



SUCCESS STORY

BOOSTING WEBSITE PERFORMANCE AND Lead Generation for Critter Control

Impact

KEYWORDS

122+ Keywords Ranked
on Google Search

Authority Score

Website Authority Score
Improved from **22 to 48**

IMPRESSIONS

2x Boost in Website
Organic Traffic

BACKLINKS

4.2K Unique Referring
Domains Earned

The Client's Story

Critter Control offers professional pest control services across Tampa, Orlando, Polk, and Lake County in Florida. Despite strong local demand, the company's website faced several technical and content-related issues that limited visibility and lead flow. With a clear goal to increase traffic and generate more qualified leads, the client partnered with us to improve their online presence.

The Challenge

01 Lead Generation Issues

The website wasn't effectively converting visitors into leads due to broken forms and a poor user experience.

02 Technical SEO Problems

The site suffered from 404 errors, HTTP/HTTPS conflicts, mobile responsiveness issues & misconfigured 301 redirects.

03 Content Gaps & Low Visibility

Many pages had thin content, missing alt tags, outdated metadata, & lacked optimization for local pest control search.

04 Low Website Engagement

User interactions were low, with minimal time spent on site and limited activity across service pages.

The Turning Point: Our Partnership

We stepped in to execute a comprehensive SEO and technical overhaul, aimed at improving website health, increasing local search visibility, and enhancing user interaction. The work focused on technical cleanups, performance improvements, and creating a stronger content foundation.

**Fixed Website
Forms**

01

Resolved form submission issues that were preventing lead capture and contact inquiries.

**Redirection &
Error Issues**

02

Fixed 301 redirects, 404 errors, and resolved HTTP/HTTPS conflicts to improve site structure and user experience.

**Improved Mobile
Usability**

03

Addressed mobile responsiveness issues to ensure a seamless experience across all devices.

**Optimized Page
Speed**

04

Enhanced loading times by optimizing images, scripts, and server responses for better performance.

**Refreshed
Website Content**

05

Updated key service pages with location-relevant content to target local search intent.

**Integrated Google
Reviews**

06

Displayed real customer feedback on the site to build trust and improve local SEO.

**Enhanced SEO
Health Score**

07

Resolved core issues flagged by SEMrush and other tools to increase the website's SEO performance and visibility.

Impact

Our efforts led to a significant improvement in the website's overall health score and search performance. Organic traffic increased steadily, user engagement improved, and form-based conversions began to rise consistently. The client also saw better ranking across multiple service areas, thanks to targeted location-based updates. With a faster, cleaner site and fresh, optimized content, Critter Control became more visible and credible in local searches, turning visitors into leads.

The Results

SEO IMPACT IN NUMBERS

BEFORE	METRICS	AFTER
987	Website Clicks	1.28k
10	SEO Health Score	85
11	Keyword Rank	1000+
3,860	Organic Traffic	5,770

<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input type="checkbox"/> Average CTR	<input type="checkbox"/> Average position
1.28K	283K	0.5%	24.1
Last 28 days	Last 28 days	Last 28 days	Last 28 days
987	244K	0.4%	29.2
Previous 28 days	Previous 28 days	Previous 28 days	Previous 28 days

Organic Search	
Sep 1, 2024 - Jan 31, 2025	5,770
Apr 1 - Aug 31, 2024	3,860
% change	49.48%

	sessions	rate	e
SHOW ALL ROWS			
Total	2,250 vs. 2,119 ↑ 6.18%	1,038 vs. 906 ↑ 14.57%	46.13% vs. 42.76% ↑ 7.9%
Organic Search			
Jan 1 - Jan 31, 2025	704	474	67.33%
Dec 1 - Dec 31, 2024	655	401	61.22%
% change	7.48%	18.2%	9.98%

Clients Feedback

The SEO efforts helped us attract more local leads and truly improved our online presence. We're now showing up where it matters, just in time for tax season.

The Story Continues...

Looking ahead, the focus is on pushing mid-ranking keywords to the first page through targeted content updates and strategic backlink building. We'll also implement A/B testing for key call-to-actions to improve conversion rates and continue building local citations and securing media mentions to strengthen authority. Additionally, a seasonal content campaign will be launched to capture tax-planning interest during the April to July period, ensuring the website remains relevant and visible during peak demand.

Want your business to thrive like this?

Let's tell your story next.