



DM LANDSCAPE

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Anaheim, CA 92805

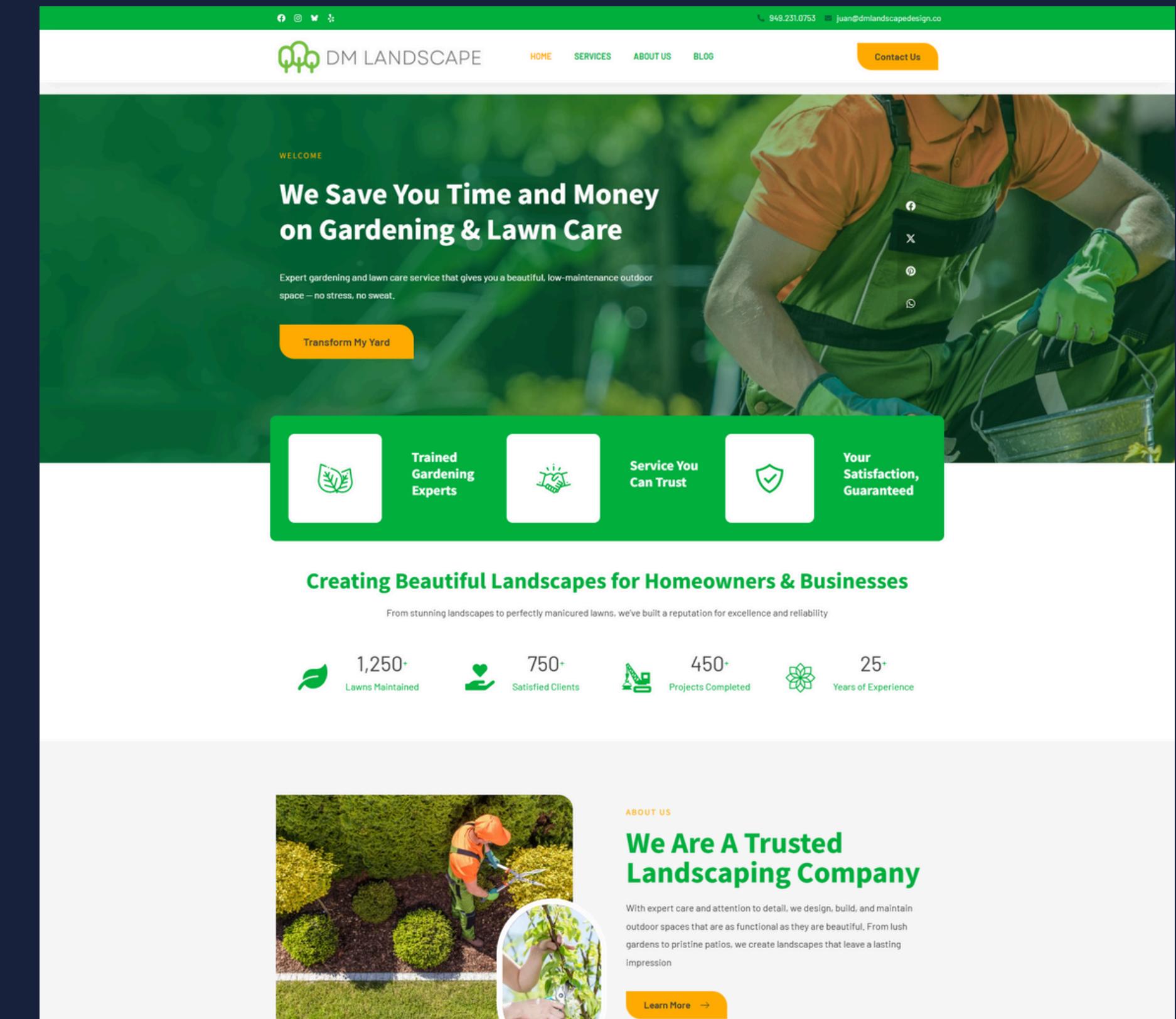
Freelance  
January 2025



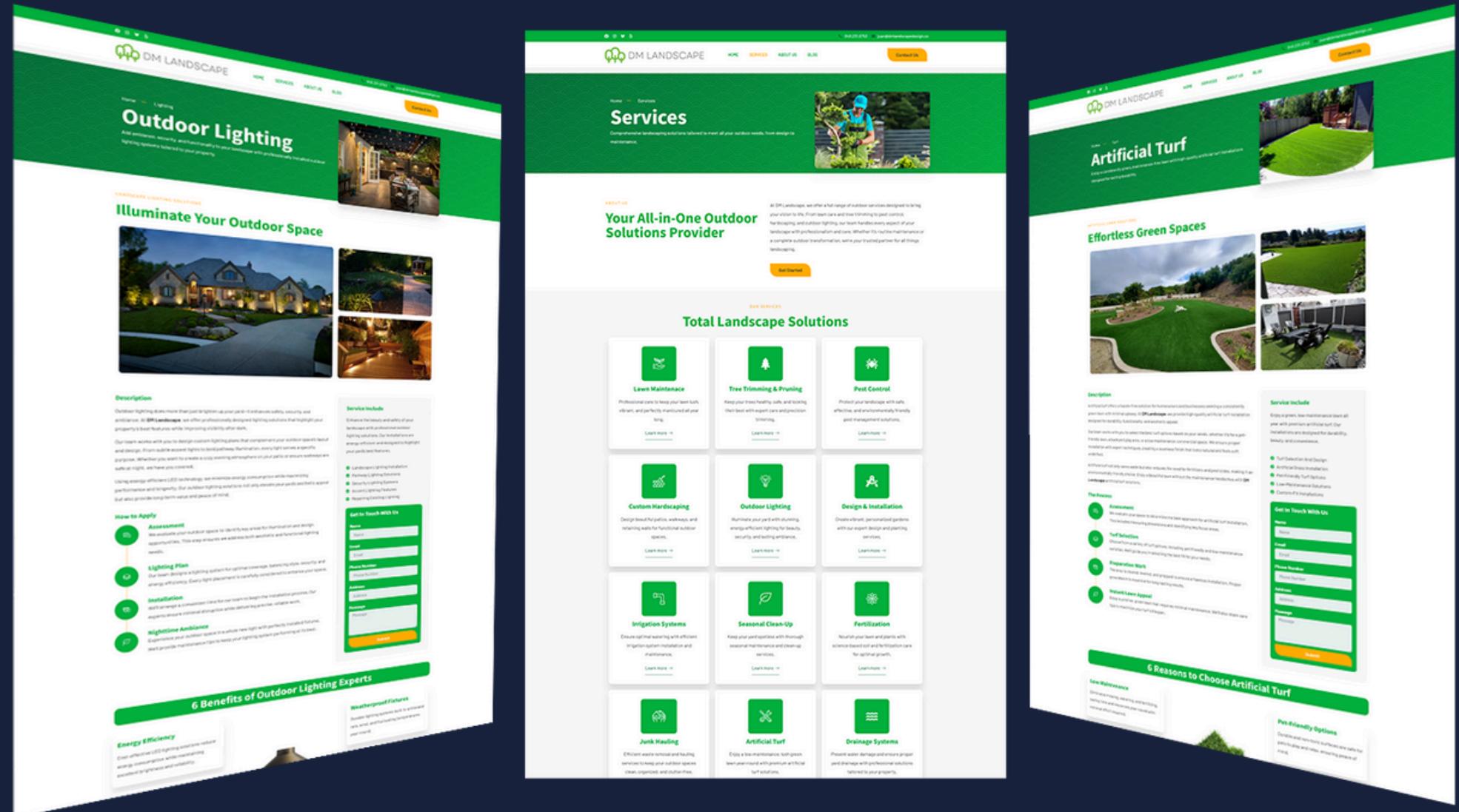
**Jesus Delgado**

# OVERVIEW

DM Landscape is a professional landscaping business where I managed website development, SEO, branding, and digital marketing to enhance online visibility and customer engagement. I built the company's brand-new website, optimized it for search engines, and implemented a comprehensive content strategy to establish industry authority. Additionally, I developed and maintained social media campaigns, local SEO strategies, and customer engagement efforts, ensuring a consistent brand presence across all platforms.



The screenshot shows the homepage of the DM Landscape website. At the top, there is a green header bar with the company logo, navigation links for HOME, SERVICES, ABOUT US, and BLOG, and a Contact Us button. Below the header is a large banner featuring a person in a green apron and orange shirt working in a garden. The banner includes the text "WELCOME" and "We Save You Time and Money on Gardening & Lawn Care". A subtext below the main headline reads: "Expert gardening and lawn care service that gives you a beautiful, low-maintenance outdoor space — no stress, no sweat." A yellow "Transform My Yard" button is located in the lower-left corner of the banner. Below the banner is a green callout box containing four white cards, each with an icon and text: "Trained Gardening