

A PROVEN AND INDUSTRY-LEADING STRATEGY



THE CHALLENGE

Viking Pest Control was facing increasing competition across multiple service areas, with limited visibility for high-intent pest control searches. Their existing content structure did not fully support local SEO growth, making it difficult to consistently capture qualified leads across key markets.

OUR SOLUTION

We implemented a scalable SEO and AI-driven content strategy focused on expanding location-based service pages, improving keyword targeting, and strengthening site architecture. Combined with ongoing website optimization, this resulted in increased organic visibility, stronger rankings, and a measurable lift in lead generation.

↖ **59.1%**
CLICKS

↖ **58.1%**
CONVERSION RATE

↖ **70.2%**
IMPRESSIONS

BEFORE	
CLICKS	18.2K
IMPRESSIONS	420K
TRAFFIC	16.5K
AVERAGE PAGE POSITION	56
CONVERSION RATE	3.1%

AFTER	
CLICKS	28.9K
IMPRESSIONS	715K
TRAFFIC	25.4K
AVERAGE PAGE POSITION	11.8
CONVERSION RATE	4.9%

Statistics Date Range: (2022 - 2023)