

How Waynes Pest Control

Improved Rankings and Gained Clicks and Impressions in 6 Months

Overview

The client felt that their existing site was outdated and needed a new look. The original site was also in a propriety web platform that limited the customizations available for content, images, buttons, and SEO optimizations.

- Results -

↑96%
NON-BRANDED
IMPRESSIONS FOR
"PEST CONTROL"
QUERIES

↑134%
NON-BRANDED CLICKS FOR
"PEST CONTROL" QUERIES

50.7%
OF TRACKED TERMS
INCREASED IN RANK

POST LAUNCH: APRIL 17 - OCT 20 VS. PREVIOUS YEAR

Organic Traffic

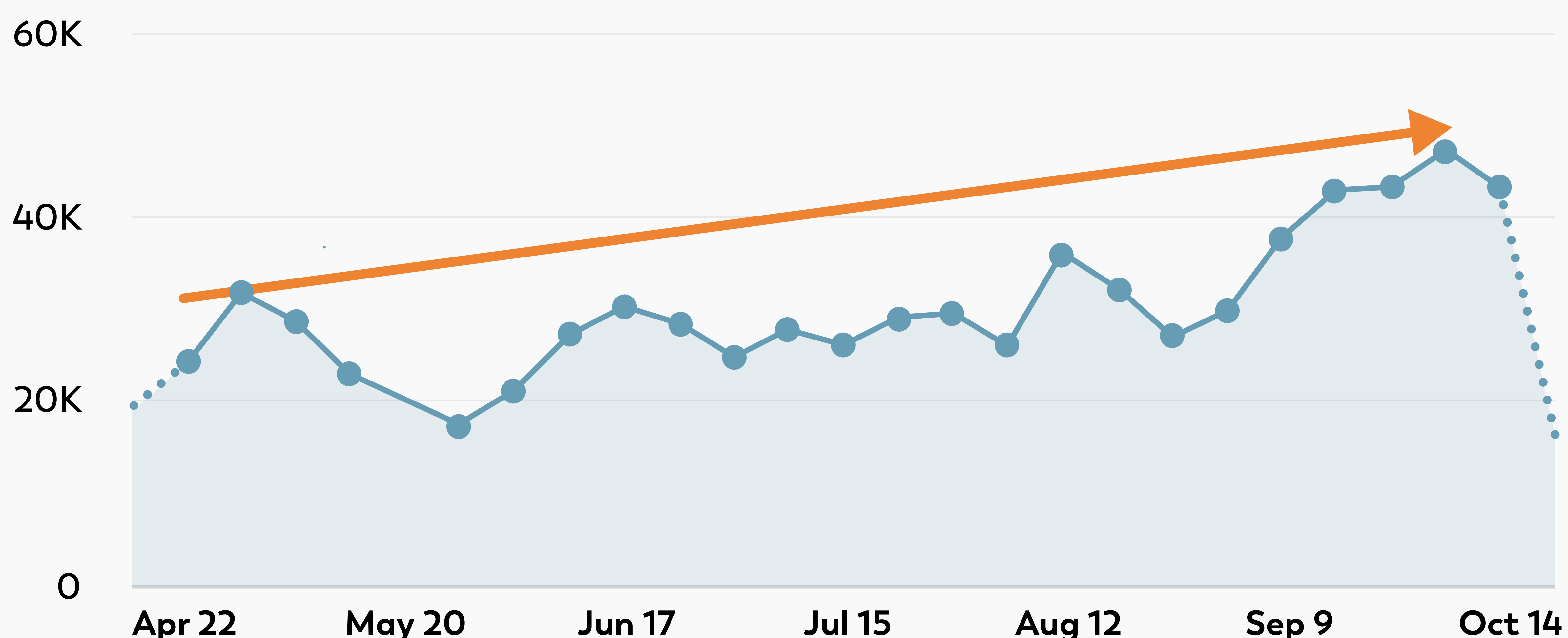
Major increase in clicks and impressions for non-branded queries year-over-year across all devices.

