

SEO for Pest Control Companies

Every hour, people are frantically searching for an exterminator to deal with unwanted pests.

But the days of flipping through the Yellow Pages are long gone. Now, it's all about showing up when your customers need you — online.

With [98%](#) of consumers using search engines to find local services, you need to be front and center on Google if you want to stay competitive. The question is, how do you ensure your pest control business is the one they find when they hit search?

That's where SEO comes in.

When done right, you won't have to rely on luck or chance to attract customers.

Instead, you'll be there exactly when they need you.

So, how do you get started with SEO for pest control? And what steps should you take to dominate the search results and become their go-to provider?

Keep reading, and we'll walk you through how to boost your visibility and get in front of your ideal customers.

What is Pest Control SEO?

Pest Control SEO is all about making sure your business pops up when potential customers are searching for solutions to their pest problems.

Search Engine Optimization (SEO) is the process of fine-tuning your website so that search engines like Google understand exactly what services you offer and rank you higher in search results.

The higher you rank, the more visibility you have — and the more clicks and calls your business gets.

For example, imagine someone in your area dealing with a termite infestation.

They might search “pest control services” + “your city.”

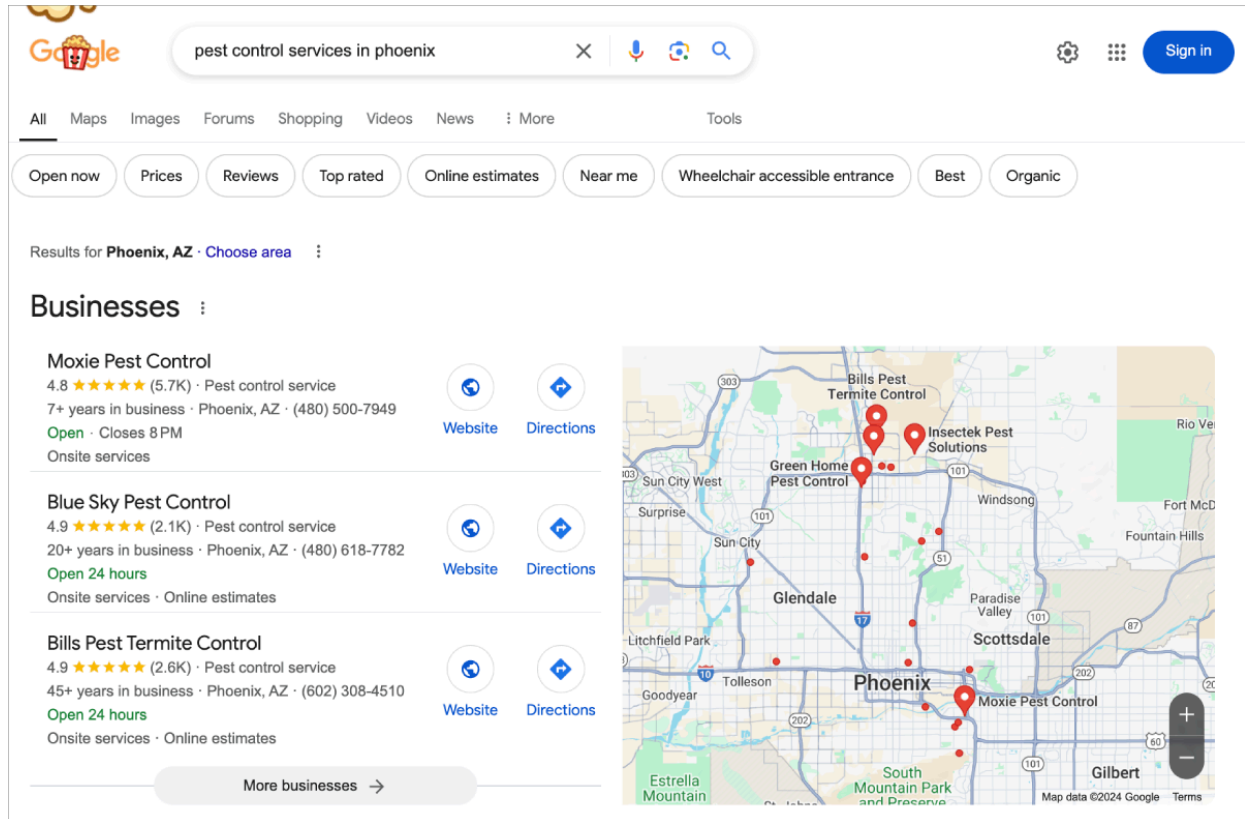
Google then populates all of the relevant pest control businesses in that area.

The screenshot shows a Google search for "pest control services in phoenix". The search bar at the top contains the text "pest control services in phoenix" and includes icons for a close button, voice search, image search, and a magnifying glass. Below the search bar, the results are organized into a "Google 3-Pack" of local businesses. Each entry includes a circular logo, the business name, its website URL, a main heading, a short description, and a list of links.

- Blue Sky Pest Control**
https://www.blueskypest.com ;
Pest Control Phoenix | Blue Sky Pest & Termite Control
We know Phoenix pests and our services are **designed specifically for our desert environment**.
Our professional exterminators are trained specialists.
[Termite Control](#) · [Rats and Mice](#) · [Contact Us](#) · [Phoenix AZ](#)
- phoenixpest.com**
https://phoenixpest.com ;
Phoenix Pest Control, Termite Treatment Phoenix AZ
We offer **both residential and commercial pest control treatment** for termites, bed bugs, ants, scorpions, rodents such as rats, mice and gophers, bees, wasps, ...
[Contact Us](#) · [Employment Application](#) · [Pest Library](#) · [Residential](#)
- Orkin**
https://www.orkin.com › Locations › Arizona Az ;
Phoenix, AZ Pest Control: Bed Bug & Termite Treatment
Schedule a pest control inspection with a local exterminator in Phoenix, AZ. Protect against pests like mosquitoes, termites, bed bugs, roaches & more.
- Green Home Pest Control**
https://www.greenhomepest.com ;
Green Home Pest Control: Pest Control - Phoenix, AZ
Our **residential & commercial pest control services** can safeguard your home or business. We'll protect your property from bed bugs, scorpions, rodents, ants, ...
[Residential](#) · [Termite control](#) · [Ant Control - Phoenix, AZ](#) · [Pest Library](#)

On the search results page, you'll also notice the Google 3-Pack.

This is Google's way of presenting the top 3 local businesses most relevant to the search, along with a pinpoint map showing where each service provider is located.