Experts" (leaf icon), "Service You Can Trust" (handshake icon), and "Your Satisfaction, Guaranteed" (shield icon). The main content area features a section titled "Creating Beautiful Landscapes for Homeowners & Businesses" with a subtext: "From stunning landscapes to perfectly manicured lawns, we've built a reputation for excellence and reliability". Below this are several performance metrics: "1,250+ Lawns Maintained", "750+ Satisfied Clients", "450+ Projects Completed", and "25+ Years of Experience". The bottom section contains an "ABOUT US" heading, a subtext about creating functional and beautiful outdoor spaces, and a "Learn More" button.



## Website Development & SEO

- Designed and launched a new website, optimizing for performance, UX, and lead generation.
- Managed SEO strategy, including competitor strategies, keyword research, content optimization, and schema markup implementation
- Monitored Google Search Console & Analytics, making data-driven adjustments to improve website performance.
- Built high-quality backlinks through strategic link-building efforts to enhance domain authority.

## Branding & Content Strategy

- Designed the company logo and established consistent branding across the website, marketing materials, and social media.
- Developed a brand style guide, ensuring uniform fonts, colors, and visual themes across all platforms.
- Created a structured content plan, covering diverse landscaping topics
- Wrote and published 65 blog posts, providing high-quality, SEO-driven content.



