



COVID-19's Impact on **Pest Control** Marketing

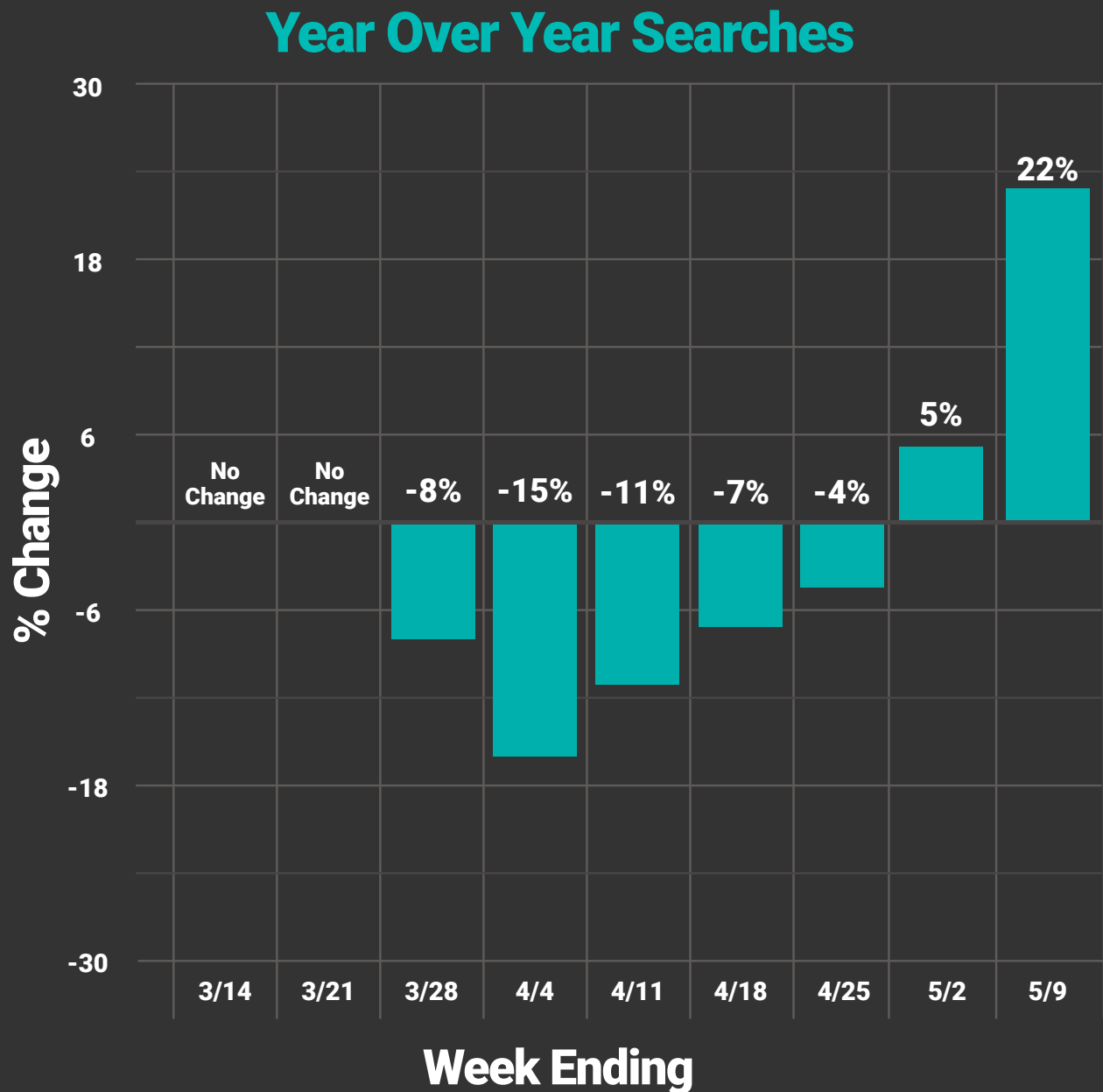
Insights & Observations

- Nationwide Search Volume
- Lobster Marketing Search Results
- Consumer Behavior Shift to Online Buying



To showcase the **impact of SEO on pest control** businesses using Lobster Marketing’s services we examined a subset of dates in 2019 against the same time period in 2020. We looked at Google Trends for “pest control” searches, website traffic for Lobster Marketing customers and the number of “Buy Pest Control Online” transactions.

Nationwide pest control searches took a dip due to COVID-19 but now have come back strong and higher than ever.