If you've optimized your site properly, you should appear at the top of search results.

When you optimize your pest control business for SEO, you're essentially tuning your online presence to meet the needs of your customers, as well as Google's algorithms.

This involves everything from creating content that answers common pest-related questions to making sure your website runs quickly and is mobile-friendly.

Why is SEO Important for Pest Control Companies?

There's a running joke about SEO — *The best place to hide a dead body is the second page of Google.*



And it's funny because it's true.

Only [0.44%](#) of users ever bother clicking through to the second page of search results.

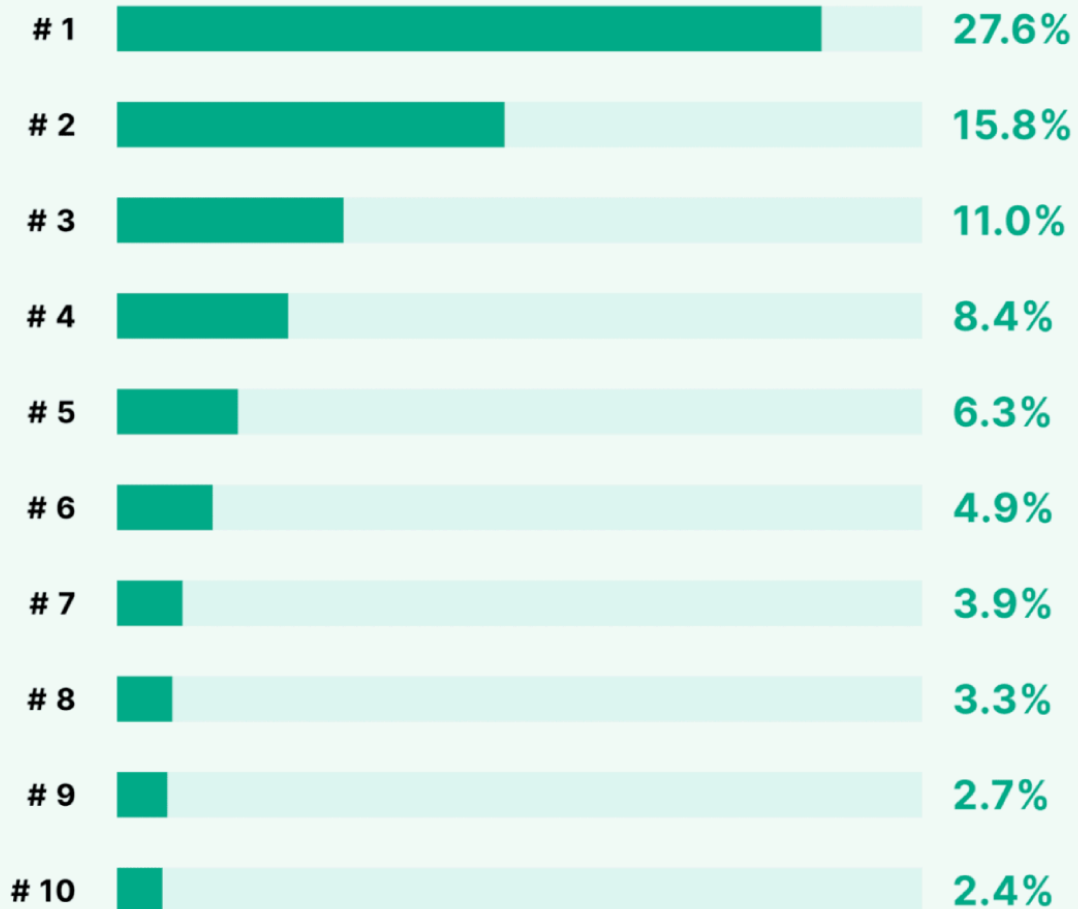
Moral of the story?

If you want a steady flow of pest control customers, you need to be at the top of Google. Otherwise, your competitors will be the ones getting all the calls.

[Backlinko](#) did a further breakdown demonstrating that the #1 result in Google receives 27.6% of all clicks.

The #2 spot grabs 15.8%, and by the time you get to the #10 spot, that number drops to 2.4%.

Google Organic CTR Breakdown By Position



CLICK THROUGH RATE

Let's put that into perspective.

For the search term "pest control phoenix arizona," which sees 5,400 monthly searches, if you ranked #3, you'd capture around 594 highly-targeted visitors per month.

<input type="checkbox"/>	KEYWORDS ?		VOLUME ?	CPC ?	
YOUR KEYWORDS					
<input type="checkbox"/>	pest control phoenix arizona	EQ v	Generate Content With AI	5,400	\$21.08
KEYWORD IDEAS					
<input type="checkbox"/>	pest control in phoenix	EQ v	Generate Content With AI	5,400	\$25.50
<input type="checkbox"/>	pest control in arizona	EQ v	Generate Content With AI	1,000	\$16.01
<input type="checkbox"/>	pest control in chandler az	EQ v	Generate Content With AI	720	\$39.12
<input type="checkbox"/>	best pest control phoenix	EQ v	Generate Content With AI	140	\$16.11
<input type="checkbox"/>	phoenix pest control companies	EQ v	Generate Content With AI	70	\$17.39

Even at the #10 spot, you'd get 129 visitors, many of whom are ready to have a sales conversation.

If you managed to close just a few of those leads, that's a huge payoff.

Now, imagine the recurring revenue you're missing out on by neglecting SEO.

And that's just for that one keyword phrase.

If you expanded to other services, keywords and locales, you could easily be bringing more business than you imagined.

How to do SEO for Pest Control Companies

Now that you have a background understanding of what SEO is and why it's important, we'll break down the steps it takes to optimize your website to attract more customers.

Step 1: Keyword Research and Mapping

Keywords are the phrases people type into the search bar when they're looking for solutions or answers.

However, not all keywords are created equal.

Each one has its own search intent, or purpose, behind it

For example, a phrase like “*signs of a termite infestation in homes*” has a very different intent than “*best pest control companies in Phoenix, Arizona.*”

The first phrase falls under **informational keywords**, where users are in the learning stage, simply looking for answers and not yet ready to take action.

On the other hand, “*best pest control companies in Phoenix, Arizona*” signals **commercial intent**.

These users are in the decision-making stage and are actively considering which service to hire.

The goal is to build a keyword list that targets both types.

Informational keywords boost your visibility and build trust with potential customers, moving them further along the customer journey.

By the time they’re ready to buy, your brand is already top of mind.

