

A PROVEN AND INDUSTRY-LEADING STRATEGY

(888) 591-8205

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THE CHALLENGE

This client set out to increase on-site pest control leads and bookings across multiple regions in Australia, while also attracting new interest without losing focus on their core target audience. They were also facing challenges with visibility in AI-driven search results.



OUR SOLUTION

To address this, we implemented a strategy that highlighted their full range of services in key service areas, supported by a distinctive, high-quality content approach combined with strong organic SEO. Our objective was to clearly differentiate their offerings showcasing superior service quality, customer satisfaction, and competitive pricing to stand out both in perception and in measurable performance against their competitors.



AN ANTI-CHEM COMPANY

↖ 24%

CLICKS

↖ 94.1%

CONVERSION RATE

↖ 115%

IMPRESSIONS

BEFORE

CLICKS	141K
IMPRESSIONS	21.16M
TRAFFIC	141K
AVERAGE PAGE POSITION	20.4
CONVERSION RATE	10.1%

AFTER

CLICKS	329K
IMPRESSIONS	96.6K
TRAFFIC	168K
AVERAGE PAGE POSITION	12
CONVERSION RATE	19.6%

Statistics Date Range: (September – March 2025 VS 2026)

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