Our Members **Get Results**

Company One

Southwest Region



177%

**INCREASE
IN CLICKS**

156%

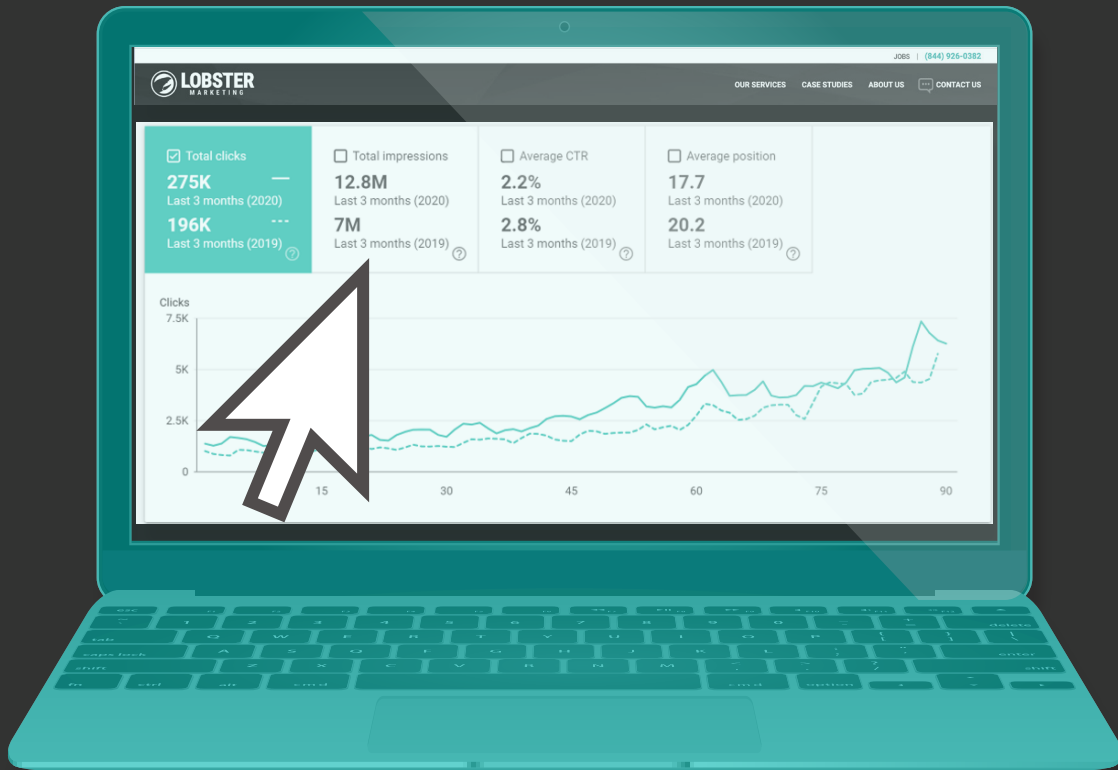
**INCREASE IN
IMPRESSIONS**

Increase My Digital Sales

Our Members **Get Results**

Company Two

Southeast Region



40%

**INCREASE
IN CLICKS**

82%

**INCREASE IN
IMPRESSIONS**

Help My Brand Visibility

Our Members **Get Results**

Company Three

Southwest Region



542%

**INCREASE
IN CLICKS**

295%

**INCREASE IN
IMPRESSIONS**

Convert Clicks Into Leads

Our Members **Get Results**

Company Four

Northeast Region



78%

**INCREASE
IN CLICKS**

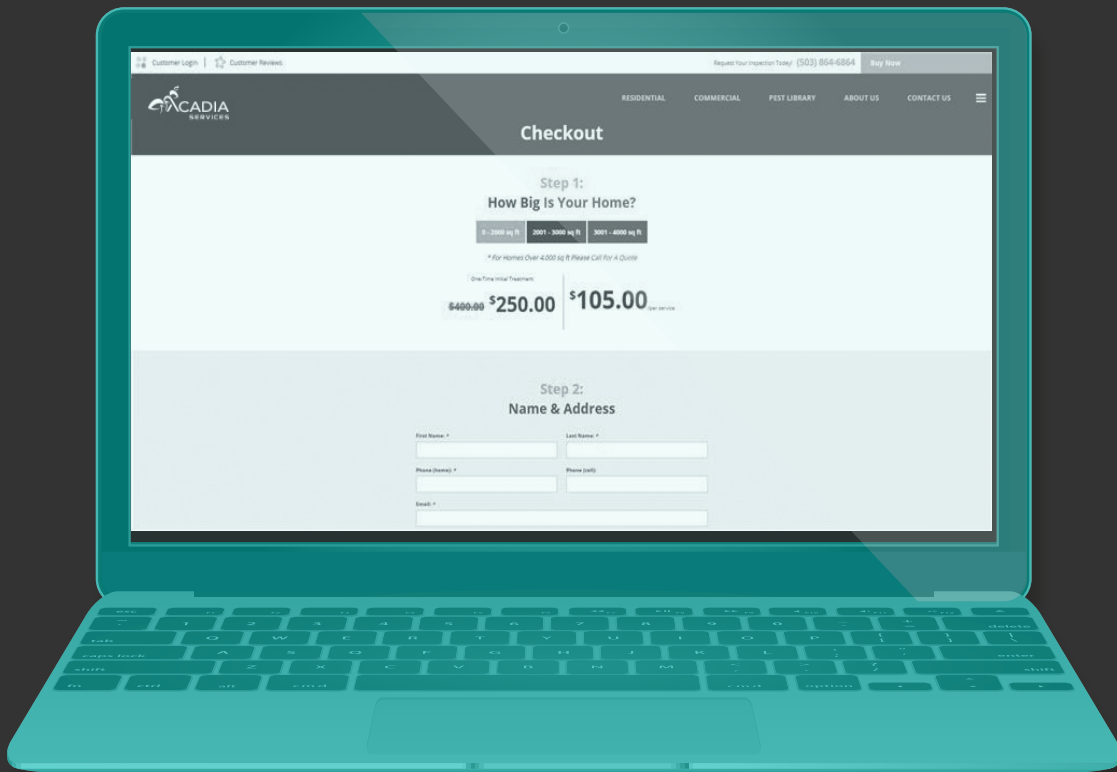
13%

**INCREASE IN
IMPRESSIONS**

Track Data in Real Time

Our Members **Get Results**

Increase in Online Buying



60%+

**PRE-COVID-19 TO
POST-COVID-19**

Start Selling Online!

Our Members **Get Results**

Appendix

Clicks – When someone clicks your search result listing.

Impressions – How often your search result is shown.

Average (AVG) Position – Give you a sense of your ad's location on the page

Click Through Rate (CTR) – A ratio showing how often people who see your search result end up clicking it

Let's Talk!



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