14.8K ↑96%
CLICKS
2M ↑97%
IMPRESSIONS

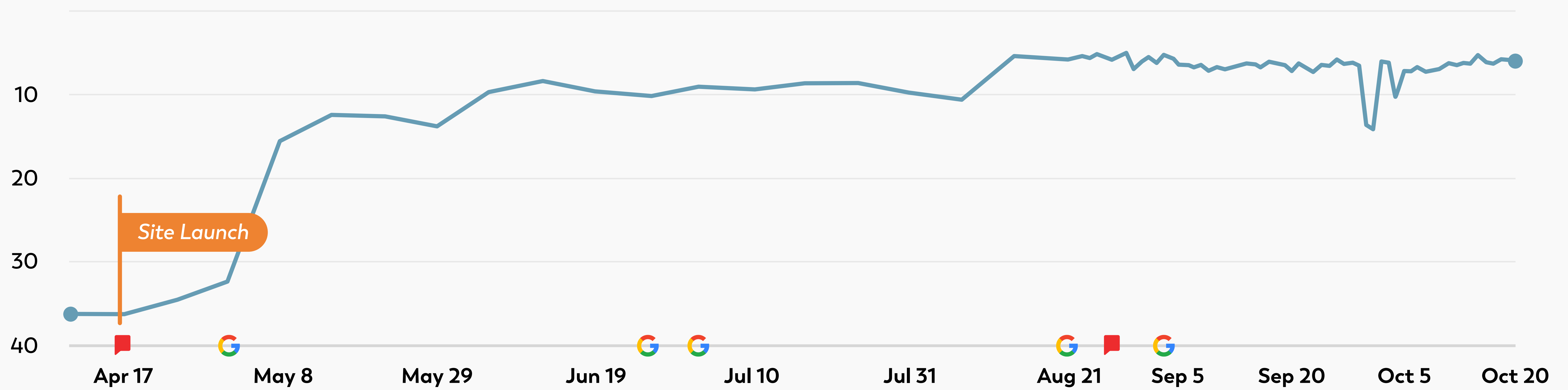
2.8K ↑58%
CLICKS
2.6M ↑63%
IMPRESSIONS

275 ↑55%
CLICKS
15.3K ↑87%
IMPRESSIONS

Organic Impressions Year-over-year



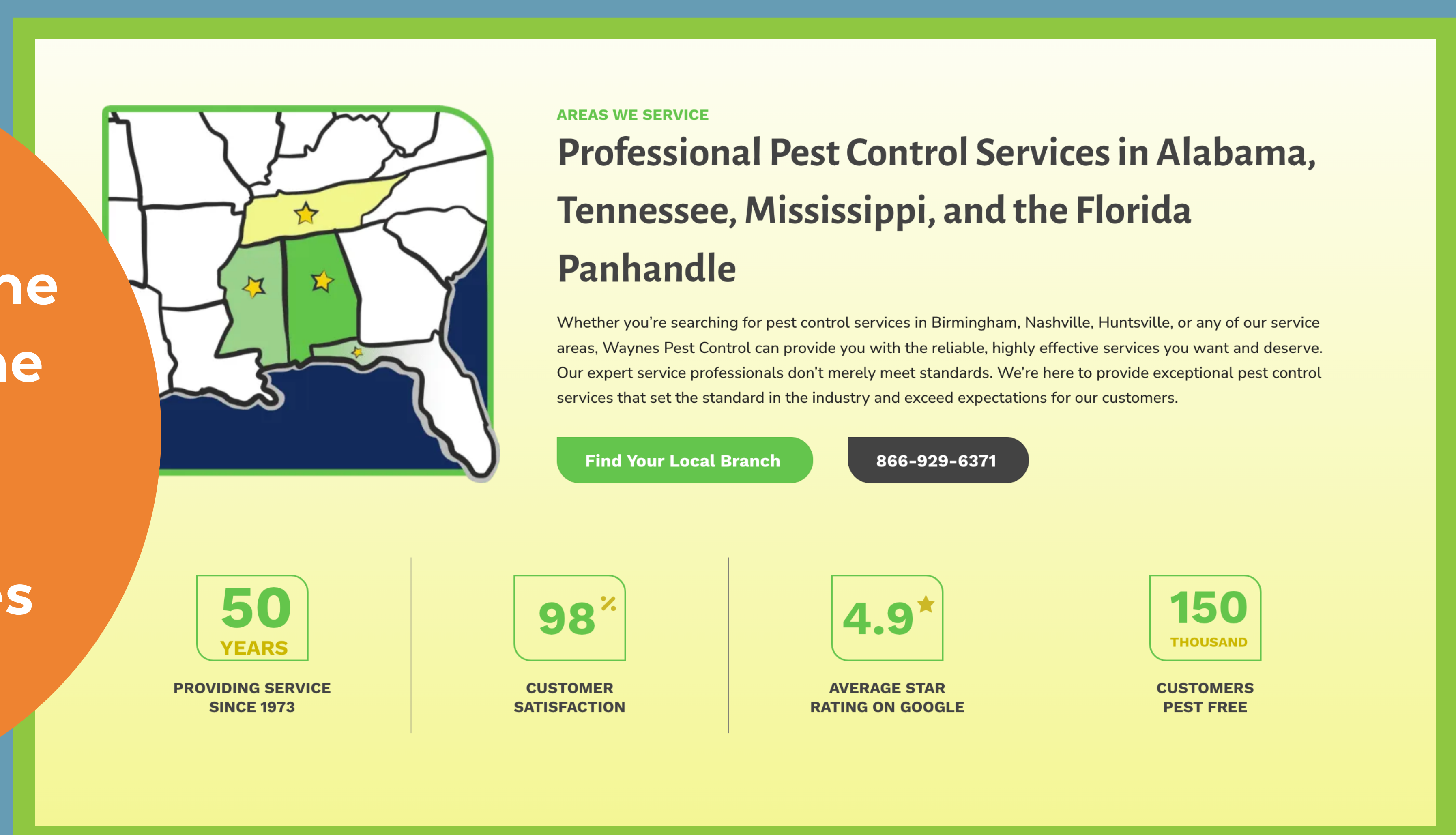
Keyword Rankings



Our Approach

We redesigned and hosted the site on WP Engine to make it easier for the client to manage. The new design retained the same colors and elements but presented them in a more user-friendly and visually appealing way. Examples include:

A clearer description on the homepage of the areas where Waynes Pest Control provides services.



