

Maintenance Guide & Resource Page Specification

Complete blueprint for your downloadable lead magnet: "The Official Apex Turf Care & Maintenance Handbook".

Lead Magnet Strategy: Offer this guide as a free PDF download in exchange for visitor email addresses. It builds trust, reinforces your expertise as professional installers, and creates automated sales follow-ups.

1. Website Landing Page Blueprint

Hero Section: Clean background featuring the title *"Protect Your Investment: The Official Apex Turf Care Guide"*.

Lead Capture Form: Simple input fields for Name & Email with a prominent button: *[Download Free Guide Instantly]*.

Value Proposition: Reminds clients that while artificial turf eliminates mowing and watering, simple routine care ensures maximum lifespan, clean fibers, and pristine performance.

2. Handbook Content: Page-by-Page Structure

Cover & Introduction

Title: The Official Apex Turf Care Handbook.

The Golden Rule: Low maintenance does not mean *no* maintenance. Light upkeep prevents matting and protects drainage.

Residential Lawn Care

Fibers & Debris: Use non-wire brooms to cross-brush high-traffic zones. Clear leaves and organic matter with flexible rakes or blowers.

Pet-Friendly Care

Odor Prevention: Routine water rinsing keeps backing and sub-base fresh. Use eco-friendly enzyme cleaners during hot summer months if needed.

Sports Surfaces (Pádel & Football)

Silica Sand & Seams: Maintain proper sand levels for ball bounce and player sliding. Inspect high-impact zones like baselines and penalty spots.

3. Professional Reset & Upsell Integration

When to Call the Professionals

Conclude the handbook by reminding readers that when life gets busy or surfaces need a heavy mechanical rejuvenation (deep brushing, sanitizing, infill replenishment, or EcoLazr surface cleaning), your professional team is ready to restore it to brand-new condition.

Automate Your Lead Generation Today

Integrate this downloadable handbook into your website to capture homeowner and club manager emails on autopilot.

DEPLOY MAINTENANCE LEAD MAGNET