b>Fertilization</b>	<ul style="list-style-type: none"> <li>○ Adding compost/manure substances to your lawn</li> <li>○ It is common to fertilize the lawn as part of a treatment plan.</li> <li>○ It is recommended to fertilize your lawn a few times per season.</li> </ul>	<ul style="list-style-type: none"> <li>○ Fertilization provides your lawn with the essential nutrients it needs in order for it to grow rapidly and be healthy, green, and thick</li> </ul>
<b>Weed/Moss Control</b>	<ul style="list-style-type: none"> <li>○ Lawn maintenance companies typically use a weed treatment to control weeds such as dandelions and clovers</li> </ul>	<ul style="list-style-type: none"> <li>○ A healthy and dense lawn will yield better resistance to new weed growth</li> </ul>
<b>Power Raking</b>	<ul style="list-style-type: none"> <li>○ Power raking removes the unhealthy layer of thatch that accumulates on your lawn</li> <li>○ Thatch is a tight mat of dead rhizomes, stems and roots which build up under the surface of a lawn.</li> <li>○ Some thatch is beneficial to lawns, but too much blocks water, air and nutrients from reaching the soil. If thatch gets thicker than 1/2 inch deep, the roots grow in the thatch instead of the soil.</li> <li>○ Power rakes work by using a series</li> </ul>	<ul style="list-style-type: none"> <li>○ Prevents your grass from starving due to lack of nutrients, causing weeds to germinate and bare spots to appear</li> <li>○ Allows your grass to grow in healthily in the spring</li> </ul>

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	<p>of blades (somewhat like knives) that move up and down, breaking up the thatch layer and bringing it to the surface where it can be raked up and removed.</p> <ul style="list-style-type: none"> <li>○ Power raking should be done in the early spring before new growth has begun.</li> </ul>	
<b>Liming</b>	<ul style="list-style-type: none"> <li>○ Liming helps to bring your soil's pH level back to normal.</li> <li>○ Soil acidity (pH) affects the availability of nutrients. When the soil is too acidic or alkaline, plants can't absorb all the nutrients they need, even if they are present in the soil.</li> <li>○ Improper pH levels also affect the structural stability of the soil, promote fungal disease and can decrease the population of beneficial organisms.</li> <li>○ Most types of grass seed grow best in relatively neutral soil (pH of 6.5 to 7).</li> </ul>	<ul style="list-style-type: none"> <li>○ Liming reduces soil acidity, helps root development, increases fertilizer efficiency, promotes the growth of soil micro-organisms and decreases the spread of weeds</li> </ul>
<b>Top Dressing</b>	<ul style="list-style-type: none"> <li>○ Topdressing is a sand or prepared soil mix applied to the surface of the lawn. It works in the same way as fertilizer to help improve the soil's nutrients</li> </ul>	<ul style="list-style-type: none"> <li>○ Topdressing can be used to smooth the surface of the lawn.</li> <li>○ It can reduce thatch buildup by encouraging decomposition.</li> <li>○ It can be used following seeding, overseeding or sprigging to protect the developing plants from desiccation during the establishment process.</li> <li>○ It also can be used on open, windswept turfgrass to help avoid winter desiccation.</li> <li>○ When applied after core aeration, the topdressing material filters into the holes opened by the aeration process, speeding turfgrass recovery.</li> </ul>
<b>Reseeding</b>	<ul style="list-style-type: none"> <li>○ Applying grass seed over an existing lawn</li> </ul>	<ul style="list-style-type: none"> <li>○ To fill out an otherwise healthy lawn or to add extra green for the</li> </ul>

		<p>winter months</p> <ul style="list-style-type: none"> <li>○ Lawn maintenance companies will know which grass you currently have growing and will be able to reseed with the same grass or grass that is best suited to your soil type</li> </ul>
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## 5. TREE AND HEDGE SERVICES

<http://www.treeremoval.com/trimming-and-pruning/#.WAj59PkrKUI>

<http://www.davey.com/residential-tree-services/tree-care-maintenance/tree-fertilization-services/>

