

How e-Intelligence Achieved  
Top Search Engine Results  
For Themosquitocompany.com

May 2012

## Themosquitocompany.com Case Study



**Yet Another  
e-Intelligence Customer  
Success Story**

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# The Client: [www.themosquitocompany.com](http://www.themosquitocompany.com)

The Mosquito Company	<i>Formally Third Coast Mosquito Control</i>	Houston (713) 468-1980 Austin (512) 506-9411
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The Mosquito Company is a leading manufacturer of automatic misting systems for outdoor mosquito control. We offer the most reliable, affordable, and easy to use products in the mosquito misting industry. TMC is a licensed pest control operator in the state of Texas. We have been installing and servicing mosquito systems in the greater Houston area since 2000. We also offer systems to certified dealers throughout the United States that can install systems in those areas outside Houston. With TMC, you can count on quality, reliability, dependability and guarantee of satisfaction.

The Mosquito Company offers lifetime warranty and guarantees your satisfaction. We are so confident that you will enjoy our product, that we offer a 100% money back guarantee.

**- Seasonal Special -**

now only \$1,595.<sup>00</sup>

Price includes a 30-nozzle  
mechanical timer system with  
remote control installed

Lifetime warranty • Low price guarantee

TPCL #571202

*The most dependable name in mosquito control.*

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**Themosquitocompany.com** manufacturers and provides automatic misting systems for outdoor mosquito control. A licensed pest control operator in Texas – USA since 2000, the company has been offering reliable, modest and convenient products in the mosquito misting industry. The Mosquito Company constantly tries to expand its geographical spread through certified dealers' network. TMC's quality and authentic systems come with a 100% money back guarantee.

# The Objective

As a leading pest and insect misting systems provider, **Themosquitocompany.com** markets its products via three primary channels: Dealers, Retailers and 'Do-it-yourself' (online). Having established firm stand in the offline space, the company's owner approached **e-Intelligence** with an aim of augmenting web sales revenue by optimizing the website. Themosquitocompany.com wanted to achieve consistent top rankings on all three major search engines. Since the client had previous failures on SEO front, he was a little skeptical about the success of this campaign. But e-Intelligence's deep SEO background and knowledge helped boosting his confidence.

# The Challenge

Themosquitocompany.com had always been tussling with their digital presence before they discovered about e-Intelligence. The company's web traffic was stable but insufficient due to their low profile on search engines. The owner's top-of-the-line aim was to get more exposure, in a niche yet highly competitive misting systems market. The e-Intelligence project was just another SEO attempt for this gun-shy client.

The e-Intelligence SEO team was confronted with these challenges:

- The website was on the verge of being invisible. Both site and url structures needed to be improved to make more search engine friendly.
- The challenge was to make the website content-rich and build strong link popularity.
- The client was unable to convert the website visits into business profitability.

# The e-Intelligence Solution

The extensive linguistic and keyword research made e-Intelligence more confident about the success of this SEO campaign. This exercise proved crucial in understanding the industry search pattern and improving prospective web traffic. The e-Intelligence 'crackerjacks' presented a three tier optimization plan to Themosquitocompany.com. The initial stage dealt with a comprehensive audit of the company's website and on-page optimization. This was followed by building quality inbound links from other targeted and credible publishers and directory websites. The final stage involved accommodating search engine optimization into the routine business activities at Themosquitocompany.com.

# The Results

Themosquitocompany.com witnessed drastic web improvements within a matter of weeks upon implementation. The owner noticed an apparent upward shift in the traffic from all three major search engines. In only few weeks of working with e-Intelligence, Themosquitocompany.com received the following outcomes:

## 1. Higher Keywords Ranking on Google

e-Intelligence delivered concrete results for Themosquitocompany.com, which is evident from the following report showing high ranks for keywords identified as significant to the client's business.

Keywords	(Initial) February 2010	(Latest) October 2011
Mosquito Exterminator	Not in top 100	5 (Page 1)
Mosquito Control Chemicals	Not in top 100	7 (Page 1)
Pyrethrum Powder	Not in top 100	8 (Page 1)
Mosquito Control Devices	Not in top 100	3 (Page 1)

2. The client instantly noticed a significant **improvement in the web traffic**, and ultimately, an **increase in overall business profitability**.
3. The engagement matrices, like page visits and views, average time spent on website and bounce rate were also enhanced as a result of this campaign.

# About e-Intelligence

**e-Intelligence** is a single-stop digital interactive marketing solutions company. As a leading global web agency, e-Intelligence provides customized and constantly revolving solution-based services for a number of marketing applications across various industry verticals, globally. The company has the rich experience, strategic leadership and sound expertise to develop innovative market-leading web solutions for clients of all sizes. Its never-ending research, acute know-how of search engine algorithms and peculiar spider behaviors helps in defining precise SEO and SMM processes for the clients. e-Intelligence constantly thrives to get its clients desired results by applying ethical and white-hat techniques of web marketing.

Are you looking for similar results for your website? Then [let's get started!](#)

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