SAMPLE

COMPETITOR SNAPSHOT

Juniper Ridge Landscaping

How three Bend-area landscapers present, price and sell, and where Juniper Ridge can stand out.

MARKET	COMPETITORS	SOURCES READ
Bend, OR	3 researched	14 · November 3, 2026

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EXECUTIVE SUMMARY

Juniper Ridge is the only water-wise specialist here, but it doesn't say so loudly.

1 of 3
competitors publishes any prices

2 of 3
let customers book or quote online

0 of 3
mention xeriscape or water-wise yards

High Desert Yard Co. competes on convenience: it publishes maintenance plan prices and takes quote requests online.[4][5] Cascade Outdoor Living sells high-end design-build work with a large project gallery and no published prices.[7][8] Deschutes Turf & Tree leads with irrigation and lets customers book sprinkler blowouts online for a published $79.[10][11]

Juniper Ridge's site describes water-wise design and installation, but only on its Services page, and asks every visitor to use a contact form.[1][2] None of the three competitors' sites mention xeriscape or water-wise landscaping.[4][7][10]

About Juniper Ridge Landscaping

Website: juniperridgelandscaping.example · **Industry:** residential landscape design and installation · **Goal you gave us:** book more design-and-install projects for spring.

- Offers landscape design, installation, irrigation and water-wise (xeriscape) yards.[1][2]
- Shows 18 project photos on a Gallery page.[3]
- Contact form only; no online booking, quote tool or prices.[2]

> How to read this report: statements are observations from public sources, with numbers in brackets pointing to the sources list at the end. Recommendations are marked separately.

COMPETITOR PROFILES

Who you're up against

High Desert Yard Co. · Bend · highdesertyard.example

Residential lawn care and seasonal maintenance across Bend. [4]

Strengths

- Publishes plan prices up front. [5]
- Shows a 4.8-star rating from 212 Google reviews on its home page. [4]

Gaps

- No design or installation services listed. [4]
- No project gallery. [4]

Cascade Outdoor Living · Bend & Redmond · cascadeoutdoorliving.example

Design-build patios, outdoor kitchens and full backyard renovations. [7]

Strengths

- Large gallery: 64 projects, sorted by type. [8]
- Offers a free design consultation and financing through a partner. [7][9]

Gaps

- No prices or ranges anywhere on the site. [7][8][9]
- Consultation request form has 14 fields. [9]

Deschutes Turf & Tree · Redmond, serves Bend · deschutesturf.example

Irrigation installs and repairs, sprinkler blowouts and tree care. [10]

Strengths

- Online booking for blowouts, with the price shown. [11]
- Runs a seasonal "book by October 15" banner. [10]

Gaps

- Landscape design not offered. [10]
- Last blog post dated 2023. [12]

COMPARISON

Side by side

Yes means a source shows it. No means a source shows it's absent. Unknown means no source settled it.

BUSINESS	DESIGN & INSTALL	IRRIGATION	WATER-WISE YARDS	PRICES SHOWN	BOOK OR QUOTE ONLINE	SOURCES
Juniper Ridge (you)	Yes	Yes	Yes	No	No	1, 2
High Desert Yard Co.	No	Unknown	No	Yes	Yes	4, 5, 6
Cascade Outdoor Living	Yes	Yes	No	No	Yes	7, 8, 9
Deschutes Turf & Tree	No	Yes	No	Yes	Yes	10, 11

Pricing comparison

BUSINESS	ITEM	PRICE AS PUBLISHED	SOURCES
Juniper Ridge (you)	Any service	Not publicly available	2
High Desert Yard Co.	Biweekly mowing plan	$149/month	5
	Fall cleanup	From $225	5
Cascade Outdoor Living	Design-build projects	Not publicly available	7, 9
Deschutes Turf & Tree	Sprinkler blowout	$79	11
	Irrigation repair	Not publicly available	10

> Scout never estimates prices. If a competitor doesn't publish one, the report says so.

OPPORTUNITIES

Three things worth doing first

Ranked by expected value to you. Each rests on a cited observation; the recommendation itself is a suggestion, not a guarantee.

1 · HIGHEST VALUE

Put “water-wise yards” at the top of your home page

Observed: you list water-wise design and installation on your Services page[2], and none of the three competitors mention it.[4][7][10]

RECOMMENDATION

Lead your home page with it, add two or three water-wise projects from your gallery[3], and give it its own page so people searching for xeriscape in Bend can find you.

2

Show a “projects typically start at” range

Observed: Cascade Outdoor Living, your closest design-build competitor, shows no prices[7][9]; High Desert Yard Co. publishes prices for every plan.[5]

RECOMMENDATION

Publish an honest starting range for a typical install. It filters out mismatched leads and makes you the easy first call. Use only numbers you’re comfortable honoring.

3

Let people book irrigation start-ups online

Observed: Deschutes Turf & Tree takes online bookings for blowouts at a shown price[11]; your irrigation service is contact-form only.[2]

RECOMMENDATION

Offer spring start-up booking online. Seasonal irrigation visits are a low-risk way to meet homeowners who may want a bigger project later.

Limitations

- Google review counts were read from the competitors’ own sites, not from Google.
- No pricing was found for irrigation repairs at any business.

SOURCES

Every source, with the date it was read

#	PAGE	TYPE	READ
1	Juniper Ridge · Home juniperridgelandscaping.example	Your website	Nov 3, 2026
2	Juniper Ridge · Services juniperridgelandscaping.example/services	Your website	Nov 3, 2026
3	Juniper Ridge · Gallery juniperridgelandscaping.example/gallery	Your website	Nov 3, 2026
4	High Desert Yard Co. · Home highdesertyard.example	Competitor website	Nov 3, 2026
5	High Desert Yard Co. · Plans & pricing highdesertyard.example/plans	Competitor website	Nov 3, 2026
6	High Desert Yard Co. · Get a quote highdesertyard.example/quote	Competitor website	Nov 3, 2026
7	Cascade Outdoor Living · Home cascadeoutdoorliving.example	Competitor website	Nov 3, 2026
8	Cascade Outdoor Living · Projects cascadeoutdoorliving.example/projects	Competitor website	Nov 3, 2026
9	Cascade Outdoor Living · Consultation cascadeoutdoorliving.example/consult	Competitor website	Nov 3, 2026
10	Deschutes Turf & Tree · Home deschutesturf.example	Competitor website	Nov 3, 2026
11	Deschutes Turf & Tree · Book a blowout deschutesturf.example/book	Competitor website	Nov 3, 2026
12	Deschutes Turf & Tree · Blog deschutesturf.example/blog	Competitor website	Nov 3, 2026
13	Search: “landscaping Bend OR”	Search result	Nov 3, 2026
14	Search: “xeriscape Bend”	Search result	Nov 3, 2026

> This report uses public information only (websites, public listings and search results) as it stood on the dates shown. It never estimates revenue, ad budgets or rankings.