Type	Description	Benefits
<b>Trimming &amp; Pruning</b>	<ul style="list-style-type: none"> <li>○ Cutting away dead or overgrown branches</li> </ul>	<ul style="list-style-type: none"> <li>○ Trees are generally trimmed for one of three purposes:                             <ul style="list-style-type: none"> <li>● Aesthetics – Pruning a tree effectively helps to maintain its shape and appearance.</li> <li>● Safety – Dead or broken branches and limbs can fall off at any time, which is a serious safety hazard.</li> <li>● Health – It is sometimes possible to save an infected tree by strategically pruning away affected branches and limbs. Thinning the crown of a tree improves airflow, which can be very beneficial. If branches are crossing or rubbing together, they should be trimmed so that they don't fall unexpectedly.</li> </ul> </li> </ul>
<b>Fertilization</b>	<ul style="list-style-type: none"> <li>○ Adding compost/manure substances to the soil around your trees</li> <li>○ In a wooded environment, trees and shrubs naturally thrive in the rich, organic forest soil. In our backyards,</li> </ul>	<ul style="list-style-type: none"> <li>○ Improves resistance to damage from diseases, insects and stressful weather.</li> <li>○ Can also help your trees expand root systems for better</li> </ul>

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	<p>trees are forced to compete with our lawns and other plants, and we frequently remove fallen leaves, organic matter and other potential sources of nutrient recycling that would naturally have helped them thrive. Fertilizer replaces this organic matter to help them grow.</p>	<p>anchorage and overall vitality.</p> <ul style="list-style-type: none"> <li>○ You'll be treated to the better blooming, luxurious foliage and enhanced vitality of healthy trees while adding value to your property.</li> </ul>
<b>Plant Health Evaluation</b>	<ul style="list-style-type: none"> <li>○ Lawn care companies may provide evaluations for your trees and hedges to determine how healthy they are</li> </ul>	<ul style="list-style-type: none"> <li>○ Knowing how healthy your trees/shrubs are lets you know if your soil is good or if it can be improved, if you need pruning, or anything else that might need to be changed to facilitate your garden or planters' growth.</li> </ul>

## 6. RELATED SERVICES

<https://www.hirethegardener.com/residential-services/snow-removal>

<http://superyards.ca/calgary-snow-removal/>

<http://bur-han.ca/commercial-services/snow-plowing-de-icing>

<http://beamishlandscape.com/services/landscape-design/>

<http://www.gclc.ca/services/>

<http://www.rhynoslandscaping.ca/services/Retaining-Walls-Walkways-Construction.html>

Type	Description	Benefits
<b>Snow Plowing</b>	<ul style="list-style-type: none"> <li>○ Driveway and parking lot plowing with ATV plows or plow trucks</li> <li>○ Hand shoveling for walkways and sidewalks</li> <li>○ Snow blowing</li> <li>○ Companies most often provide snow plowing services for commercial clients, but some will also clear snow on residential properties</li> </ul>	<ul style="list-style-type: none"> <li>○ Canadian winters can be harsh and unpredictable. Local companies can provide fast service so you don't have to worry about customers being unable to access your business or having to shovel your driveway every day</li> </ul>
<b>De-icing</b>	<ul style="list-style-type: none"> <li>○ Salting and de-icing treatments</li> </ul>	<ul style="list-style-type: none"> <li>○ It's important for parking lots and driveways to stay clear and free of ice, allowing for safe and easy access for families, employees</li> </ul>

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		and customers.
<b>Landscape Design</b>	<ul style="list-style-type: none"><li>○ Creating a custom landscape plan, including gardens and hardscape elements (ex. adding a front walkway with steps or replacing an old deck with a raised patio)</li><li>○ Designs may incorporate the technical aspects of your property including drainage, utilities, irrigation and landscape lighting.</li></ul>	<ul style="list-style-type: none"><li>○ Landscaping increases your property's value</li><li>○ Landscaping provides practical solutions for your yard to make it more enjoyable</li></ul>
<b>Fence Installation</b>	<ul style="list-style-type: none"><li>○ Companies may install pre-fab panels as well as custom fences</li></ul>	<ul style="list-style-type: none"><li>○ Fences provide separation between properties and extra privacy</li></ul>
<b>Retaining Wall Installation</b>	<ul style="list-style-type: none"><li>○ A structure that holds soil back, keeping it from spreading</li><li>○ Usually made from concrete bricks or rock</li><li>○ Can come in a variety of colours, including various shades of white, brown, black, gray and red.</li></ul>	<ul style="list-style-type: none"><li>○ Decorative rock installations can spice up a garden pathway, adding colour and defining spaces</li></ul>
<b>Power Washing</b>	<ul style="list-style-type: none"><li>○ Over time, dirt and grime build up and tarnish the look of your property. Sometimes the level of cleaning that you require is beyond consumer-level equipment or knowledge, which is when you need professional power washing services</li></ul>	<ul style="list-style-type: none"><li>○ Power washing can improve the appearance of your home or business, which will help make a good impression on visitors and customers</li><li>○ Regular power washing will prevent excessive dirt build up which is difficult to remove</li></ul>