

# Customer Case Study - TPS India



## Customer Overview



### Customer Name

Truly Pest Solution Pvt. Ltd.



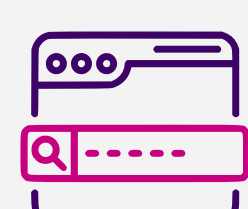
### Industry

Pest Control



### Location

India



### Website

[trulynolenindia.com](http://trulynolenindia.com)

## About TPS India

Truly Pest Solution is a Pest Management company in association with Truly Nolen International, the Global leader in Pest Management Services.

Truly Nolen International was established in 1938 in Miami, Florida. With its specialty lying in commercial Pest management services, Truly Nolen believes in spearheading the movement of utilizing traps and other preventive measures over poisons.

Today, Truly Nolen operates in over 53 countries and 5 continents. To better our services for you, we partner with our customers to ensure hassle free service and continually improve our service protocols through training and advanced technology.

## Services Provided



**Search Engine Optimization**



**Content Writing**

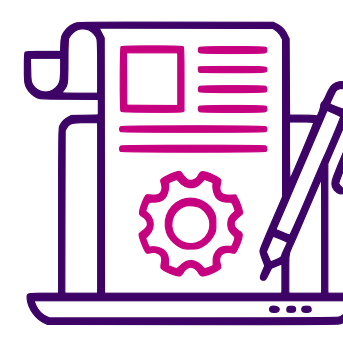
# Key Challenges

01



**Extremely low organic traffic**

02



**No proper content strategy**

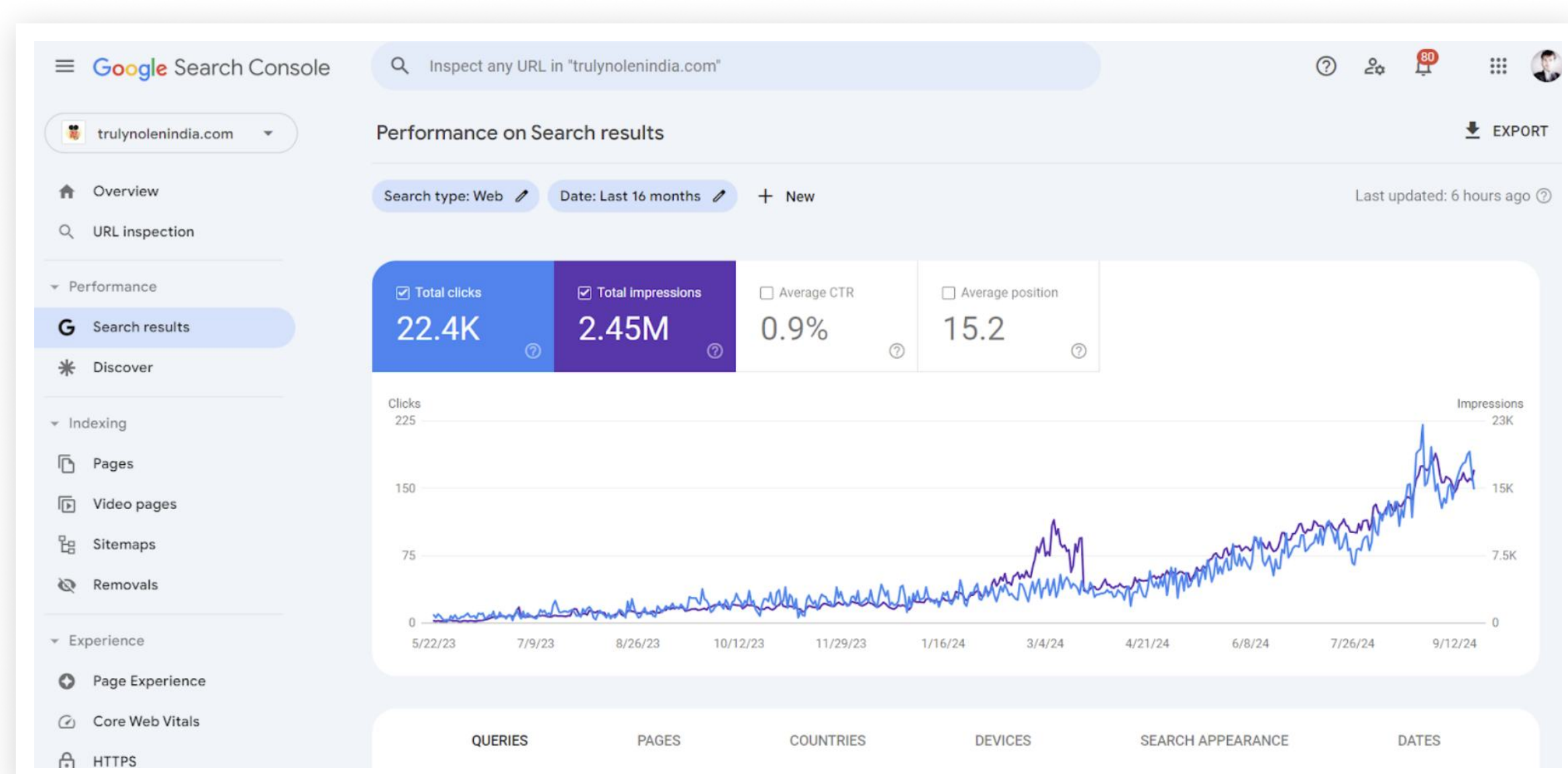
