

# **Digital Marketing for Pest Control Companies**

*The Insider's Guide to Generating  
Leads and Sales Online*

by

Wyatt Chambers and Shawn Campbell



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# ONE

## *Your online marketing plan*



Congratulations on your purchase of *The Complete Guide to Internet Marketing for Pest Control Companies!*

There are a number of channels/mediums to consider for your business when you look at the Online Marketing space. Whatever your business, this book has the plan for you.

At first glance, considering all the marketing options available might be overwhelming. These include Search Engines

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(Organic, Maps, Pay-Per-Click), Local Service Ads, Social Media (Facebook, X (formerly Twitter), LinkedIn, TikTok), Paid Online Directory Listings (BOTW, FourSquare, Yelp.com, Judy's Book, etc.) and Paid Online Lead Services.

To maximize your lead flow from the Internet, you need to develop a PLAN which covers each of these online marketing opportunities. The purpose of this book is to outline a plan that will transform you from an online marketing novice to the dominant player in your area.

Throughout this book, I lay the foundation to the following online marketing elements.:

1. Mapping out your online marketing plan (Website, SEO, PPC, Pay-Per-Lead services, etc.)
2. Starting with the fundamentals (Market, Message, Media) before jumping headfirst into your Internet Marketing Strategy
3. Setting up your website
4. Understanding how search engines work, and learn the differences between the paid, organic and map listings

5. Search Engine Optimization - How to optimize your website with keywords that are most important for your particular business
6. How to conduct keyword research
7. Our list of the most commonly searched keywords in your industry
8. How to achieve the maximum result by mapping out the pages which should be included on your website
9. How to optimize your website for ranking in the organic listings on major search engines
10. How to improve your website's visibility so you can rank on page one for your most important keywords
11. List of link building techniques and strategies that are proven to enhance rankings
12. Content marketing strategies for maintaining relevance in your market

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13. Optimizing Google Maps - How to get ranked on the Google Map in your area
14. The fundamentals of Google Maps ranking (NAP, Citations, Consistency and Reviews)
15. How to establish a strong name, address, and phone number profile (NAP)
16. How to properly claim and optimize your Google Business Profile Local Listing
17. How to develop authority for your map listing via citation development
18. List of the top citation sources for your business organization, according to the industry standards
19. How to get real reviews from your customers in your true service area
20. Understanding Website Conversion Fundamentals - How to ensure that your website converts visitors into leads in the form of calls and web submissions

21. Understanding Mobile Optimization - How to optimize your website for mobile visitors
22. Using Social Media Marketing - How to utilize Social Media (Facebook, X (formerly Twitter), LinkedIn, TikTok and other social platforms for maximum effect in your business.
23. Using Video Marketing - How to tap into the power of YouTube and other video sharing websites to enhance your visibility and drive better conversion
24. Leveraging email marketing tools (Constant Contact, Mail Chimp, etc.) to connect with your customers on a deeper level, receive more reviews, get more social media connections and ultimately get repeat and referral business.
25. Understanding and capitalizing on Paid Online Advertising opportunities

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26. Use Pay-Per-Click Marketing (Google AdWords and Bing Search) - How to maximize the profitability of your Pay-Per-Click Marketing efforts
27. Why PPC should be part of your overall online marketing strategy
28. Why most PPC campaigns fail
29. Understanding the Google AdWords Auction process
30. How to configure and manage your Pay-Per-Click campaign for maximum ROI
31. Local Service Ads (LSAs) – Local Service Ads are a type of advertising offered by Google that allows local service providers to promote their business to potential customers in their area.
32. Using Paid Online Directories - What paid online directories should you consider advertising in (BOTW, Spoke.com, Yahoo, Yelp, Foursquare, Yellowpages etc.)

**33. Managing Pay-Per-Lead and Lead Services - How to properly manage Pay-Per-lead services for maximum return and long-term gains**

**34. Sample lead follow up email sequence**

**35. How to Track, Measure and Quantify - How to track your online marketing plan to ensure your investment is generating a strong return**

When it comes to Internet marketing for your business, there are several avenues to explore. In this chapter, I will briefly touch on the various Internet marketing channels that are available, and then go into more detail throughout the book.

This chapter serves as your “Marketing Plan” and roadmap going forward.

- Online Marketing Channels
- Search Engine Optimization (Organic Listings and Map Listings)
- Search Engine Marketing/PPC on Google AdWords and Bing Search Network
- Local Service Ads (LSAs)

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- Social Media Marketing (Facebook, X (formerly Twitter), LinkedIn, TikTok)
- Video Marketing
- Email Marketing
- Paid Directory Marketing (BOTW, Spoke.com, Yahoo, Yelp, Foursquare, Yellow Pages, Judy's Book etc.)
- Paid Lead Services (Emfluence.com, Fuellead.com, Intellibright.com, etc.)

## Search Engine Optimization

Search Engine Optimization (SEO) is the process of increasing your company's visibility on major search engines (Google, Yahoo, Bing, etc.) in the organic, non-paid listings as consumers are searching for your products or services.

There are three very critical components of Search Engine Marketing. The three components are:

1. **Paid Listings** – The area along the top of the search engine results page (SERP) that advertisers can bid on and pay for in order to obtain decent placement in the search engines



2. **Organic Listings** – The area in the body of the Search Engine Results page
3. **Map Listings** – These are the listings which come up beneath the paid listings and above the organic listings in a number of searches

Search Engine Optimization involves getting your website to show up in the Organic and Map Listings. These listings account for a majority of the search volume.

When most people think “Internet Marketing,” they think Search Engine Optimization. However, you will begin to see that SEO is only a small piece of the MUCH BIGGER “Internet Marketing” puzzle for business owners.

## **Search Engine Marketing / Pay-Per-Click**

Now that I have discussed SEO, let’s talk about Search Engine Marketing or PPC (Pay-Per-Click). Google, Yahoo and Bing all have paid programs that allow you to BUY listings associated with your keywords to be placed in designated areas of their sites.

There are three really important benefits of PPC:

1. Your keyword listings will appear on search engines almost immediately

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2. You only have to pay when someone actually clicks on your listing – hence the term Pay-Per-Click Marketing
3. You can get your ad to show up on national terms in the areas/cities in which you operate

PPC Marketing works on an Auction system similar to that of eBay. You simply choose your keywords and propose a bid of what you would be willing to pay for each click.

There are several factors that determine placement which will be discussed in detail in the PPC for Businesses chapter. But, in the broadest sense, the one who is willing to pay the most per click will be rewarded the top position in the search engines, while the second-most will be in the second position, etc.

PPC Marketing is a great way to get your company's website to appear at the top of the search engines right away, driving qualified traffic to your website.

### **Local Service Ads**

Local Service Ads (LSAs) appear at the top of Google search results and show the business name, average rating, and other relevant information to help customers make informed decisions. LSAs are designed to make it easy for local service

providers to connect with customers who are looking for their services in their area.

Local Service Ads (LSAs) offer several benefits to local service providers:

1. **Increased visibility:** LSAs appear at the top of Google search results, which increases the visibility of the business and helps it stand out from other local service providers.
2. **Targeted advertising:** LSAs are targeted to potential customers who are searching for services in the business's area, which increases the likelihood that they will be interested in the services offered.
3. **Credibility:** LSAs show the business's average rating and number of reviews, which can help establish credibility and trust with potential customers.
4. **Ease of use:** LSAs are designed to be simple and easy to use, with a streamlined process for setting up and managing the advertising campaign.
5. **Cost-effective:** LSAs offer a cost-effective way for local service providers to reach potential customers, with no upfront cost and only paying for actual leads generated.

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Overall, LSAs are a useful tool for local service providers to promote their business and reach potential customers in their area.

### **Social Media Marketing**

There is a lot of buzz around Social Media (Facebook, X (formerly Twitter), Instagram, LinkedIn, YouTube, TikTok), but how can it be utilized by a small business which is just starting out? How can you use social media to grow your business? Just look at the staggering statistics for Facebook:

- At the time of publication, there are a little over 2 million active Facebook users
- 68% of active users log-on to Facebook on any given day
- Americans spend over 30 minutes per day on the platform
- People are 53% more likely to buy from businesses they can message<sup>1</sup>

So, how can you employ this amazing tool to grow your business? Use it to connect with your personal sphere of influence, past and new customers. By doing so, you can solidify and maintain existing relationships, remain top-of-mind, and ultimately increase repeat and referral business.

### **Video Marketing**



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Did you know YouTube is the second-most used search engine on the market? Would you guess it is even ahead of Bing and Yahoo? It's true!

Millions of people conduct YouTube searches on a daily basis. Most business owners are so focused on SEO they completely neglect the opportunities that video and YouTube provide.

By implementing a Video Marketing Strategy for your business, you can get additional placement in search results for your keywords, enhance the effectiveness of your SEO efforts and improve visitor conversion.

### **Email Marketing**

Similar to Social Media Marketing, email marketing is a great way to remain top-of-mind with your customers and increase repeat business and referrals.

Compared to direct mail and newsletters, email marketing is by far the most cost-effective means to communicate with your customers.

As I will discuss in the Email Marketing for Businesses chapter, I feel email marketing can be used to effectively draw your customers into your social media world.

### **Paid Directory Marketing**

There are a number of Online Directories which are important for businesses:

- BOTW
- Spoke.com
- Yahoo
- Yelp
- Foursquare
- YellowPages
- Judy's Book
- Paid Lead Service Sites

There is an array of services that will sell you leads on a "pay-per-lead" basis or a flat monthly fee.

- Emfluence.com
- Fuellead.com
- Intellibright.com

While these leads tend to go to a number of different providers and will be less qualified than other sources, these Pay-

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Per-Lead services can be a profitable online marketing channel if executed correctly.

Now that you have an understanding of each of the Internet marketing channels available, in the following chapters I will discuss how you can leverage them to connect with new customers and grow your business.

### **Where to Start?**

With such a large amount of Internet marketing channels, where should you start? I firmly believe that over time, you should be appropriating each of these online marketing opportunities.

However, you must first begin with the foundation - your website, organic rankings and social media/email. You should start looking at the various paid marketing opportunities when your website is set up correctly, ranking on search engines for your most important keywords in the organic, non-paid listings and you are actively engaging in social media activity.

I have found that the biggest and most impactful opportunity is getting ranked organically (in the non-paid listings). You may then leverage the additional profits in paid marketing to further augment your growth.



## Your online marketing plan

Once you are ranking well organically and things are firing on all cylinders, then you can start to run a well-managed Pay-Per-Click Campaign and explore paid online directory listings on Yelp, Foursquare, etc.

Next, let's look at the fundamentals of your overall marketing strategy before pressing forward into full implementation.



## TWO

*Start with the fundamentals (Market, Message, Media)*



Before I delve into Internet Marketing, SEO, and Social Media Marketing, I want to be sure I have built a strong marketing foundation.

As I talk with various business organizations across the United States, I have come to the realization the vast majority of you tend to skip straight past the basic fundamentals of your

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marketing strategy and dive headfirst into tactics (Pay-Per-Click advertising, SEO, Social Media, etc.).

So, what do I mean when I say “Fundamentals”? All marketing has 3 core components:

1. Message (what)
2. Market (who)
3. Media (how)

You have to have a unique “Message” (who you are, what you do, what makes you unique, and why someone should hire you rather than another business offering the same service), a specifically defined “Market” (who you sell to and who your best customers are), and then look at “Media” (where you can reach those best customers).

The tactics (Pay-Per-Click, SEO, Social Media, Direct Mail, etc.) fall into the “Media” category.

If you focus solely on the Media or Tactics, you will likely fail regardless of how well-selected that Media is. With that being said, you need to scale back to the fundamentals. Invest the time and energy in fleshing out your “Message” and figuring out who your “Market” is. By doing so, ALL of your Media choices will be vastly more effective. How can you do that?

Start with the fundamentals (Market, Message, Media)

Spend a few minutes and THINK. Take out a scratch pad and answer these questions:



**Message:**

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1. What do I do which is unique and different from my competitors? (Do you offer a guaranteed time frame for your appointments? Do you offer written estimates prior to starting work, promising to stand by that estimate?)
2. Maybe you offer a guarantee for all of your work and will look after any issues within a one-year period of time after the project is complete. Perhaps you offer a free consultation to showcase the services you have to offer to potential customers.)

If you think about the psychology of a customer, what concerns or apprehensions do you think they have about hiring the services of a new business organization? "They won't be able to finish the job on schedule, so I will probably have to waste a lot of time waiting around for them," or "They are going to be a crude mess and leave me with more work in the end," or

"They are going to give me one price over the phone, tell me another when they start with the job and then charge me something VASTLY different once all is said and done."

3. How can you address your customers' common concerns in a unique way?

Start with the fundamentals (Market, Message, Media)

## **Market:**

1. Who is my ideal customer? (Please realize not everyone resides in your city nor within a 25-mile radius of your office). You need to be clear about the audience that you are looking to attract.

Look at your last 25 customers and evaluate who spent the most money, who had the highest profit margins, and who was genuinely pleased with your service. What are the unique characteristics of those good customers? Do they live in a particular area of town? Do they have a higher income level? How did they hear about your service offerings?

2. Start to define who your ideal customer is so you can put a marketing plan in place to attract similar customers.

## **Media:**

Once you have fleshed out your Message and your Market, then you can start to think about Media. In order to determine what media will be most effective for you, you need to think about where you can reach your IDEAL customer.

Clearly, the Internet is a great "media" for connecting with your ideal customer who is proactively in the market for your

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services. Throughout the remainder of this book, I will be explaining the various Internet marketing channels and how you can use them to connect with your ideal customer.

Remember, you need to start with the FUNDAMENTALS (Message, Market and Media) before running headstrong into any marketing.



# THREE

## *How to set up your website*



This chapter is all about how to setup your website. I am going to cover a lot of details as they relate to SEO, Google Maps Optimization, Pay-Per-Click Marketing, etc.

However, without a properly designed and functioning website, those efforts will be put to waste. Before you can or even should begin exploring those options, you must have your website up and running.

## **Formats**

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Let's talk about website formats and the different options available to you when you are ready to start.

- **HTML Site** – There are basic HTML pages and/or individual pages that can be incorporated into a website. This is how almost all websites were built several years ago. They had multiple pages hyper-linked together.
- **Template Based Site Builders** - Site builders, that you can obtain through providers such as Go Daddy, Website By Tonight, and Ionos are turnkey. You buy your domain and set up your website. I have found this type to be quite a bit less than ideal because you don't have a lot of control or flexibility. But, there are still a lot of sites in this format.
- **CMS Systems** - Content Management Systems, like Word-Press, Joomla, Drupal. I'm sure there are many others but these are the big ones.

Given my experience with websites, a content management system (CMS) is ideal for a business. I say that because you have scalability. In any of these platforms, you have the ability to change your navigation on the fly, add as many pages as you need and easily scale out your site.

If you have your website built in WebsiteByTonight or in HTML format with graphics behind the website, and you wanted to add a new section, you would have to start from scratch.

You would have to go back to the graphics and modify all of the pages in order to add the new section to your navigational structure. With a CMS, everything is built behind code allowing the ability to apply easy edits and to add multiple pages.

As you will see in the search engine optimization section of the book, you will have the ability to have a page for each one of your services and each city in which you operate.

A CMS allows you to create your pages in a scalable format without having to mess around with the graphics or do anything that is difficult to control. Also, it is easy to access, modify, and update.

Using formats like WordPress and Joomla, you may access the back-end administrative area at `yourcompany.com/login`.

After entering your username and password, you will find there is a very easy to edit system with pages and posts which function similarly to Microsoft Word.

You can input text, import images and press "save", forcing all new edits to be updated on your live website. It is easier than it looks and is very search engine friendly.

Content Management Systems have intelligently structured linking between pages and content, making it extremely search engine friendly. I have found this method tends to be better than regular HTML or Website By Tonight options.

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In a lot of cases, a blog is going to be automatically bolted onto a CMS based website providing you with a section where you may feed updates. In the SEO chapter, I cover the importance of creating consistent updates and blogging regularly.

Another benefit of content management systems is being provided with a variety of plugins you can choose to incorporate on your website. You can easily pull in your social media feeds, YouTube Videos and check-ins.

You may also syndicate your website to automatically post any new updates to your social media profiles. You can add map integration where people can click to either get instructions or view a map to find out the areas which are served by your organization. There is a surplus of features available within a CMS that you can't necessarily do with a non-CMS type option.

Whether you are looking to build a website from the ground up, you are just getting started, or you feel like you simply need a redesign, I highly suggest that you do so in a CMS, ideally in WordPress.

WordPress is a fantastic platform and very easy to use. It's the most adopted website platform available with many developers using it. It's constantly being updated and improved and I have found it to work very well for different businesses.

You have my stamp of approval to go out and build your website on a WordPress platform.

## **What Should Your Website Include?**

So, what pages should your website have? What navigation structure should you create? Depending on your business, you will need to showcase different things.

For pest control services companies, though, the basics should be:

- Home
- About Us
- Our Services
- Our Service Area (You will understand what I mean once you read the SEO Chapter)
- Online Specials or Coupons
- Reviews and Testimonials
- Before and After sections or a Work Showcase
- Buyers Guide
- Blog

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- Contact Us

These are the core pages. Within "About Us," you might incorporate a drop-down menu for subcategories including "Meet the Team," "Why Choose Our Company," etc. I think that's very powerful.

You want to be able to drive people back to a "Why Choose Us" section, and, in some cases, if you are having issues recruiting and retaining good quality talent, you might want to have a "Careers" page under the "About Us" navigation, where a visitor can go and fill out an application and learn more about your organization.

Within "Our Services," you want to have the ability to list a drop-down listing the types of services that you offer. I discuss this to a great extent in the SEO chapter.

You want to have landing pages for each one of your services because they are going to be optimized with different keyword combinations.

As a pest control services business, a "Service Area" section will give you the ability to show a heat map of all of the locations that your team goes to, as well as a drop down menu that lists the sub-cities in which you operate within your market.

A "Reviews and Testimonials" page will provide a section to showcase what your customers are saying about you in text or video form.

You can also pull in reviews from sites such as Google Maps, Angi, and Yelp.

Finally, of course, you will need a "Contact Us" page where web visitors have your general contact information.

These are the core things you should have on your website.

### **A Clear Description of Who You Are**

A visitor who stumbles upon your website shouldn't have to do a thorough investigation to figure out who you are and what exactly you do.

This means it's important to clearly mention your business name and sum up your products or services above the fold section of your website. A clear and specific description will attract the visitor's attention immediately - within two to three seconds - and encourage them to spend time on your website.

### **Your Primary Contact Details**

Outside of your navigational structure, what else should your website have? What other elements are going to help with conversion?

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Well, you should always provide a primary phone number on every page of your website, in the upper right-hand corner. When somebody visits a page, their eyes are naturally drawn to the top section of the website where they can see the logo and the phone number.

People tend to expect that phone number will be somewhere in this location. It is ideal to have a prominent phone number in that section, telling them to “call you now”.

### **An Obvious Call to Action**



I believe business websites should always make a web form available from which a customer can easily request a quote.



Bear in mind that every visitor to your website is in a different situation and frame of mind. You may have someone that's on their phone or just leisurely looking to contact you for your business services and is able to simply pick up the phone and call you.

On the other hand, somebody who's in a work environment may not have the ability to stop what they are doing and make a phone call without drawing attention from his or her coworkers. However, they may be able to browse around online to find out what options are available.

Your potential customers may reach your website and be torn between making a call right at that moment, just scheduling the appointment, or wanting to have someone from your team contact them.

Make it easy for them to enter their information into a web form where they can provide their name, phone number, email address, and a note detailing their requests that they can send through online. It makes it easier and doesn't create any pressure.

## **Social Media Links**

You also want to provide links to your social media profiles. Link to Facebook, X (formerly Twitter), LinkedIn and TikTok so customers can easily jump off, engage with you on social

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media, see what you're doing and be able to press that important "like," "follow" or "subscribe" button. It helps create a sense of authenticity when your customers get to see your social media content.

### **Customer Testimonials**

Have a direct link which drives visitors to your online reviews and testimonials that I discussed previously.

You should also post your credentials either in the sidebar or in the header graphic, proving, for example, that you're BBB-accredited or a member of the local chamber of commerce or industry association.

This allows potential customers to rest assured that you are a credible organization, you're involved in the community and that you're less apt to provide them with poor service. They'll feel more comfortable doing business with you.

You definitely need to have your company name, address and phone number on every page of your website.

It is not critical that you list your address on each page because it will not be a determining factor in whether or not customers call you, but as I will explain in the Google Maps optimization chapter, having name, address and phone number consistency is critical for ranking on Google Maps.

It is a great strategy to have your name, address and phone number referenced on your website, ideally in the footer section. You need to have that contact information on all of your pages including the Contact Us page, of course.

### **Authentic Images**

It's extremely important that you infuse personality into your website. By personality, I'm referring to authentic photos and videos.

Showcase your company, feature yourself, the business owner, and the people who work in the business: the office team, the technicians, etc.

Showcase the office itself, the trucks and equipment if you have them. Don't use stock photography, but authentic imagery. This gives the visitor the chance to get to know, like and trust you, before they even pick up the phone. I've seen this tactic prove itself time and time again.

Say a potential customer visited two different sites for a similar business offering. One of them is generic; with the same image he or she has seen before of the same people on other websites.

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Highlight a genuine picture of the actual company owner, the team and equipment used. An authentic page can convert 10 to 1. You must let your real personality reflect on the website.

You must also craft messaging that explains why they should choose your company. Why should someone choose you over the competition?

Have somewhere they can see your online reviews; where if they're kind of on the fence they can quickly locate some special offers and incentives that will drive action. Give them a reason to contact you right away, as opposed to continuing to browse the web for someone else.

### **Mobile Website**

The other major thing you want to think about, from the conversion perspective, is having a mobile-ready version of your website.

More and more people are accessing the Internet via smart phones such as iPhones and Android phones. Make sure the mobile version of your site isn't the same as your regular site.

