



CONTENT RESCUE

Sample Rescue Plan

Built for Greenline Landscaping, San Diego, CA

SAMPLE: Greenline is a fictional company. Real plans are built the same way, from live research on your business, your market, and your existing content.

PART 1 OF 10

Fix These First

We reviewed Greenline's public profiles, website, reviews, and three local competitors. Every finding below comes from something we could actually see. These four fixes create the most leverage in the first 30 days.

1. Put your reviews to work.

Greenline has 31 Google reviews, mostly five-star, and none of them are answered or reused anywhere. Reviews are the most persuasive content a service business owns. Answer every review this week, then turn the best ones into posts (page 5).

2. Fix the dead Instagram.

The last post is four months old, and the bio has no working link. Homeowners check social profiles to see if a business is still active before they call. Rebuild it as a proof portfolio with three posts a week from photos you already have.

3. Say what happens next.

The website headline reads "Welcome to Greenline Landscaping. We provide quality landscaping services." Nobody remembers that. Replace it with the promise and the next step: "Your yard, handled. Free quotes in 24 hours." (page 4).

4. Post the work your competitors are posting.

Two of the three nearby competitors publish project before-and-afters every week. Greenline's finished work is sitting on a phone. The capture checklist on page 8 makes sure that never happens again.

The short version: you already have the proof. This plan turns it into a content system.

Your Public Content Audit

Every active channel, rated on what it actually does for the business. Each finding shows what we found, why it matters, and what to do. No scores, just evidence.

FIX

Instagram

- FOUND: Last post four months ago. Bio reads "Landscaping services San Diego" with no phone number, and the link in bio leads to a 404 page.
- WHY IT MATTERS: Homeowners check Instagram to confirm a business is active before calling. A dead grid reads as closed.
- DO: Keep the account. Rebuild it as a proof portfolio: three posts a week from existing job photos, bio rewritten (page 4).

REPURPOSE

Facebook

- FOUND: 89 likes, a stock cover photo, two reviews, both unanswered.
- WHY IT MATTERS: Facebook still reaches San Diego neighborhood groups, but a neglected page with unanswered reviews hurts more than no page.
- DO: Repost the Instagram content here, add one seasonal post a month, and answer both reviews this week.

FIX

Website

- FOUND: Headline is "Welcome to Greenline Landscaping. We provide quality landscaping services." The quote form asks for nine fields. The phone number only appears in the footer.
- WHY IT MATTERS: This is where Google sends people. Generic copy and a long form give visitors no reason to choose Greenline.
- DO: Rewrite the headline and bio copy (page 4), cut the form to four fields, move the phone number up. Note: deeper website work belongs to Homepage Rescue. This plan covers content and messaging only.

KEEP

Google Business Profile

- FOUND: 31 reviews, correct hours and categories, only six photos, zero owner responses, no posts.
- WHY IT MATTERS: This is the first thing most customers see in search. It looks legitimate but inactive.
- DO: Answer every review, add twenty photos this month, and post once a week. Full instructions in the 30-day calendar (page 9).

STOP

Email list

- FOUND: No email list or follow-up sequence observed.
- WHY IT MATTERS: Building an email program before the basics work is the wrong order of operations.
- DO: Skip it for now. Revisit after the 30-day system is running.

Your Local Competitor Gap Report

We looked at three nearby landscaping companies to see what they post, what proof they use, and what nobody in the market is saying.

Bayview Outdoor Co., Carlsbad

Posts weekly project before-and-afters on Instagram, about three times a week. Proof is finished-yard photos with the neighborhood named in the caption. No video, and reviews are never reused as posts.

Mesa Verde Gardens, North Park

Posts almost daily on Facebook, mostly discount offers like "10 percent off spring cleanups." High volume, thin proof. Project detail is missing, so the posts blur together.

Sage and Stone Landscaping, Chula Vista

Posts twice a week: crew photos and short phone clips from jobsites. Strong on trust and faces, weak on finished results. No pricing content, no review reuse.

Five content openings nobody is owning

1. Pricing honesty. Nobody explains what a cleanup or install typically costs. A post on what drives the price of a yard cleanup would stand out immediately.
2. Review proof. None of the three reuse Google reviews as posts. Greenline's 31 reviews are an unused asset.
3. Neighborhood-specific posts. Nobody names neighborhoods consistently. "This Rancho Bernardo backyard" beats generic proof.
4. The maintenance angle. Competitors sell installs. Nobody posts about ongoing maintenance plans, which is the recurring-revenue story.
5. Process video with narration. Short clips exist, but nobody explains the why: "here is why we grade the soil before planting."