The Psychological Benefits of a Well-Designed Landscape

Design & Installation | February 15, 2025 | Jesus Delgado

How Your Outdoor Space Affects Your Well-Being

A beautiful outdoor space does more than enhance a home's curb appeal—it directly impacts mental health and emotional well-being. Research shows that spending time in a **well-maintained, thoughtfully designed landscape** can reduce stress, boost mood, and improve overall happiness. In **Southern California**, where outdoor living is a part of everyday life, investing in a **landscape that promotes relaxation and comfort** can make a significant difference in how you experience your home.

By incorporating **strategic landscape design, outdoor lighting, natural elements, and functional hardscaping**, homeowners can create an environment that not only looks good but also **feels good**. In this blog, we'll explore the **psychological benefits** of a well-designed landscape and how you can transform your yard into a **peaceful retreat**.

**How Nature Influences Mental Health**

Spending time in nature has been linked to numerous psychological benefits, including **reduced stress, increased focus, and improved emotional well-being**. A well-maintained outdoor space offers a personal sanctuary where homeowners can **unwind, entertain, and connect with nature**.

Studies have shown that green spaces:

- **Lower stress hormones** and promote relaxation.
- **Improve concentration and creativity** by reducing mental fatigue.
- **Enhance mood and emotional stability**, reducing symptoms of anxiety and depression.

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- The Psychological Benefits of a Well-Designed Landscape | February 15, 2025 / No Comments
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- The Lasting Impact of Custom Hardscaping | December 17, 2024 / No Comments
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Fire-Resistant Landscaping: Protecting Your Property in Southern California

Lawn Care | January 14, 2025 | Jesus Delgado

The Growing Threat of Wildfires

Wildfires have become an increasing concern in **Southern California**, where dry conditions, high winds, and rising temperatures create the perfect storm for fire outbreaks. For homeowners in fire-prone areas, protecting your property requires proactive measures—and that starts with your landscape.

**Fire-resistant landscaping**, also known as defensible landscaping, is a strategic approach to yard design and maintenance that reduces the risk of fire spreading to your home. In this blog, we'll explore essential fire-safe practices, from plant selection to hardscaping choices, and how professional landscaping services can help safeguard your property.

**What is Fire-Resistant Landscaping?**

Fire-resistant landscaping involves designing and maintaining your yard to minimize fire hazards. The primary goal is to create defensible zones that slow the spread of flames and provide firefighters with a safe buffer to protect your home.

Key principles include:

- **Defensible Space:** Maintain clear zones around your home to act as a firebreak.
- **Fire-Resistant Plants:** Use plants that are less likely to ignite and burn slowly.
- **Smart Hardscaping:** Incorporate non-combustible materials like stone, gravel, or concrete.

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DM Landscape and Maintenance  
March 5 at 3:52 PM · 

The Santa Ana Winds are no joke! These strong, dry gusts can put your trees at serious risk, causing broken branches, uprooted trunks, and property damage.  

R... See more



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**Protecting Your Trees from The Santa Ana Winds: The Importance of Regular Trimming - DM Landscape**

 Boost this post to get more reach for DM Landscape and Maintenance.

**Boost post**

## Social Media & Local Visibility

- Scheduled two years' worth of social media content in advance using Metricool, ensuring consistent audience engagement.
- Developed engaging social media posts to promote services, share industry insights, and drive website traffic.
- Cross-referenced blog content with social media posts, ensuring daily engagement
- Updated business profiles and local review sites to improve local search rankings and customer engagement.

## Competitive Research & Strategy

- Conducted extensive keyword research, identifying high-value search terms to improve organic rankings.
- Assessed search trends and industry topics, developing targeted blog and website content
- Optimized on-page SEO elements, including meta descriptions, alt text, and structured data, improving search engine visibility.

<input type="checkbox"/> Keyword ↑	Avg. monthly searches	Three month change	YoY change	Competition
<input type="checkbox"/> custom lawn care	1K – 10K	+900%	+900%	Low
<input type="checkbox"/> hardscaping near me	10K – 100K	+900%	0%	Low
<input type="checkbox"/> junk hauling services	100 – 1K	+900%	+900%	Low
<input type="checkbox"/> landscaping contractors	1K – 10K	+900%	+900%	Low
<input type="checkbox"/> landscaping services	10K – 100K	0%	0%	Low
<input type="checkbox"/> lawn irrigation	1K – 10K	+900%	0%	Medium
<input type="checkbox"/> lawn irrigation company	100 – 1K	0%	0%	Low
<input type="checkbox"/> low voltage lighting	1K – 10K	0%	0%	High
<input type="checkbox"/> sod installation	1K – 10K	0%	0%	Low
<input type="checkbox"/> sprinkler system installation	10K – 100K	+900%	+900%	Low

## **CONCLUSION**

Working with DM Landscape gave me valuable experience in digital marketing, branding, and content strategy. I learned how to improve organic search visibility, develop engaging content, and manage social media for long-term growth. Analyzing competitor strategies and SEO performance helped me refine marketing efforts and stay competitive. This role strengthened my ability to build a strong digital presence and drive business growth, skills I look forward to applying in future opportunities.