

A PROVEN AND INDUSTRY-LEADING STRATEGY

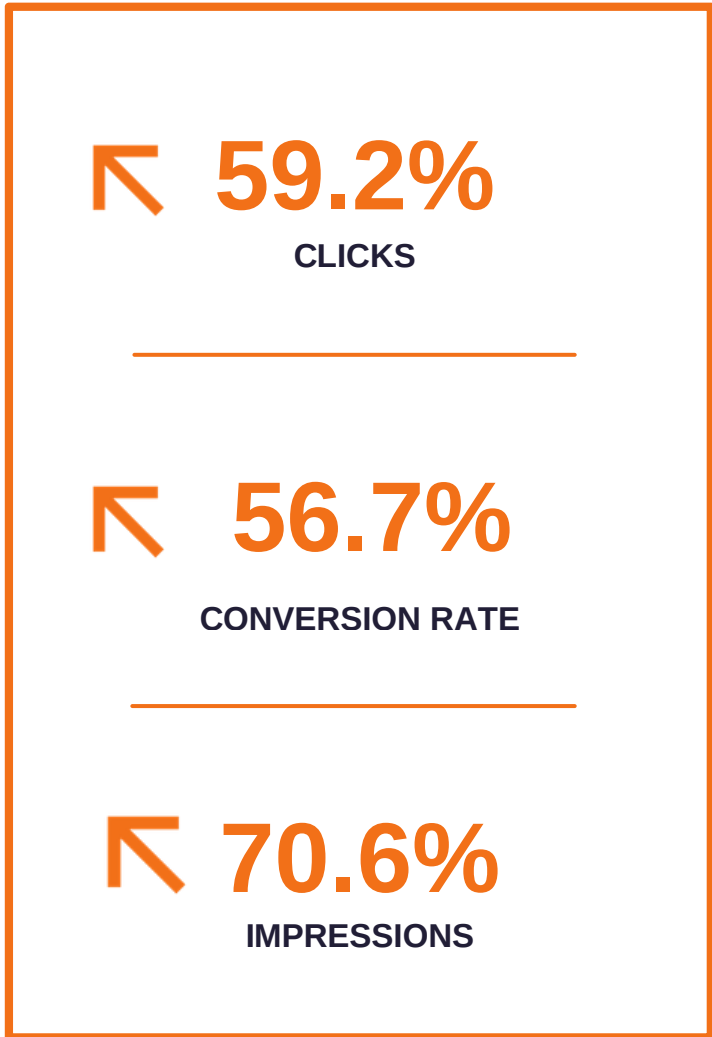


THE CHALLENGE

Horizon Pest Control was experiencing limited organic growth due to gaps in keyword coverage and under-optimized service pages. In a highly competitive pest control market, this made it difficult to consistently rank for high-value searches.

OUR SOLUTION

We implemented a comprehensive SEO and AI content strategy focused on expanding service pages, improving keyword targeting, and optimizing site performance. This resulted in improved rankings, increased organic traffic, and a stronger flow of qualified leads.



BEFORE	
CLICKS	9.8K
IMPRESSIONS	265K
TRAFFIC	8.9K
AVERAGE PAGE POSITION	26.9
CONVERSION RATE	3%

AFTER	
CLICKS	15.6K
IMPRESSIONS	452K
TRAFFIC	13.9K
AVERAGE PAGE POSITION	15.4
CONVERSION RATE	4.7%