

CUSTOMER STORY · PROFESSIONAL SERVICES

Pest Control Company

22x
Organic Traffic Growth

A pest control company with international backing but minimal online presence in India was struggling with extremely low organic traffic and no structured content strategy. INSIDEA deployed a targeted SEO and content marketing program, combining keyword research, topical authority building, and...

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier



HubSpot
Onboarding



Platform
Enablement



CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

Despite operating under an internationally recognised pest control brand, the company's India presence was effectively invisible online. The website was generating fewer than 200 organic visits per month, a volume too low to support meaningful lead generation. With no structured content strategy and no SEO framework in place, high-intent users actively searching for pest control solutions were consistently landing...

WHAT INSIDEA BUILT

SEO & Content Marketing

✓ Search Intent-Driven Content Strategy

INSIDEA conducted comprehensive keyword research to identify high-value opportunities across both broad and niche pest control queries. A structured content roadmap was...

✓ On-Page & Technical SEO Optimisation

Existing pages were refined to improve keyword relevance, metadata quality, and content readability. Technical SEO improvements were applied across the site to support...

✓ Topical Authority Development

A topic cluster model was implemented, anchoring core service pages with targeted supporting content covering industry-specific use cases - including healthcare...

✓ Local SEO Implementation

Given that location is a primary factor in pest control purchasing decisions, INSIDEA built out a dedicated local SEO workstream. Location-based keywords were integrated...

MEASURABLE RESULTS

22x

Organic Traffic Growth

4,500

Monthly Visits (Peak)

**#2 on
Google**

Top Keyword Ranking

18 Months

Time to Results

Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

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