

Residential Landscaping Page Specification

Complete structural blueprint featuring the Lion mascot and integrated maintenance transparency.

Page Goal: Convert residential homeowners by establishing premium positioning ("The King of Lawns"), addressing real-life family & pet needs, transparently setting maintenance expectations, and driving traffic to the multi-step quotation and sample questionnaire.

1. Main Header & Navigation Bar

Brand / Logo: Apex Turf primary logo positioned on the left.

Navigation Links: **Landscaping (Active)** | Pádel | Football | Golf | Gallery | About Us

Action Element: Right-aligned bold call-to-action button linking directly to the master questionnaire:
[*Get Samples & Quote*]

2. Hero Section (Above the Fold)

Visual Asset: High-resolution background featuring the **Lion mascot sitting proudly on a pristine, lush residential turf lawn** with modern architecture and timber fencing in the background.

Main Headline: *The King of Lawns: Premium Residential Turf Installations*

Subheadline: *Transform your mud-pit, patchy lawn, or tired garden into a flawless, evergreen sanctuary —engineered for family life and built to last across Spain.*

Primary CTA: [*Build Your Project & Claim Free Samples*]

3. Core Value Pillars (Including Maintenance Transparency)

Child & Family Safe

Soft, non-toxic, mud-free surfaces where kids can play safely all year round without tracking dirt back into the house.

Pet-Friendly Systems

Designed with superior drainage and odor-control backing so dogs can run hard without tearing up or damaging the yard.

Built for Spanish Weather

High-grade UV-stabilized fibers that withstand intense summer heat and solar exposure without fading or burning.

Low Maintenance, Not No Maintenance

Total honesty—throw away the lawnmower and weed killer. Upkeep means a quick fiber brush, clearing leaves, and occasional rinsing. Optional professional maintenance available.

4. Tailored for Real Life (Lifestyle & Traffic)

“Whether you have high-energy dogs tearing up the grass, kids needing a safe space to play, or you just want a stunning, low-maintenance outdoor lounge area to relax and entertain in—we match the exact turf model to your unique lifestyle.”

5. Residential Project Gallery

Layout: A clean grid of real residential backyards, front yards, and rooftop terraces completed by the installation team.

Engagement Prompt: *“Want to see what this could look like in your yard? Tell us about your space below.”*

Ready to Upgrade Your Garden?

Take 60 seconds to fill in our quick project questionnaire. We'll help you find the right turf model and ship free samples straight to your door.

[START QUESTIONNAIRE & GET FREE SAMPLES](#)