Meanwhile, **commercial intent keywords** are about positioning yourself as the best choice. At this stage, users know they need help and are just looking for the right provider to meet their needs.

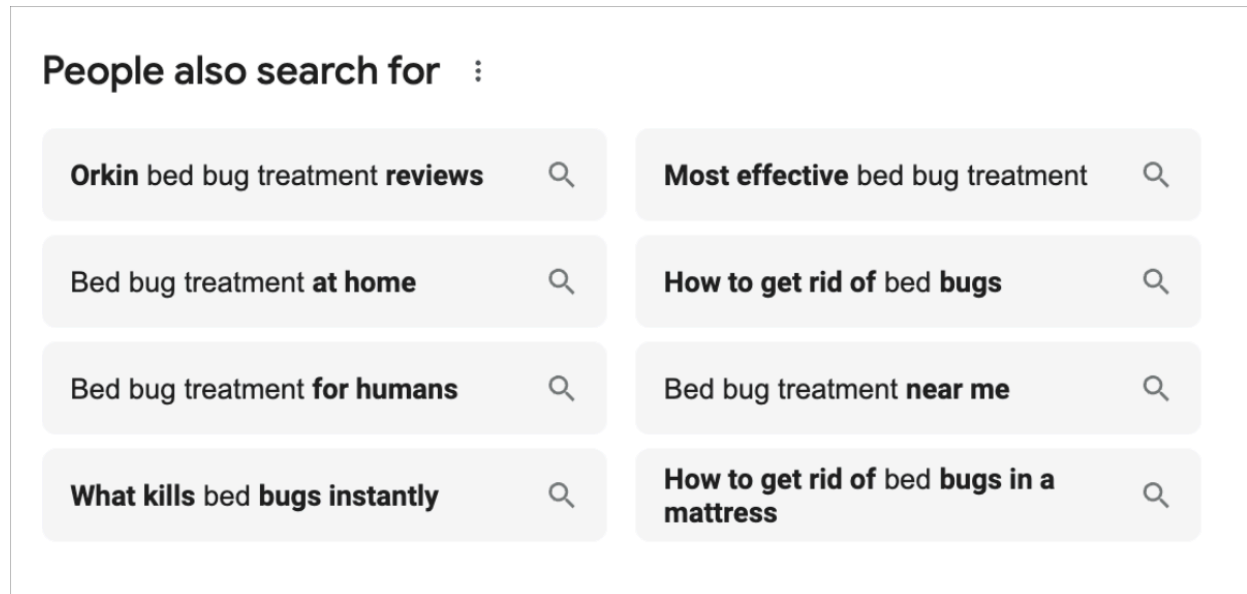
If you’re struggling to come up with keyword ideas, try a keyword research tool like Google Keyword Planner.

The screenshot shows the Google Keyword Planner interface. The search query is "pest control phoenix arizona" for the United States in English, covering the period from Sep 2023 to Aug 2024. The interface includes a sidebar with navigation options like "Forecast", "Keyword plan", "Saved keywords", and "Negative keywords". The main area displays "Broaden your search" with tags for "pest control", "pest", "yard", "weed control", "garden", "patio", and "termite control phoenix arizona". Below this, it shows "169 keyword ideas available" with a table of results.

<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided								
<input type="checkbox"/>	pest control phoenix arizona	1K – 10K	0%	0%	Medium	–	\$14.34	\$55.00
Keyword ideas								
<input type="checkbox"/>	pest control phoenix	1K – 10K	0%	0%	Medium	–	\$14.34	\$55.00
<input type="checkbox"/>	exterminator phoenix	1K – 10K	0%	0%	Medium	–	\$14.34	\$55.00
<input type="checkbox"/>	bee removal phoenix	100 – 1K	0%	0%	Medium	–	\$9.60	\$38.40
<input type="checkbox"/>	rat exterminator phoenix	10 – 100	0%	0%	High	–	\$13.38	\$37.51
<input type="checkbox"/>	moxie pest control phoenix	100 – 1K	0%	0%	Low	–	\$5.96	\$36.03
<input type="checkbox"/>	bed bug exterminator phoenix	100 – 1K	+900%	+900%	Medium	–	\$23.55	\$125.89
<input type="checkbox"/>	termite inspection phoenix	100 – 1K	+900%	+900%	Medium	–	\$36.17	\$108.59
<input type="checkbox"/>	scorpion control phoenix	10 – 100	0%	-90%	Medium	–	\$8.56	\$55.00
<input type="checkbox"/>	rodent control phoenix	100 – 1K	0%	0%	Low	–	\$16.87	\$40.00

You can also type in a seed search phrase on Google – a basic keyword related to your business, like “*pest control services*” or “*bed bug treatment*.”

Scroll down to the “People also search for” section at the bottom of Google’s search results page for more ideas.



As you compile your list, note the **search volume** (how often a phrase is searched each month) and the **competition** (how hard it is to rank for those terms) to prioritize your targeting strategy.

Step 2: Core Website Structure and Strategy

The core website structure is the backbone of your site’s organization.

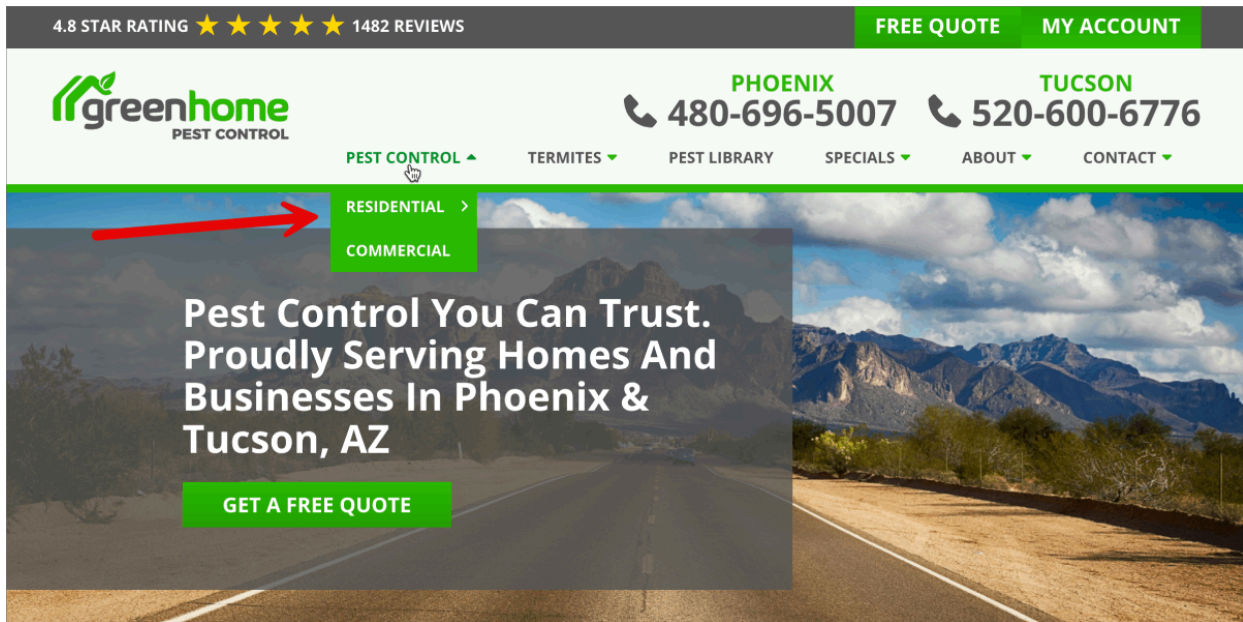
It’s how all the pages, content, and sections are logically connected and categorized.