It should be condensed, fitting their screen and giving them just the information that they need. It should integrate with their phone so all they have to do is press a button to call you.

## How to set up your website

People who are searching or accessing your website from a mobile device are in a different state of mind than the people that are browsing and finding you on a computer. Make it easy for them to get the information they need and to get in touch with you.



# FOUR

## *Understanding HOW Search Engines work*



In this section, I want to take a few minutes to demystify the search engines and break down the anatomy of the Search Engine Results Page (SERP). By understanding how each component works, you can formulate a strategy to maximize your results.

There are three core components of the Search Engines Results Pages (SERP's):

### **1. Paid/PPC Listings**

In the paid section of the search engines you can select keywords which are relevant to your business, and then pay to be listed amongst the search results. The reason it is referred to as PPC or Pay-Per-Click<sup>1</sup> is because rather than paying a flat monthly or daily fee for placement, you simply pay each time someone clicks on the link.

### **2. Map Listings**

The map listings have become very important because they are the first thing that comes up in search results for most locally based searches. If someone searches for some particular service in your area, chances are the map listings will be the first thing they look at. Unlike the paid section of the search engine, you can't buy your way into the Map Listings. You must earn it. Once you do, there is no per-click cost associated with being in this section of the search engine.

### **3. Organic Listings**

The organic/natural section of the Search Engine Results page appears directly beneath the Map Listings in many local searches but appears directly beneath the Paid Listings in the absence of the Map Listings (the Map Section only shows up in specific local searches). Similar to the Map Listings, you can't pay your way into



## Understanding HOW Search Engines work

this section of the search engines and there is no per-click cost associated with it.

Now that you understand the three major components of the Search Engine Results and the differences between Paid Listings, Map Listings and Organic Listings you might wonder... "What section is the most important?"

This is a question that I receive from a large number of pest control services businesses every day.

The fact is all three components are important, and each should have a place in your online marketing program because you want to show up as often as possible when someone is searching for your service offerings in your area.

### **Return On Investment**

With that said, assuming you are operating on a limited budget and need to make each marketing dollar count, you need to focus your investment on the sections that are going to drive the strongest Return On Investment(ROI).

Research indicates that the vast majority of the population looks directly at the Organic and Map Listings when conducting a search, and their eyes simply glance over the Paid Listings.

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So, if you are operating on a limited budget and need to get the best bang for your buck, start by focusing your efforts on the area which gets the most clicks at the lowest cost. I have found placement in the Organic and Map section on the Search Engines drive a SIGNIFICANTLY higher Return On Investment than Pay-Per-Click Marketing.

Begin with the Organic Listings and then, as you increase your profits, you can start to shift those dollars into a proactive Pay-Per-Click Marketing effort.

In the next chapter, I will start to look at Search Engine Optimization and how to optimize your website to rank in the organic listings (non-paid) for the most important keywords in your field.



## **How Do Search Engines Work?**

It is also important to understand how search engines work. This includes the process of crawling and indexing, plus the concept of page rank as well.

Search engines work by crawling billions of web pages using their own web crawlers or web spiders. These web crawlers are also known as Search engine bots<sup>2</sup>.

## **Understanding Search Engine Index**

Once a webpage is discovered by a search engine, they are added into a search engine data structure which is called an index. Search engine index includes all the crawled web URLs along with several important key elements about the content of each web URL such as:

- The keywords
- Type of content
- Uniqueness of the page
- User engagement with the page

## **Understanding Search Engine Algorithm**

Search engine algorithm aims to display a relevant set of high-quality search results that will fulfill the user's search query as quickly as possible.

### **What Happens When a Search Query is Entered?**

When a search query is entered into the search engine by a potential user, the search engine tries to identify all the pages which are deemed relevant.

During this process, the search engine uses a special algorithm to hierarchically rank the most relevant pages into a set of results. The algorithm which is used to rank the most relevant web pages differs for each search engine.

For example, a web page that ranks on the top for a search query in Google may not rank highly for the same query in Bing.

Mentioned below are a few elements search engines use to return the results.

- Search query
- Location
- Language detected

## Understanding HOW Search Engines work

- Previous search history
- Device from which the search query was entered

### *Sources and References:*

- <https://en.wikipedia.org/wiki/Pay-per-click>
- [https://en.wikipedia.org/wiki/Web\\_crawler](https://en.wikipedia.org/wiki/Web_crawler)



# FIVE

## *Search Engine Optimization*



Getting your company listed in the organic section (non-paid listings) of the search engines comes down to two core factors:

1. Having the proper on-page optimization so Google knows what you do and the general area you serve. This allows it to put in the index for the right keywords. You do this by having pages for each of your services and

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then optimizing them for specific keyword combinations.

2. Creating enough authority and transparency so Google ranks you on page one (rather than page ten) for those specific keywords. Ultimately, it comes down to having credible inbound links and citations from other websites to your website and its sub-pages. He who has the most credible inbound links, citations and reviews will be the most successful.

Throughout the course of this chapter I provide specific how-to information on exactly what pages to add to your business website - and why. I also discuss what you can do to improve your authority/transparency in Google's eyes so your website ranks on page one for the keywords which are most important to your business.

Before you start creating pages and trying to do the "on-page optimization" work, you need to be clear on the most commonly searched keywords relative to the services you offer.

By understanding the keywords, you can be sure to optimize your website for the words that will actually drive qualified traffic to your site. You need to conduct a detailed research of the market and the requirements that potential customers have in order to find the optimal keywords which will help bring in more customers.



As a pest control services business it's important to learn the methodology behind selecting the most relevant keywords for your services. I have provided an overview of how to conduct keyword research.

### **How to Conduct Keyword Research**

To determine what your customers are searching for when they need your services, here are a number of tools that can be used to conduct keyword research. Some are free of charge while others have a monthly cost associated with them. Some of the better keyword research tools include Wordstream, Google AdWords Keyword Tool and SEMRush.

For the purposes of this book, I have developed instructions based on the free Google AdWords Keyword tool. To use Google AdWords Keyword tool, you'll need to:

1. Develop a list of your services and save it in a .txt file
2. Develop a list of the cities that you operate in (your primary city of service and the smaller surrounding towns) and save it in a .txt file
3. Go to <https://www.mergewords.com>
  - Paste your list of cities in column 1

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- Paste your list of services in column 2
  - Press the “Merge!” button
4. The tool will generate a list of all your services combined with your cities of service
  5. Go to Google.com and search “Google Keyword Tool” or go directly to <https://ad-words.google.com/o/KeywordTool>
    - Paste your list of merged keywords into the “word or phrase” box
    - Press “Submit”
    - You will now see a list of each of your keywords with a “search volume” number beside it
    - Sort the list from greatest to smallest

You now have a list of the most commonly searched keywords in your area.

With this list, you can map out keywords to specific pages on your website and rest assured that you are basing your strategy on opportunity rather than a guesstimate.

## Most Commonly Searched Industry

### Keywords

Mentioned below is the list of the most commonly searched keywords for the pest control services industry.

## Most Searched Pest Control Services

### Keywords:

Pest control	Pest control near me
Exterminator near me	Exterminator
Spraying for bugs	Pest control services
Termite treatment	Bed bug treatment
Roach kill	Termite inspection
Bed bug exterminator	Rodent control
Termite control	Kill mosquitoes
Spraying for mosquitoes	Mosquito control
Bee removal near me	Pest control companies
Mice exterminator	

Based on this data, in order to get the most from the Internet from an SEO perspective, you will want to create content on your website for the following keyword combinations, as an example:

- Your City + Bee removal near me

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- Your City + Pest control companies
- Your City + Mice exterminator
- Your City + Termite control
- Your City + Rodent control
- Your City + Termite inspection
- Your City + Bed bug exterminator, etc.

## How to Map Out Your Website Pages for Maximum Result

Now that you are set to determine the most commonly searched keywords in your field, you can begin mapping out the pages which need to be added to your website.

Keep in mind each page on your website can only be optimized for 1-2 keyword combinations. If you came up with 25 keywords, then you are going to need at least 12 – 15 landing pages.

Be sure you have each keyword mapped to a specific page on your site.

<b>Keyword</b>	<b>Mapped to what page</b>
Main Keyword	Home

Keyword 1	Services –pest control
Keyword 2	Services – roach kill
Keyword 3	Services – rodent control
Keyword 4	Services – termite control
Keyword 5	Services – kill mosquitoes

Now that you have mapped out the pages to be included on your website, you can start thinking about how to optimize each of those pages for the major search engines (Google, Yahoo and Bing).

## **How to Optimize for Ranking in the Organic Listings**



## **Step 1 – Build the website and obtain more placeholders on the major search engines.**

A typical services website has only 5-6 pages (Home – About Us – Our Services – Coupons – Testimonials - Contact Us).

That does not create a lot of indexation or placeholders on the major search engines. Most service providers, for example, provide a wide variety of services, as covered in the Keyword Research section of this chapter.

By building out the website and creating separate pages highlighting each of these services offered (combined with city modifiers), a business can get listed on the search engines for each of those different keyword combinations.

Here is an example:

- Home – About – Coupons– Contact Us
- Sub-pages for each service; Tuscon pest control, Flowing Wells pest control, Oro Valley pest control, ETC

Often, pest control services business owners often provide services in a large number of locations outside of their primary city. In order to be found on the major search engines for EACH of those sub-cities, additional pages need to be created:

- Sub-pages for each sub-city serviced – Oro Valley pest control services, etc.

## **Step 2 – Optimize Pages for Search Engines:**

Once the pages and sub-pages are built for each of your core services, each page needs to be optimized from an SEO perspective in order to make the search engines understand what the page is about.

Here are some of the most important items that need to be taken care of for on-page search engine optimization:

- Unique Title Tag on each page
- H1 Tag restating that Title Tag on each page
- Images named with primary keywords
- URL containing page keyword
- Anchor Text on each page and built into Footer – e.g. Tuscon, Bob’s Pest Control Services
- XML Sitemap should be created and submitted to Google Webmaster Tools and Bing Webmaster Tools

## **How to Build Up Website Authority**

Once the pages are built and the “on-page” SEO is complete, the next step is getting inbound links so you can rank on page one for your most important keywords.

Everything I have discussed to this point is sort of like laying the groundwork. The pages need to be in order to even be in the running. However, it is the number of QUALITY inbound links and web references to those pages that is going to determine placement.

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### ***30% of SEO is On-Page type work - The other 70% is Link Building***

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Building the pages is just the beginning. The only way to get your site to rank above your competition is by having MORE quality inbound links and citations to your site.

### **Link Building!**

Again, if there is any secret sauce to ranking well in the search engines, it really is links and authority. The major caveat? You can't just use garbage links. You don't want to just have a thousand links. When I say links, I'm referring to other websites hyper-linking to your website, which I'll explain a little bit more with specific examples.



The latest algorithm changes involve Google trying to prevent spam. A lot of Internet marketers and SEO coordinators realize it's all about the links. That is what the Google algorithm was built upon. They figured out ways to get a variety of links with random anchor text pointed back to the pages that they want to have ranked. Google has recognized that if those links are not relevant, then they don't add any value to the Internet.

Bad or irrelevant links can actually hurt your ranking more than help it. It's about getting quality, relevant links back to your home page and subpages through content creation and strategic link-building. How do you get the links? Where do you get the links?

- **Association Links** – Be sure that you have a link to your site from any industry associations that you belong to (Ex. Business associations, Chamber of Commerce, Networking Groups, etc.).
- **Directory Listings** – Get your site listed on as many directory type websites as possible (Angi, Yahoo Local Directory, Judy's Book, Yelp.com, etc.)
- **Create Interesting Content/Articles** - This is probably the #1 source of inbound links. For example, you can write an article about a particular service offering in your industry and push it out to thousands of people through article

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directory sites that may each contain a link back to a specific page on your site.

- **Competitive Link Acquisition** – This is the process of using tools like Raven Tools, SEO Book and others to see what links your top competitors have, and then get those same or similar links pointed back to your website.

## Directory Links

There's a number of what I like to call "low-hanging fruit" links.

It all starts with your online directory listings.

Some examples include Google Maps, Yahoo Local, City Search, Yelp.com, Judy's Book, Best of the Web, Yellow Pages, Hotfrog, Service Magic, and the list goes on.

All of those online listings let you display your company name, address, phone number and a link back to your website. Some of them even allow reviews.

For the most part, adding your business information to those directories is completely free of charge. You want to make sure that you have your company listed on as many of the online directory listings as possible for authoritative linking reasons.

They're also valuable from the Google Maps optimization perspective because they give you citations which are very important for getting ranked on the map.

A great way to find additional online directories to add your company to would be to run a search in Google for "Business Directory" or "Your City - Business Directory". This will give you a great list of potential directory sites to add your company to.

There are also tools for this like BrightLocal or White Spark that can provide you with a list of directory sources based on your industry. After beginning with online directory listings, you want to look at any associations you're involved with.

### **Association Links**

I'm assuming you are involved in some type of association, whether it is the national industry association, the local chapter or some other group affiliation.

Visit the websites of those organizations and get listed in the member section. This will give you citations and the opportunity to link back to your website.

### **Non-Competitive Affiliated Industries and Local Businesses**

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You can work with colleagues that have affiliated industry type businesses.

Find an association for pest control services professionals in your area and ask if they will post a link to your website on their own site and vice versa. Utilizing your resources and teaming up with relevant companies will add more authority to your domain.

### **Supplier Sites**

Look at the suppliers you purchase from and try to coordinate a deal with them. Oftentimes, the places where you buy your merchandise will have a section on their website that mentions their value add resellers. You can get a link from those.

### **Social Media Profile Links**

The other “low-hanging fruit” links are social media profiles. I have a whole chapter about the power of social media and how you can harness it to get repeat and referral business.

Simply from a link-building perspective, you should set up a Facebook page, X (formerly Twitter) account, LinkedIn profile, Pinterest profile, YouTube channel, and TikTok channel and place a link to your website on each.

All of them will allow you to enter your company's name, address, phone number, a description and, of course, a place to put your website address.

### **Local Association**

Other local associations that you're involved in. If you're a member of the Chamber of Commerce, a networking group like BNI (Business Networking International), or if you're involved with a local charity, find out if they list their members on their websites. Another great place to get links is by typing in your city directory.

### **Competitive Link Acquisition**

You might be surprised that if you really tackle these elements and you don't do any of the other things I have discussed, you will notice that you've probably got enough links to outrank your competition in your area.

I want to share some additional thoughts and strategies on how you can accomplish even more from a link building perspective. A very powerful strategy that you can implement is called Competitive Link Acquisition.

The way I like to think of it is that if quantity inbound links are the secret sauce to outranking your competition, and if I could figure out who's linking to your competition or what links your

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competition have, and I can get those same or similar links pointed back to your website, then you can outrank them, because you'll at that point have more authority.

Competitive link acquisition is the process of figuring out who is in the top position for your most important keywords, reverse engineering their link profile to see what links they have, and getting those same or similar links pointed back to your website. A simple way to do this is just to go to Google.com and type in "your city + your service," and find out who is in the top few positions.

Let's take a look at the number one placeholder. He's there because his website is optimized well and Google knows he should be ranked well based on the quality and quantity inbound links compared to the competition.

Once you know who he is, you can use a couple of different tools such as Raven Tools, Majestic, Backlink Watch, etc., and you can take their URL, input it into your tool of choice, run the report, and get a list of links in return.

So, your number one competitor is competitor.com. Google spits out a list showing they have 392 inbound links.

- He's got a link from the local Chamber of Commerce
- He's got a link from the PHCC

- He's got a link from an article that he posted in the local newspaper
- He's got a link from the local networking chapter

By analyzing the types of links he has, you can systematically mimic those links and get them pointed back to your website.

Don't just do this for your first competitor, but also for your second and third and fourth and fifth competitors. By doing this on a consistent basis, you can start to dominate the search engines for your most important keywords.

If you build out your site for your services and sub-services, optimize the pages using SEO best practices and then systematically obtain inbound links, you will start to DOMINATE the search engines for your service-related keywords in your area.

## **Content Marketing Strategies for Maintaining Relevance**

Another highly important factor in SEO is maintaining relevance in your market by adding ongoing relevant updates to your website. In the Internet age, content is king.

## **Google Loves Fresh Content!**

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In some cases, with the changes in the algorithm, just because you've got a great website with the right title tags and all the best links, you may get discounted if they're not seeing fresh information posted on a consistent basis.

Google loves fresh content, and it is important to have a methodology where you are creating and posting content to your website on a regular basis. I want to give you a framework for figuring out what kind of content you could write, why you should create content, and how you can do it consistently.

First, you need to understand and accept that you need to become a subject matter expert. You might not consider yourself a writer or a content creator, but you are a subject matter expert.

There are things you know that the general population does not. You're an expert when it comes to the service you are offering, and you have a team of people who are proficient in this area as well. You can create content on the topic that you know most about.

You can write about a variety of different topics including 1-2 relevant keywords with the same. You may not think it at first, but there are a lot of different topics in your industry you can come up with to create content about.

## **Types of Content**



You should also consider that content doesn't have to be just written words. It doesn't have to be just articles. Content can come in a variety of forms. The most popular are going to be articles, photos, videos and audio files. Stop and think about what content creation method works best for you.

Some people are great writers and that's their strength. Other people like to be on camera. I personally like to create videos. I'm very comfortable creating videos. Other people can talk (and they can talk your ear off about whatever topic they are passionate about!)

You can create content in many different ways. Because it is what I enjoy, I'll use video as an example. A business director can set up a camera and record himself explaining the services his company has to offer in the market, in the same manner that he would explain it to a customer.

Now you'll actually have multiple pieces of content. You'll have a video, which can be uploaded to YouTube, Vimeo, etc. This one piece of content can create multiple invaluable links to your website.

You can also take that video, save the audio portion of it, and you've got an audio clip. You can upload that audio file to your website and post on other various sites.

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You can use a transcription service like Castingwords.com, for instance, where you upload the audio or video file and somebody converts it to text.

For a couple of bucks, you'll have a complete article comprised of what you said. Now you've got a piece of content you can post to your blog. You can put it on eHow or one of those other article directory sites.

### **Content Consistency**

You want to create content on a consistent basis, using the blog on your website as the hub to post it, but then syndicating it to various sources.

Syndicate it to article directory sites if it's in text form, and send it to video sites like Vimeo, and YouTube.com if it's in video form. Doing this keeps the content fresh on your website/domain and creates a lot of authority, which is really going to help with the overall ranking of the website on the search engines.

You want to make sure you're appropriating each one of these link-building opportunities to maximize your rank-potential in your area. You might be surprised that the services you offer are highly competitive from a SEO perspective. There are a lot of companies who want to rank for the same keywords, and

many of them have invested heavily in the Internet and in getting themselves higher in the search engines.

Now that you've built out your website, you've optimized it correctly, and you've got an ongoing link-building and content development strategy in place, you want to start looking at Google Maps Optimization and getting ranked on the Google Map.



# SIX

## *Google Maps Optimization*



Getting listed on the first page of the Google Map for “Your City + Service” comes down to four primary factors:

1. Having a claimed and verified Google Map Listing
2. Having an optimized Google Business Profile listing for the area you operate in
3. Having a consistent N.A.P. (Name, Address, Phone Number Profile) across the web so that Google feels

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confident that you are a legitimate organization located in the place you have listed and serving the market you claim to serve.

4. Having reviews from your customers in your service area

If you have each of these four factors working in your favor you will SIGNIFICANTLY improve the probability of ranking on page one of Google Maps in your market.

### **How to establish a strong Name, Address, Phone Number profile**

As I mentioned above, having a consistent Name, Address, Phone Number Profile across the web is essential for ranking well on the Google Map in your area. Google sees it as a signal of authority.

Rather than jumping directly into claiming your Google Map listing and citation-building, it's critical that you start by determining your true N.A.P. so that you can ensure that it is referenced consistently across the web.

When I say making sure it's consistent, you want to be certain that you are always referencing the legitimate name for your business.

If your company's name is Bob's Pest Control Services, you must always list it as Bob's Pest Control Services," as opposed to just "Bob's Pest Control."

The other thing you should be aware of is that there is a lot of misinformation about how to list your company name online. You may read information suggesting that you keyword your name.

For example, if your name is "Bob's Business," somebody might tell you it would be really smart if you just added to the title of your company "Bob's Business | Tucson Business," for instance.

While that may have worked back in the day, it's no longer an effective strategy. It's actually a violation of Google Places' policies and procedures.

Make sure you list your exact company name the same way across the board on all your directory sources.

Also make sure that you use the same phone number in all those places. I'm a big advocate for tracking phone numbers and what is happening with your marketing. But, when it comes to your online directory listings, you want to use your primary business phone number that you've been using from the beginning.

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Don't try to create some unique number for each one of your directories. What that does is confuse your name/address profile. It will hurt you.

Use your primary phone number in all those places, use your exact company name, and use your principal address, written the same way. If your business is located at "1367 South West 87th Street, Suite Number 105, " make sure you list it just like that every single time.

### **Don't Forget the Little Details!**

Don't neglect to include the suite in one place and then put it on in another. Don't spell out "South West" in one place and put "SW" in the other. I am driving for a consistent name/address profile across the web.

A good way to figure out what Google considers to be your N.A.P. is to run a search on Google for "Your Company" and see what is being referenced on the Google Map.

See how that compares to the other high authority sites like YP.com, Yelp.com, Angi, and others. Look for the predominant combination of N.A.P. and reference that for all your directory work going forward.

## **How to Properly Claim and Optimize Your Google Business Profile Listing**



Below you will find a step-by-step guide for checking, claiming and managing your Local Business Listings on Google.