FEATURED SERVICES

Comprehensive Pest Control Solutions

Targeted Termite Treatments

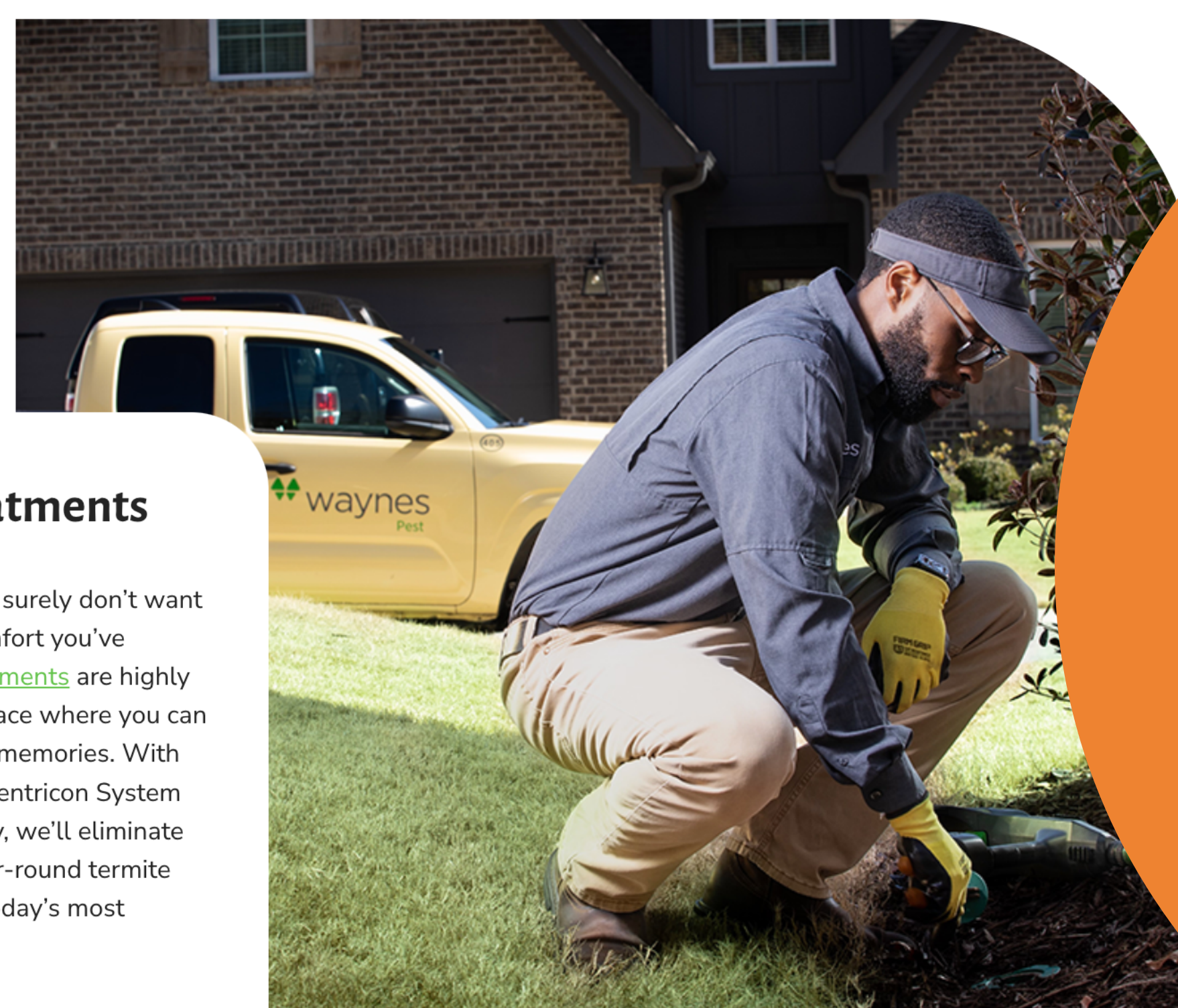
Exceptional Lawn Care Services

Mosquito Control Services

Commercial Pest Control Services

Targeted Termite Treatments

Home is where the heart is—and you surely don't want termites to disrupt the peace and comfort you've created. Fortunately, our [termite treatments](#) are highly effective, restoring your house to a place where you can continue to create and cherish family memories. With Constant Protection™ featuring the Sentricon System powered by AlwaysActive technology, we'll eliminate the worry for you. Better yet, this year-round termite solution, in force 24/7, is backed by today's most comprehensive coverage.



Visually appealing elements that highlight specific services.

We also implemented a URL restructure to improve SEO results