

CASE STUDY

Guaranteeing a Pest Control Company Gets Found by Local Customers



50%
Growth in
YoY Business

161%
Increase in
Sessions

150%
Increase in
Unique Visitors

Overview

Market Hardware helped Bug Out Service revamp its website and build an SEO strategy that boosted website traffic and turned more local leads into customers.

Background

Bug Out Service has served West Florida's greater Pensacola Area since 1995. Bug Out Service's team of pest control experts has more than 150 years of combined experience in eradicating unwanted pests and termites for residential and commercial clients.



The Problem

Getting Found on Google by Local Customers

When Bug Out Service realized that the marketing landscape in the pest control industry was changing rapidly, Owner Lee Tate knew he needed a new website and a more results-driven SEO strategy to stand out from the competition. Although Bug Out had been working with another digital marketing business, that company had only created a simple website, and its efforts weren't getting Bug Out in front of the right local customers at the right time. Tate knew that Bug Out needed to find a new web design and digital marketing partner, but he needed one that understood the pest control industry inside and out.

The Solution

Building a Modern Website with a Strong SEO Strategy

Tate heard about Market Hardware through the Florida Pest Management Association and reached out for help.

We dove straight in to keyword research in order to find the keywords that would be the most effective for Bug Out, including local keywords that would pull in homeowners in the greater Pensacola area. Then, we built a user-friendly, mobile-optimized website that put those high-potential keywords to work.

“We always want to ensure that, when people look for the services a company like Bug Out provides, they’re being found and turning those potential customers into real customers,” said Market Hardware Vice President Doug Schatz.

Bug Out’s new website has simple navigation and menus, as well as clear buttons for site visitors to quickly get a free consultation or pay a bill. Bug Out also has a blog, where the company posts articles with tips and info to help customers navigate the world of pests. The site also has a full page of testimonials from real customers so site visitors can hear about the quality of Bug Out’s service.

The Results

Attributing 50% YoY Business Growth to Market Hardware

Working with Market Hardware on its SEO strategy and web design, Bug Out Services has experienced impressive growth.

“Each year, we attribute at least 50% of our business growth to the successful website and SEO campaigns that Market Hardware does for us,” Tate said. “When I call and ask people why they chose Bug Out, they always respond with the same answer. They say that they chose us because of what they learned about Bug Out from our website and finding us by Googling pest control services in our area.”

Additionally, Bug Out’s website has experienced a 74% increase in sessions, 45% increase in page views, and a 72% increase in unique visitors. The performance of keyword rankings also jumped an impressive 67%.

The Future

Growing the Business by Getting Found on Google

Tate wants other pest control companies to know that Market Hardware understands the pest control industry better than any other digital marketing business out there.

“Market Hardware doesn’t only have a good handle on the SEO and marketing world,” Tate said, “but Market Hardware also has a strong understanding of the pest control industry. The ability of Market Hardware to understand the industry and step into our world — you won’t find anything better than that out there.”

Bug Out Service has been satisfied with Market Hardware’s level of customer service, too, and is excited to continue growing its business with Market Hardware’s help on its website, SEO campaigns, and more.

“Market Hardware offers excellent customer care,” Tate said. “The Market Hardware team is responsive, updates my website with a fast turnaround, and answers any questions I have. The customer service is second to none.”

Before



After



Each year, we attribute at least 50% of our business growth to the successful website and SEO campaigns that Market Hardware does for us.

Lee Tate
Owner, Bug Out Services

