



How Turner Pest Control Improved Rankings, Visibility, and Clicks in 3 months post-site launch

Overview

The client felt limited by their existing website design and wanted more flexibility to add content and images that better showcased their offerings. They also wanted to simplify the busy design and refresh the layout with custom photos instead of stock images.

To address this, we modernized the site by improving page flow, giving it a cleaner, more streamlined look, and incorporating the client's own images.

We also prioritized a consumer-centric experience by breaking up large blocks of text with redesigned elements such as FAQs, service blocks, and calls to action.

Additional calls to action were strategically placed throughout the site to make it easier for users to contact Turner Pest Control for services or inquiries.

- Results -

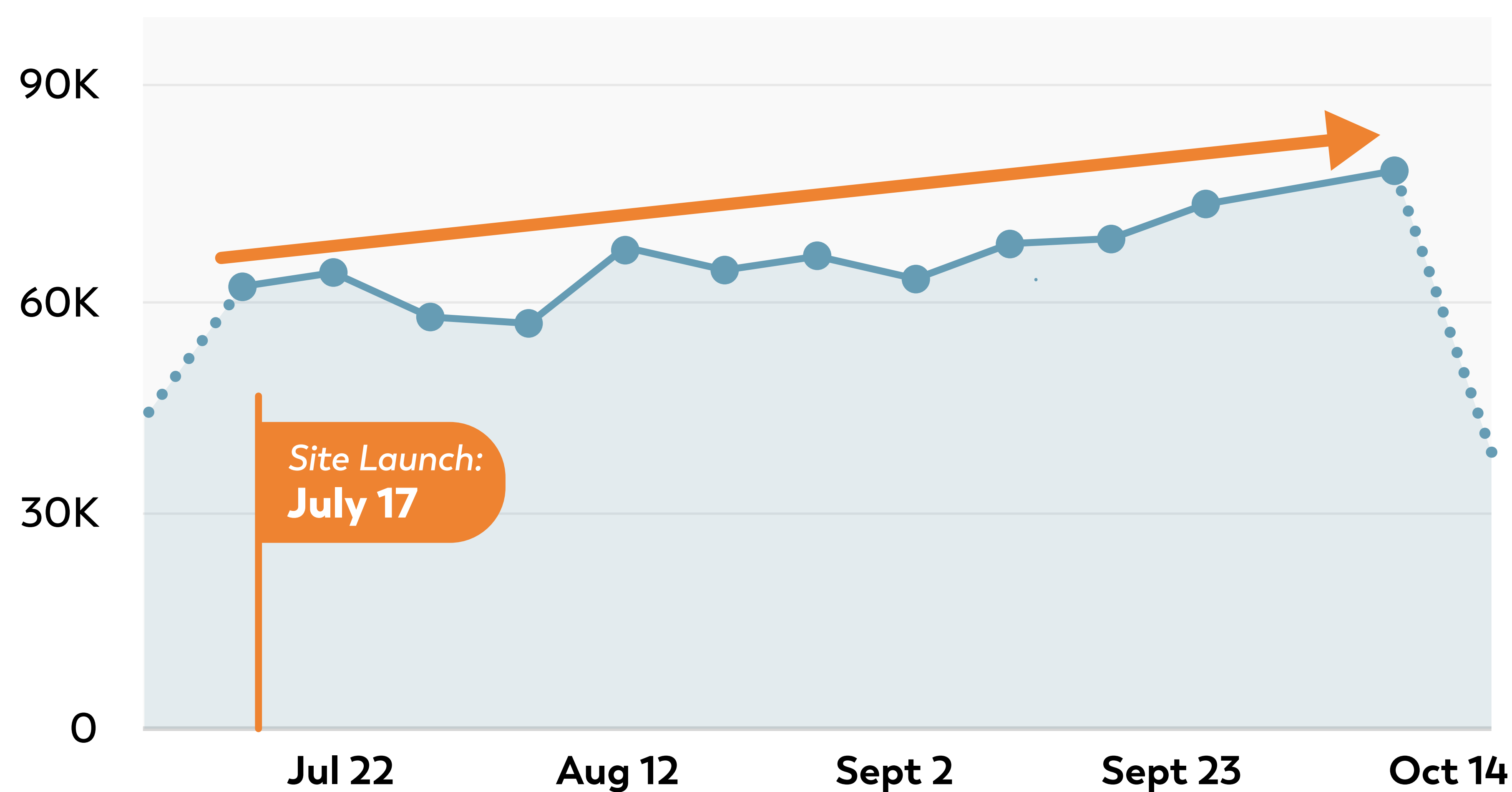
37.85%
OF TRACKED TERMS
INCREASED IN RANK

↑16%
IMPRESSIONS FOR
NON-BRANDED
"PEST CONTROL" TERMS

↑23%
CLICKS TO THE
HOMEPAGE

3 MONTHS SINCE LAUNCH:
JULY 10 - OCT 16

Organic Impressions



Milestones



3 MONTHS SINCE LAUNCH: JULY 10 - OCT 16