1. Go to <https://www.google.com/business/>
2. Create an Account and claim your business
3. Enter your business address and all pertinent information
4. Choose a verification method
  - By postcard
  - By phone
  - By email
  - Instant verification
  - Bulk verification
5. Once you've created a profile, go to your Google Business Profile Dashboard and fill in all the necessary information to optimize your profile.
  - Update Your Company Name to Read "Company Name") – e.g. Bob's Pest Control Services Company. Don't add any additional keywords here

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- Add your Website Address – This will create an important inbound link
- Upload PHOTOS – AS MANY AS POSSIBLE – Use personal photos, pictures of yourself (the owner), your staff, the office, your trucks, equipment, the company logo, coupons, and your work. People Connect and Resonate with images. Leverage that in your Map Listing
- Upload a video if you have one (If you don't – Get one made!)
- List your hours of operation and services offered

## **Optimize your Google Business Profile Listing**

You'll manage your business listing from your Google Business Profile Dashboard.

Here's where you'll make changes to your company information, gain insights into how popular your business is by seeing how many times your profile has been viewed on Google Maps.

There are a number of Best Practices you need to be aware of to properly optimize your Map listing.

**Company Name** – Always use your legal Company Name – don't cram additional words into the name field. Ex. If your company name is "Bob's Pest Control Services Company," don't try to put additional keywords like "Bob's Pest Control Services Company – Flowing Wells". This would be against the Google Business Profile guidelines and will reduce your probability of ranking.

1. **Address** – On the "Address Field" use your EXACT legal address. You want to ensure that you have the same address listed on your Google Places listing as it is on all the other online directory listings like YellowPages.com, CitySearch.com, Yelp.com, etc. The consistency of your N.A.P. (Name, Address, Phone Number Profile) is very important for placement.
2. **Phone Number** – Use a local number (not an 800 number), and make sure it is your real office number rather than a tracking number. I find that 800 numbers don't rank well. If you use a tracking number, it won't be consistent with your other online directory listings and will result in poor ranking.
3. **Categories** – You can use up to five categories, so use ALL five. Be sure to use categories that describe what your business "is" rather than what it "does". So, you can use pest control services company" rather than "bed bug treatment" or "termite

inspection.” The latter would be considered a violation of Google’s regulations and would hurt rather than help you.

### **Service Area and location settings – Google offers two options here:**

1. No, all customers come to my location
2. Yes, I serve customers at their location

If you own a home services business, you need to select “Yes, I serve...” because clearly you and your technicians are visiting the customers at their location. Not doing so can result in a penalty on your listing.

On the other hand, if you have a business shop, it is most likely that customers come to your location for the goods/services provided and, in this case, you need to choose “No, all customers...”.

The next option is “Do not show my address”. If you work from a home office, it is required that you select “Do not show my address.” Not doing so puts you at risk of having your listing deleted.

If you don't have a business address or a home address to list, the only other option is a virtual office. Unfortunately, P.O. Box addresses and mailboxes don't tend to rank well.

- 1. Picture and Video Settings** – You can upload up to ten pictures and five videos. Use this opportunity to upload authentic content about your company. It's always best to use real photos of your team, office, and equipment rather than stock photos.
- 2. Pictures** – You can get more juice from this section by saving the images to your hard drive with a naming convention like “your city + pest control services company – your company name,” rather than the standard file name. You can also create Geo context for the photos by uploading them to a video sharing site that enables you to Geo Tag your photos to your company's location.
- 3. Videos** – Upload VIDEOS. They don't have to be professionally produced and will resonate well with your customers. A best practice is to upload

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the videos to YouTube and then Geo Tag them using the advanced settings.

Once you have optimized your listing using the best practices referenced above, you want to be sure that you don't have any duplicate listings on Google Maps.

### **Duplicate Listings**

I have found that even just one or two duplicates can prevent your listing from ranking on page one. In order to identify and merge duplicate listings, run a search on Google for "Company Name, City".

To clean up duplicates, click on the listing in question and then click "edit business details."

Click "This is a duplicate" to let Google know that the listing should be merged with your primary listing.

If you follow these best practices, you will have a well optimized Google Maps listing for your Business.

### **How to Develop Authority for your Map Listing via Citation Development**

Now that you have claimed your Google Business Profile Listing and optimized it to its fullest, you need to build authority.

Having a well-claimed and optimized local listing doesn't automatically rank you on page one. Google wants to list the most legitimate and qualified providers first.

So, how do they figure out who gets the page one listings?

Well, there are a number of determining factors, but one of them is how widely the company is referenced on various online directory sites such as Yellow Pages, City Search, Yelp and others.

Citations are web references to your company name, address and phone number. You can add citations in a variety of ways. There are directory listings that you should claim manually and others that you can submit to via submission services like Universal Business Listing or Yext.com.

My personal preference is to claim listings manually, ensuring that I am in control and can make updates/edits as needed.

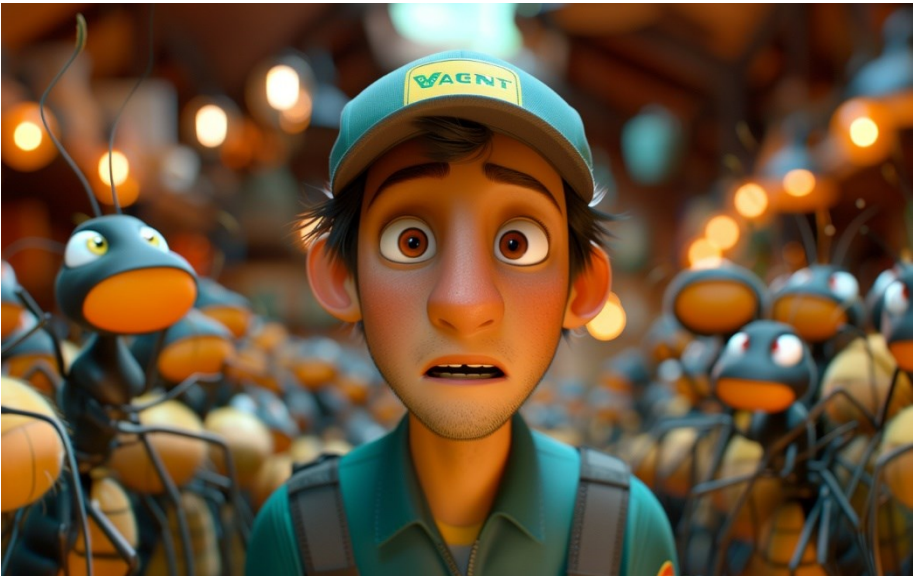
### **TOP Citation Sources to Claim Manually:**

- Google Business Profile
- Bing Local
- Yahoo Local
- City Search

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- Yelp
- YP

## List of the Top Citation Sources for Pest Control Services Businesses



### ***Google Business Profile***

Google Business Profile is probably the most important and most talked about place to list your local business. Getting citations from many of the sites below (as well as ratings) can help boost your business' listing in Google.



## ***Biz Yelp***

Bing's local business listing service integrated with maps of cities and towns

## ***Yahoo Local***

Yahoo's local directory tied to Yahoo Maps.

## ***CitySearch***

One of the most authoritative local directories.

## ***Local.com***

Business listings, event listings, coupons and reviews.

## ***Craigslist***

Some recommend creating classifieds for your business on popular sites such as Craigslist. There's some disagreement over whether this is effective from an SEO point of view.

## ***Moz Local***

Convenient way to identify where you are and are not listed in major directories. Provides referrals to Universal Business Listings.

## ***Superpages***

One of the many Internet Yellow Pages directories (IYP). Includes business listings, people search, reviews and local deals.

## ***InfoUSA***

A multiple local listings service.

## ***Your local Chamber of Commerce***

Joining your local chamber of commerce can often get you a business listing (and a citation for local SEO purposes).

## ***InsiderPages***

Local directory and rating site.

## ***Merchant Circle***

Local directory and rating site.

## ***Best of the Web***

A popular directory with free and paid listing options – specifically for local, they have a Best of the Web Local directory.

## ***Yellowpages.com***

Internet yellow pages (also YP.com).

## ***Business.com***

Business.com provides business information but also has a business directory.

## ***Better Business Bureau***

Your local Better Business Bureaus will usually charge for membership and provide a link to your business.

## ***DexKnows***

Business and people directory.

## ***Acxiom***

A major source of data for various yellow pages and directories – they don't take business submissions like some of the other data providers or multiple local listings services.

- ***Your local newspaper's website***

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→ Getting an article, business listing or classified ad optimized with your local information and a link can provide a citation for your business.

- ***Yellowbook.com***

→ Internet yellow pages.

- ***HotFrog***

→ A business directory with free and fairly inexpensive paid listing options.

- ***Judy's Book***

→ Local review site.

- ***ibegin***

→ US and Canadian business directory.

- ***OpenList***

→ Local directory with ratings.

- ***wikimapia***

→ Wiki-based directory of places including schools, businesses, and more – laid out on maps.

- ***Citysquares***  
→ Local business directory with ratings.
- ***Whitepages.com***  
→ People and business listings.
- ***Manta***  
→ Company profiles.
- ***EZLocal***  
→ Local business listings and ratings.
- ***BrownBook***  
→ Local business listings and ratings.
- ***ShopCity***  
→ Local business listings.
- ***YellowBot***  
→ Local listings and ratings.
- ***Tupalo.com***

## Digital Marketing for Pest Control Companies

→ International social networking and review site.

- ***BizJournals***

- Business journal that includes business directories for certain US cities.

- ***Ultimate Coupons***

- Online store listings and coupons,

- ***JoeAnt***

- Website directory.

- ***ZipLeaf***

- Network of international business directories.

- ***WCities***

- Places and events for cities and towns, including ratings.

- ***Zoominfo***

- Database of people and companies.

- ***gomylocal***

→ Yellow pages/local directory.

- ***City Slick***

→ Free business directory.

- ***lycos.com***

→ A general directory.

By securing these high-quality citations you will boost your authority and highly improve your probability of ranking in the Google Map Listings. The next critical step is to get online reviews!

## **How to Get Online Reviews: Real Reviews from your Real Customers in your True Service Area**

The next critical component for getting ranked on Google Maps, after you've claimed and optimized your listing, you've established your N.A.P. and you've developed your citations across the web, is obtaining reviews. You need to have real reviews from your real customers in your true service area.

### **Keep it Real**

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First, I want to point out that you shouldn't fill the system with fake or fraudulent reviews. You do not want to create bogus accounts and post reviews to Google Map, Yelp, City Search, etc. just for the sake of saying you've got reviews. That's not going to help you. You need real reviews from your actual customers in your true service area.

You might be thinking "Well, how is that important?" or "How would Google know the difference?" Google is paying very close attention to the reviewer's profile.

If somebody is an active Google user and they've got a Gmail account, and they've got a YouTube channel, typically that's all connected to a Google profile.

Say that person with the active profile has had their account for seven years and actually happens to be located in your service area. If he or she writes you a review, it would be considered credible and will count in your favor.

Now, if somebody creates a Google account with the sole intent of writing a review, it obviously is not credible, and Google is capable of catching on to that. That account has no history associated with it and it was originated right at your office IP address. That review is going to be flagged as a bogus submission.



It is important to have an authentic strategy where you are connecting with real people who will write your reviews. You don't want to try and play the system. Google is fully aware, and so is Yelp and a number of other popular online review sites.

### **Getting Reviews**

With that said, how can you get reviews? What kind of process will you need to actually get reviews from your real customers in your real service area? Here's the strategy that I advocate:

First of all, have some review cards printed up. It's basically just a simple document with your company logo, and a short and sweet thank you note.

"Thanks so much for your business. I appreciate the opportunity to serve you. I'd love it if you would write us a review." Then give them a link to a page on your website where they can write you a review.

You will want to do some homework on the front end. Be sure you have a page on your website that is clearly meant for reviews such as [yourcompany.com/reviews](http://yourcompany.com/reviews).

On that page you'll have links to the various places where people can write your reviews.

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You'll want to have a link to your Google map listing, Yahoo local listing, Angi, City Search listing and any others that you may have. The reason you want to really have a variety of places where people can write those reviews is twofold.

Yes, you want to have a lot of reviews on Google maps. But Google is also looking at the reviews that you have on other websites like Yelp and Angi. They're looking at the reviews that you have on Yellow Pages and other pages.

You need to diversify where you're getting reviews from your customers. It looks more authentic to have 12 on Google and 17 on YP.com, than it does if you just have 72 reviews on Google maps.

You want to make it easy and you want to give people options.

### **Make it Easy**

The other thing you want to bear in mind is that different people use different systems.

I am personally a big Google user. If you sent me an email or gave me a card that said, "Please write me a review" and provide me with various options, I'm going to say, "OK, Google." Click Google. Write my review.

Some people, however, don't have Google accounts. They're not active Google users, but they may be heavily involved in Angi or big-time reviewers on Yelp.

They're going to have active accounts somewhere. It would be much easier for them to write the reviews where they already have an existing account. The easier and more convenient you make it for people, the better. It's going to bode well in your favor.

Like I mentioned, Google is looking at the reviewer profile. If you only give them one option, and that's the Google map, but they happen to be a Yelp user without a Google account, they will have to go out of their way to create an account to write the review.

This is not likely to happen. But, let's say they did decide to create an account. That review is not going to count for much because there's no active profile.

By providing options, the Yelp user that has a reputation for writing reviews and decides to write one for you is going to make a difference. That review is going to stick as opposed to being filtered. Make it easy for them to choose the one that's going to be easiest for them.

## **Now Let's Get Back to the Strategy**

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Phase one, print out review cards. Have your technicians hand them out after a service. "Hey, thanks for your business. I just want to leave this with you. If you'd be willing to write us a review and share your experience, we would really appreciate it."

It's great. You're showing appreciation. You're holding yourself accountable because you're asking for feedback. By doing that on a consistent basis, you are likely to catch some fish.

The next thing you'll want to do, just to get a nice little bump in the number of reviews that you have, is to develop an email list of your circle of influence.

Your circle of influence is going to be your most recent customers, the customers that have been using your services for quite some time, your family members, and your friends. People that you know, like, and trust, who would be willing to act on your behalf.

Put together that email list in an Excel sheet. It might be ten contacts, or it might be 700 contacts. Include the names and email addresses of these folks. Then, use a tool like Constant Contact or MailChimp or another email marketing tool to send an email blast with the following message:

**Email Subject: Thanks for your  
business!**

Name,

I wanted to shoot you a quick email to thank you for your business and let you know how much we appreciate the opportunity to serve you!

Our goal is to provide 100% customer satisfaction and exceed your expectations every step of the way. I certainly hope that we did just that!

If so, it would really help us out if you'd be willing to post a review for us online at one of your favorite online review sites. Below are a few sample direct links where you could write a public review about your experience with us:

- Google - LINK
- Yelp - LINK

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- Facebook – LINK

Thank you again! We really appreciate your support!

Best Regards,

Wyatt Chambers

Again, save them the time of having to find the websites on their own by providing some links to the various places to where they can write reviews.

By sending this email, you're going to create a little bump in your online review profiles. Again, reviews are important. Getting ten reviews on Google Maps is essential.

It makes a huge difference in how you rank, and it gives you a different perception in the mind of your consumers. You want to get to past that ten review threshold almost immediately.

Doing that helps you get real reviews from real people that have real online profiles. Again, you want to have a systematic process in place where you are asking for reviews on a consistent basis from the customers that you are serving on a daily basis. The best way to do that is to request an email

address from your customers, either at point of service or after service.

## **Establishing your Email Database**

I have found that the best time to ask for that email address is at the point of booking the service. If you wait until after the service is rendered your technicians on-site will say "OK, thanks for the money, by the way give me your email address". They are going to say, "Why do you need my email address?" "Oh, because I want to ask you for a review or..." There is a lot of resistance to it at that point in the sales funnel.

However, if you move into the front where somebody calls in and says, "Hey I need to schedule a service, my house is over-run with roaches." You can respond, "We can get somebody out there right away. Let me gather your information."

This is the perfect time to get the email address. Typically, you get their name, address, and the phone number. Well, you can just add one more step at that point and request an email address as well. You can tell them that it is so you can send a confirmation.

That's how you start to develop a database of emails. I am going to talk about email marketing later in the book as part of your online marketing plan, but for this purpose, you need an email address so that you can send a message after service

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thanking them for their business and asking them to write you a review.

The number of reviews that you have from actual customers is going to increase exponentially if you repeat this process regularly. This is how you are going to start to really dominate the Google Map, because reviews and citations work in harmony for ranking.

### **Sample Review Request Email**

Name,

I wanted to shoot you a quick email to thank you for your business and let you know how much we appreciate the opportunity to serve you!

Our goal is to provide 100% customer satisfaction and exceed your expectations every step of the way. I certainly hope that we did just that!

If so, it would really help us out if you'd be willing to post a review for



us online at one of your favorite online review sites. Below are a few direct links where you could write a public review about your experience with us:

- [Google - LINK](#)
- [Yelp - LINK](#)

Thank you again! We really appreciate your support!

Best Regards,

Wyatt Chambers

If you follow these steps to properly claim your Google Map listing, develop your authority via citation development, and put a systematic process in place to get real reviews from your real customers in your true service area, you will be well on your way to dominating the Google Map listings in your market.



# SEVEN

## *Website Conversion Fundamentals*



This chapter is all about website conversion fundamentals. I talk about how you need to set up your website, the messaging on your website and the navigational flow of your website to ensure maximum conversion and profitability from your entire online marketing effort.

The way I look at it is, you can have the best Pay Per Click campaign, search engine optimization, and be ranked number one on the Google Map.

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But, if the content and the structure of your website isn't set up in a way that's compelling for users, then it doesn't give them a reason to choose you over the competition, and it doesn't give them the information that they need to easily say, "You're the company that I am going to call for help." It's just not going to do as well as it could.

I want to talk about how you can take the traffic you're going to get from organic and Pay Per Click strategies, and make sure that the website is illustrating the correct message so you can maximize the profitability and revenue of your online marketing strategies.

### **Conversion Fundamentals**

Be real. I talked about how people resonate with real people. They like to see the company, the people that they are going to be talking with on the phone and that are going to be going out to their home. So, as often as you can, avoid stock photography. Get a picture of the owner, the team, your office, or the front of the vehicle.

These things really draw people in and it gets them to feel that they would be working with real people because that is the kind of business that people want to deal with.

As for the content of your website, write messaging that draws them in and makes them connect. They're looking for a pest

control services business, so when they land on your home page, the first message they see should enforce the fact that they can trust you.

You should write something along the lines of, "Are you looking for a company that you can trust? Then you've come to the right place. We're operating on the same principles for the last 30 years: trust, innovation, and excellence."

Connect with them. Give them reasons to choose you and have a call to action, "Give us a call at this number for immediate service," or, "Click here to take advantage of our online specials and discounts." Remember, they've browsed around the Internet and have seen that there are hundreds of companies that they can choose from.

Give them some compelling information about who you are and why they would want to choose you. Ask them to call now for an appointment, and then draw them into a section where they can get an offer or a special discount. This is going to incentivize them to choose you and make that call right away.

### **What to Write**

When it comes to the copy on the website, you want to address their specific concerns.

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For example, as a pest control services company, on the home page, write something generic, "Tired of missing out on summer nights because mosquitoes keep you inside?" On the mosquito control page, sympathize with them. "Nobody loves to use mosquito repellent...wouldn't it be better to just get rid of them instead? Imagine how great it would be to spend evenings on your porch, without the annoying buzz – and bites – that drive you back inside!"

Write that kind of messaging for each one of the pages on your website including a clear call to action after every block of text saying, "Call now to schedule your appointment," or, "Click here to reference one of our online coupons for a discount on your first service."

Pull them deeper into your website with "About Us" links, special offers, and links to before and after images.

Give them content that makes them think, "These guys know what they're doing," and draw them deeper and deeper into the website so they're more inclined to take the next step. Tell them why they should choose you over the competition. I talked about this in the "Message Market Media" chapter.

You should also, of course, have a web form on each of the pages of your website or, at a minimum, on the "Contact Us" page.

This is so that if they're not in the modality to pick up a phone, they can simply type in their name, email address, and phone number and let you contact them. Again, make sure that you've got your phone number on the top right-hand corner and that you've got a clear call to action telling them what to do next on every page of your website, under every block of text.

For example, check out our reviews, download a coupon, look at our before and after photos.

Explain why they should choose you. Leverage personality. Be authentic. Integrate your photos into your website. It really, really helps with conversion.

Utilize your reviews, testimonials and videos. There's no reason you can't create a simple video for each of the pages on your website, explaining what the service is, and why your business can do it best.

Some people are visual, they can see the content on the website, read it and feel fine. Other people are more audible and would prefer to hear the message.

If you can spend the time to provide both text and video, it really helps with conversion. Give them external proof. Take them out to the review sites where they can preview testimonials on Google Maps, etc.

Show them what other people are saying, and you're going to significantly improve your conversion.

### **Building a website to convert**

Internet marketing involves a lot of little things that are performed in sequence to get people to call your company when they are in need of your service. At the end of the month, it all comes down to the amount of calls you received and how much business was booked, right?

1. Company logo should always be in the top left hand side of the page. The reality is that few searchers know you from your company name, so occupying too much space with just your logo is a waste of valuable webpage real estate.
2. Your phone number is VERY IMPORTANT for the credibility of your company. It should be as close to the top right hand corner as possible. Make sure it's large and easy to find. Try not to make people search for it. It's frustrating for searchers and you have just a few seconds for them to find it before they may move on to another website. People always look to the top of the page for that vital piece of info.
3. Professionally shot photos. For a small investment, you could and should have a professional photographer



come in and take some photos. You will use them everywhere. DIY photography is ok, but a professional photo is so much better.

4. A small blurb of text confirming the family-owned and operated company really brings it all together. People buy from people, not hidden companies. Personalize your website as much as possible. Your website is a marketing tool and its job is lead capture and to bring down as many buying barriers as possible.
5. Main navigation. Your website's main navigation should be easy to find and the links should be clearly descriptive. Give people the option of moving around your website. One of Google's algorithms is how many pages a person visits and what their visit length was. Guide them down a path without confusing them. In other words, give them all the information they need in as few clicks as possible, but provide them the option of navigating around your site.
  - Some people want a way to contact you without calling. A contact form above the fold (the top half of the page) is great for capturing clients' info. It's also a great tool for building a contact list for email marketing down the road.