This is the part a generic content calendar cannot do. It comes from looking at your actual market.

Your Message Kit

Copy and paste. Written in Greenline's voice: direct, local, no fluff.

The one-liner

BEFORE: "We provide quality landscaping services."

AFTER: "San Diego yards, designed and maintained by people who show up. Free quotes in 24 hours."

Instagram bio

BEFORE: "Landscaping services San Diego"

AFTER: "San Diego landscaper. Design + maintenance. Free quotes in 24h. Tap to book."

Facebook About

BEFORE: "Greenline Landscaping is a full-service landscaping company serving the San Diego area."

AFTER: "Family-run landscaping in San Diego County. We design, install, and maintain yards, and we answer our phone. Most quotes delivered within 24 hours. Call or message for a free estimate."

Google Business Profile description

"Greenline Landscaping designs, installs, and maintains yards across San Diego County. Family-run, and known for showing up when we say we will. Free quotes, usually delivered within 24 hours."

Three pinned posts (with copy)

Pinned 1: what we do

Carousel of the 2024 install before-and-afters. Caption: "We design, install, and maintain yards across San Diego. This Rancho Bernardo project took six days: new plantings, fresh edging, and a drip system the owners never have to think about. Free quotes in 24 hours. Link in bio."

Pinned 2: proof

Screenshot of Maria R.'s Google review. Caption: "Maria called us for a cleanup and got a same-day quote. This is what we want every job to feel like. If we have done work for you, a Google review helps more than you know."

Pinned 3: how to hire us

"Three steps: 1. Text us a photo of your yard. 2. Get a free quote within 24 hours. 3. Pick a day and we show up. That is the whole process."

Primary call to action

"Free quotes in 24 hours." Use it everywhere: bio, captions, website header, Google posts. Backup line: "Text us a photo of your yard."

Your Existing Content Inventory

Greenline already owns more content than it uses. Here is what we found in public, and the exact post each piece should become.

1. Website gallery: four project photos, before-and-after pairs from a 2024 install. BECOMES: the pinned Instagram carousel and a Google Business Profile photo update (posts 1 and 4 on page 6).
2. Google review from Maria R.: "They showed up on time, cleaned everything, and the yard looks brand new. Same-day quote too." BECOMES: the review proof post, used on Instagram, Facebook, and Google (post 2 on page 6).
3. FAQ page: six questions covering pricing, timing, and service area. BECOMES: six short video scripts answering one question each (page 7 has the first three).
4. Old Instagram post from March: crew mid-install on a patio job, posted with no caption. BECOMES: a throwback project post with a proper caption, plus a new addition to the website gallery (post 6 on page 6).
5. Team photo on the website About page: the owner plus two crew members. BECOMES: the founder and crew trust post (post 7 on page 6).
6. All 31 Google reviews. BECOMES: a rotating proof series, one review post per week, starting in month one.

You probably do not need more content. You need to use the content you already have.

Your First 7 Finished Posts

Publish-ready. Each post lists the platform, the hook, the finished copy, the call to action, the visual, and why it exists.

Post 1: the before-and-after (Instagram carousel)

- HOOK: "This Rancho Bernardo yard took six days."
- COPY: "Six days, start to finish. New plantings, fresh edging, and a drip system the owners never have to think about. Swipe for the before. Free quotes in 24 hours, link in bio."
- CTA: "Link in bio for a free quote." VISUAL: inventory item 1, the 2024 install photos. WHY: proof with a named neighborhood.

Post 2: the review screenshot (Instagram and Facebook)

- HOOK: "Same-day quote."
- COPY: "'They showed up on time, cleaned everything, and the yard looks brand new. Same-day quote too.' That is Maria R. on Google. Thank you, Maria."
- CTA: "Had work done by us? A Google review helps more than you know." VISUAL: inventory item 2, the Maria R. review screenshot. WHY: third-party trust.

Post 3: the pricing question (Reel / short video)

- HOOK: "What actually drives the cost of a yard cleanup?"
- COPY: "Three things drive it: yard size, how overgrown it is, and haul-away. Most jobs we can quote from photos. Text us a photo of your yard for a free quote."
- CTA: "Text us a photo of your yard." VISUAL: owner on camera at a jobsite. WHY: pricing honesty is the biggest market opening.