The structure influences how users navigate through your website and how search engines understand and index your content.

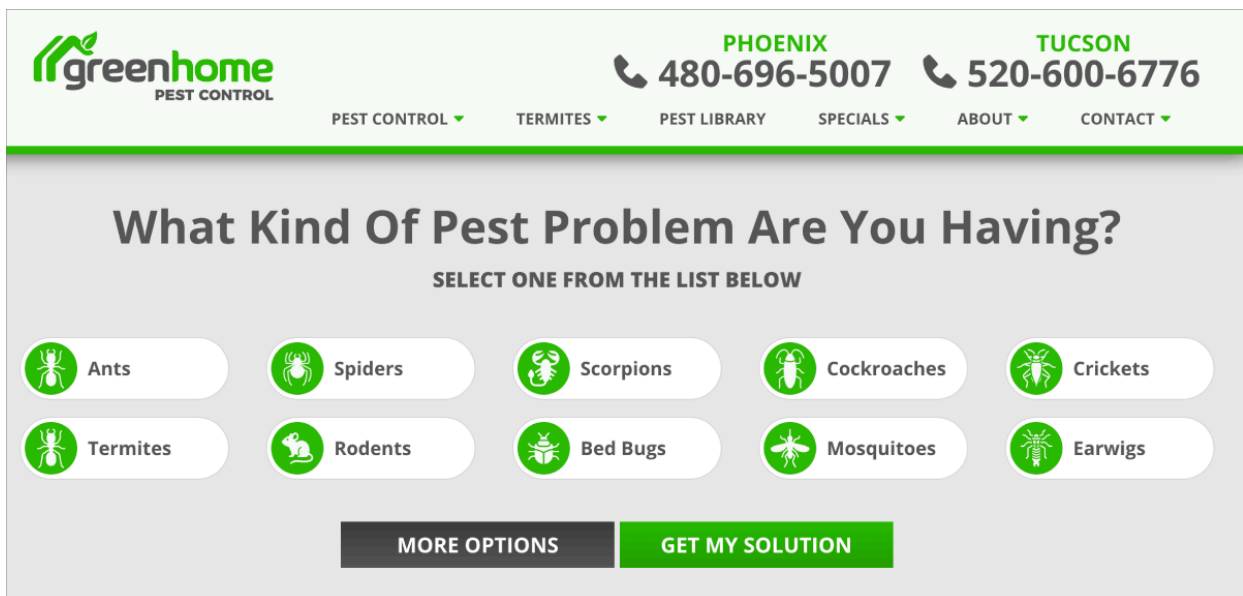
Your website might include pages such as:

- **Homepage:** The central hub that introduces your business and directs visitors to other sections.
- **Category Pages:** Broader topics that group related content (e.g., “Residential Pest Control” or “Commercial Services”).
- **Service Pages:** Specific offerings that target a particular service (e.g., “Termite Treatment” or “Rodent Control”).
- **Blog/Resource Pages:** Educational content that answers common questions and supports your SEO strategy.

For example, Green Home Pest Control has broken its site into clear categories, such as residential and commercial.



From there, they have service pages for each type of pest they handle



Also, there are individual *service area* pages for each location they cover.

Where We Service

Safeguard your home or business against pests with Green Home Pest Control, serving Phoenix, Tucson, and neighboring areas. Our comprehensive services cover residential and commercial properties, ensuring effective pest management solutions. Trust our team to keep your environment safe and pest-free.



Phoenix

- 📍 Anthem
- 📍 Apache Junction
- 📍 Arizona City
- 📍 Black Canyon City
- 📍 Buckeye
- 📍 Carefree
- 📍 Casa Grande
- 📍 Cave Creek
- 📍 Chandler
- 📍 Coolidge
- 📍 El Mirage
- 📍 Eloy
- 📍 Florence
- 📍 Fountain Hills
- 📍 Gilbert
- 📍 Glendale
- 📍 Gold Canyon
- 📍 Goodyear
- 📍 Laveen
- 📍 Litchfield Park
- 📍 Maricopa
- 📍 Mesa
- 📍 New River
- 📍 Paradise Valley
- 📍 Peoria



Next, it's time to assign specific keywords to each of these pages based on their purpose. For example:

- A page titled *"Termite Extermination in Tempe"* would fit under a service area page.
- A broader keyword like *"Residential Pest Control in Phoenix, Arizona"* would go to a category page.

The key is to optimize each page for its designated keywords.

This way, your site is aligned with the right search terms, allowing every page to serve a distinct purpose and attract highly relevant traffic.

Step 3: On-Page Optimizations

Now that you have your keywords mapped and your site structure set, it's time to build out each of those individual pages.

First and foremost, every page needs to match the search intent of its target keyword. This means delivering exactly what users are looking for.

Write for your audience first so that the content addresses local concerns and showcases your expertise. If it's poorly written or hard to navigate, no amount of technical optimization will save it.

Once you have your pages created (a content management system like WordPress makes this easy), it's time to optimize them.

WordPress plugins like Rank Math and Yoast SEO can guide you with recommendations, but here are some general areas where you should include your target keywords:

- URL
- Headline
- Title tag
- Meta description
- Sub-headings
- Image alt text
- Naturally, throughout the content

Here, you'll notice that Green Home Pest Control has optimized for most of the key elements we've mentioned.