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6. Get to the point right away without going into too much detail. The first paragraph of your text should give you a brief introduction of who you are and what you do. You can go into further detail on your About Us page.
7. Consider a slider graphic or video background. It's a nice visual effect that adds movement to the page and delivers on three core services or important messages that you want people to know about.
8. Social media icons are a great tool because it allows potential visitors to see another side of your company. It's a great place to publish more videos and photos. Also, it's a great place to see how your company interacts with its community. From an SEO point of view, it helps build your company's social signal, something Google is paying more attention to. Social media is no longer just sexy "marketing speak", it is a must when it comes to online marketing.
9. Don't forget about going mobile. The mobile web is huge. In fact, mobile searching has passed desktop searching in the local market. It's only going to continue to grow. The important thing with mobile is to make it easy and to get all of the important information front and center. Make sure everything is only a click away and always have your 'call us' button on top.

## **Website Conversion Factor Analysis**

In this section I will summarize different factors that can affect the User-Friendly Interface of your website and its conversions.

### **Homepage Banners**

First, “Above the Fold” should be properly optimized. Above the fold areas are the sections of the webpage that are visible without the need for scrolling. This space is critical in regard to the user engagement and as such, the most appealing attributes should be showcased in this section.

Some of the most important conversion factors that should be present in the above the fold section is the following:

- Attention grabbing headlines
- Bullet points
- Calls to Action
- Form to capture leads

Second, you must include a proper section for “User Engagement” in the “above the fold” section of the website.

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Ideally in the header section, there should be a downloadable whitepaper with an interesting title with a “Download Now” button and the user can download the same if they input their name and email address.

### ***Company Profile***



The home page needs to have a 60% company focus and 40% product focus.

Company credibility is the key to user engagement and any user needs to feel secure about the company before moving forward with browsing through the product section.

Therefore, it is important to have a brief company profile on your home page to let users know about “who you are”, “why you are different” and “what your business is”.

Ideally the home page should contain a brief overview about the company and a couple of bullets describing the salient features of the business.

### ***Latest News***

There should be an enticing Latest News section on your Home Page in a professional press release format as Search engines give preference to sites that have press releases rather than articles on their home page.

The Press Release section should have at least two latest news, with a couple of lines about the news and a visible Read More button.

### ***Blog***

A blog is useful as it gives the visitors useful information and also gives credibility to the business as the visitor perceives that the business is up to date with the happenings in the industry.

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Also in regards to search engine algorithm changes, updating the home page content at regular intervals is critically important in regards to getting higher rankings in SERP's.

This is the reason the website should have a blog section in the home page similar to the following and the blogs should be updated regularly.

### **Testimonials**

Testimonials are important since they earn credibility from your users.

The testimonials in your home page should have a "Read More" which will redirect to the testimonial page.

# EIGHT

## *Mobile Optimization*



More and more of your customers are searching for service providers via mobile device. Here are just a few eye-opening mobile stats you should be aware of:

- Over 80% of internet users use mobile devices to surf the web. (TechJury, 2022)
- Up to 70% of web traffic comes from mobile devices. (TechJury, 2022)

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- The number of smartphone subscriptions worldwide today surpasses six billion and is forecast to further grow by several hundred million in the next few years. (Statista, 2023)
- Over 376.4 billion emails will be sent and received per day by 2025. (Statista, 2022)
- 58.99% of all website traffic worldwide comes from mobile phones. (Statista, 2022)
- On average, ranking in position #1 on mobile gets you 6.74% of the clicks, whereas ranking in position #1 on desktop gets you 8.17% of the clicks. (SEOClearity, 2021)

Mobile smartphones can access websites, as well as perform a multitude of other tasks, which is why they have become more of a necessity than a luxury these days.

For you, as a business owner, this provides a unique opportunity to connect with local customers via their mobile devices.

Before you start to develop a mobile arsenal to drive more inbound calls, you must first figure out who your mobile competitors are. It is important to know who you are up against in mobile marketing so you can plan your strategies accordingly.



To effectively do this, you need to identify your closest competitors and learn what mobile techniques they are using to generate their sales.

### **Mobile-Optimized Websites**

First, find out which of your competitors have a mobile-optimized website. One quick and easy way to find out is to pull up their website on your mobile phone.

Did it load quickly? Was it easy to find their contact information and other details that consumers tend to look for while on-the-go? Was it optimized to fit your phone screen? If so, they have invested in their business by making sure their mobile customers and prospects are taken care of.

Now, pull up your website on your mobile phone. If it's a nightmare, it's not your phone that is the problem, it's your website. This means you have been losing potential business.

### **Text Message Marketing**

Next, figure out which of your competitors are using text message marketing. If your competitors are doing it, they are probably telling the world to "text 123 to example." If you see promotions such as this, they are using text messaging to build a list of repeat customers.

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This is one of the most cost-effective and results-oriented forms of marketing today. Text message marketing allows your competition to draw in local consumers with a great offer. Then they send out occasional messages or coupon offers to keep them coming back to use their services.

Let's say one of your customers had plans to contact your business today after work, but they recently joined your closest competitors mobile list and had received a text coupon offer from them before they had the chance...

Who do you think the customer will call?

There are many other forms of mobile marketing your competitors could be using to capture the attention of local consumers such as mobile SEO, QR codes and mobile apps.

If they are using these methods, it may be in your best interest to start researching how your business can do it even better.

## **Analyze Your Current Mobile Marketing Status**

What is your status when it comes to staying connected with local consumers using Mobile Marketing strategies?

Researching your competition is a necessary task if your goal is to become the local authority in your niche. But it is equally

important for you to analyze where your business currently stands in order to move forward.

Are you currently running a mobile marketing campaign, but not seeing the results you want? Or, do you want to start a mobile marketing campaign but keep putting it off because you don't know where to begin?

Every business in your local area is in a crucial fight for more customers and profits. Therefore, in order to enjoy a spike in sales, your company can no longer ignore the profitability of ramping up your mobile efforts.

Many pest control business owners pump a lot of muscle in competing with similar businesses, while neglecting to take a close look at what they're doing.

Analyzing your mobile status will help you figure out which weaknesses are holding you back and which strong points can help you win the war.

You need to understand where your past efforts have taken you, as well as what your future has in store for you based on where you stand today.

For starters, it is crucial that you take note of what you are and aren't doing to generate more sales using mobile marketing.

**Ask yourself the following:**

## Digital Marketing for Pest Control Companies

1. Is your mobile website user-friendly? Does it load within seconds or take forever to render properly? Does your mobile website have all the relevant information on it that consumers look for while on the go?
2. Does your mobile website come up high in the rankings on mobile search engines, or is it nowhere to be found when local consumers perform a search for “pest control services company + your city” on their mobile devices?
3. Have you started to build a text marketing list? If so, what are you currently doing with that list? Are you focused on building a trusting relationship or are you spamming them with offers on a daily basis and getting high rates of opt-outs?
4. Is your opt-in/call-to-action on all of your printed and web marketing materials?
5. Are you using QR codes as an additional method of increasing awareness about your business? Do you have your QR codes on all your other marketing materials? Are you using them to direct traffic to your mobile website?
6. Do you currently use a mobile app to keep your audience engaged?

As you can see, there are a lot of things to consider when it comes to making sure your business is on the right track toward beating your local competition with mobile marketing.

## **Spy on Your Mobile Marketing Competitors**

Do you want to know how your closest competitors are driving more business by using mobile marketing? Just take a look at their campaign yourself.

Mobile marketing has recently opened new doors for pest control service businesses that want to market their products and services by using mobile phones as personal “mini billboards”. This has been enhanced by the fact that more and more people own mobile devices, and use them to find local products, services and businesses regularly.

To beat your competitors in the world of mobile marketing, you need to know what they are doing to be ahead of the curve. Digital technology is growing at astonishing rates and is not expected to slow down anytime soon.

This alone is causing many companies to be left behind when it comes to new-age technology.

Spying on your competitors’ mobile marketing initiatives may seem like a daunting task, but it’s not. In fact, all you need to

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do is identify which are taking most of your customers and let the research begin.

You should begin by visiting their mobile websites on your phone. Go through the websites and take note of the look and feel, the features and the traffic flow. Although your goal is NOT to copy exactly what they're doing, you could get a few pointers for your own mobile website.

Next, find out how their text message marketing campaigns operate simply by joining their mobile list. They probably have a text call-to-action placed everywhere, so opt-in and pay close attention to what happens throughout the entire process. This is the perfect way to get a first-hand look at their services, products, and promotions.

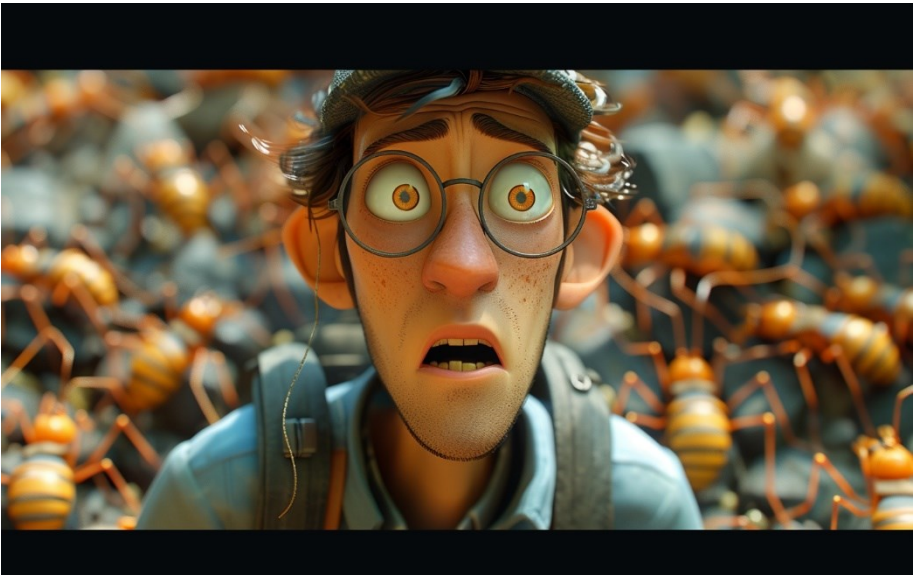
Are your competitors using QR codes to generate interest in their business? If so, whip out your mobile phone and scan their codes to see what lies behind them. Where do the QR codes take you? What type of incentives are they offering to get people to scan them?

Another thing you can investigate is your competitors' mobile applications. Download their apps and see what they're offering and how user-friendly they are.

The information you gain from your research should be used solely to set up your mobile marketing campaign that not only

beats your competitors but also attracts new customers and keeps them loyal to your business.

Spying on your competitors is not illegal, but there are limits you should follow to remain fair. Under no circumstances should you use unethical measures to jeopardize your competition in your quest for mobile marketing.



## **Make Customers Call Your Business with Mobile Marketing**

The secret to beating your competitors in the business is making your company more interesting to your target audience.

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There are several ways to do this using mobile marketing if you plan ahead, focus on the right things, and maintain your campaigns over time.

As much as you would like to boot your local competitors out of the picture, the fact is a lot of them will probably be using some of the same mobile marketing methods as you are.

So, your main focus should be geared toward making your customers choose your business over theirs. This is fairly easy to do if your efforts are consistent and persistent.

It is up to you which tools you use to work positively toward attracting new customers and keeping the ones you already have.

### ***Here are a few tips which can work in your favor and help local consumers choose you:***

1. You need to have a good website that is mobile-friendly and easily accessible by mobile phone users in your area. People are using their mobile phones to access the web to search for local products and services while on the go. Make sure your site loads quickly, gives them the exact information they need, and is easy to navigate.



2. If you choose to start a text message marketing campaign, make sure your text messages offer great value, relay a clear message, and are short and informative. Also, be sure to send messages out consistently, yet conservatively. Create a careful balance that makes sense for your business and your target audience. Need a boost in getting new mobile subscribers? Give your customers and prospects a great incentive in exchange for opting-in and watch your list grow exponentially.
3. Consumers love businesses who stay “on top” of the digital age. They expect you to have a website, be actively involved in their favorite social media outlets, and to be easily accessible from their mobile devices. Have a mobile app developed to aid in keeping your local consumers connected with your business. Implement the use of QR codes as a way to keep your local consumers engaged and provide them with “instant gratification.”
4. Mobile SEO should be used effectively to attract qualified traffic to your website. Mobile users search for local products and services constantly on their mobile devices when on the go. If your business does not rank in the results, there is major potential profit leak left for your competitors to scoop up.

## **Finding Your Business Basics**

If somebody goes online, searches for your services, and gets to your website, they probably want to just get the basic information. They probably are not interested in learning a ton of information about you. They simply want to find who you are, where you're located, what your services are, and then press a button to book a service.

Visitors should be able to just get the basic information, hit that "Book an Appointment" button, and then schedule an appointment. You should absolutely set up a mobile version of your site, give the basic information, and don't overcomplicate it.

Now that you have your website conversion fundamentals in order and have a proactive Mobile Marketing plan, you can start to think about Social Media Marketing.

# NINE

*"Leveraging Social Media in Pest Control Marketing" - Understanding the Social Media Landscape*



## Digital Marketing for Pest Control Companies

In the evolving world of digital marketing, social media stands as a pivotal component for pest control companies.

It's a diverse landscape, each platform catering to different audience demographics and preferences. Facebook, for instance, commands a vast user base, offering an unparalleled breadth of outreach.

It's particularly adept at targeting specific demographics, making it invaluable for localized pest control services. The platform's advertising tools are sophisticated, allowing for detailed targeting based on user behavior, interests, and geographic location.

This specificity is crucial for pest control companies aiming to reach potential customers in their service areas. However, the challenge with Facebook lies in its ever-changing algorithm, which can impact the visibility of organic content in users' feeds.

Therefore, a strategic blend of engaging organic content and targeted paid advertisements is essential for maintaining a consistent presence.

Instagram's visually driven platform is a haven for engagement. Here, compelling imagery and videos of pest control services can tell a story that resonates with viewers.

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The platform's focus on aesthetics requires high-quality visual content, which can be a resource-intensive endeavor but offers substantial returns in terms of engagement and brand visibility. Instagram Stories and Reels present opportunities for creative, time-sensitive content that can capture the audience's attention in a more casual and immediate way.

Twitter (now "X") offers a unique advantage in its immediacy and brevity, making it an ideal platform for real-time engagement and customer service. Pest control companies can leverage X to quickly address customer inquiries, share timely tips, and engage in industry-related discussions.

The platform's character limit, though a challenge, encourages concise and impactful messaging, which can be effective for announcements and quick tips.

LinkedIn stands apart as a more professional and content-rich platform. It's particularly suited for B2B interactions, making it an excellent channel for pest control companies that cater to commercial clients.

LinkedIn allows for the sharing of in-depth articles, industry insights, and professional achievements, which can help in establishing thought leadership and fostering professional connections.

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YouTube's format is ideal for longer, more informative content. Pest control companies can use this platform to share educational videos, DIY tips, and detailed insights into their services. The challenge with YouTube lies in the need for significant resources in video production. High-quality, engaging content is paramount to capture and retain the audience's attention on this platform.

TikTok, with its short-form video content, offers an opportunity to tap into a younger demographic. The platform's emphasis on trends and entertainment can be a double-edged sword; while it allows for creative and potentially viral content, maintaining brand consistency and professionalism can be challenging.

### **Creating Effective Social Media Content**

Effective social media content for pest control companies must balance educational value with promotional messaging. Educational content, such as tips for preventing pest infestations or recognizing signs of pest problems, positions a company as an authority in the field. This approach not only informs the audience but also builds trust in the company's expertise.

Customer stories and testimonials are powerful tools in the social media arsenal. When customers share their positive experiences with a company's services, it provides social proof

"Leveraging Social Media in Pest Control Marketing" - Understanding the Social Media Landscape and builds credibility. These stories should be presented in a relatable and engaging manner, making potential customers feel more confident in choosing the company's services.

The use of visuals and videos cannot be overstated in social media marketing. Before-and-after images of pest control jobs, informative infographics on pest behavior, and behind-the-scenes videos showcasing the company's methods can be highly effective in engaging the audience. These types of content serve the dual purpose of educating the audience and demonstrating the company's effectiveness and professionalism.

## **The Importance of Social Media Ads in a Social Media Strategy for Pest Control Companies**

In the digital age, pest control companies face a competitive landscape where traditional marketing methods are rapidly giving way to more dynamic, interactive, and targeted approaches. Among these, social media advertising has emerged as a crucial element in the marketing toolkit of successful pest control businesses.

### **1. Targeted Reach and Precision**

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One of the most significant advantages of social media ads is the ability to target specific demographics with precision.

Platforms like Facebook and Instagram offer robust targeting tools that allow pest control companies to reach potential customers based on location, age, interests, behavior, and even past interactions with the brand.

This precision ensures that marketing efforts are concentrated on the audience most likely to need pest control services, thereby increasing the chances of conversion and reducing waste of advertising budget on uninterested parties.

For instance, a pest control company operating in a suburban area can target homeowners in that region, tailoring their message to address local pest issues. This level of targeting is nearly impossible with traditional advertising mediums like print or television.

### **2. Cost-Effectiveness**

Compared to traditional advertising methods, social media ads offer a cost-effective solution for pest control companies, especially those with limited marketing budgets.



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Platforms like Facebook and Instagram allow companies to start with a small budget and scale up based on the ad performance.

The pay-per-click (PPC) model used by most social media platforms ensures that companies pay only when potential customers interact with their ads, making it a more cost-effective approach than traditional advertising, where costs are incurred regardless of the ad's performance.

### **3. Measurable Results**

Social media advertising provides measurable metrics, allowing pest control companies to track the performance of their campaigns in real-time.

Metrics such as click-through rates, engagement rates, conversion rates, and return on ad spend (ROAS) give valuable insights into how well the ads are performing and whether they are reaching the intended audience.

This data-driven approach helps businesses refine their advertising strategies, adjust targeting, and optimize ad spend for better results.

### **4. Enhanced Brand Visibility and Awareness**

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Social media ads enhance brand visibility and awareness, crucial for pest control companies in a crowded market.

Regularly appearing in potential customers' social media feeds keeps the brand top of mind. This constant visibility can be particularly effective in an industry like pest control, where the need for services might be infrequent but urgent when it arises.

### **5. Building Trust through Content and Engagement**

Social media platforms allow for the integration of ads with engaging content. Pest control companies can use this to their advantage by creating informative and educational content that positions them as industry experts.

This approach builds trust with potential customers, who are more likely to choose a company they view as knowledgeable and reliable.

For example, a company can run ads alongside content that educates the audience on preventing pest infestations or identifying early signs of an issue. This strategy not only promotes the company's services but also provides value to the audience, fostering a positive brand image.

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## **6. Leveraging Customer Testimonials and Reviews**

Social media ads can be amplified with customer testimonials and reviews, which are powerful tools for building credibility and trust.

Positive experiences shared by other customers create a sense of reliability and quality around the services offered. Pest control companies can use these testimonials in their ads to give potential customers an idea of what to expect from their services.

## **7. Adapting to Consumer Behavior Trends**

With the increasing use of social media, consumer behaviors are shifting. More people are turning to social media platforms not just for entertainment but also for business recommendations and service validations.

Pest control companies that leverage social media ads position themselves effectively in the digital space where their potential customers are active.

## **8. Use of Visuals and Videos**

The visual nature of social media platforms like Instagram and TikTok provides an opportunity for pest control companies to use compelling visuals and videos in their ads.

Visual content such as before-and-after images of pest control treatments, video testimonials from satisfied customers, or educational videos about pest prevention can capture the audience's attention more effectively than text-based ads.

### **9. Opportunities for Local Targeting and Community Engagement**

Social media ads also offer excellent opportunities for local targeting and community engagement. Pest control companies can target their ads to specific geographic locations, making them relevant to a local audience. Engaging with the local community through social media ads can help build a loyal customer base in the company's immediate service area.

Incorporating social media ads into a comprehensive marketing strategy is no longer an option but a necessity for pest control companies looking to thrive in the modern marketplace.

The combination of targeted reach, cost-effectiveness, measurable results, enhanced brand visibility, trust-building content, customer testimonials, and adaptability to consumer trends makes social media advertising an indispensable tool. By effectively leveraging these platforms, pest control companies can not only

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increase their customer base but also establish a strong, trustworthy brand in a competitive industry.

## **Building an Audience and Community: The Role of Social Media Marketing in Pest Control Companies**

In the digital era, social media marketing stands as a powerful tool for businesses, especially for those in the pest control industry. Building an audience and a community through social media isn't just about increasing numbers; it's about fostering relationships, establishing trust, and creating a loyal customer base. For pest control companies, leveraging social media effectively can be the difference between blending in and standing out in a competitive market.

### ***Understanding the Audience***

The first step in using social media for building an audience is understanding who that audience is. Pest control companies cater to a wide range of customers, from homeowners concerned about infestations to businesses looking for regular pest management solutions. Social media platforms provide the perfect arena to engage with these diverse groups, offering content that is tailored to their specific needs and concerns.

## ***Engaging Content: Educate and Inform***

One of the most effective strategies for building an audience is through the creation and sharing of engaging content. Pest control companies have a wealth of knowledge to share about pest prevention, identification, and eradication. By providing valuable information, tips, and insights, they can position themselves as industry experts. This not only helps in educating the audience but also in building trust and credibility.

Content can take many forms, from informative blog posts and how-to guides to engaging videos and infographics. The key is to make the content relevant, interesting, and shareable. Social media platforms like Facebook, Instagram, and Twitter are excellent channels for disseminating this content, reaching a wide audience, and encouraging interaction.

## ***Storytelling and Customer Experiences***

Storytelling is a powerful tool in social media marketing. Pest control companies can share success stories, case studies, and customer testimonials to create a narrative around their services. These stories not only illustrate the company's expertise and reliability but also help potential customers visualize the benefits of choosing their services. Sharing customer experiences, especially through user-generated content, can

"Leveraging Social Media in Pest Control Marketing" - Understanding the Social Media Landscape significantly enhance the authenticity and relatability of the brand.

