CMG Local Solutions

4 SEO Best Practices to Help Pest Control Businesses Kill the Competition

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Plenty of things terrify us in life: the dark, confined spaces, spiders and their webs. Thankfully, your pest control business often alleviates those particular fears. Who else is going to brave the spooky corners of the basement and eradicate those creepy crawlers that make homeowners bug out?

Another kind of web can be equally scary: the internet. For all its splendor and wonderful ability to connect, the world wide web can be an intimidating place, especially for service providers trying to get noticed in an increasingly competitive landscape. If you own a pest control business and want to be on the top of customers' minds, you must be at the top of their internet searches.

How does a business claim that elusive No. 1 spot? Three words: search engine optimization.

Like pest control, SEO is a process of elimination. You need to know what to look for (and where to look) in order to identify opportunities and confirm suspicions. Then, you need the courage to trust your instincts and zero in on the appropriate targets. When done correctly, SEO pushes both residential and commercial customers to your pest control website and pulls more qualified leads into your sales funnel. Better still, properly executed SEO builds brand awareness and affinity, which turns happy customers into brand advocates who are eager to spread the word about your services.

That being said, creating a successful SEO strategy that produces results is a challenge. The overwhelming majority of people rely on the internet to find exterminators. If your pest control business can't be found with an online search, you're letting prospective customers swarm to the competition. In order to prevent this from happening, you need to leverage SEO best practices.

1. Identify a list of keywords.

The foundation of all top-performing SEO strategies is made up of keywords and phrases. When potential customers go to the internet to search for a pest control company in their area, these terms are the ones most commonly used to find answers (e.g., "affordable exterminator near me"). Take your time and develop a comprehensive list of both short- and long-tail options to get the ball rolling.

If you're struggling to accumulate the right amount of terms, try going to Google or another search site and start typing in pest control keywords. A list of suggestions will show up and give you some ideas of what people typically search for when it comes to pest control services. It's also wise to add geotargeted locations to your SEO terms to help steer local traffic toward your site. For example, "best pest control company in Orlando" will perform better than "best pest control" if you operate in Orange County, Florida.

2. Refresh the content on your website.

Now that you have a list of keywords and phrases, it's time to review your website's pages and single out the best-performing ones via analytics. Try to find scenarios where you can place a few high-ranking keywords on those pages, taking care not to be too repetitive because Google will penalize you for what's called "keyword stuffing." Too many keywords are just as bad as too few, so achieving the right balance is critical.

It's not uncommon for pest control companies to miss opportunities to infuse keywords into the content on their main pages, blog posts, and other pertinent landing pages. This is where a detailed content calendar can make a big difference in your approach. Such a comprehensive blueprint will outline when to create valuable, informative articles and other pieces of content at a sustainable cadence.

To that end, ensure that your on-site content appeals to Google's and Bing's web crawlers. The more often you update your site and add fresh, relevant material, the more frequently these search engines will index your site.

3. Study what the competition is doing.

Knowing how other pest control companies in your area are faring when it comes to internet searches is a critical step. Head to different search engines and type in each keyword you originally identified. Focus on the top dozen or so organic search results, as the vast majority of users never make it past the first page of results. Does your pest control business appear on that coveted top page of hits? Which local competitor sites rank above yours?

From there, click on the links that appear and sift through the page to find any instances of keywords in the image descriptions or within the copy. Document your impressions and any trends and patterns you notice for future reference. Imitation may be the sincerest form of flattery, but in the cutthroat world of pest control, it's also a means for survival.

4. Optimize your pages in extra ways.

Your SEO strategy should be up and running smoothly by this point. The endeavor is not complete yet, however. There are some additional actions you can take to further boost your optimization efforts. Every little bit counts when it comes to generating top-quality leads, after all.

Add internal links to different subpages throughout your website and connect them to a keyword, such as "pest control for mice." This interlinking keeps visitors on your webpage as they contemplate their best option for a pest control service provider. Additionally, don't be shy about prodding people to share your latest informative blog post on their social media feeds. These backlinks serve to add credibility to your website in the eyes of search engines.

Beyond internal links and backlinks, make sure to update the title, meta tags, and meta descriptions on all of your website's individual pages. Just be aware that the user experience needs to match the page's keywords; if you want to rank a page for "how to get rid of ants" but don't provide that information, it won't work.

CMG Local Solutions Can Bolster Your SEO Campaigns

Pest control can be scary to some — and so can SEO. But it doesn't have to be. While there are a lot of steps involved in improving your rankings, an industry leader can ease your worries and get the results you desire. A partnership with CMG Local Solutions will prompt potential clients to invade your website with appointment requests through a unique SEO strategy that's customized specifically for you.

Contact us **today to learn how we can simplify your digital marketing efforts and take your campaigns to the next level.**