The screenshot shows the website page for Green Home Pest Control in Mesa, AZ. Red arrows point to several key elements:

- URL:** The browser address bar shows `greenhomepest.com/mesa-az-pest-control/`.
- Image with alt text:** An image of a cockroach on a light-colored surface, with a green leaf icon in the bottom right corner.
- Sub headings:** The main heading is **Home Pest Control In Mesa, AZ**, and a sub-heading is **How Our Treatment And Inspection Process Works**.
- Body:** The main body text describes the pest control services, mentioning that they are used by over 10,000 homes and list various pests like termites, bed bugs, and cockroaches.

And all of the top search results have keywords in the title tag and meta description.

pest control services in phoenix

Blue Sky Pest Control
https://www.blueskypest.com

Pest Control Phoenix | Blue Sky Pest & Termite Control

We know Phoenix pests and our services are **designed specifically for our desert environment**.
Our professional exterminators are trained specialists.
[Termite Control](#) · [Contact Us](#) · [Phoenix AZ](#) · [Blue Sky Pest Control Reviews](#)

phoenixpest.com
https://phoenixpest.com

Phoenix Pest Control, Termite Treatment Phoenix AZ

We offer **both residential and commercial pest control treatment** for termites, bed bugs, ants, scorpions, rodents such as rats, mice and gophers, bees, wasps, ...
[Contact Us](#) · [Employment Application](#) · [Pest Library](#) · [Residential](#)

Orkin
https://www.orkin.com > Locations > Arizona Az

Phoenix, AZ Pest Control: Bed Bug & Termite Treatment

Schedule a pest control inspection with a local exterminator in Phoenix, AZ. Protect against pests like mosquitoes, termites, bed bugs, roaches & more.

Green Home Pest Control
https://www.greenhomepest.com

Green Home Pest Control: Pest Control - Phoenix, AZ

Our **residential & commercial pest control services** can safeguard your home or business. We'll protect your property from bed bugs, scorpions, rodents, ants, ...
[Residential](#) · [Termite control](#) · [Ant Control - Phoenix, AZ](#) · [Pest Library](#)

Title tag

Meta description

Additionally, you want to incorporate internal links to connect your pages.

For instance, use anchor text like “pest control in Tempe” to link to a location-specific service page.

The idea is to build out each page and then optimize it using these on-page elements to ensure every page is primed to rank for its target keyword.

Step 4: Technical SEO

Technical SEO is the unseen part of a website.

You could have the best-looking website with the best content, but if your technical SEO isn't right, then you won't rank — plain and simple.

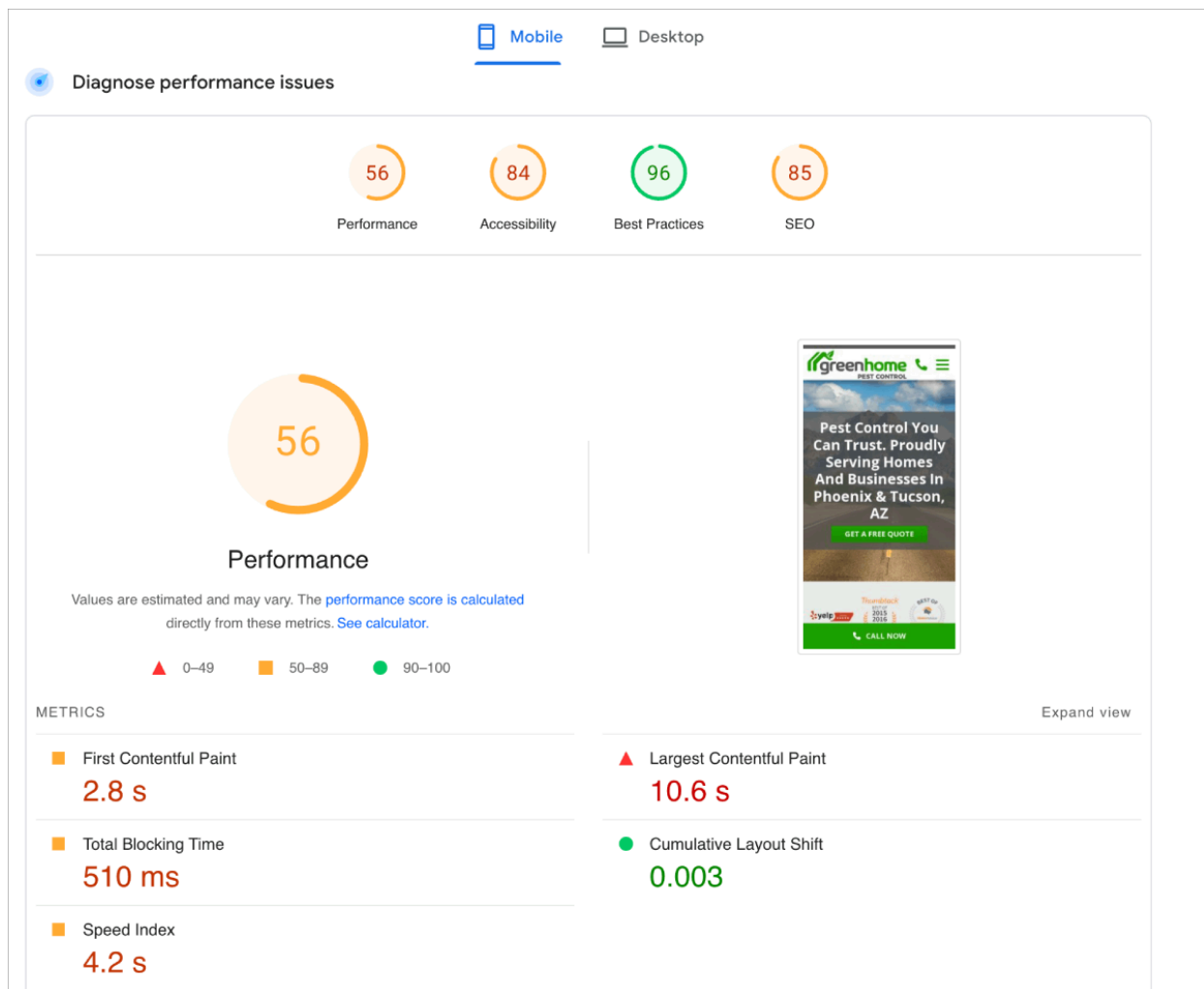
While technical SEO covers a lot of ground, the basic goal is to make it as easy as possible for search engines to crawl, understand, and index your content.

