

A WEBSITE THAT HAS IT ALL

**INTRODUCING
THE WINNER
OF OUR BEST
LANDSCAPE
WEBSITE**



For David Katz, president of ELITE Landscaping Inc., Wappingers Falls, N.Y., getting it done right means going beyond customer expectations on all aspects of a job, from initial customer consultation to design to construction to ongoing maintenance.

“What we do at ELITE is dramatically more than a conglomeration of plants and hardscape elements,” Katz says. “The purpose of any landscape we design and build is to create excitement, intrigue and mystery in an ever-changing and evolving cohesive and indigenous manner. We work hard to consistently deliver the ‘Wow!’ effect.”


And indeed they do, as attested by the countless photos and testimonials on the company website: www.landofelite.com. That, in part, is why ELITE Landscaping was named the winner of our Best Landscape Website contest. Features of the company’s website include:

About ELITE—Provides a comprehensive overview of the company including when it was founded (1985), the geographic area it serves (primarily the tri-state area of New York, Massachusetts and Connecticut), its scope of work (“ELITE performs all aspects of the job...we rarely use subcontractors”), qualifications (a fully licensed and insured landscape design-build firm), overview of capabilities (ELITE specializes in all forms of landscape design, construction and implementation) and materials used (“We hand-pick and choose only quality materials”).

What We Do—“With excellence as the only standard, ELITE Landscaping is comprised of highly educated, nationally recognized professionals in the fields of landscape design and construction, as well as tree, turf and flower care. Ongoing field research and advanced training ensures that ELITE Landscaping personnel employ techniques based on the latest technology.”

Our Work—Contains hundreds of photos of completed projects, as well as construction photos of work in progress. It’s an impressive collection that includes many of its award-winning projects, some of which are quite spectacular.

Testimonials—More than 40 testimonials from satisfied customers help establish the company’s reputation as a top-notch landscape design-build firm. And if that’s not enough, the website notes that ELITE can provide “unlimited references from Manhattan to Lake George and beyond.”

New Clients—An easy-to-complete, yet detailed form for prospective customers to submit online. 



“Our website has dramatically decreased our marketing expenses and significantly increased our exposure. It’s a great marketing tool that enables us to tell our story in great detail and showcase our capabilities better than other methods.”

— **David Katz, president,**
ELITE Landscaping Inc.,
Wappingers Falls, N.Y.



Tips for Selecting Website Photos



As a landscape professional, you know the value of photographs when it comes to showcasing your projects. Nothing says it better than a picture. Here are some tips to consider when choosing photos for your company website:

1. Eliminate Clutter. Avoid using photos that contain wheelbarrows, leftover construction materials and debris. Such items detract from the finished project and can portray your company as slovenly and shoddy. Make every attempt to create a professional image.

2. Select Colorful Photos. Avoid monochromatic or drab-looking photos. Choose only the best and brightest. However, that doesn’t mean you shouldn’t use dramatic photos taken at sunrise or sunset, or even photos taken at night showcasing lighting and fire pits that are part of the installation.

3. Crop Your Photos. Eliminate broad areas of lawn and sky that “waste” space in your photographs. You want viewers to focus on a particular landscape feature, so crop judiciously, enabling it to be the highlight of the photo.

4. Look for Interesting Angles. Select photos taken from interesting or unusual angles. Be careful, however, to avoid being overly creative. If a photographic technique calls too much attention to itself, then viewers are distracted from what you want them to see.

5. Use Multiple Photos. Include several different views of a project. Doing so enables viewers to take a “walking” tour and view the project from all sides. Don’t go overboard, however. Too many photos can cause viewers to lose interest.