

# seo case study

## Pest Control

### Campaign Information

**Industry:** Termite & Pest Control Services

**Location:** Los Angeles County and surrounding areas

**Campaign Start Date:** 10/02/2019

**SEO Hours per Month:** 60

**Campaign Type:** Local

**Goal:** Rank on the top positions of Google for all relevant keywords related to pest control

### Results

After performing initial keyword research in 2019, we found the client was already ranking for many relevant “pest control” keywords. The client’s goal of the campaign was to rank at the top of Google for as many relevant pest control keywords as possible. We found areas for improvement, and moved forward with our onsite keyword strategy. In addition, new backlinks were created month over month to help establish online authority. Overall, we saw an excellent increase in connected backlinks and organic keywords. They now have over 55 keywords ranking within the top 10 search results on Google. Continued focus on local keywords and additional cities will help secure top keyword rankings over time.



**23**

Keywords in Google’s top 10 search results

**142%**

Avg increase in organic traffic year over year

**422**

New backlinks created since launch date

### Performance

KEYWORD PHRASE	START	CURRENT
<b>termite removal</b> chino ca	<b>28</b>	<b>3</b>
<b>termite removal</b> claremont ca	<b>101</b>	<b>5</b>
<b>pest control</b> diamond bar ca	<b>101</b>	<b>9</b>
<b>pest control services</b> diamond bar ca	<b>101</b>	<b>10</b>
<b>pest services</b> chino hills ca	<b>25</b>	<b>3</b>

### Top SEO Tasks

- 709 total SEO tasks completed
- 206 article engagements
- 402 website bookmarking submissions
- 90 business directory submissions
- Multiple rounds of keyword research performed