## ***Community Engagement and Interaction***

Building an audience is not just about broadcasting content; it's about fostering engagement and interaction. Social media offers an unparalleled opportunity for two-way communication. Pest control companies can use these platforms to respond to customer inquiries, address concerns, and participate in relevant conversations. This level of interaction helps in building a community around the brand, where customers feel heard and valued.

## ***Utilizing Social Media Features***

Each social media platform offers unique features that can be leveraged to build an audience. For instance, Facebook groups can be used to create a community around pest control topics, where members can share experiences and advice. Instagram stories and live videos are great for giving a behind-the-scenes look at pest control operations, making the audience feel more connected to the brand.

## ***Paid Advertising for Targeted Reach***

While organic reach is important, paid advertising on social media can significantly boost the audience-building effort.

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Pest control companies can use targeted ads to reach potential customers based on specific demographics, interests, and behaviors. This ensures that the marketing efforts are reaching the right people, increasing the chances of engagement and conversion.

### ***Consistency and Brand Voice***

Consistency is key in social media marketing. Regular posting, consistent messaging, and a uniform brand voice help in maintaining a steady presence on social media. This consistency helps in keeping the audience engaged and ensures that the brand remains top of mind when pest control services are needed.

### ***Monitoring and Analytics***

Finally, the use of analytics and monitoring tools is crucial in understanding the effectiveness of social media efforts. These tools provide insights into audience demographics, engagement rates, and content performance, allowing pest control companies to refine their strategies for better results.

For pest control companies, social media marketing is not just a promotional tool; it's a platform for building a community and establishing lasting relationships with customers. By providing valuable content, engaging with the audience, and utilizing the unique features of each platform, these



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companies can create a loyal customer base that goes beyond a mere transactional relationship. In the digital age, the companies that understand and harness the power of social media for community building are the ones that will thrive and grow in a competitive marketplace.

## **Integrating Social Media Marketing into the Overall Marketing Strategy for Pest Control Companies**

In today's digital-first world, social media marketing is not just an optional addition but a critical component of a comprehensive marketing strategy, especially for pest control companies. Integrating social media efforts with the broader marketing strategy is essential to create a cohesive and effective approach to reaching and engaging customers. This article delves into the importance of this integration and offers insights specifically tailored for pest control businesses.

### ***Understanding the Role of Social Media in Marketing***

Social media has transformed how businesses connect with their customers. For pest control companies, these platforms offer a direct line to potential and existing customers, providing opportunities to engage, educate, and convert them.

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Social media marketing can elevate brand awareness, foster customer loyalty, and even drive sales. However, its impact is maximized when it seamlessly aligns with other marketing efforts, from traditional advertising to digital campaigns.

### **1. Enhanced Brand Consistency**

Consistency is key in marketing, and this is particularly true for social media. When a pest control company's social media messaging aligns with its overall marketing narrative, it reinforces brand identity. Consistent messaging across all platforms – whether it's the brand's tone, visual elements, or core messages – ensures that customers receive a unified brand experience, thereby strengthening brand recognition and trust.

### **2. Amplified Reach and Engagement**

Integrating social media into the overall marketing strategy amplifies the company's reach. For instance, a promotional campaign run on traditional media can be extended to social media platforms, reaching a broader audience. Conversely, social media campaigns can drive traffic to the company's website or blog, enhancing digital marketing efforts. This synergy not only extends reach but also fosters deeper engagement with the audience.

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### **3. Leveraging Targeted Advertising**

As previously mentioned, one of the most significant advantages of social media is the ability to target advertising with precision. Pest control companies can use social media platforms' targeting tools to reach specific demographics likely to need their services. Integrating this with broader marketing data, such as customer profiles and purchase history, allows for more effective and efficient ad targeting.

### **4. Cost-Effective Marketing**

And, yes, we mentioned this already and want to emphasize this further, for many pest control businesses, particularly small to medium-sized companies, budget constraints are a reality. Social media marketing offers a cost-effective solution. When integrated into the larger marketing strategy, social media can provide a high return on investment (ROI), reaching a large audience at a relatively low cost, especially compared to traditional marketing channels.

### **5. Real-Time Customer Feedback and Engagement**

Social media provides a platform for real-time customer feedback and engagement, which can be a goldmine for pest control companies. This immediate

communication allows businesses to respond quickly to customer concerns, gather insights, and adjust their overall marketing strategy accordingly. Positive interactions on social media also enhance customer satisfaction and loyalty.

### **6. Boosting SEO and Online Visibility**

An integrated marketing strategy that includes social media can boost a pest control company's search engine optimization (SEO) efforts. Social media activity can drive traffic to the company's website, improving search rankings. Moreover, social media profiles often appear in search results, increasing online visibility and credibility.

### **7. Content Strategy Synergy**

A cohesive content strategy that spans both social media and other marketing channels ensures that all content efforts support each other. For example, a blog post on pest prevention tips can be promoted across social media platforms, while social media insights can inform topics for blog content or email newsletters.

### **8. Measuring and Refining Marketing Efforts**

Integrating social media into the overall marketing strategy allows for more comprehensive analytics and

"Leveraging Social Media in Pest Control Marketing" - Understanding the Social Media Landscape measurement. By examining metrics from social media in conjunction with other marketing data, pest control companies can gain a more holistic view of their marketing performance. This integration enables more informed decisions and strategy refinements.

## **9. Staying Ahead in a Competitive Market**

The pest control industry is competitive, and staying ahead requires not just participation in digital trends but a strategic approach to them. Integrating social media with the overall marketing strategy ensures that the company remains relevant and competitive in an increasingly digital marketplace.

For pest control companies in the current digital age, an isolated approach to marketing is no longer sufficient. Integrating social media marketing into the overall strategy is crucial for building a strong, consistent brand, maximizing reach and engagement, and achieving a higher ROI. By harnessing the power of social media in conjunction with other marketing efforts, pest control businesses can not only effectively reach and engage their target audience but also sustain long-term growth and success in a competitive industry.

## Digital Marketing for Pest Control Companies



In today's fast-paced digital landscape, social media marketing has emerged as a vital component of a comprehensive business strategy, particularly for pest control companies.

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The expansive reach and dynamic engagement offered by social media platforms provide these businesses with an invaluable tool for connecting with existing and potential customers.

Social media platforms enable pest control companies to showcase their expertise, share valuable insights on pest prevention and management, and foster trust with their audience. This direct line of communication not only enhances brand visibility but also allows for more personal and immediate customer interactions, setting the stage for improved customer relationships and loyalty.

The targeted advertising capabilities of social media platforms are particularly beneficial for pest control companies.

These platforms offer sophisticated tools that allow businesses to reach specific demographic groups, tailor their messaging to local or regional pest issues, and efficiently allocate their marketing budgets. This level of precision in targeting potential customers is unparalleled compared to traditional advertising mediums.

Moreover, the interactive nature of social media allows these companies to receive real-time feedback and engage in conversations with their audience, providing insights that can inform and refine their services and marketing strategies.

## Digital Marketing for Pest Control Companies

Furthermore, the integration of social media marketing into a pest control company's overall marketing strategy can significantly amplify its impact. By maintaining a consistent brand voice and message across all channels, these companies can reinforce their brand identity and ensure a cohesive customer experience.

Social media's contribution to enhancing online presence and improving search engine rankings cannot be understated. In essence, social media marketing is not just about promoting services; it's about building a community around the brand, educating the public, and positioning the company as a reliable and knowledgeable leader in the pest control industry.



# TEN

## *Video Marketing*



Did you know that YouTube ranks second in search engines? Yes, it's actually ahead of Bing & Yahoo!

Most pest control businesses are extremely focused on search engine optimization but neglect the opportunities that video and YouTube provide. Implementing a video marketing strategy for your business can get you additional placement in the search results for your targeted keywords, enhance the

effectiveness of your SEO efforts and improve visitor conversion.

### **Why Use Video Marketing?**

There are a number of reasons to use Video Marketing for your business.

First, it will increase your exposure on the search engines, giving you more placeholders for the keywords that are most important to you. Video marketing will enhance your SEO efforts by driving visitors to your website and creating relevant links to your website, which will improve conversion.

Once somebody gets to your website, if there is good video on the home page and the subpages, it will resonate deeper with your potential customers than a site without video. This helps convert those visitors from just browsing around pages to actually picking up the phone and calling your office.

Again, YouTube is the second most used search engine there is. Obviously, Google is number one. One would think that Bing and Yahoo would be the other major search engines, but that just isn't the case.

There are significantly less videos than there are web pages on the Internet. So creating relevant and quality video content

for YouTube and other video sharing sites is a really huge opportunity.

These videos will help you to connect with people and answer their questions when they're looking for information on what you do.

I talked about the fact that you can show up in search engines with an image next to it, and you can obtain multiple placeholders on Google for the keywords that are most important to you.

If you do this right and you optimize your videos correctly (I'm going to show you exactly how in this chapter), you can start to have your video show up in the natural search on Google, which is extremely powerful. It also gives you the opportunity to have more placeholders for the various services that you provide.

### **Video Helps with Your Overall SEO Effort**

The other thing that you can accomplish with video is the enhancement of your SEO efforts. As covered in the SEO chapter, links are critical for ranking. By creating good video content, you have the ability to drive inbound links to your website from high level video sites like YouTube and Vimeo.

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Again, you don't want to have just the generic Home, About Us, Our Services, Contact Us pages on your website.

You want to have a page for each of your core services and products. Videos that link to those pages is going to help with that SEO effort. Also, you're going to find that video content on your website, and on the pages of your site, actually reduces your bounce rate and increases visitors' time on your site.

These are SEO factors. 'Bounce rate' refers to somebody getting to your page and clicking back immediately or browsing away. Google understands those actions as the page not being relevant to that search.

If the majority of the people that get to your site click off and leave right away, your bounce rate is high, and Google is going to start to show you less prominently in their results.

That's part of the Google algorithm. The other factor is the amount of time spent on the site. If somebody gets to your page, stays there for ten seconds, and then moves on, the visit might not get treated like a bounce, but Google is still looking at the length on the site.

If you have a video and a visitor takes the time to watch it in its entirety, that's improving your website visit length statistics. Even if they only watch a couple seconds of the video, you

have captured their attention long enough that Google is going to see your site is relevant.

Don't get confused by the notion that having video on your page automatically improves your SEO. That's not necessarily the case. But having people stay on your page longer and not bounce off does impact SEO.

People like to watch videos. It's very rare that you're going to see a video on subpages, but you'll find that if you do have that video content on the homepage banner or on your services page, people will take a couple minutes to watch it. Video is unexpected and it's more interesting than text. People enjoy watching someone explain the topic that they are researching.

### **Above the Fold**

I always recommend that your videos be above the fold.

Above the fold, meaning that you don't have to scroll down to see the most important information. Provide an intro video about who you are and what you do. Again, having that is going to improve on-page site time and reduce your bounce rate.

Another benefit that I have talked about is the fact that video gives you more placement in search.

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It's going to give you better search engine optimization because you get the links from the video sites, you're improving your time on site, and reducing your bounce rate.

But the benefit of video that is probably even more powerful than anything, is that it's going to improve conversion.

You can have the best SEO strategy in the world and drive hundreds of people that are looking for your services to your home page or to your subpage daily. But, if it's not converting and people aren't picking up the phone and calling to hire you for your services after they visit your site, you're missing a major opportunity.

### **Improving Conversion with Video**

Improving conversion is one of the main things having intelligent video on your site will do for you.

The fact is that video clips resonate with people. They like video because it gives them the chance to get to know and trust you before they call you, especially if you follow my strategy rather than creating a super corporate video.

If you create authentic video of your team, the owner or your service manager talking directly to the camera, connecting with you on an emotional level, answering questions and giving a strong call to action, your conversion rate will improve.

Video also gives you the ability to connect with different modalities. Everybody thinks in a different way. Some people are readers and will read all the content on a page. Some people are listeners, so if there's the opportunity to listen to something rather than read, they'll choose to listen.

Other people like something visual. Motion grabs their eye. By having video on your website, combined with text (I'm not saying to abandon text), you have the opportunity to connect with every type of person. Some people will watch the video and only connect with that, because they wouldn't take the time to read a plain text web page.

### **Leveraging Video**

How can you leverage video? By understanding that it's powerful, it's going to improve your SEO, it's going to help you get better placement on the search engines, and it could potentially help with conversion. How can you expand upon this?

What you want to do is create simple videos about your company, your services, and the most frequently asked questions. You are then going to upload those videos to YouTube and other video-sharing sites, and syndicate them to your website and social media profiles.

What type of video should you create? Like I keep saying, "People resonate with people." Keep it simple, be real and be

## Digital Marketing for Pest Control Companies

personable. Put your real face on the camera, or the face of someone that represents your company. Be frank and to the point. It doesn't have to be a 20-minute video. An appropriate length would be 30 seconds to three minutes long, enough to get the message across.

### **Don't Overthink It!**

Don't feel like you have to go all out and hire a high-end production crew or go out and buy an HD camera in order to make this happen. The reality is, you can create video clips using technology that you already have. If you've got a 4g smartphone or a webcam, you have the ability to create video content that will work for your website.

You don't need high-end editing software either. YouTube gives you the ability to upload regular video and edit it right within the system. By edit, I mean cropping and tailoring the video to begin and end where you wish. You can put your phone number down in the bottom area of the video as well as a link to your website. Or you can use a simple editing software like iMovie (free with Macintosh computers) and Movie Maker (free with the PC).

Using the technology that you already have, stand in front of a company sign with your logo or in your office, and talk to the camera; talk with the people that are visiting your website, because that's going to stick with them.



## What Kind of Videos Should You Create?



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You can create just about anything you want. But the ones that are going to be most relevant are the ones that pertain to your services.

The first video that I recommend you make is an introduction for your website. This can be as simple as, "Thank you so much for visiting the XYZ Company website. We specialize in providing XYZ services to the XYZ area. These are the things that make us unique and why people tend to choose us. We'd love the opportunity to serve you. Give us a call right away at the number below, and we can send somebody to your house to resolve your XYZ issue right away."

A simple video along those lines should be the first step of your plan. It's a necessity.

The other videos that you want to create should be about your primary services. This ties in well with the SEO strategy discussed previously. You want to make sure you have a page on your website for each one of the services that you provide.

As a pest control services company, you don't simply provide general pest control services. You offer termite inspections, bee removal, rodent control, and more. Make a list of the services that you want to attract more business for and shoot a brief video about each.

The other very powerful piece of content that you should incorporate, but should be phase two, would be your frequently asked questions, or FAQ. Make a list of the questions that people tend to ask and create a little video about it.

A few examples include: What to do in the event of a bed bug infestation. Get creative!

This is common information to you, but the average consumer doesn't know. Creating a little video providing answers to these frequently asked questions makes for great video content for your YouTube channel, to be syndicated on your social media profiles, and/or uploaded to your blog on your website.

## **Sharing Your Message**

Now that you know what types of videos you want to create and how to create them, what should you say? Should you have a script? Should you wing it?

You want to be natural, you want to be authentic, and you want to be real. Some people must have a script because they don't feel comfortable doing video outside of a scripted methodology.

But, if there is any way you can get in front of a camera and speak naturally like you would to a customer in person about your services, that's going to work best.

## What to Say

Here is a simple script you can follow:

"At XYZ Company, we provide a full range of XYZ services (to the specific area, whatever area you're in, or whatever service this video is about)."  
Have a brief description of what you do in that area, and then, "If you're in need of this service in your area, we can help. Call our office today at 555-5555."

A simple video for each one of your services should always include a call to action telling them what to do. Also, if you feel comfortable with it, referencing a discount could go a long way.

Don't over think this. Think about the core services that you offer. Shoot a quick 30-second to one-and-a-half-minute video about each and you're ready to roll.

## What to Do with Your Video Content

What are you going to do with the videos once you've got them? Now that you have completed shooting your videos, what you want to do is setup a YouTube channel.

You can do this by going to YouTube.com. You want to upload your video, name it correctly and intelligently, putting it in terms that people will use when they're searching. If somebody is looking for pest control services, they are going to type in "your city pest control services." You want to name the video using your keywords.

When you upload it to YouTube, you want to title it "Tucson pest control services" or "Tucson spraying for bugs" and then put a description with a link to your site. "Visit us online at [yourcompany.com/pest controlservices](#)" and then include a description about what you do, briefly outlining what was said in your video.

## **YouTube Best Practices**

When you setup your channel, make sure that you give it a "city plus service, name of your company" title, instead of just your company name. You are also going to add tags with keywords to it. Don't just leave the tag area blank.

Make sure you use your name, address and phone number in every description on your YouTube channel because this is a good citation source.

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As covered in the Google Maps optimization chapter, citation development is critical (having your company name, address and phone number referenced consistently across the web). This is a great place to get citations. Also, make sure that there's an image avatar with your company logo. You can update the default image by putting in your logo or put a picture of the team or office.

If you log into YouTube and create your channel, you'll get an email confirmation. Once you're set up, you can go to the "My Channel" settings and make some of the updates there.

To change your logo, simply click "change" and choose your image—a very simple step.

Where it says "Your company name," it's going to default to something basic such as your email address on Google. You can hit "change" and update it to say "your city pest control services" or "your city spraying for bugs services" and then a dash and your company name.

This gives you the chance to get your YouTube channel itself to show up for your keywords in the search engine. You will also have the opportunity to add your channel keywords. That is where you can type in words such as "your city termite treatment," "your city bed bug treatment," "your city termite inspection services," and of course your company name.

From there, there's a section where you can click "About your company" and put a description about who you are, what you do, and what areas you serve. You can get as creative with this area as you want, but it is most important to make sure you first put a description of your services, and your city.

If you're in Tampa, you put Tampa. If you're in Lakeland, you put Lakeland. If you're in Los Angeles, you put Los Angeles. Put your phone number and, again, restate your name, address and phone number. Citations are important. Having this in the description area is a powerful citation source.

Always put your name, address and phone number the same way as you did on your Google Map listing, your Angi listing, etc. That way, you will be consistent across the web, improving the probability of ranking in the Google Map listings.

## **Video Tagging Best Practices**

Now, let's talk about video tagging best practices. Let's say you created the inventory of videos I recommended: an intro video and clips for each of your services.

How did you tag those videos to maximize the opportunity and to make sure you're going to rank well in search?

1. Title Video with City Service - Company (always mix this up a little)

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2. Description should always start with <http://url.com> and then describe the service using those same keywords. ALWAYS ADD N.A.P. (Name, Address, Phone) INFO AT THE BOTTOM OF THE DESCRIPTION
3. Use your keywords as tags and include the company name
4. Choose most appropriate screenshot
5. Click "advanced settings" and add address to video
6. The first thing you want to do is have your primary keywords in the title of the video as well as a description that includes the "http://" before your web address.
  - In the description area, you can put in "We're a full service XYZ company. We serve this area. This is our name, address and phone number," but at the very top, you should have your website address, including the "http://".
  - If you just put [www.yourcompany.com](http://www.yourcompany.com), YouTube won't understand the link and it will show that it isn't clickable. If you put "http://" the link will be clickable, and visitors will go straight to your page, and they also get the link authority from having that link back to your website.



- Choose the screenshot and add video. Whenever you upload your video you are able to control your title and your description, as well as the ability to add tags.

### **Titles Matter**

Again, don't call your videos "your company name." Don't call it "pest control services." Don't call it "bed bug treatment." Call it "Your city + spraying for bugs," and then your company name. Title your videos the same way that somebody would search.

If it's your intro video, you might want to call it "your city + pest control services" Example: you're a local pest control services company" Tucson pest control services – XYZ Pest Control Services."

It is really critical that you have the right titles on your video. This is what is going to make it so Google can locate it and include it in search results.

The next thing you want to do in your description is to put the link at the very top. The first thing you want to do is include a link back to the home page or to the specific page that you're discussing in the video.

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If it's the termite treatment page, don't put a link to your home page. Put a link to that service page, and again "https://your-company.com" -- make sure you've got that "https://".

Below, you add your tags. Within those tags you can put in your city + bed bug exterminator, your city + roach kill services, and everything in between.

### **What Else Can You Do with Your Videos?**

Now that you've updated your video and you've properly optimized it, your title is correct, and your description is posted, how can you use these videos? Where are you going to leverage them? Well, to really get the benefits of that conversion component, you need those videos to be posted on your website and social profiles as well.

The best way to do this is to copy the "embed code" and post the videos right on your site. The intro video should be embedded on the home page and the service-specific videos should be posted on the appropriate subpages. The way you do this is right within your YouTube channel or YouTube account.

Go to the video manager and find the list of all the videos that you have. Choose the video that you want to post on your website and choose the share and embed option.

You will then be provided with this little piece of code that goes from I-frame to I-frame. This is the specific code for that video. If you are updating your website on your own, copy and paste the code right into your website's HTML. If you have a detached web manager, send the code off to them with details on where you want it posted.

Once the code is embedded in your HTML, it will show up on the page itself. That's what you really want to do with these videos. And, of course you don't have to limit yourself to YouTube. There are a lot of very well known video sharing sites out there.



# ELEVEN

*Leverage eMail marketing to gain more repeat  
AND referral business*



Ever since there's been email, there's been email marketing. Email marketing is one of the oldest forms of advertising your business on the Internet.

Although it gets a bad rap because of all the spam going around, it's still one of the most effective forms of marketing.

## Digital Marketing for Pest Control Companies

I am a big believer in email marketing. It's a powerful way to get instant traffic to your website and getting the telephone to ring, but there is a right way and a wrong way to use it.

Did you know the easiest customer to sell to is the customer you already have?

Every self-proclaimed marketing expert will tell you that's nothing new. With that said, many business owners hardly ever market or keep in touch with their existing client base. Companies will spend thousands of dollars trying to get new customers but never think to market to the clients who already buy from them.