## Solutions Implemented by INSIDEA

- ▶ We implemented **SEO Content Marketing** and **Local SEO strategy**

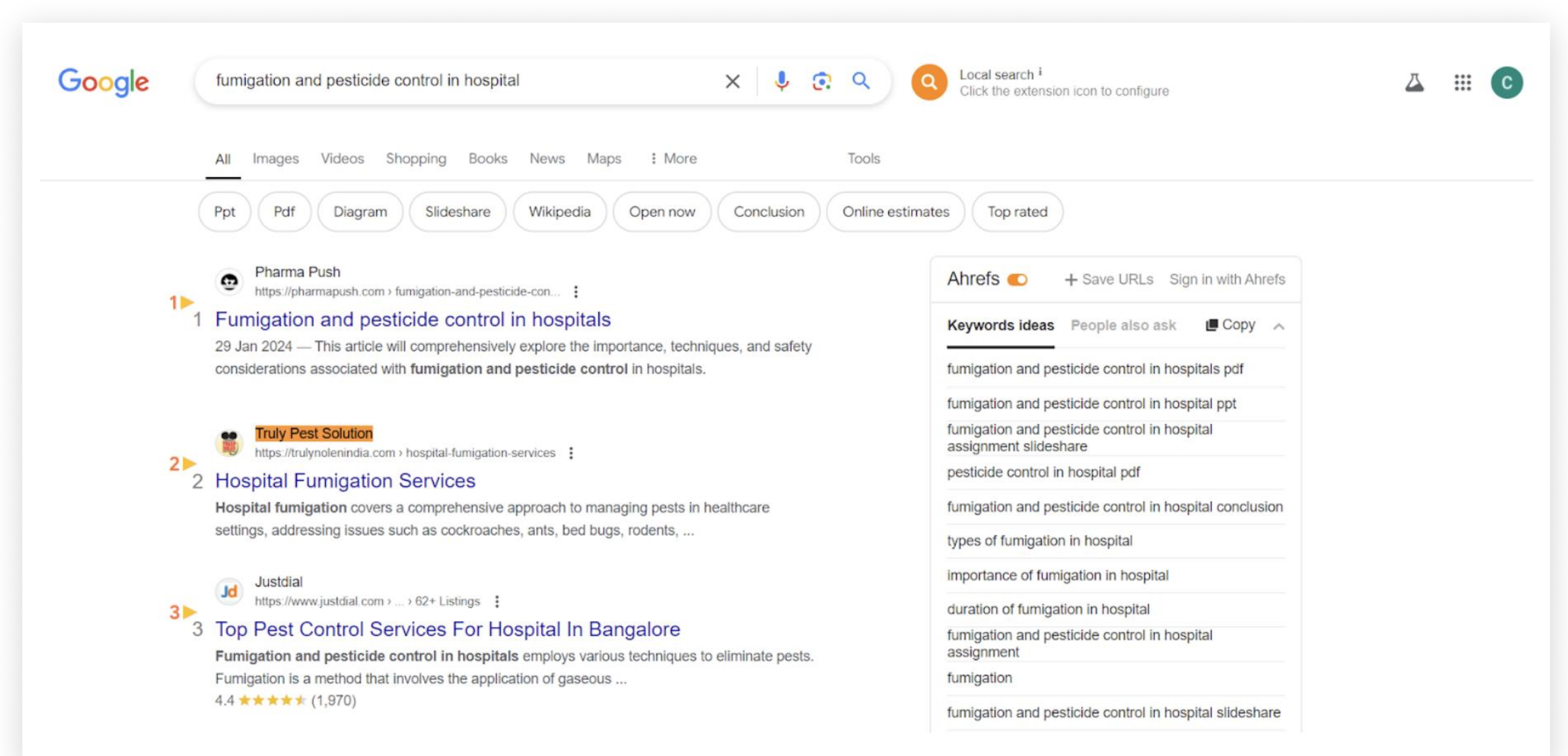
## Business & Technical Benefits Realized

- ▶ Increased organic traffic from **200 per month** to **4,500 per month** in **18 months**.

## Results Achieved



Google Search Console showcasing a **16-month surge** in organic clicks and impressions, highlighting sustained **growth** and **performance**



Here we are highlighting the keyword 'fumigation and pesticide control in hospital' that ranked in the **2nd position** on **Google SERP India**.

## Summary

TPS India, partnered with INSIDEA to address challenges like low organic traffic and a lack of a content strategy. INSIDEA implemented an SEO content marketing and local SEO strategy that led to a significant increase in organic traffic, from 200 to 4,500 monthly visitors over 18 months. The company achieved top rankings on Google SERP for key industry-related terms, such as "pest control during construction" and "fumigation and pesticide control in hospital," improving their online visibility and business outcomes.

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