Long Island Pest Control: Reducing Cost per Lead via Local SEO and Conversion Optimization

Industry: Pest Control & Home Services
Project scope: 25+ geo-targeted landing pages
Campaign duration: 6 months
Core services: Local SEO, landing-page development, lead generation, conversion rate optimization

Background / Situation

Long Island Pest Control operates in a highly competitive home-services industry where local search visibility and efficient lead generation directly influence business growth. Customers searching for pest control often need immediate assistance and tend to look for providers serving their specific town, neighborhood, or community. Reaching these customers requires more than a general website: it requires a digital presence that connects local search intent with relevant services and a clear path to requesting help.

The scale of the market makes this especially challenging. According to the U.S. Census Bureau's 2024 population estimates, the New York–Newark–Jersey City metropolitan area was home to approximately **19.94 million people**, making it the nation's largest metropolitan area. Nassau County alone recorded approximately **4,905 residents per square mile** in the 2020 Census, while New York City had approximately **8.25 million residents**. This combination of population density, geographic diversity, and intense competition for local customers created a strong opportunity to improve how Long Island Pest Control reached and converted prospective customers.

Challenge (The Problem)

The primary challenge was an excessively high cost per lead, which reduced the efficiency of customer acquisition. In a competitive market, advertising spend can be wasted when prospective customers arrive on pages that do not closely match their location or search intent. The company needed a more effective way to turn marketing traffic into qualified inquiries while improving the return on its lead-generation efforts.

At the same time, the website lacked the geographic depth and conversion-focused experience needed to effectively support a broad service area. A limited set of general pages could not adequately address the many location-specific searches happening across Long Island and the NYC metro area. The objective was to expand local search visibility, create more relevant destinations for prospective customers, improve website usability, and reduce friction throughout the conversion process.

Solution

I developed and implemented a scalable local landing-page strategy, building **more than two dozen geo-targeted landing pages** for specific towns, neighborhoods, and communities across Long Island and the NYC metropolitan area. Each page provided a more geographically relevant destination for potential customers searching for pest control services. This expanded the website's local search footprint and created additional opportunities to capture demand across a diverse and densely populated service territory.

The strategy combined geographic targeting with conversion-focused page design and usability improvements. The new landing pages were structured to better align with local search intent, communicate service relevance, and guide visitors toward contacting the company. By creating a repeatable framework for location-specific content, the project supported both organic search visibility and paid acquisition campaigns, turning the website into a more scalable lead-generation asset rather than a collection of generic service pages.

Results and Outcome

Over the six-month campaign, the landing-page strategy delivered measurable improvements across four key performance indicators:

- **60% average decrease in cost per lead**, improving customer acquisition efficiency.
- **50% average improvement in search rankings**, strengthening visibility across targeted local searches.
- **30% average improvement in conversion rates**, helping turn a greater proportion of website visitors into leads.
- **25% average decrease in bounce rate**, indicating that more visitors continued engaging with the website rather than leaving immediately.

These results reflect improvements across the acquisition funnel, from being discovered in search to engaging with landing-page content and taking action. By addressing local

relevance, search visibility, and usability together, the project helped tackle the underlying factors contributing to expensive lead acquisition while establishing a stronger foundation for ongoing campaign optimization.

The longer-term value was the creation of a scalable local marketing framework spanning more than two dozen geographic landing pages. Instead of relying on a small number of broad pages, Long Island Pest Control gained a more targeted digital presence capable of serving customers across a complex metropolitan market. The project demonstrated how strategic landing-page development, local SEO, and conversion optimization can work together to improve marketing efficiency and support sustainable lead generation.

Sources:

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https://www.census.gov/quickfacts/geo/chart/nassaucountynewyork/LND110220