Organizing your pages properly (as we discussed earlier) is a good start, but page speed is another critical factor.

Google prioritizes fast-loading sites because slow speeds frustrate users, causing them to bounce off your page before they even get a chance to see your content.

To see where your site stands, use the Google PageSpeed Insights tool for a detailed speed analysis.

Here's the page speed for Green Home Pest Control.



If your site is lagging and doesn't meet the best practices for speed, you'll need to make improvements like:

- Reducing image file sizes
- Upgrading to faster-hosting services like SiteGround
- Optimizing your site for mobile devices

Beyond speed, use tools like Ahrefs or SEMRush to uncover deeper issues like broken links, slow-loading scripts, or crawl errors.

Broken links for <https://www.greenhomepest.com/>

Domain including subdomains

Broken links on your site ⁱ **0** Broken links to your site ⁱ **26**
85% dofollow

Broken outbound links / [Broken inbound links](#)

DR ⁱ	Referring page ⁱ	Anchor and backlink ⁱ
78	Green Home Pest Control's Profile Typepad https://profile.typepad.com/greenhomepestcontrolphoenix	http://greenhomepest.com/bed-bug-control.html http://greenhomepest.com/bed-bug-control.html 301 http://www.greenhomepest.com/bed-bug-control.html 301 https://www.greenhomepest.com/bed-bug-control.html 404
90	Increase in Bed Bugs Is a Cause for Concern for Phoenix Area Residents https://www.prweb.com/releases/2014/07/prweb12031352.htm	fair. They had great reviews online and are known for bed bugs Phoenix control. They also were willing to work with me on http://www.greenhomepest.com/bed-bug-control.html 301 https://www.greenhomepest.com/bed-bug-control.html 404

Fixing these technical hiccups will help you rank higher in search results.

Step 5: Backlinks Acquisition

Backlinks are like votes of confidence from other websites.

When a reputable site links back to your pest control business, it's telling Google, "Hey, this site is trustworthy and valuable!"

This boosts your authority in the eyes of search engines and helps you climb higher in search results.

Imagine two pest control websites targeting the same keywords in Phoenix.

If one has 50 high-quality backlinks from local blogs, news outlets, and industry directories, and the other has just a few, Google is going to favor the one with more quality links.

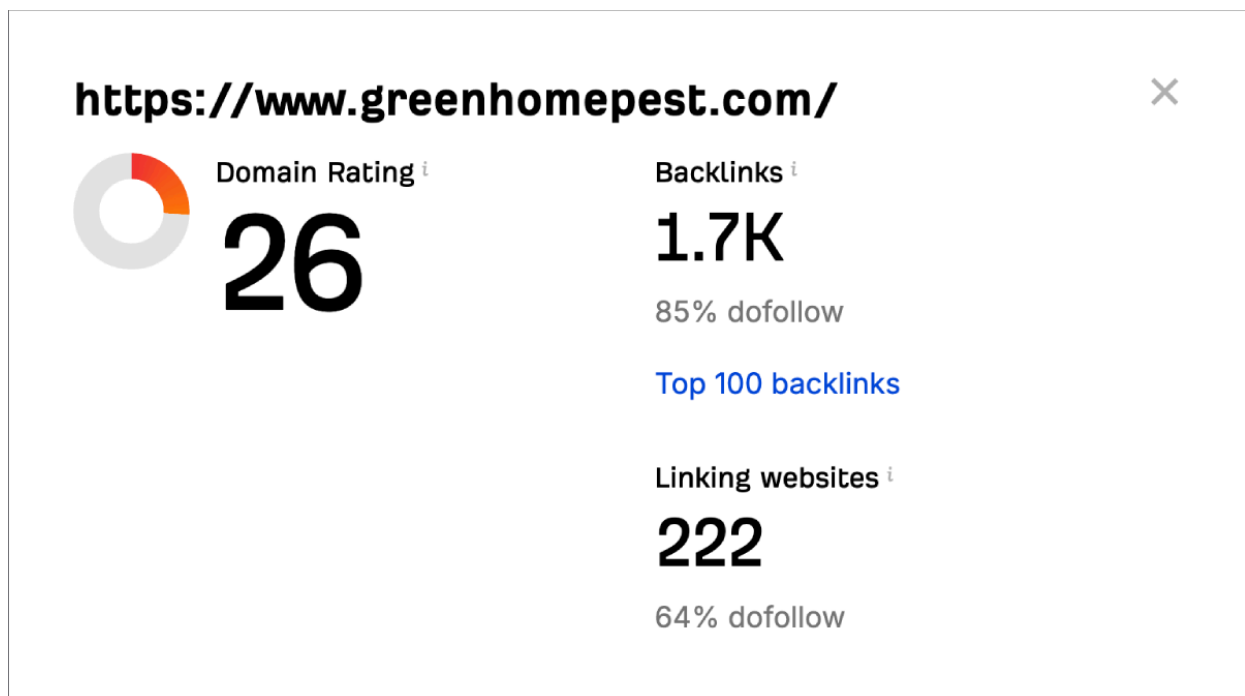
Backlinks are a key factor that separates a site on page 1 from a site buried on page 3.

To measure your trustworthiness, you can use metrics like **Domain Authority** or **Domain Rating**.

