

# A PROVEN AND INDUSTRY-LEADING STRATEGY

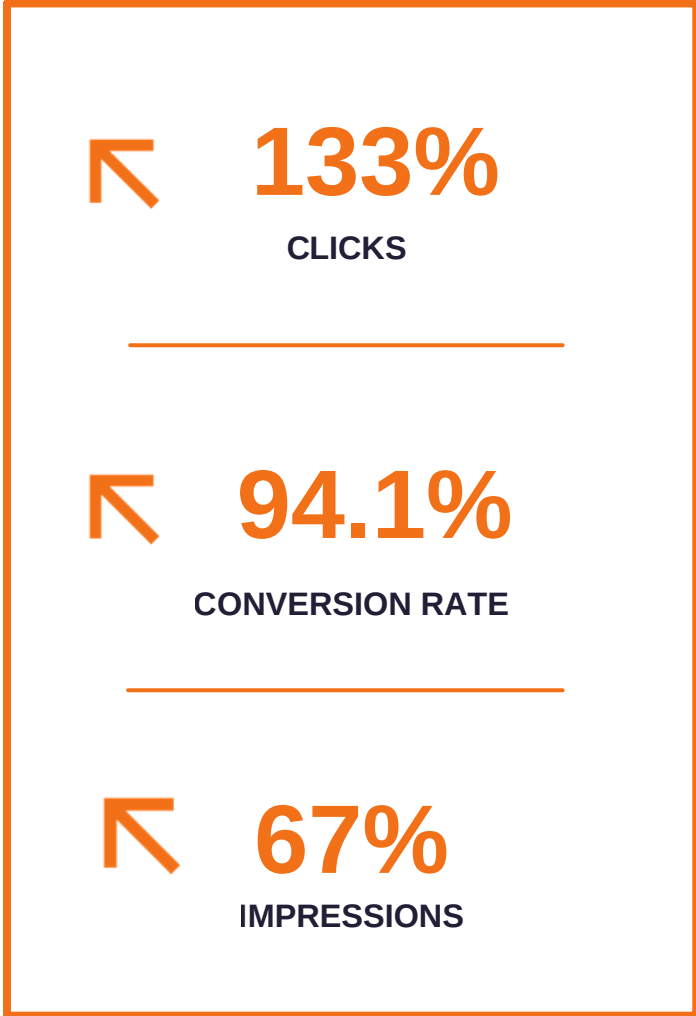


## THE CHALLENGE

The client faced declining visibility in local search results and increased competition from national pest control brands. Key service pages were underperforming, and inconsistent online presence made it difficult to generate steady leads, especially for high-value services like termite and bed bug treatments.

## OUR SOLUTION

We implemented a localized SEO strategy focused on service-specific and location-based keywords. By optimizing core service pages, enhancing the Google Business Profile, and building out targeted content for high-intent searches, we improved rankings, increased visibility, and drove more qualified leads across priority pest services.



### BEFORE

CLICKS	141K
IMPRESSIONS	2.16M
TRAFFIC	141K
AVERAGE PAGE POSITION	20.4
CONVERSION RATE	10.1%

### AFTER

CLICKS	329K
IMPRESSIONS	3.6M
TRAFFIC	168K
AVERAGE PAGE POSITION	12.4
CONVERSION RATE	19.6%