Why is that? I have a lot of ideas about this. I suspect business owners think that once a customer buys from them, they will just keep coming back on their own. Or maybe they simply don't want to bother their customers. The truth is customers want to hear from you and they want to be touched by your business.

If you don't, your competition will.

## **How Do You Start an Email Marketing Campaign?**

The first thing you need is an email marketing service. You shouldn't do this yourself for several reasons:

Leverage eMail marketing to gain more repeat AND referral business

1. Your Internet Service Provider (ISP) will blacklist you for sending bulk mail.
2. You would have no stats for tracking your open emails
3. It would look unprofessional coming from your Microsoft Outlook box

With that said, let's take a look at some of the popular email marketing services, all of which are paid services and are priced based on the amount of emails you send. They all start at around \$15.00 per month to send a couple hundred emails.

## **Constant Contact**

I have used Constant Contact in the past and I like it for several reasons. It has great tracking stats, the ability to post to your social networks and a relatively user-friendly interface.

Constant Contact has many templates available for use. You can also add your own custom templates. I think custom templates are a MUST for any business wanting to promote their brand. You will have to know a bit of HTML but if you don't, you can have a web designer create one for you at a fairly inexpensive cost.

## **MailChimp**

## Digital Marketing for Pest Control Companies

Mailchimp is another service I have personally used and recommend. It's relatively easy to use and offers similar features to Constant Contact. The interface is clean and easy to use. Prices start at \$10.00.

### **iContact**

Personally, I have never used iContact, but after reading about it on their website [www.icontact.com](http://www.icontact.com), it looks fairly intuitive and similar to both MailChimp and Constant Contact.

I think all of these services are a good solution for any business looking to add email marketing to its Internet marketing strategy.

### **How to Get Email Addresses**

I am asked on a regular basis about how to get email addresses. It's not as easy as sending a letter in the USPS mail to anyone you want to. The reality of it is that just because they are your customer and you have their email address doesn't mean you can send them anything if you don't have their permission.

This certainly is a fine line, because you somehow already have their email address, and they have used your services before, so is it really considered spam? Technically, yes. You



Leverage eMail marketing to gain more repeat AND referral business didn't ask them if you could send them specials or a newsletter in email form.

The first thing you really want to do is get your clients' permission to add them to your email list. There are a variety of ways to do this, including placing a form on your website, putting a sign-up sheet on your counter or even a putting a space on your job ticket that they sign when you complete your service.

Explain that you send out tips about your industry or specials on a monthly basis and would love to have them on your mailing list. You might even offer a discount coupon off your services if they sign up.

Getting that email address is valuable, so if it cost you 5%, go for it. Remember, you want the opportunity to have your company's name in front of your customers every single month. You want to remain top-of-mind if one of their friends is looking for services like yours or if they run into an emergency.

I had a pest control service provider come to my home several years ago. He did a good job and was very professional.

Last year, I needed the services of the company again. I lost his business card and could not remember the name of the company. I had to find another pest removal service. He lost the business because he never stayed in contact with me. It was a big job that he lost, \$1,500.00 to be exact.

## Digital Marketing for Pest Control Companies

Start building your list today.

### **What to Send and How Often**

First, what do I send? You must use the 80/20 rule, 80 percent good information and 20 percent sales. If all you send is emails about what services you offer, no one will ever read it. It's a great way to kill your list.

Draft up some information about your industry, give good homeowner tips, throw in some DIY tips, and make sure it's information that will help your users. For the 20% sales, add a coupon or a special you are having, or offer something for your customers' friends and family.

How often you send your emails is very important. I always go with once per month, around the same time every month.

It is important to commit to a date. More than once a month is too much and annoys people.

I get an email from a company I purchased from in the past and get 3-4 emails a week from them, 100% sales, sometimes several times a day. I HATE IT and it drives me nuts. I removed myself from that list very quickly as I'm sure others have as well.

### **Get Legal**

Leverage eMail marketing to gain more repeat AND referral business



## Digital Marketing for Pest Control Companies

Make sure you have allowed customers the option to Opt Out of receiving email messages at the bottom of every message.

Make sure that it's easy because nothing is more annoying than receiving emails that you don't want. If someone does not want to receive your messages, then remove them from your list.

They may be getting emails from too many sources and just want to clean out their email box. It does not mean they will never buy from you again. But I will tell you this, if they want out and you keep sending email to them, it's a sure-fire way to bother them and they will likely never buy from you again.

Again, you want to leverage email marketing as part of your overall Internet marketing strategy. The best way to use it is to be sure you're collecting the email address from all your customers and prospects.

From there, use email marketing to get online reviews, engagement on your social media accounts and remain top-of-mind as a strategy to get more repeat and referral business.

## **What is the Best Time to Send an Email Campaign?**

These general email send time tips are widely accepted by the email marketing community. They are great when you're

Leverage eMail marketing to gain more repeat AND referral business starting off, but be sure to read on and see why they won't always work.

- Day-time vs. Night-time. While this one may be obvious, it's usually better to send out your email campaigns during the daytime. You know, when people are awake. Not asleep.
- Mad Mondays. The general consensus is that you should avoid sending out email blasts on Mondays. Why? People are already bummed out about the end of the weekend. They march into the office and are flooded with emails they've collected over the past few days. What's the first thing they do? Delete those emails of course!
- Weekends. Historically, weekends are the days when folks are out running errands and going on adventures. Weekends tend to have low open rates, so most marketers avoid them like the plague.
- Fan Favorites: Tuesday, Wednesday, and Thursday. Tuesday, Wednesday, and Thursday have traditionally been favorite days to send email campaigns, as email marketers seek to avoid the Monday angst and Friday's itchy feet. MailChimp confirms that Tuesday and Thursday are the two most popular days to send email newsletters.



# TWELVE

## *Overview of Paid Online Advertising Opportunities*



If we revisit the Online Marketing Plan referenced in chapter one of this book, you will recall that the foundation of your Internet marketing plan should be focused on the organic, non-paid marketing efforts (Website, SEO, Google Maps, Social Media Marketing, Video Marketing, etc.).

## Digital Marketing for Pest Control Companies

Once you have a strong foundation, you should have the financial resources to invest in other paid online marketing initiatives.

In this next chapter, I want to quickly recap the paid online marketing options you should consider:

1. Pay-Per-Click Marketing on Google AdWords and Microsoft Search (Yahoo & Bing)
2. Paid online directory listings on sites like Merchant-Local, Yelp.com, YP.com, BBB
3. Pay-Per-Lead and Lead Aggregators like Emfluence.com, Fuellead.com, Intellibright.com, etc.

Now, let's talk about the most powerful of these strategies – Pay-Per-Click Marketing.



# THIRTEEN

## *Pay-Per-Click Marketing (Google AdWords AND Bing Search)*



In this chapter, I'm going to talk about Pay Per Click Marketing to help you understand how it works, why it should be integrated into your overall strategy, and how you can run a really effective program that can drive a nice, profitable business for you and your company.

### **Why PPC Should Be Part of Your Overall Online Marketing Strategy**

## Digital Marketing for Pest Control Companies

1. Start showing up quickly
2. Show up as often as possible where your customers are looking
3. Show up for non-geo-modified terms that are related to your service offering.

First, PPC gets things happening quickly, unlike an SEO program, setting up your website, building links and having the right on-page optimization. That process takes a little bit of time to materialize. What you do today and tomorrow, will start to pay dividends in three to four months.

With PPC advertising, you set up your campaign and will start to see your ads serve in just a few days. It can drive good traffic, especially during the times when you need to make sure you're visible.

For example, a flower shop should use PPC a week or so before Valentine's Day when couples look for a perfect gift for their Valentine. This is a great time to advertise because people will likely research that.

You want to show up as often as possible when someone's looking for your services. Having a pay per click ad that shows up somewhere in the top, on the map, and in the organic section is important.

## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

Now you've got the opportunity to show up in multiple places and significantly improve the chances of getting your ad clicked on, as opposed to your competition. A pay per click campaign gives you that additional placeholder on the search engines on page one.

It also gives you the opportunity to show up for words that you're not going to show up for in your organic SEO efforts. This is what I like to call non geo-modified keywords.

SEO and our whole organic strategy give us the ability to show up in search engines when someone types in your city service, for e.g. your city + pest control services. It should include some kind of Geo modifier (your city). They're going to put their city or their sub-city in that search for you to rank.

With a PPC campaign, you can show up for the non-Geo-modified terms (Example: commercial property maintenance), and put in the settings that you only want to show up for people within a 25-mile radius of your office.

If you're in Tucson and somebody searches within that area for "mosquito control services" or "spraying for mosquitos," you can set it so that it only shows your ad for the people that are searching within that area. And Google can manage that through IP addresses by isolating where the search took place.

## Digital Marketing for Pest Control Companies

Google can also isolate who ran that search, where they ran that search from, and then place the ads based on the advertisers that are set up for that area. You only pay on a per click basis, but you're able to show up for those keywords in those major markets.

Another reason that you want to consider running a pay per click campaign is because you can run mobile PPC campaigns.

With mobile PPC campaigns, when somebody is searching for your services from a mobile device, it's typically because they need immediate service. They're not as apt to browse multiple pages or listings. Now, if somebody runs a search on their mobile device, and you have a pay per click campaign set up, that search will be PPC enabled.

They can simply hit your ad and automatically be calling your company, rather than browsing to your website and researching.

On a pay per click campaign through mobile, you're actually paying per call as opposed to paying per lead. It's very powerful, and these are the reasons you want to have pay per click as part of your overall Internet marketing plan.

## **The Pay-Per-Click Networks**

## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

So, what are the pay per click networks? There are two major networks that manage pay per click advertising across almost all the major search engines. There's Google AdWords, which is Google's pay per click program, and then there is Bing, which is through Microsoft Search.

These both have their own network behind them, so when you pay for an ad or pay per click campaign on Google's search network, you're gaining access to AOL, AT&T, USA Today, and Ask.com.

When you get on the Microsoft Bing search network, you're getting access to Yahoo!, Facebook, etc. There are a variety of reasons to consider a Bing Microsoft pay per click strategy.

More than 80 percent of all searches happen on Google.com. So, if you had to choose, you would obviously want to use Google. However, you do get an additional 20 percent by tapping into Bing and Yahoo!.

There are different networks but those two make up the majority of the search market. Running a pay per click campaign on both Google AdWords and Microsoft Bing search will allow you to show up in the majority of the search engines that somebody might be using.

## **Understanding the Google AdWords Auction Process**

# Digital Marketing for Pest Control Companies



## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

Let's review how Google AdWords works.

In the simplest sense, you're paying on a per click basis and you can choose your keywords (Example: pest control services company, your city mice exterminator services company, your city bed bug exterminator service). As you pick those words, you bid, and you pay on a per click basis.

So, let's just say you're bidding on the keywords "Tucson mosquito control services," and there are a lot of other pest control companies in that city that want to rank for that keyword.

If you say that you'll pay \$2.00/click and your competitor says that they'll pay \$5.00/click, they're going to be at the top. Assuming nobody else has placed a higher bid, \$2.00 is going to be ranked second and \$1.20 is going to follow.

I am about to explain why that isn't 100% of the reality. The fact is that you pay on per click basis and you are bidding against the competitors to determine how you're going to rank on your keyword.

It's an auction, just like eBay. People are bidding and whoever can offer the most money is going to have the strong position. With that foundational understanding, I can now explain why most pay per click campaigns fail.

What tends to happen is a lot of pay per click campaigns are built on the notion that the highest bid wins. So, advertisers

pick their keywords, throw up the highest bid per click and hope that everything turns out the way they want it.

### **Why Most Pay-Per-Click Campaigns Fail**

- Setup only ONE ad group for all services
- Don't use specific text ads and landing pages for groups of keywords
- No strong call to action or OFFER on the landing page

You might be thinking, you just told me that PPC is a great way to get noticed, and now you're saying that most campaigns fail! I'm going to explain what people do wrong and then show you what to do right so that your campaign is successful.

Typically, businesses setup only one ad group for all services, whether it's termite inspection, bee removal services, mice exterminator services, etc. instead of different ad groups for each type of service.

Also, there's no specific text ads and no landing pages for those ad groups and groups of keywords.

What you wind up with is the same landing page and the same text ad, whether your customer typed in "roach kill services, bee removal services, mice exterminator services near me, etc." in the search engine.



## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

Whatever was typed into the search engine was likely very specific, and should match up to a very specific page, but that doesn't happen. It all goes to the home page. With this strategy, not only is your campaign going to convert poorly, but your cost per click is going to be higher. I will explain why later in this chapter.

The other reason why most pay per click campaigns fail is because there isn't a strong call-to-action on the landing page.

So, you were just charged \$5.00 or \$9.00 to get a potential customer to your website and the page isn't even compelling because it does not have a strong call-to-action. It doesn't tell the consumer what to do next.

If you factor these common reasons that pay per click campaigns tend to fail, you can better prepare yourself and set yourself up for success in the way that you execute your pay per click marketing.

## **Understanding the AdWords Auction Process**

Let's talk about how the AdWords Auction process works. It's not as simple as the highest bidder winning. It's more complicated than that.

## Digital Marketing for Pest Control Companies

The reality is Google needs to feature the most relevant results because their endgame is to get people to keep using their search engine over the competition. This is how they can keep their traffic up.

Google can keep their usage up and maintain that 80 percent market share but can also run AdWords and make billions of dollars per year. Ultimately it all comes down to relevancy.

The second they sacrifice relevancy for dollars, is the second they start to become less of a player in their market.

So, Google had to figure out a way to make their pay per click program grow around relevancy. And so that's why they established the quality score. They need to make sure that the person or company who has more relevancy gets a higher quality score and as result, can have a lower cost per click.

The way I like to explain it is, if I go to Google and I type in "BMW," obviously I am looking for a BMW dealer or for information about BMW.

Mercedes could say, "That's our demographic also. If someone types in BMW, they're looking for a high-end vehicle. They are probably in the market to buy. Why don't I bid on the word BMW?" Of course, they can. However, the person that searched BMW isn't looking for Mercedes. So, Mercedes could

## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

say, "I'll pay \$25.00 for everybody that clicks on me when they search 'BMW'."

But BMW might say, "That's my brand and I am going to compete for it, but I am not going to spend \$25.00 for every click on my own brand. I'll pay a dollar for every click."

Based on quality score, Google may decide to serve BMW because it's in the best interest of the person researching the brand, the consumer. It's also in the best interest of overall relevancy. That's how quality score works. Quality score is really driven by three core components:

1. Click Through Rate
2. Relevance
3. Quality of Landing page

As somebody conducts a search and your website shows up on the page in the pay per click section, Google is tracking what percentage of those people saw your ad and wound up clicking through.

That's one of the primary metrics that they analyze. So, if your ad is relevant, if it speaks to the person's needs, and if it's compelling enough to them that they click through, Google just made more per click.

## Digital Marketing for Pest Control Companies

This will make them willing to give you a higher quality score because you've got better click-through rate.

Also, relevancy is a major factor. How relevant is your text ad to the keyword that was typed?

Example: If they type in "bee removal services," and your text ad reads: "We offer fast and friendly termite inspections in the Tucson area," versus "We have the best deals on bee removal services in the Tucson area; call us and we'll get you a quote, fast."

Which do you think is more relevant to the customer? Google wants their search results to be as applicable as possible. They're looking at your click-through rate, they are looking at the relevancy of your text ad to your keywords, and they are looking at the quality of your landing page.

If your landing page (the page that you drive people to) doesn't match up with what the person just clicked based on your text ad, or if that landing page doesn't have a strong call-to-action and the person quickly returns to the search engine, that signals to Google that you were not very relevant.

This will result in a quality score reduction.

By having a higher quality score, you can bid lower and still achieve the top position. This is where you can win in the pay per click marketing game because a better-quality score

## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

results in a lower cost-per-click for those who hold the top positions.

Again, the reason most pay per click campaigns fail, is because:

- You only set up one ad group
- You had the opportunity to create a separate ad group for each one of your core services, but you don't use a specific text ad that's going to compel someone to click and improve your click-through rate
- You don't have a strong call-to-action that matches up with what the consumer was looking for
- You're not going to have high click-through rate, relevancy, or an applicable landing page

All of these issues result in a lower quality score.

You're going to wind up paying more per click. PPC marketing is very competitive. If you're paying more per click, you're not going to be able to spend that much because you won't be getting enough calls to generate return on investment.

The visual representation of this would be like setting up one AdWords campaign for each one of these services (rodent control, bed bug treatment, termite control, mice

## Digital Marketing for Pest Control Companies

exterminator, etc.) and landing people on your home page. That is a recipe for disaster.

That's exactly what you don't want to do.

## How to setup your PPC campaign for success



Let's talk about how to position your pay per click campaign for success.

What can you do to ensure the highest probability of success in your pay per click campaign? For starters, set up ad groups based on the specific groups of services that you offer (I'm

## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

going to map this out using a variety of businesses as an example).

Write compelling text ads that are relevant to your specific keywords or services. Then, link your ads to the specific pages on your site rather than the home page. But, the specific pages on your site that talk about that service should have a strong call-to-action combined with an offer.

What ad groups should you use? What ad groups do you need to set up for your business? For example:

As a pest control services company, you need to have a standard pest control services page for the general, "What do I need to do to get ready for my home to be sprayed?" search.

Have a page with termite treatment service available, for the person who types in "termite treatment," or "bed bug treatment services for people searching for "bed bug exterminator services near me", etc.

You want to group those keywords together and have information available for that.

I could go a lot deeper than this, but you should have an idea of what specific types of ad groups you need to set up based on the services you offer. From there, you want to write a specific text ad that speaks to that group of keywords.

## Digital Marketing for Pest Control Companies

Then, you will want to drive them to a landing page on your website that has a compelling call-to-action, that provides what they were looking for and mirrors what your text ad said.

1. Pick your list of keywords
2. Write a specific text ad that matches up with what those people are looking for
3. Drive them to a landing page on your website

Make sure that you've got compelling content on that landing page that emphasizes what they were looking for and prompts them into action, ideally with some type of coupon or special offer, so that they don't move beyond your page and keep looking around.

### **Pest control services business adwords example**

Let's look at an example you might set up for your pest control services. In general, you're going to have the following keywords.

- Pest control
- Exterminator
- Termite treatment



## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

- Bed bug exterminator

These are the keywords that go into this general pest control services ad group. Your text ad should speak to that search.

"Enjoy your home again. Pest control treatment helps you take your home back!"

You want to pull on the psychological triggers. Are they looking for convenience? Are they looking for quick service? Typically, they are.

Then, drive them to the URL on your site that is specifically targeted at pest control treatments, [Yourcompany.com/quick-termitetreatmentservices](#). Get them to the page that talks about that specific service.

There are a lot of things you can do on the landing page, but you want to make sure that you tap into that psychological trigger.

STOP DAMAGE TO YOUR HOME'S  
FOUNDATION – FAST, FRIENDLY TER-  
MITE TREATMENT FOR YOUR BIG-  
GEST INVESTMENT!

## Digital Marketing for Pest Control Companies

No more worries about stepping into a hole drilled by those wood loving pests...click the link for your free estimate and enjoy a 10% discount for your first service.

Talk about why they should choose you and not the competition and have a link to a page where they can see some external resources.

What does the BBB say about you? What reviews do you have on Yelp.com? Give them some information so that they can feel confident that you're a credible organization that's going to follow through on your promise.

Then, have a strong offer with a call-to-action.

Get \$50 off your service by referencing the coupon below. Call now! If you have the capabilities built into your website, consider linking them to a form where they can choose to type in their name and phone number and schedule the service right on the spot.

This is a well-crafted ad group specifically for the drainage repair keywords.

## **Pest Control Services**

Let's look at pest control services keywords. The consumer typed in pest control near me, exterminator near me, spraying for bugs, etc. These are people that are in need of a solution for their home improvement needs. You want to group those keywords together, save it as an ad group, and create a text ad that is specific to that.

"Tired of the scuttling sounds when you turn on the lights? Find out what it's like to finally enjoy a roach free home. Get Your Quick, Free Custom Quotes. Fast, friendly service."

You say just what they want to hear. They've got an emergency and you're entering the conversation that's already going on in their head. You're offering them some type of incentive to do business with you.

Again, you drive them to the roach kill services page on your website (Example: [www.yourcompany.com/roachesdead](http://www.yourcompany.com/roachesdead)). Then have some content that speaks to that specific situation.

"Tucson's Top-Rated Roach Kill Experts!"

## Digital Marketing for Pest Control Companies

“Since 1983, homeowners have relied on us to keep their homes pest free. For over 30 years, we have been the most respected and recognized name in the pest control services business, offering unmatched service and professionalism to the Tucson area.”

Then, restate that valuable proposition. Show them reviews. Give them an offer, "Get \$50 off your first pest control treatment if you call within the next 30 days!"

When you set up your ad groups this way, you're going to have high relevancy, you're going to have a higher click-through ratio, and your conversions are going to be better because you're speaking directly to the consumers' needs. You are also giving them some type of call to action and maybe even a special incentive to choose you right at that moment.

In some cases, you will be dealing with services that have a longer purchasing cycle.

Pest control annual maintenance, for example. Because it's routine maintenance, customers are not necessarily going to pick up and call right at that moment.

## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

They might just be in the researching process. For these types of services, offer them something for free, such as a free estimate or 10 things to know before you hire an exterminator.

Have a lead capture form, where they can enter their name and their email address to download those guides.

This gives you the ability to catch people when they're in the first stages of their evaluation process. Send them a well-crafted guide that talks about what they should be thinking about and sets the buying criteria in your favor.

## **Educate and Engage**

Why would they want to choose your company versus the competition? What things do they need to be made aware of? Do they need to make sure that they're dealing with somebody that is licensed and insured? Do they need to make sure that they're dealing with somebody who has vast experience in specific pest control, such as mice or bee removal, as opposed to just offering basic bug spraying services?

In that guide, you can really position yourself and educate them in a way that will make them want to utilize your services.