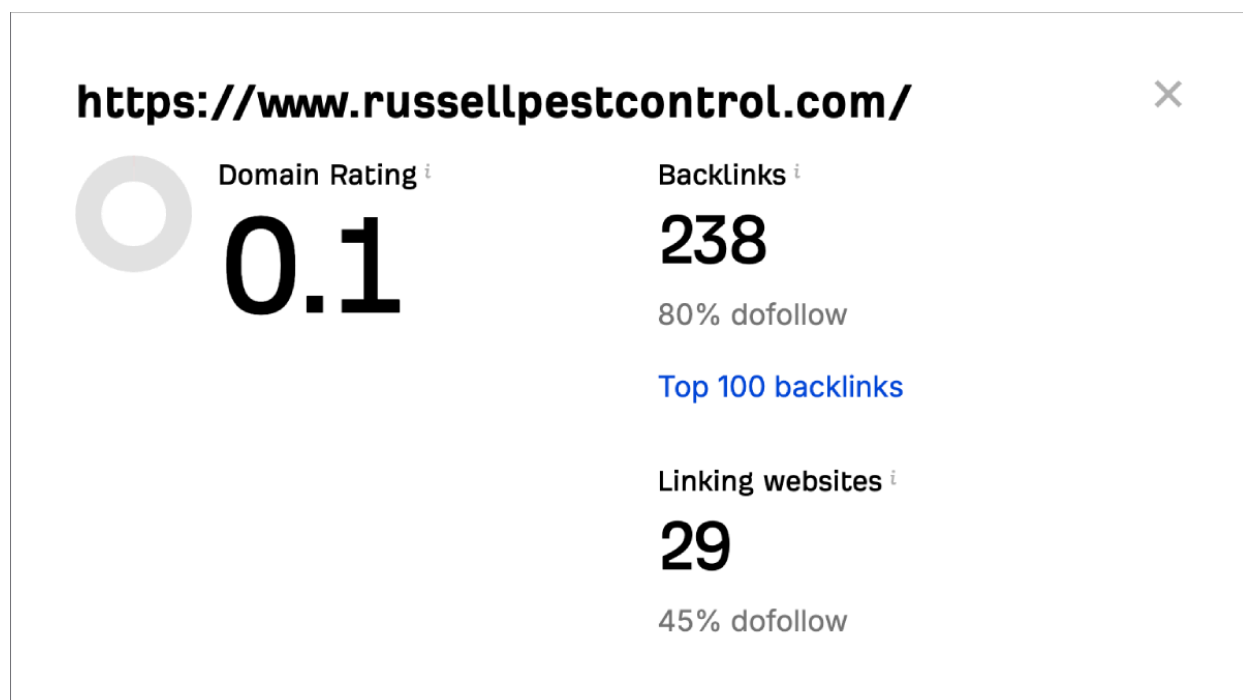
A site like Ahrefs offers a free website authority checker to analyze your Domain Rating.

See the two examples below.

Green Pest Control has a Domain Rating of 26, which has helped them secure a spot on the first page of Google when people search for "pest control in Phoenix, Arizona."



Conversely, Russel Pest Control has a 0.1 domain rating and is on the fourth page of Google.



There are many ways to build backlinks.

One is to write guest posts for industry websites.

Reach out to local home service or real estate blogs and offer to write a guest post.

You could talk about pest control tips, prevention strategies and seasonal pest threads. Then make sure to include a link back to your site where appropriate.

Another strategy is to get listed in local directories like Yelp, Angies List, and Home Advisor.

These directories often have high domain authority, and getting listed will earn you valuable local backlinks.

Step 6: Informational Content and Blog Post Production

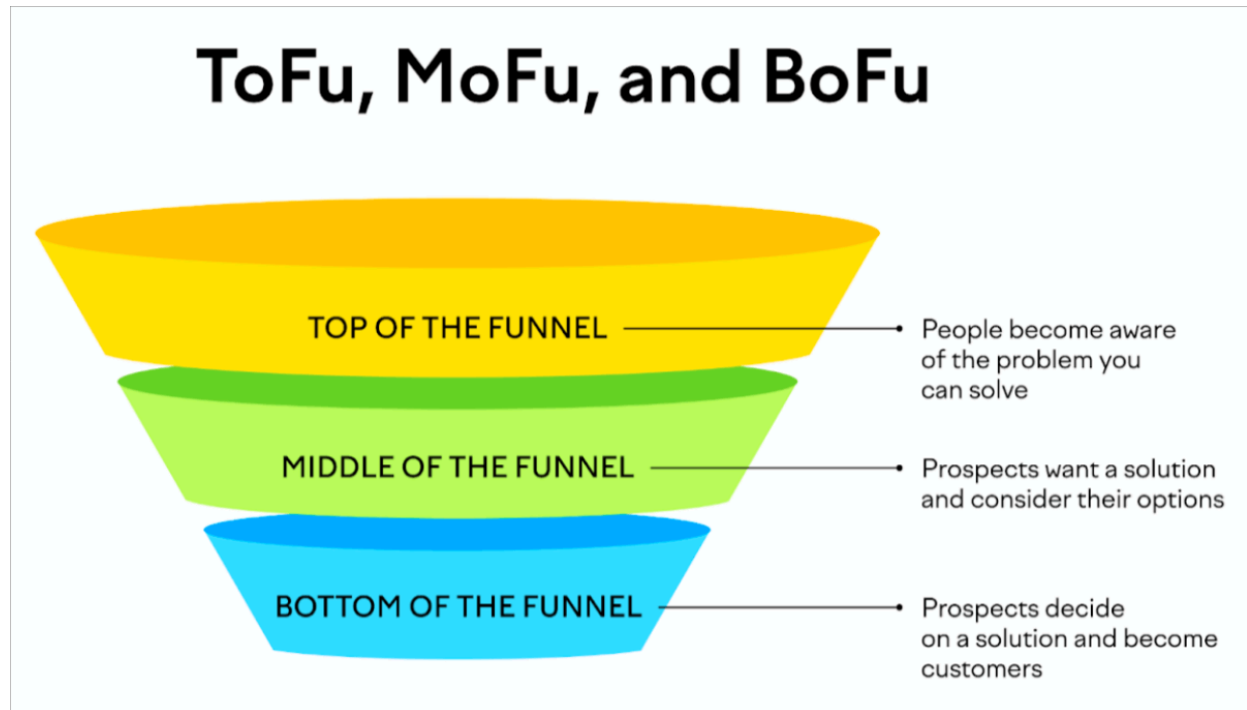
You might be thinking, *“Why should I bother writing blog posts? I’m in the business of exterminating pests, not writing!”*

But here’s why it matters – think of your content as part of a marketing funnel.

Not every potential customer is ready to pick up the phone and call an exterminator.

Some might not even realize they have a pest problem yet.

Your job is to create content that addresses every stage of the buying process, from initial awareness to final decision.



For example, Top of Funnel (TOFU) content can address common questions and problems that homeowners face:

- *“What Attracts Ants to Your Kitchen?”*
- *“10 Signs You Have a Rodent Problem”*
- *“How to Identify Termites in Your Home”*

These topics won’t necessarily bring in immediate customers, but they position you as a trusted resource and authority, both to Google and your audience.

On the other hand, Bottom of Funnel (BOFU) content—like *“What Are the Costs of Pest Control Services?”*—targets people who are closer to making a decision and actively looking for help.

The goal is to attract a range of visitors and guide them along the customer journey, building trust at every step.

To find ideas, start by plugging a seed keyword like *“bed bugs”* into a tool like Ahrefs.

Look under the ‘Questions’ tab, and you’ll see a list of commonly searched questions that can spark your next piece of content.

