

Moyer Indoor | Outdoor

Case Study

2017 Traffic Increases Lead To Great Results For Moyer Pest Control Division

About The Company

Moyer Indoor | Outdoor, formerly Moyer & Son, was established in 1869 in what is now Souderton, PA. Their strong roots in the community and vision for the future has helped them to grow from a small feed mill into a widely diversified company that offers a broad range of services that include: lawn care, tree & shrub care, pool & spa care, pest control, heating fuels and more.

The Challenge

When Moyer Indoor | Outdoor created subdomains for each of their divisions working with Lobster Marketing, they soon discovered that their online authority for their pest control division dropped dramatically.

The Solution

Moyer Indoor | Outdoor reached out to Lobster Marketing to help them resolve the lack of numbers reaching their website. So Lobster Marketing recommended Moyer Pest move back to their own url.

The Impact

2017 brought great success for Moyer Pest Control, a division of Moyer Indoor | Outdoor. From January 1 - September 30, the pest control website had completely blown 2016 out of the water. Organic traffic had increased by 584% compared to 2016 with form submissions and unique phone calls increasing by 100% and 20% respectively.

A driving factor of this drastic change is the increase of Moyer's online authority, and several topics being featured in Google's Knowledge Graph. As shown to the right, Moyer is featured prominently regarding silverfish.

These incredible results are not caused by one article or one tweak to this website, but rather a dedicated, long-term, holistic approach to Moyer's online presence.



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Indoor | Outdoor

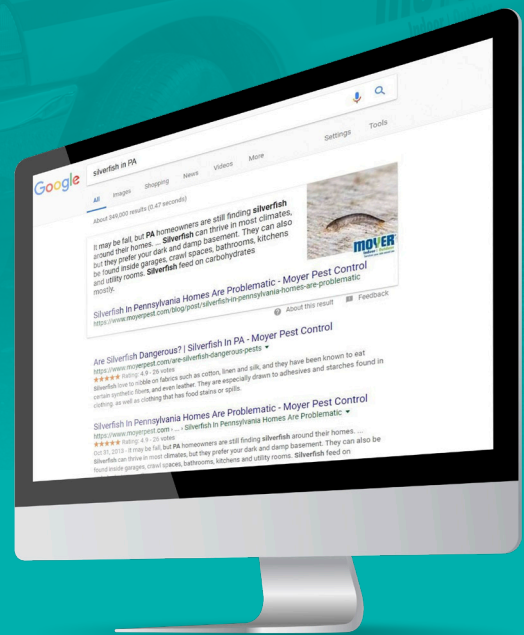
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Since working with Lobster Marketing astronomical increases for users just being exposed to the Moyer brand.

- ✓ In August 2017, Moyer's website impressions increased by 371%
- ✓ Clicks increased by 584%
- ✓ CTR (click-through rate) increased by 100% compared to August 2016