

Build Your Brand

How a top insect control services franchise increased unpaid lead volume by 91% month-over-month

The Client

- Insect control and public health services franchise network
- Over 200 network locations serving over 60,000 customers

Challenges

As a rapid-growth network, our client needed a robust digital footprint to capitalize on local consumers searching for their services online.

However, their outdated website infrastructure disabled them from delivering consistent branding & messaging to attract consumers in key local markets.

Goals

Our client was looking for a long-term strategic digital marketing partner who could accomplish the following:

- Modernize website infrastructure
- Deliver digital brand consistency
- Provide franchisees means to attract local leads

Solutions



Corporate Site
UX/UI Re-Design



Custom Site
Architecture



Location
Pages



Custom Content



On-Page SEO



Photos & Offers

Outcomes in First 12 Months

Increased total web traffic by 68% MoM*

Key Drivers - Optimized the website user experience to be device-responsive. Implemented a sub-folder URL structure that incorporates individual, branded location pages into overall website hierarchy.

Increased unpaid lead volume by 91% MoM*

Key Drivers - Applied SEO best practices for corporate and local web pages. Employed custom local content and enabled locations to publish custom photos and offers.

Reduced average price-per-lead by 39%

Key Drivers - In coordination with optimizations made to the client's network paid search program, increased unpaid lead volume reduced PPLs month-over-month.

*Month-over-month | Feb '17 - Feb '18

web.com® for Enterprise

Call Us: 855-973-8003 | Email Us: enterprise@web.com