**HOMEPAGE CONTENT**

**Headline: What is your main service or unique selling point (think: main page headline):**

Ex: *Custom Epoxy Flooring Designs* or *Replacement Roofing Specialist*

**Your answer:**

**Tagline: What is your customer's favorite element of your business?**

Ex: *Same day estimates with professional service team you can trust*

**Your answer:**

**About Content short form: Tell your website visitor what makes your business unique and important. 100 words goal.**

Ex: *We started doing residential painting because we felt homeowners deserved affordable options to paint their homes and redesign their living spaces without having to stress about timelines, cost, and unqualified contractors. The purpose of Apollo Painting is to make your life simpler - and your home more beautiful! Our team is committed to being on time, giving you expert advice, and treating your home as the special place you have made it - and to get your room back in order as quickly as possible.*

**Your answer (goal: 100 words):**

**Mission Statement: Do you have a mission or promise statement?**

*Ex: At Horizon Landscapes, our mission is to transform outdoor spaces into beautiful, functional, and sustainable spaces for friends and family to enjoy.*

**Your answer:**

**Services: What main services do you provide? List at least 3-6 services.**

*Ex: Exterior Remodeling. Interior Decorating. Painting. Flooring.*

**Your answer:**

**Services descriptions: Give a 1-2 sentence description of each of your 3-6 services.**

*Ex: Interior Decorating: We can give your home that luxury look you’ve always wanted, but are not sure how to pull together the right furniture, colors and accent pieces.*

**Your answers:**

Service 1 and 1-2 sentence description

Service 2 and 1-2 sentence description

Etc.

**How It Works: Simplify the process of hiring your services to a few steps.**

*Ex: Step 1: Reach out to our sales team for a quote. Step 2: We give you a detailed estimate that’s good for 30 days. Step 3: We schedule the work and you relax and leave the details to us.*

**Your answers:**

Step 1

Step 2

Step 3

(option) Step 4

**Testimonial: Paste a quote from a customer about their experience with you.**

*Ex: Copy and paste a review from your Google profile, or from an email that a customer sent that loved your work!*

**Your answer:**

**ABOUT THE BUSINESS CONTENT**

**Story: What inspired you to start your business? What is the history of your services in your area? Shoot for 300 words.**

Ex: *Horizon Landscapes was founded in 2010 with a simple mission: to provide thoughtful, easy-to-manage lawn and landscape design services for the Lancaster, PA community—especially for elderly residents who want beautiful outdoor spaces without the burden of upkeep.*

*Our founder, Mark Evans, grew up in Lancaster County and spent his early years working in landscaping and lawn care. After helping his aging parents redesign their yard to be safer and lower maintenance, Mark realized there was a real need for landscaping solutions tailored to seniors. Horizon Landscapes was born out of that experience.*

*From the beginning, our focus has been on creating attractive, functional outdoor spaces that are easy to maintain and designed with accessibility in mind. Whether it's replacing high-maintenance flower beds with low-care native plants, installing raised garden beds for easy reach, or creating smooth, well-lit walkways for safer mobility—our team understands the unique needs of older adults and delivers with care and respect.*

*Over the years, Horizon Landscapes has grown through word of mouth, trusted partnerships with retirement communities, and our strong reputation for dependable service. We take pride in helping our clients enjoy their yards again—without the stress of constant maintenance or the risk of injury.*

*Today, Horizon Landscapes continues to serve Lancaster and the surrounding areas with personalized lawn care, simple landscape designs, and friendly, professional service. Every project is approached with the same goal in mind: to bring comfort, beauty, and peace of mind to those we serve.*

**Your answer (approx 300 words):**

**Values: Provide 3-4 core company values that guide your work.**

*Ex: Quality Craftsmanship. Affordable Options. Eco-friendly Practices. Locally Sourced.*

**Your answer:**

**About The Founder/Owner: Give an overview of the owner’s vision/ founder story. Connect to the passion and purpose of the company. 100 words goal.**

Ex: *Mark Evans founded Horizon Landscapes with a vision to blend smart design with compassionate service. After studying architecture and civil engineering in college, Mark discovered his true passion: creating outdoor spaces that improve quality of life—especially for the elderly. Inspired by helping his own grandparents maintain their yard safely, he launched Horizon Landscapes in Lancaster, PA. Mark specializes in low-maintenance, accessible landscape solutions that bring ease and beauty to seniors' lives. With a deep respect for community and thoughtful design, Mark leads his team in delivering simple, functional landscapes with heart.*

**Your answer (goal: 100 words):**

**Team Members: List Team Members/ Staff Names and Positions**

*Ex: Mark Evans, Owner. Stacy Ober, Office Manager. Ryan Blink, Sales and Estimates*

**Your answer:**