Post 4: the Google post (Google Business Profile)

- HOOK: "Now booking fall cleanups."
- COPY: "Fall cleanup slots are open across San Diego County. Leaves, trimming, irrigation check, haul-away. Free quotes within 24 hours."
- CTA: the profile's call button. VISUAL: inventory item 1, a finished-yard photo. WHY: Google posts show up in search.

Post 5: the story poll (Instagram story)

- HOOK: poll sticker, "Front yard or backyard: which should we show next?"
- COPY: "You pick, we post. Winner goes up Friday."
- CTA: "Vote in the poll." VISUAL: two quick phone photos. WHY: low effort, and it reveals what the audience wants.

Post 6: the throwback (Facebook, reposted to Instagram)

- HOOK: "From the archives: this patio install."
- COPY: "Throwback to a March install we never properly showed off. Full patio planting, new edging, clean walkway. Still proud of this one."
- CTA: "Free quotes in 24 hours." VISUAL: inventory item 4, the March crew photo. WHY: fills the dead grid with real work.

Post 7: the trust post (Instagram)

- HOOK: "The people who show up."
- COPY: "This is us. Family-run, San Diego born and raised. When we say Tuesday at 8, we are there Tuesday at 8."
- CTA: "Tap to book a free quote." VISUAL: inventory item 5, the team photo. WHY: faces build trust.

Your Short-Video Scripts

Three scripts. Phone, jobsite, one take each. No editing skills required. Keep every video under 60 seconds and film in daylight.

Script 1: the 30-second quote explainer

- HOOK: "People ask why our quotes are free. Here is why."
- BEAT 1: Say it straight to camera: we can price most jobs from photos plus a ten-minute walkthrough.
- BEAT 2: Show a finished yard behind you: "This one was quoted from four photos."
- BEAT 3: One line on what happens next: text a photo, get a quote within 24 hours.
- CTA: "Text us a photo of your yard."

Script 2: one tip, one job

- HOOK: "Your irrigation is probably wasting money."
- BEAT 1: Point the camera at a misaligned sprinkler head spraying the sidewalk.
- BEAT 2: Adjust it on camera. Show the before and after spray.
- BEAT 3: "One minute, once a season. That is the whole tip."
- CTA: "Follow for one yard tip a week."

Script 3: before-and-after walkthrough

- HOOK: "Six days, start to finish."
- BEAT 1: Stand in the same corner as the before photo. Hold up the phone showing the before.
- BEAT 2: Lower the phone to reveal the finished yard. Name three things that changed.
- BEAT 3: Walk toward the best detail: the edging, the planting, the lighting.
- CTA: "Free quotes in 24 hours. Link in bio."

Film horizontal for feed posts, vertical for stories and reels. Wipe the lens. Done beats perfect.

Your Jobsite Capture Checklist

Screenshot this page. One person spends five minutes at every completed job capturing these six shots. This is how the content never runs out.

1. WIDE BEFORE. The whole yard from one corner. You will shoot the after from this exact corner, so pick it now.
2. CLOSE-UP BEFORE. The worst spot: the dead patch, the cracked edging, the overgrowth. This is what makes the after impressive.
3. WORK IN PROGRESS. Crew mid-task, tools out, real work happening. Messy is fine. Messy is honest.
4. CREW WORKING. Faces visible. Someone doing skilled work: planting, edging, grading. This is the trust shot.
5. WIDE AFTER. Same corner as shot 1. The money shot.
6. CLOSE-UP AFTER. The detail: a clean edge line, new planting, lighting at dusk.

Optional: the 10-second clip

Owner or crew lead, to camera: "Just finished in [neighborhood]. Three things we did: ..." Ten seconds, one take.

The rules

- Same corner for before and after, every time.
- Daylight. Morning light is the most flattering.
- No filters. Real yards beat pretty yards.
- Wipe the phone lens before shot 1.

Built for landscaping: yards change slowly, so the before-and-after pair is the whole game. Miss the before and the content is gone.

Your 30-Day Calendar

The full first month: 30 pieces across four weeks, mapped to five content pillars. Proof, Trust, Teaching, Local, Booking.

Week 1: fix the message, start posting

- Mon [Teaching]: pricing FAQ caption, "what drives the cost of a cleanup" (inventory item 3).
- Tue [Proof]: post 1, the pinned before-and-after carousel (page 6).
- Wed [Trust]: story poll, front yard vs backyard (page 6, post 5).
- Thu [Teaching]: video script 1, the quote explainer (page 7).
- Fri [Booking]: Google post, fall cleanup slots (page 6, post 4).
- Sat [Trust]: post 2, the Maria R. review screenshot (page 6).
- Sun [Trust]: behind-the-scenes crew story clip.
- Setup, not a post: update the Instagram bio and website headline with the page 4 copy.