You can also use email marketing to send them messages over time. If they're at the beginning of choosing someone to

## Digital Marketing for Pest Control Companies

solve their drainage problems, you do your best to catch them early. Maybe it's going to be six months before they decide to make the final decision or to move forward with any type of project.

Because you got their email you could send them one email per week for the next six months. They're going to get something new from you once a week. Nothing annoying, but, "Here's an update, here's another thing, here's another interesting concept you can look at".

When they do get to the point that they are ready to move forward, they've seen you so many times and you've added so much value that they have no choice but to choose your company. You've made the decision easy for them.

This is a way to position yourself better for the longer purchase cycle projects, so you can capture more leads and convert them into customers.

### **AdWords Setup Best Practices**

Here are some best practices when you get into Google AdWords ([google.com/AdWords](https://google.com/AdWords)).

The first one is that you want to make sure you set up an extension with your address.

## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

In chapter one, I showed you how to set up your Google Map listings and optimize it to rank in Google Maps. You want to use the same Gmail account that you claimed your map listing with on Google AdWords, so that you can come into extensions and add your address as an extension.

This gives you the ability to add your address and a direct link to your Google Business Profile listing in your search.

### **Have Multiple Text Ads for Each AdGroup and Run Split Tests**

The other best practice is to have multiple text ads for every one of your ad groups. This way, you can split test and see each of your ads and determine which one is converting better.

By split testing, you will be able to determine which one had a higher click-through rate. With that information, you can drop out the lower performing ad and create a new one.

Then at the end of the month, you can compare those two ads and see which one performed better. You keep doing that so you can continually improve your click-through ratios.

Remember, having better click-through rates is going to get you more traffic, but it's also going to give you a better-quality

score. This will eventually make your cost-per-click lower, making it more profitable for you in the long-term.

### **Pay Attention to Average Position**

The other thing you want to do is to pay attention to your average position in your Google AdWords campaign. These settings are available making it very easy to analyze the data.

I have found that the further down the list they go, the higher the probability that you will be attracting a price shopper that's literally clicking every single company along the way.

You don't necessarily need to be the top listing, because that could just be a result of some random person that didn't think through what they're doing.

However, you want to maintain a top four position. That's going to give you the best overall visibility, and ultimately, the best return on your investment.

Pay attention to your average cost-per-click and manage your bids so you maintain a top four position.

### **Exact Match versus Broad Match**

The other thing you want to pay attention to is exact match versus broad match.



## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

You have a setting inside your AdWords campaign where you specify whether you want exact match or broad match.

### **Always Elect to do Exact Match**

The reason is because if you choose broad match, you could very easily find yourself accidentally showing up on the search engines for a lot of keywords that have nothing to do with your specific business.

The other thing you want to do is pay attention to negative keywords – keywords that you don't want to show up for in the search engine.

A great example of this is jobs, employment, marketing, etc.

If someone types in "your city pest control company," that's great. If they type in "your city pest control jobs," that's somebody looking for employment in the pest control industry. Unless you are trying to fill a position or if you actually want to use your pay per click budget to get applicants, it's probably not the kind of the person you want to attract.

Setting up negative keywords means, for example, if someone types in "jobs," "employment," or "marketing services" anywhere in their search, it pulls you out of that search.

It pulls you out of that specific bidding process, so you won't be paying for clicks from somebody that's not relevant to you.

## **Mobile PPC**

I talked a little bit about making sure that you've set up mobile pay per click campaigns. I've mentioned the major transition of people searching on their mobile device versus people searching on their computer.

### **Phone Searches versus Computer Searches**

More and more people are accessing the Internet via smart devices: their iPhone, Android, and tablets. The searcher is typically in a different mind-frame when they are searching from a phone rather than from the computer.

When you're searching from a phone, you often just want to get the information right away, and/or want your problem solved as soon as possible. You can set up a campaign to have click-to-call built into your mobile campaign.

If somebody hits the "Call" button within your ad, they're connected immediately to your business. This is a quick alternative to having to search for the website and the phone number. Plus, as you know, on a mobile phone there is not a lot of screen space.

These pay per click listings become really prominent and they dominate the search results page on mobile. A lot of times,

## Pay-Per-Click Marketing (Google AdWords AND Bing Search)

you're going to get the majority of the clicks if you're in those top two positions. It's all about convenience, and the click-to-call function allows that.

It's extremely powerful to connect with people that are searching from mobile devices. Set up a mobile-specific campaign and choose "Mobile Devices Only." Then you can pick your geolocation. That would be your 30-mile range or 20-mile radius. You then click a button to turn on the click-to-call function.

That's how you wind up with a pay per click campaign that has you in the top positions if you bid correctly, with the options for them to do a click-to-call.

Just to recap, you want to:

- Set up your ad groups correctly.
- Make sure that you pick keywords that group them together
- You write text ads that speak directly to that group of keywords, and
- Ensure your landing page (where you are sending those specific searches) speaks to the text ads and the group of keywords.

## Digital Marketing for Pest Control Companies

- You also want to be sure that you have some type of strong call-to-action that prompts your consumer into calling you as opposed to pressing the "Back" button and looking at four or five other competitors.

As the relevancy of your ad groups campaign and your keywords improve, your cost-per-click will decline and your conversion will improve.

You can spend less and still get better positioning and more traffic to your website. This is how you maximize the profitability of your pay-per-click marketing campaigns and succeed in PPC where others fail.

# FOURTEEN

## *Paid Online Directories*



In this chapter, I'm going to be covering paid online directory listings.

I talked about the overall Internet market strategy, beginning with the foundation of having a properly optimized website. I have also discussed making sure that you've got yourself set up with all the right pages on your website, the conversion elements, doing the off page optimization for building inbound links, building authority for your domain, having the review

## Digital Marketing for Pest Control Companies

acquisition strategy, and making sure that you're ranking in the organic, non-pay-per-click listings for your most important keywords.

I then talked about looking at social media and email marketing as a way to connect with your customer on a deeper level and get more repeated referral business. As you get those non-paid elements of your Internet marketing strategy squared away, you can start looking at paid online marketing programs.

I talked about pay-per-click marketing, and the way you could set up an effective pay-per-click marketing campaign on AdWords or Microsoft Bing search in order to show up in the paid listings.

In this chapter, I want to talk about other paid marketing components, such as online directory listings that you can pay for to get premium listings.

There are literally hundreds of online directories, from Yelp.com and Foursquare, to City Search, and BBB, as well as an array of smaller secondary directories. I'm going to talk about the ones that are the biggest; the ones that will help you gain exposure where your customers are looking most.

### **Paid Online Directory Listings and Online Sites You Should Consider**

As mentioned, there are literally hundreds of online directory listings. The ones that I have found to be the most prominent and visited are:

- Yelp
- Yellow Pages
- Foursquare
- BBB
- Merchant Circle

If you have an unlimited budget and you are already doing well with your organics, and you wanted to pay for some additional premium placement in online directories, these are the ones I would suggest that you take into consideration.

### ***Yelp.com***

Yelp is one of the best review sites for local businesses. If you want customers to find your business online, you need to be on Yelp. Yelp allows you to send public or private messages (including deals) to customers and review business trends using the Yelp reporting tool.

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If, for some reason, you have a lot of reviews on Yelp.com, it might not be a bad idea to pay for a premium ad on their directory for your services.

### ***YP.com***

The online yellow pages vary area by area. In some markets, it is YP.com and in others, it is DexKnows.com, Yellow Pages, YellowBook.com or some similar version.

With YP.com and other online yellow pages, you need to be very careful when you get started. You don't want to be roped into their print Yellow Page ad. The cost goes from a couple hundred bucks a month to potentially a couple thousand dollars per month when you start to get into their Yellow Pages book and their pay-per-click advertising.

Do not let Yellow Pages manage your pay-per-click advertising under any circumstances. There is a whole chapter on Pay-Per-Click Marketing in this book. I go into great depth about how to set up an effective pay-per-click campaign. You don't want to let any of these companies try and touch your pay-per-click advertising on Google, Yahoo or Bing. Do it the right way. Set up the ad groups on your own.

### ***City Search***



City Search specializes in listings for restaurants, bars, spas, hotels, restaurants, and other businesses across the U.S., optimizing them via a partner network that includes Expedia and MerchantCircle.

## ***Better Business Bureau***

BBB, the Better Business Bureau is not just an online directory, it is a major sign of credibility. It's not as popular as it once was but posting the BBB logo and being able to say that you're A+ credited is worth the investment. I haven't found that it allows for a ton of leads, but it's a great credibility symbol and a good thing to be able to reference.

## ***Foursquare***

Foursquare is nowhere near as popular as Yelp, but it does provide listings for all kinds of local businesses. 93 percent of local storefronts represent 2 million of the businesses who are already listed on Foursquare, and the site is visited by more than 50 million people.

## ***MerchantCircle***

MerchantCircle allows people to find the best local merchants. The site includes listings for all kinds of merchants and business owners, ranging from attorneys and notaries to realtors and agencies. Over 100 million consumers visited the site last

year to search its listings of 2 million businesses. The site gets around 340,000 monthly visits.

## **Pay-Per-Lead and Lead Services - How to Properly Manage Pay-Per-Lead Services for Maximum Return and Long-term Gains**



Now let's talk about pay--per--lead services.

With these services, you can pay -per -lead or you can pay on a per-monthly basis to gain access to all the leads that come into your market. I am not saying you should 100% do this. I am simply suggesting that if you need some additional leads

or you've got an inside sales team that can follow up with these proactively, these are some good options.

- [Emfluence.com](https://www.emfluence.com)
- [Fuellead.com](https://www.fuellead.com)
- [Intellibright.com](https://www.intellibright.com)

There is an abundance of these types of services. The best way to find additional lead services specific to your business would be to run a Google Search for “Your Service Lead Service”, “Your Service Pay-Per-Lead”, etc.

## **How Do Pay-Per-Lead Services Work?**

The nice thing about this type of service is that you only pay when you get a qualified lead. With others, you just have a budget. For example, you set \$500.00/month to get all of the leads that come in from that area. Most of these pay-per-lead service providers have a combined experience in working with a wide range of industries including automotive, law, healthcare and other industries.

If you have followed the plan outlined in this book, you should have your organic keywords ranking well in the search engines and map listings, proactive social media and email marketing as well as a well-structured pay-per-click marketing campaign. If you want to bump the lead flow, these services

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can help to start channeling new people that are in the market for your services.

However, you must be diligent and quick with your follow up.

You will hear a lot of horror stories about how badly these lead services work and how you can throw so much money away. I will be the first to say that I don't think it's the place to start. If you have built your Internet marketing strategy on pay-per-lead services, you're destined to fail. You can't build a sustainable business around just this one strategy.

But, if it's an add-on to a strong Internet marketing program, then it can be relatively effective. The key is to remember that these requests for leads aren't coming to you directly. They're on Emfluence. They're on Fuellead.

They are sending in an anonymous request for a quote, providing their name and email address knowing that they are going to get phone calls. However, they are probably going to be price conscious shoppers. They are using these services because they want to get the lowest price possible. Keep that in mind.

### **Fast Follow Up Is Critical**

If you don't have the time and energy to chase leads, then I would say to pass on pay-per-lead services altogether. These

leads also go out to you and a number of other companies in your area, so you have to be aggressive. You must be the first person to get customers on the phone and you have to be professional with a compelling offer that makes them want to choose you as opposed to the competition.

You also need to create a follow-up system to make sure that you have a fallback plan in place for leads that you can't reach right away. You can get these leads in a variety of formats. They'll send you an email, you can log in and download an Excel list, or you can receive a text message that alerts you as soon as the email comes through.

If you have a marketing manager on your team, be sure to assign somebody specifically to follow up on leads. Know who is accountable for these leads when they come in.

If it's going to you, to your dispatcher, or even one of your sales guys, you don't want there to be any confusion about who is responsible for following up because then the lead falls through the cracks.

Specifically assign someone the responsibility of reaching out to these people. Have a predefined script on how the call should be handled. Be professional. Be courteous. Be quick.

A lot of these are going to go to the first person that gets them on the phone, so it is important to be aggressive. Don't just

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call once. Have a process in place where you reach out to these people 3 to 5 times over the course of the next 24 hours because they're in the window to buy.

Then, have a fallback strategy, in the event that you don't get them on the phone. If you don't get them on the line, make sure that you're taking note of their name and their email address so that you can remain top-of-mind with them.

The reality is this is somebody in your service area that is in need of your specialty.

If you're not sending an email follow-up, and if you're not adding them to your email marketing database, then you're wasting marketing dollars. If you've just spent \$5, \$10, \$25 for that lead and you're not proactively and diligently following up with them via email, you might as well not even pay for this service.

Below is a script of a solid fallback strategy.

Set up an email auto-responder on a program such as Aweber or Mailchimp, where your marketing manager can enter the customer's name and email address and have a series of emails that go out to the customer over the next several days.

Remember not to let this be your crutch. Don't think that these emails are going to do the trick.

## **Email 1 – Subject – Your Recent XYZ Service Inquiry**

Customer Name,

You recently submitted a request on [LEAD Site] for help with XYZ Services. You can reach me directly at xxx-xxx-xxxx. With so many XYZ companies to choose from in [YOUR CITY], I know it can be hard to know who you can trust.

At XYZ Company we have been serving the [your city] area since 1982 and are dedicated to resolving your XYZ issue quickly and cost effectively. Give me a call at xxx-xxx-xxxx to schedule your service.

## **Email 2 – Special Offer for XYZ Services**

Customer Name,

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You indicated that you were in some need of some XYZ services a few days ago. I'm sure you have received a number of calls from XYZ Company, who are eager to earn your business.

WELL - as our outside-of-the-box approach to getting your attention, we want to offer you a special offer. If you call us today and reference this coupon, we will knock 10% off your estimate for services.

<ATTACH COUPON IMAGE>

Call now and get 10% off your services with XYZ Company.

### **Email 3 – Subject – RE: Your Recent Business Inquiry**

Customer Name,



You reached out to us earlier this week via [lead site] looking for some help with your XYZ service. We would love to be of service to you. I have tried you a few times on the phone number you listed with no success and don't know if you are just busy or if you already hired another company. Please shoot me a quick reply to let me know if we can be of assistance or give me a call at xxx-xxx-xxxx.

The aggressive follow up work on the phone is what's going to get you the business. So just have this as a fallback strategy.

## **Stay in Touch**

Again, don't stop there. You've got their name and email address. You should be marketing to these people via email on at least a monthly basis. You should have an email database

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of customers and prospects that you should be sending out emails to once a month with some type of update.

"Here's what's going on with our company. Here's why you should consider our custom spring startup service. Include some special offer incentive." This is to remain top-of-mind so that you can build your customer-base both in email and social media.

As you look at paid online advertising and paid-per-lead services, be cautious. Don't overspend. Put the tracking in place to make sure you've got a strong return on investment. If you are going to play the pay-per-lead service game, make sure that you have a proactive, diligent process that touches these people multiple times, via phone and email.

# FIFTEEN

*Track, Measure AND Quantify*



## **Congratulations! Now That You Have...**

- Built and optimized your website
- An ongoing link building strategy in place where you're creating inbound links and moving up in the search engines
- Implemented email marketing and social media marketing initiatives, and

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- Possibly implemented a paid online marketing campaign including Pay-Per-Click and Pay-Per-Lead services...

...You need to put some tools in place so that you can track, measure and quantify your data to ensure that you're moving in a positive direction.

### **Analytics Tracking**

There are a lot of different tracking mechanisms that you can put in place. I'm going to recommend three core tracking mechanisms:

1. Google Analytics
2. Keyword Tracking
3. Call Tracking

The first is Google Analytics. Google Analytics is a great website data analysis tool and it's completely free. Google Analytics will show you specifically:

- How many visitors got to your website on a daily, weekly, monthly, and annual basis
- What keywords they typed in to get there
- What pages on your website they visited

- How long they stayed

The main thing you want to see from Google Analytics is where you started and where you are now.

You want to ask yourself: When I started this whole Internet marketing process, how many visitors was I getting to my website? Maybe it was 5, 20, 100, or 500, but it's good to know. Then you can compare to future data on an ongoing basis.

Ultimately, what you are looking for is whether or not the number of visitors to your website is increasing. Is the variety of keywords that they're finding you with increasing? Are you moving in a positive direction?

You can also set up reports within Google Analytics. To get set up on Google Analytics, you just go to [Google.com/analytics](https://www.google.com/analytics).

It's a simple process. You verify that you own the website through a variety of different methods, and then install a small piece of code into your website's HTML. After you have done that, you've got the tracking in place and are ready to go.

## **Keyword Tracking**

The other tracking mechanism that I recommend is keyword tracking.

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At the beginning of this process, I talked about keyword research to determine what keywords people are typing in when they need your services.

I came up with a list and all those keywords were combined with your cities and sub-cities.

There are tools that will tell you how you're ranking on Google, Yahoo, and Bing for those various keywords. A few options include:

- Bright Local
- White Spark
- Raven Tools
- WebCEO

The keyword tracking tool I recommend is called BrightLocal.

You can learn more about it at [www.brightlocal.com](http://www.brightlocal.com). There is a cost associated with this service, but it is great resource for tracking your search engine optimization progress.

You take your keywords, put them into the BrightLocal Keyword Tracker and then set up a weekly and monthly report that shows where you rank on Google, Yahoo and Bing for your most important keywords.

With a report like this, you can easily see how your website is trending in the search engines.

You'll see yourself move up in the results if you've built out the website correctly with the right on-page factors (title tags, H1 tags, meta descriptions, etc.), if you're building links, developing citations and have a proactive review acquisition system in place.

If you see yourself stagnating, you can go back to that keyword, figure out which page is optimized for it, look at your links and link profile, and whatever is necessary to push that keyword to the next level.

## **Call Tracking**

The third really important tracking mechanism that I recommend is call tracking. Having better rankings and more visits to your website is all fine and dandy, but in most businesses, nothing happens until a call is made.

Calls are crucial to your business. You want to have some type of tracking mechanism in place to know how many calls are coming in on a monthly basis and what's happening within those conversations.

Are calls turning into sales? That's where the rubber meets the road. That's why we're doing all of this. Who cares if you're in

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the number one position if it doesn't result in dollars to the business?

There are several call tracking tools that you can use. Here are a few:

- CallFire
- DialogTech
- CallSource
- CallRail
- Twilio

One of the tools I've seen used frequently is called CallFire. You can learn more about it at [www.CallFire.com](http://www.CallFire.com).

Most of these call tracking services will let you choose a phone number based on your area code. So, you type in the number you want to get. It's a nominal fee on a monthly basis (\$2 - \$5 per month), and you get a tracking number.

Then, you can take that tracking phone number and you can put it on the graphics on your website so that you can track the number of calls and even listen to recordings of the conversation.



That number will be set to ring in your office. It's just a forwarding number. If somebody dials it, it still rings to your office like always, but it is a tracking number.

You can report on the number of calls using the Internet and play back recordings of those conversations. It's extremely powerful to know the number of calls you were getting when you started versus the number after you incorporated your new marketing strategy.

You can go in and listen to those conversations and ascertain how many of those calls turned into booked service while knowing what the revenue associated with that service is. That is how you get a true gauge on the return on investment associated with your online marketing strategy.

These are the types of tracking mechanisms I recommend. There are a lot of different things you can do, but having analytics, keyword tracking, and call tracking really gives you the most important key performance indicators to gauge your progress.



# SIXTEEN

## *Leveraging AI for Enhanced Digital Marketing in Pest Control*



In a world where technology evolves at the speed of thought, one groundbreaking innovation stands poised to revolutionize the way we do business: Artificial Intelligence (AI).

Particularly for industries like pest control, traditionally viewed through a blue-collar lens, AI is not just a buzzword—it's a beacon of transformation. This chapter delves into the heart of AI's impact on digital marketing, introducing tools

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that are reshaping how pest control companies communicate, brainstorm, and strategize.

Imagine a tool so intuitive that it feels like an extension of your own thought process, yet so powerful that it can sift through mountains of data to offer insights and solutions tailored to your specific needs.

That's AI prompting in a nutshell.

From ChatGPT to Bard, Claude to MidJourney, and Dall-e, each tool comes with its unique flair, ready to amplify your marketing efforts beyond what was previously imaginable.

But why focus on AI prompting for pest control marketing? The answer is simple yet profound. In an industry where competition is fierce and the quest for customer attention is relentless, AI offers a sliver of uncharted territory—a chance to innovate, differentiate, and elevate your services.

With AI, pest control companies can not only streamline operations and boost margins but also enrich their customer engagement with unparalleled precision and creativity.

This chapter isn't just about introducing you to AI tools; it's about lighting the path for their application in your day-to-day marketing efforts. We'll start from the ground up, assuming no prior knowledge, and guide you through the whys and hows of AI prompting.

## Leveraging AI for Enhanced Digital Marketing in Pest Control

Whether it's crafting compelling social media posts, designing effective email campaigns, or generating visuals that captivate, our journey together will equip you with the knowledge and confidence to leverage AI in ways that set your pest control business apart.

As we embark on this exploration, remember the goal here is not just to inform but to inspire. To not only present you with a new set of tools but to encourage you to wield them with creativity and foresight.

The future of pest control marketing is not written in stone—it's coded in bits and bytes, awaiting your command. So, let's dive in and discover how AI can help you redefine the boundaries of what's possible in digital marketing for pest control, ensuring you stay not just a step but a leap ahead of the competition.

### **Section 1: Understanding AI Prompting**

#### ***Basics of AI Prompting and How It Can Assist in Marketing Efforts***

To grasp the full potential of AI in enhancing your pest control marketing, let's start with the basics. AI prompting is akin to having a conversation with a highly intelligent machine—one

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that's been fed a vast amount of information from across the web.

Just like asking a colleague for advice, you pose questions or prompts to these AI tools, and in return, they generate responses based on their extensive database of knowledge. But there's a twist: these AI counterparts can analyze patterns, predict trends, and offer insights at a scale and speed beyond human capability.

