



Letter to,

NLLC (Niagara Landscaping lawncare  
& Cleaning Services)

## SEO REPORT

**Reporting Period:** 16th May 2025 – 31st May 2025

**Prepared by:** 4X90 Studio

**Website Status:** Live & Functional

**Primary Focus this Month:** Technical Fixes, Content Deployment & Backlink Execution

### 1. Business Summary

NLLC offers professional landscaping, lawn care, snow removal, cleaning, and garbage removal services in Niagara Falls, ON. The website is fully functional and SEO efforts are focused on increasing visibility for service-related keywords in local markets.

### 2. Target Area

Primary SEO targeting continues across Niagara Falls and neighboring regions within Ontario.

### 3. SEO Work Completed (16th - 31st May 2025)

- Added H1 tags across all key service and homepage sections.
- Completed ALT text addition to all previously missing images.
- Minified JavaScript and CSS files to improve page speed.
- Submitted guest post pitches to niche landscaping and home services blogs.
- Secured 3 new backlinks from Canadian business directories.

### 4. Technical & On-Page SEO Progress

- JavaScript & CSS optimization complete.
- Page requests reduced from 112 → 88.
- Page speed improved to ~0.18s.
- All metadata reviewed and updated for relevancy.
- Mobile usability and crawlability confirmed in GSC.

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**4X90 Studio**

Ontario, Canada

YOUR STORY OUR VISION

+1 (647) 700-8720

Contact@4x90studio.com

www.4x90studio.com



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## 5. Off-Page SEO

Type	Planned(May)	Completed (by 15 May)
Backlinks	10	7
Guest Posts	02	1 published, 1 submitted
Blog Posts	02	2 published

## 6. Performance Overview

- DA- 9
- Estimated Traffic: 500–600 monthly visits
- Top Keywords:
  - “Garbage removal Niagara” – moved from #11 to #8
  - “Lawn care Niagara” – moved from #7 to #5
  - “Snow removal Niagara” – holding strong at #6

## 7. Next Steps

- Build more high-authority backlinks via guest posting & citations.
- Begin content creation focused on summer landscaping trends.
- Improve DA from 9 → 15+ within 6–8 weeks.
- Expand presence in local maps through review campaigns and GBP updates.

## 8. Conclusion

NLLC’s SEO efforts in the second half of May delivered key technical and content wins. As we shift into June, the focus will intensify on domain authority growth and link building to sustain ranking momentum.

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