Week 2: proof and teaching

- Mon [Proof]: before-and-after of a second job (inventory item 1).
- Tue [Trust]: story, "this or that" plant choice poll.
- Wed [Teaching]: video script 2, the irrigation tip (page 7).
- Thu [Teaching]: FAQ caption, "how long does an install usually take?"
- Fri [Trust]: post 7, the team photo (page 6).
- Sat [Proof]: video script 3, before-and-after walkthrough (page 7).
- Sun [Booking]: Google post, the maintenance plan explainer.
- Story: jobsite progress clip from the week's work.

Week 3: local and trust

- Mon [Local]: neighborhood spotlight, "this Rancho Bernardo backyard."
- Tue [Teaching]: FAQ video, "what should I ask any landscaper before hiring?"
- Wed [Trust]: review post 2, a second five-star review screenshot.
- Thu [Teaching]: story quiz, "guess what this plant costs to install."
- Fri [Proof]: post 6, the throwback patio install (page 6).
- Sat [Trust]: crew intro video, "meet the person edging your lawn."
- Sun [Trust]: Google post, review highlight.
- Story: quote CTA sticker, "text us a photo of your yard."

Week 4: booking and momentum

- Mon [Proof]: before-and-after of a third job.
- Tue [Booking]: maintenance plan post, "one visit a month, yard handled."
- Wed [Trust]: review post 3, a third five-star review screenshot.
- Thu [Teaching]: video, "three signs your yard needs a cleanup."
- Fri [Local]: Google post, neighborhoods served.
- Sat [Proof]: story, repost the month's best performer with a new hook.
- Sun [Booking]: story countdown, "two cleanup slots left this month."

The count: 12 finished captions, 6 video scripts, 4 Google posts, 8 story and promo prompts. Thirty pieces, one month.

Your 90-Day System

The five content pillars

- Proof: finished work, before-and-afters, project walkthroughs.
- Trust: reviews, crew faces, the owner on camera.
- Teaching: tips, FAQs, pricing explainers.
- Local: neighborhoods, seasons, San Diego specifics.
- Booking: offers, availability, calls to action.

The weekly cadence

- Instagram: three posts a week. Monday proof, Wednesday teaching, Friday trust or booking.
- Facebook: repost the Instagram content, plus one seasonal post a month.
- Google Business Profile: one post a week, alternating booking and trust.
- Stories: two to three a week. Polls, progress clips, reposts.

Thirty future topics

- 1. Poway patio before-and-after. 2. What a cleanup actually costs. 3. Three signs your irrigation wastes water. 4. Review spotlight. 5. Meet the crew: edging. 6. Fall planting: what goes in now. 7. Rancho Bernardo project, part 2. 8. How long an install takes. 9. Drip vs sprinklers. 10. Scripps Ranch front yard refresh.
- 11. What to ask before hiring a landscaper. 12. Maintenance plan explainer. 13. The worst yard we fixed this year. 14. Native plants for San Diego summers. 15. Why we grade soil first. 16. Review spotlight. 17. Lighting: the cheapest big upgrade. 18. Mira Mesa backyard, start to finish. 19. How quotes work. 20. Mulch: why it matters.
- 21. Clairemont cleanup before-and-after. 22. One tip: edge lines. 23. What we do in winter. 24. Review spotlight. 25. Turf vs real grass. 26. A crew day in 30 seconds. 27. Spring prep checklist. 28. The job we are proudest of. 29. Pricing myths. 30. Your yard, maintained.

Repurposing rules

- Every feed post becomes a story the same day.
- Every video becomes a Google post that week.
- Every five-star review becomes a proof post.
- Each month, repost the best performer with a new hook.

The 60 to 90 minute weekly workflow

- 15 minutes: pick this week's three posts from the calendar.
- 30 minutes: shoot at one jobsite with the page 8 checklist.
- 20 minutes: write and schedule the captions.
- 15 minutes: answer new reviews and publish the Google post.

The don't-bother list

- Daily TikTok posting. Customers hire through Google and Instagram, not TikTok.
- Boosting random posts. If ads ever run, they go to Google Search.
- A blog. Do not prioritize it yet. Fix reviews, photos, and proof first.
- A \$1,500-a-month social agency. This system is the strategy.
- Holiday graphics and quote memes. No work, customer, or advice, no post.
- Yelp ads before the basics work. Earn the reviews first.

That is the system. Month one is done for you. Months two and three run on this page.