At its core, AI prompting is about interaction. You provide a prompt, and the AI delivers a response tailored to your request. This interaction can range from generating content for a blog post to devising a marketing strategy for your latest pest control service.

The beauty of AI prompting lies in its versatility and efficiency, allowing you to produce content that resonates with your audience, streamline your marketing efforts, and explore new ideas with minimal time investment.

But how exactly does this assist in marketing efforts? For one, it can dramatically speed up content creation. Need to whip up a series of blog posts on common pest issues? AI can help.

Looking to refresh your social media presence with engaging posts? AI has you covered. By automating part of the content

creation process, AI allows you to focus more on strategy and less on the nitty-gritty of writing.

Moreover, AI prompting can enhance the relevance and personalization of your marketing messages. Through natural language processing and machine learning, AI tools can help you tailor content that speaks directly to your target audience's needs and concerns, making your marketing efforts more effective and impactful.

Before we move on, let's clarify a common misconception: AI won't replace the need for human creativity and insight. Instead, it acts as a powerful ally, augmenting your marketing capabilities and freeing you to apply your expertise where it matters most—innovating and connecting with customers on a human level.

### ***Differentiating Between AI Tools and Their Unique Features***

With a basic understanding of AI prompting in hand, it's crucial to recognize that not all AI tools are created equal. Each has its own set of capabilities, specialties, and quirks, making some more suited for certain tasks than others. Let's navigate through the landscape of AI tools, focusing on those most relevant to digital marketing in the pest control industry.

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- **ChatGPT:** Designed for generating human-like text, ChatGPT is a powerhouse for creating written content. Whether it's drafting blog posts, emails, or social media updates, ChatGPT can help you produce engaging and coherent narratives tailored to your audience's interests. Its ability to understand and generate language makes it an excellent tool for any content-driven marketing strategy.
- **Bard:** Similar to ChatGPT, Bard is another text-based AI tool, known for its conversational abilities. Bard excels in generating creative content and answering queries in a manner that mimics human conversation. This makes it particularly useful for creating dynamic FAQ sections, customer service responses, or any content that benefits from a conversational tone.
- **Claude:** Claude stands out for its understanding and summarization capabilities. If you need to digest and simplify complex information for your audience—such as the science behind pest control methods—Claude can be incredibly helpful. It's also adept at generating content that's informative and engaging, making it another valuable tool in your AI arsenal.
- **MidJourney and Dall-e:** These tools break away from the text-based mold, specializing in graphic generation. Need visuals for your blog posts, social media, or advertising? MidJourney and Dall-e can create stunning images based



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on descriptive prompts. From infographics explaining pest control techniques to eye-catching ads, these AI tools can visually elevate your marketing content.

Understanding the strengths and limitations of each AI tool allows you to make informed decisions about which to use for different aspects of your marketing strategy.

While ChatGPT might be your go-to for drafting detailed articles, Dall-e could be the choice for creating the visuals that accompany those articles. Similarly, Claude's summarization skills can help you condense and clarify the value proposition of your pest control services for potential customers.

The key takeaway here is to view these AI tools as a toolkit, each with a specific function. By leveraging the right tool for the right job, you can enhance the effectiveness, efficiency, and creativity of your pest control marketing efforts.

### ***Getting Started with AI Prompting***

Embarking on the journey of AI prompting involves more than just understanding what AI tools are out there; it's about mastering the art of communication with these advanced systems. Getting started with AI prompting is akin to learning a new language—a language where clarity, specificity, and intention play crucial roles. Let's break down the essentials to kickstart your AI-driven marketing efforts.

***Why Prompting is Important***



## Leveraging AI for Enhanced Digital Marketing in Pest Control

At the heart of AI's power lies the prompt. Think of it as the steering wheel of your AI vehicle; the direction and specificity of your prompts determine your destination's accuracy. A well-crafted prompt can yield highly targeted and relevant content, while a vague or poorly structured prompt might lead you down a path of generic and less useful outputs.

Prompting is not just about telling the AI what to do; it's about engaging in a dialogue where you guide the AI to understand the context of your request. This is particularly crucial in the pest control industry, where understanding the nuances of your services, target audience, and regulatory environment can significantly impact the quality of the content generated.

### ***Why Avoid “Prompt Lists”***

While it might be tempting to rely on generic prompt lists found online, doing so can limit the potential of your AI interactions. These lists, though a helpful starting point, often lack the specificity and customization needed for your unique business context. Your goal should be to develop prompts that resonate with your brand voice, address your specific marketing goals, and speak directly to your target audience's concerns and interests.

### ***Be Wary of “AI Courses” as AI is Changing So Rapidly***

The landscape of AI is evolving at a breakneck pace, making it challenging for any course to provide up-to-the-minute advice on leveraging AI tools. Instead of investing heavily in comprehensive courses, focus on staying agile, experimenting with AI prompting in real-time, and following trusted sources for updates on AI advancements. This hands-on approach, coupled with critical thinking about the latest AI capabilities, will serve you better than static courses.

### ***Prompting Basics for Text-based AI Tools (ChatGPT, Bard, Claude)***

When working with text-based AI tools like ChatGPT, Bard, and Claude, begin with clear, concise prompts that outline not just what you want (e.g., a blog post, an email) but also any relevant details about tone, audience, and key points to cover. For instance, a prompt for a blog post might include the topic, target audience demographics, tone (informal, professional), and any specific keywords or questions to address.

### ***Prompting Basics for Graphic Generation AI Tools (MidJourney, Dall-e)***

For graphic generation tools like MidJourney and Dall-e, visual prompts need to convey not just the subject of the image but also style, color preferences, and any specific elements to include or avoid. Providing examples of similar images you like

can also help guide the AI towards producing visuals that match your brand's aesthetic.

### ***Best Practices for Communicating with AI (Tone, Clarity, Specificity)***

- **Tone:** Ensure your prompts reflect the desired tone of the output, whether it's professional, conversational, or technical.
- **Clarity:** Be as clear and specific as possible in your prompts to guide the AI towards generating the most relevant content.
- **Specificity:** Include specific details, such as your target audience, purpose of the content, and any constraints (e.g., word count, format).

By mastering the basics of AI prompting, you'll be well on your way to leveraging these powerful tools to enhance your pest control marketing efforts, saving time and resources while engaging your audience more effectively.

## **Section 2: AI Prompting Techniques for Pest Control Marketing**

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In the world of pest control, where each customer's needs can be as unique as the pests they're dealing with, the ability to communicate effectively and personally is paramount.

AI prompting techniques can be your secret weapon, enabling you to craft messages that resonate deeply with your audience.

This section will guide you through techniques for creating effective prompts, grounded in everyday language and pest control examples, and show you how to customize these prompts to mirror your company's unique values and style.

### ***Crafting Effective Prompts with Everyday Language***

When it comes to pest control, the last thing you want is for your communication to sound like it came from a robot.

The goal is to engage your customers with content that feels personal and human, even when it's AI-generated. Here's how you can craft prompts that lead to relatable content:

- **Use Simple, Direct Language:** Imagine explaining your services to a friend, not a scientist. Avoid jargon and technical terms unless absolutely necessary. For example, instead of asking AI to write about "integrated pest management techniques," you could prompt it to explain "how to

keep pests out of your home without using harsh chemicals."

- **Focus on Customer Pain Points:** Your prompts should zero in on what matters most to your customers. Consider the common issues they face and use these as the basis for your prompts. A prompt like "Create a blog post about safe, kid-friendly ways to prevent ants in the kitchen" directly addresses a common concern with a specific, relatable scenario.
- **Incorporate Local Flavor:** Pest control needs can vary significantly by region. Tailor your prompts to reflect local issues or seasonal pests. For instance, "Generate a social media post about preparing for the upcoming mosquito season in [Region]" helps personalize your content and make it more relevant to your audience.

### ***Customizing Prompts with Custom Instructions and CustomGPT***

To ensure your AI-generated content aligns even more closely with your company's voice and values, leverage Custom Instructions and CustomGPT.

These tools allow for a level of personalization that can significantly enhance the relevance and impact of your marketing efforts.

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**Custom Instructions:** This feature in ChatGPT lets you provide background information about your company and specify exactly how you want the AI to respond.

For example, you might include instructions that your company focuses on eco-friendly pest control solutions and that all content should emphasize this commitment. A custom instruction could be: "When generating content, always highlight our eco-friendly, non-toxic approaches to pest control."

**CustomGPT:** Imagine having an AI model trained specifically on your company's data, from service descriptions to customer testimonials.

That's what CustomGPT offers—a version of ChatGPT fine-tuned to your unique business context. For a pest control company, this could mean an AI that's well-versed in your specific services, pricing models, and customer success stories.

It could generate content that not only speaks in your brand's voice but also draws on a deep well of company-specific knowledge.

By applying these AI prompting techniques, you can produce content that's not only efficient and scalable but also deeply engaging and tailored to the specific needs and interests of your pest control customers.



## Leveraging AI for Enhanced Digital Marketing in Pest Control

Whether it's through crafting prompts that speak the language of your audience or customizing AI to reflect your brand's unique perspective, the power of AI prompting can significantly amplify your digital marketing efforts, setting you apart in a crowded industry.

### **Section 3: Sample AI Prompt Templates**

For pest control companies looking to harness the power of AI in their marketing strategies, having a set of ready-to-use prompt templates can be a game-changer.

These templates are designed to kickstart your AI-generated content creation, ensuring consistency, relevance, and personalization.

Here, we'll provide sample templates for different marketing needs, incorporating [VARIABLES] that you can customize to fit your specific requirements.

#### ***Social Media Posts***

**Template for Educational Post:** "Write a brief educational post on the importance of [Season] pest control in [Location], focusing on [Specific Pest]. Highlight eco-friendly methods and end with a call-to-action inviting readers to learn more on our website."

**Template for Customer Engagement Post:** "Generate a fun quiz question asking followers to guess which pest is most common in [Location] during [Season]. Encourage comments with a hint about safe, home-based preventive measures."

### ***Blog Article Ideas***

**Template for How-To Guide:** "Create an outline for a blog post titled 'The Top 5 Ways to Prevent [Specific Pest] Infestations in Your [Type of Property] This [Season].' Include a section on why professional pest control is a cost-effective solution."

**Template for Expert Advice Article:** "Draft a blog post that provides expert advice on dealing with [Specific Pest] infestations. Use a friendly and reassuring tone, and incorporate testimonials from satisfied customers in [Location]."

### ***Email Marketing Campaigns***

**Template for Promotional Email:** "Compose a promotional email offering a [Discount Amount]% discount on our [Service Type] for new customers in [Location]. Highlight the benefits of acting before [Season/Specific Month]. Use an engaging subject line."

**Template for Educational Newsletter:** "Outline an email newsletter focusing on seasonal pest control tips for

homeowners in [Location]. Include a section on [Specific Pest] and offer a free consultation for readers."

## ***Ad Copy Generation***

**Template for Service Promotion Ad:** "Generate ad copy promoting our [Service Type] in [Location], targeting [Target Audience]. Emphasize quick, effective results and eco-friendly methods. Include a call-to-action for a free estimate."

**Template for Seasonal Offer Ad:** "Create ad copy for a limited-time offer on our comprehensive pest control package available until [End Date]. Highlight the importance of early intervention to prevent [Specific Pest] infestations."

## ***Customer Understanding/Profiling***

**Template for Survey Questions:** "Draft a set of survey questions aimed at understanding the pest control needs of households in [Location]. Focus on concerns about [Specific Pest], preferred methods of communication, and decision-making factors for choosing a pest control service."

## ***Competitor Review***

**Template for Competitor Analysis:** "Generate a report comparing our pest control services with those of [Competitor

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Name] in [Location], focusing on service offerings, pricing, customer reviews, and eco-friendliness."

### ***Image Generation***

**Template for Visual Content:** "Create an image that visually represents the peace of mind homeowners in [Location] will feel after our [Specific Service] for [Specific Pest]. Use calming colors and imagery of a protected home."

These templates are starting points designed to inspire your content creation process. By adjusting the [VARIABLES] to suit your company's specific services, target audience, and marketing goals, you can use AI to generate a wide range of content that resonates with your customers and stands out in the competitive pest control market.

## **Section 4: Creative Applications of AI Prompts**

In the dynamic field of digital marketing for pest control, the traditional approach is no longer enough.

With AI, you have the opportunity to push the boundaries and explore creative applications that can set your brand apart. This section explores innovative ways to use AI prompts for storytelling, enhancing local SEO, and creating targeted content, offering fresh perspectives and actionable ideas.

## ***Leveraging AI for Brand Storytelling***

Storytelling is a powerful tool in building a connection with your audience. AI can help you craft compelling narratives that resonate with your customers' experiences and emotions.

**Customer Success Stories:** Use AI to generate detailed narratives around customer success stories. Prompt: "Write a story about a family in [Location] who struggled with [Specific Pest] and how our services restored their peace of mind, emphasizing the emotional journey and the effectiveness of our eco-friendly methods."

**Behind-the-Scenes Insights:** Share the story of your business's mission and values. Prompt: "Create a narrative that showcases our journey to becoming the leading eco-friendly pest control service in [Location], including the challenges we overcame and the milestones we achieved."

## ***Enhancing Local SEO with AI***

Local SEO is crucial for pest control companies aiming to capture the attention of customers in their service areas. AI can generate content optimized for local search, making your business more visible to potential customers.

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**Localized Content Creation:** Generate blog posts, landing pages, and FAQs specifically designed for local SEO. Prompt: "Draft a blog post titled 'Your Ultimate Guide to Pest Control in [Location]' that includes local landmarks, pest trends by season, and testimonials from local customers."

**Keyword Optimization:** Use AI to identify and integrate local search terms into your content. Prompt: "Identify the top local search queries related to pest control in [Location] and create a list of content ideas that incorporate these keywords."

### ***Creating Targeted Content with AI***

The more relevant your content is to your audience, the more effective it will be. AI allows you to tailor content to specific segments of your audience, addressing their unique concerns and interests.

**Seasonal Campaigns:** Develop content that addresses seasonal pest control needs. Prompt: "Generate a series of social media posts for a campaign titled 'Summer Pest-Free Homes in [Location],' focusing on prevention tips for common summer pests."

**Educational Series for Specific Audiences:** Create educational content that appeals to different segments, such as pet owners or families with young children. Prompt: "Outline an educational series on non-toxic pest control methods safe for

pets and children, including blog titles and key points for each post."

By embracing these creative applications of AI prompts, pest control companies can not only enhance their digital marketing efforts but also forge stronger connections with their audience.

AI's versatility in storytelling, local SEO, and targeted content creation opens up a realm of possibilities, encouraging innovation and offering a competitive edge in the pest control industry.

### **Section 5: Staying Ahead with AI in Digital Marketing**

In the fast-evolving world of digital marketing, staying ahead means continuously adapting and refining your strategies.

AI, with its dynamic capabilities, plays a crucial role in this process, especially for pest control companies seeking to maintain a competitive edge.

This section provides practical tips for keeping your content fresh, improving your prompts based on outcomes, and adopting an iterative approach to AI prompting, ensuring your marketing efforts remain effective and forward-thinking.

## ***Continuously Refreshing Content***

The key to engaging your audience over time is to keep your content up-to-date and relevant. AI can help automate this process, but it requires your guidance to stay on track.

**Schedule Regular Content Reviews:** Set a regular schedule to review and update your content. Use AI to identify pieces that are outdated or underperforming and prompt it to generate updates or new angles on those topics. For example, "Identify blog posts related to [Specific Pest] published more than a year ago and suggest updates to reflect the latest pest control methods."

**Leverage Trending Topics:** Stay on top of industry trends and news, and use AI to quickly produce content that capitalizes on these trends. Prompt AI with, "Generate a blog post outline on the latest trend in eco-friendly pest control techniques and how our services align with these advancements."

## ***Improving Prompts Based on Outcomes***

The effectiveness of your AI-generated content hinges on the quality of your prompts. Learning from past outcomes is essential for refinement.

**Analyze Performance Data:** Regularly review the performance of your AI-generated content. Identify which pieces



resonated most with your audience and analyze the prompts that led to those successes.

Use these insights to refine future prompts, focusing on what works best for your target audience.

**Iterative Prompt Refinement:** Adopt an iterative approach to prompt creation. Start with a broad prompt and refine it based on the AI's output and the content's performance.

For instance, if a broad prompt like "Create a social media post about preventing pest infestations" generates lukewarm responses, refine it to "Generate a social media post about preventing ant infestations in [Location] during the summer," incorporating more specific elements.

### ***Adopting an Iterative Approach to AI Prompting***

An iterative approach to AI prompting not only improves the relevance and impact of your content but also enhances your efficiency in content creation.

**Test Different Prompt Styles:** Experiment with various prompt styles and structures to see what yields the best results. For example, compare the effectiveness of prompts asking for listicles versus how-to guides or expert interviews.

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**Solicit Feedback and Adjust:** Engage your audience for feedback on the AI-generated content and use this input to adjust your prompts accordingly. This direct line of feedback can be invaluable in fine-tuning your content strategy to better meet your audience's needs.

Staying ahead with AI in digital marketing is about embracing change, learning from outcomes, and continually refining your approach. By applying these tips, pest control companies can ensure their digital marketing efforts remain fresh, relevant, and effective, leveraging AI not just as a tool, but as a partner in their marketing journey.

As we conclude this exploration into leveraging AI for enhanced digital marketing in the pest control industry, it's clear that the advent of AI technology presents a transformative opportunity for businesses ready to embrace it.

AI prompting, with its myriad tools and applications, offers a new horizon for engaging with customers, streamlining operations, and standing out in a competitive market.

Here are the key takeaways from our journey:

1. **AI as a Tool for Innovation:** AI prompting opens up a world of possibilities for creating content that resonates with your audience, optimizing for local SEO, and crafting marketing strategies that are both effective

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and efficient. By harnessing the power of AI, pest control companies can deliver personalized, timely, and relevant content that speaks directly to the needs and concerns of their customers.

2. **Customization is Key:** The ability to customize prompts and utilize tools like Custom Instructions and CustomGPT allows for content that not only reflects your company's unique voice and values but also addresses the specific challenges and opportunities within the pest control industry. This level of personalization is what will set your business apart in the eyes of your customers.
3. **An Iterative Approach to Success:** Success with AI doesn't come from a one-off effort but from a continuous process of experimenting, learning, and refining. The iterative approach to AI prompting—constantly analyzing outcomes, adjusting prompts, and staying attuned to industry trends—ensures that your marketing efforts remain dynamic and effective.

We stand at the cusp of a new era in digital marketing, where AI's capabilities are only just beginning to be tapped.

For pest control companies, the message is clear: the future belongs to those who are willing to experiment, to learn, and to adapt. Embracing AI in your digital marketing strategy is not

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just about keeping pace with technology; it's about seizing the opportunity to innovate, to differentiate, and to thrive.

As you move forward, let curiosity be your guide. Experiment with different AI tools and techniques, learn from your successes and setbacks, and continue to refine your approach.

The journey into AI-powered digital marketing is an ongoing one, but for those willing to embark on it, the rewards can be substantial. Remember, in the fast-evolving landscape of digital marketing, continuous learning is not just an advantage—it's a necessity.

Let this chapter serve not just as a guide, but as an inspiration. The potential of AI in digital marketing for pest control companies is vast and largely untapped. It's time to explore what AI can do for your business, to embrace the possibilities, and to chart a course towards a more innovative, efficient, and engaging future.

### **Additional Resources**

As you embark on integrating AI into your digital marketing strategy, remember that this chapter is just the beginning of your journey.

The landscape of AI is vast, and its applications in marketing are continually evolving. To further your knowledge and

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ensure that you're making the most of AI's potential, we've compiled a list of additional resources. These resources are designed to support your continuous learning and experimentation with AI in digital marketing.

**AI Prompting Mastery Course:** For those ready to dive deeper into the world of AI prompting and unlock its full potential, an AI Prompting Mastery course offers comprehensive training.

These courses cover advanced techniques for crafting effective AI prompts, strategies for optimizing content for different digital platforms, and insights into analyzing AI-generated content performance. Enroll to enhance your skills and stay at the forefront of AI-powered marketing innovations. Visit <http://jonathanmast.com/linktree> for more information."

**Stay Updated with AI Developments:** The field of AI is dynamic, with new tools, features, and best practices emerging regularly. To stay informed, follow reputable AI research organizations, digital marketing blogs, and technology news platforms. Subscribing to newsletters from leading AI technology providers can also keep you updated on the latest advancements and how they can be applied to pest control marketing.

**Join Online Communities:** Engaging with online communities focused on AI in marketing can be incredibly valuable.

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Platforms like LinkedIn groups, Reddit forums, and specialized online forums offer spaces to share experiences, ask questions, and learn from peers who are also exploring the use of AI in their marketing efforts. Participation in these communities can provide support, inspiration, and practical advice as you refine your AI strategies.

By taking advantage of these additional resources, you can further your understanding of AI in digital marketing, stay ahead of industry trends, and continuously enhance your marketing efforts. The journey into AI-powered marketing is one of exploration and learning, and these resources are here to support you every step of the way.

# SEVENTEEN

## *Next steps*



Throughout the course of this book, I have covered an abundance of information.

I've mapped out your Internet marketing plan and taken you step-by-step through how to claim and optimize your Google map listing, how to optimize your website for the most commonly searched keywords in your area and how to leverage social media to get more repeat and referral business.

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I then covered paid online marketing strategies like pay-per-click and pay-per-lead services. If you have taken action and followed our instructions, you should be well on your way to dominating the search engines for the keywords in your area.

### **Need More Help?**

If you've gotten to this point and feel like you need some extra help to implement these ideas, I am here to support you. As experts in helping pest control services businesses, I have had tremendous success implementing these strategies.

You can call us directly at 866-466-8570 with any questions that you might have. Our team will review your entire online marketing effort (Website, Competition, Search Engine Placement, Social Media, etc.) and come back to you with a complete assessment of how you can improve and what you can do to take your online marketing efforts to the next level.

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