



New Leaf Collective CASE STUDY

About **NEW LEAF COLLECTIVE**

We offer a customer-first approach to marketing & strategy to build and support strong brands.

Social Media Management | Website Design | Mentorship & Strategy

Proudly located in London, Ontario.



Client Spotlight

FOREST CITY TREE SERVICES



Services Provided: Website Redesign, SEO, Social Media Integration

Forest City Tree Services partnered with our team in 2025 to refresh their digital presence and ensure they could be easily found on Google.

Our work began with a full website overhaul, creating keyword-driven content throughout to increase organic traffic and highlight their professional tree care services.

To further strengthen their online presence, we launched a Facebook page designed to improve SEO, drive engagement, and link directly back to the new website.

By optimizing their old site and building new opportunities through social media, we've positioned Forest City Tree Services to reach more clients and grow their business online.



WEBSITE REDESIGN & SEO

Our team redesigned and optimized Forest City Tree Services' digital presence to strengthen visibility and make them easier to find on Google.

We approached the project with a focus on search performance, creating entirely new, keyword-driven content to boost organic traffic and highlight their full range of services. The refreshed site not only improves discoverability but also provides a clear, professional showcase of their expertise and services.

Beyond the website, we built a connected Facebook page to enhance SEO further, expand reach, and link seamlessly back to the site. Each step was designed to create a stronger, more integrated digital foundation. One that supports both immediate visibility and long-term organic growth.



WEBSITE REDESIGN & SEO



[Home](#)

[Our Services](#)

[Testimonials](#)

[Service Areas](#)

[FAQ](#)

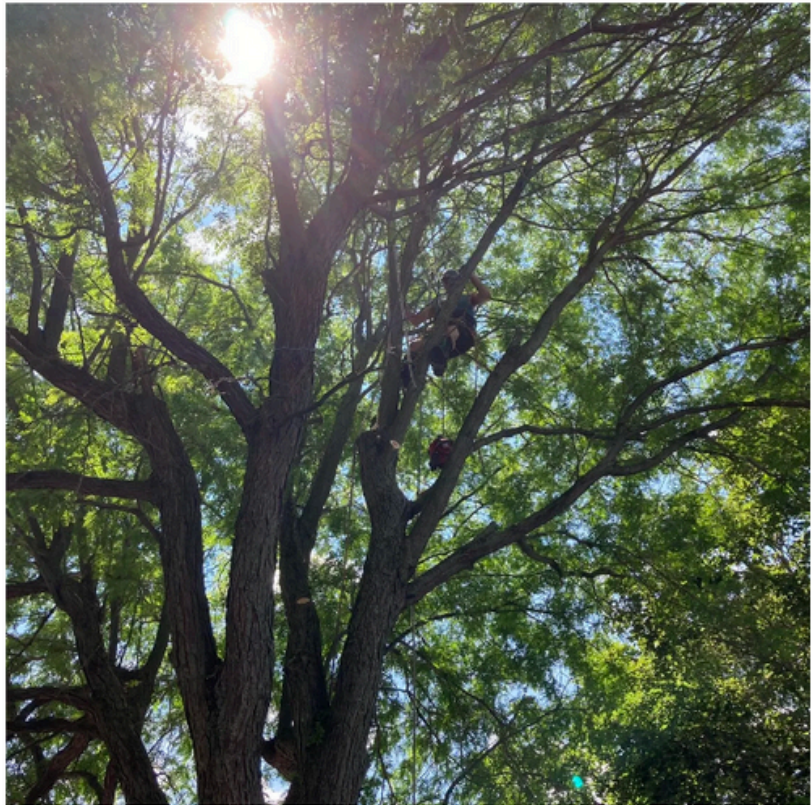
[Video Gallery](#)

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Forest City Tree
Services

WEBSITE REDESIGN & SEO



Tree Healthcare:

Every tree has its own unique requirements for growth and care. At Forest City Tree Services, we provide expert advice tailored to the specific needs of your trees to ensure their long-term health and vitality. Whether it's proper pruning, pest management, or optimal planting conditions, our team is dedicated to offering the best recommendations for maintaining your trees. By understanding the needs of each tree species, we help you create a thriving, beautiful landscape that enhances the health of your property for years to come. Your trees healthcare is incredibly important.

LEARN MORE





SOCIAL MEDIA INTEGRATION

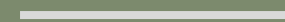
Starting from scratch, we worked closely with the owner to build a page that truly reflects the professionalism and reliability of the business. The goals were simple but powerful:

Boost SEO – A Facebook page adds another verified online presence, helping Forest City Tree Services appear more often in search results.

Increase Trust – Today, customers look online before they call. Having a strong, professional page builds confidence and makes it easier for new clients to connect.

Collect Reviews – Word of mouth is everything in this industry, and now there's a central place for happy customers to share their experiences.

The result? A fresh, credible online space where the community can learn more, leave feedback, and get in touch quickly. It's a small step with a big impact for visibility and growth.



LET'S TOGETHER

Work



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