Keyword ideas for “Bed Bugs”



The first 20 keywords out of 15,600

[Phrase match](#) / [Questions](#)

Keyword	KD ⁱ	Volume [↓] ⁱ	Updated ⁱ
how to check for bed bugs	Hard	>10,000	1 day
what do bed bugs look like	Hard	>10,000	2 days
how to get rid of bed bugs	Hard	>10,000	1 day
what kills bed bugs instantly	Medium	>10,000	2 days
where do bed bugs come from	Hard	>10,000	1 day
how do you get bed bugs	Hard	>10,000	1 day
how to kill bed bugs	Hard	>10,000	1 day
what do bed bugs bites look like	Hard	>10,000	2 days
how big are bed bugs	Hard	>1000	2 days
what causes bed bugs	Hard	>1000	1 day

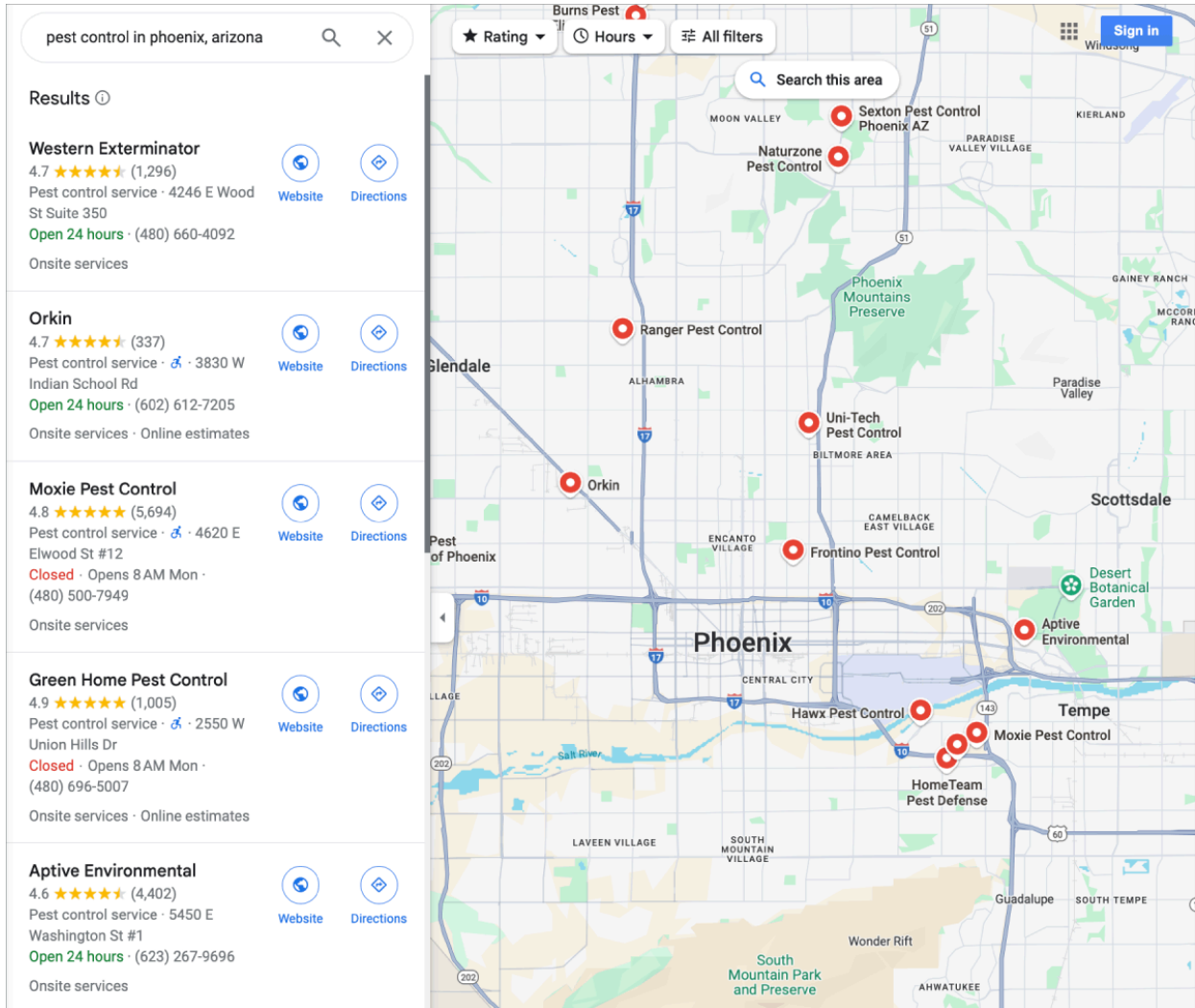
From there, categorize your content based on where the audience is in the buying process—awareness, consideration, or decision—and write blog posts for each stage.

Ideally, you’ll also want to craft at least 1 or 2 minimum per month so you can begin driving traffic to your site.

Step 7: GBP Profile Optimization

The final piece of the puzzle is optimizing your **Google Business Profile** (formerly known as Google My Business).

Google Business Profile is a business listing that appears on Google Maps and in local search results.



For service-based businesses like pest control, GBP is especially valuable because it helps your business show up when people are actively searching for services in your area.

Your GBP profile typically includes important information such as:

- Business Name and Description
- Business Address and Service Areas
- Phone Number
- Website Link
- Business Hours
- Services Offered
- Reviews and Ratings
- Photos and Videos
- Customer Questions and Answers
- Posts and Updates

To get started, head over to the Google Business Profile Manager and claim or create your business profile.

Once set up, you can add and optimize your details, upload high-quality images, and engage with customers through posts and reviews.

Why Choose Busted Knuckle for Your Pest Control SEO?

Let's face it. You're a pro at eliminating the unwanted critters invading homes and businesses.

Your focus is on helping homeowners and property managers get rid of pests like rodents, termites, insects, and other creepy crawlers. Which means you probably don't have the time to master SEO on top of that.

That's where we come in.

At Busted Knuckle, we specialize in launching SEO campaigns specifically for home service providers to help them attract the right customers.

We know this industry inside and out, and we understand your unique challenges and needs.

Instead of hiring in-house or going with a one-size-fits-all agency, we offer customized solutions designed for pest control companies—delivering world-class SEO results at a fraction of what most agencies charge.

Curious about how we can help you get more business?

Check out [what we do](#), or fill out our free SEO audit form to see how your website is currently performing.