



## CASE STUDY

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**Search Berg** used SEO to help **Lice Troopers** create a compelling online presence that's a force to be reckoned with! The client's online conversion rate **skyrocketed** by a monumental **72.5 percent**.

# A Little About Lice Troopers

Lice Troopers is a lice removal company that specializes in lice removal services for clients—the company offers in-home lice removal service and complete home lice inspection and cleaning. They have well-equipped lice treatment centers in South Florida, Central Florida, New York, New Jersey, where they provide 100 percent natural and effective lice removal treatments.

The company also offers affordable services with free head lice screening, lice prevention guides, and phone consultations. Furthermore, they conduct frequent screenings in schools and camps to spread awareness about lice prevention among children and parents.

# Identifying The Performance Gaps

In a competitive digital landscape, reaching the audience without a compelling online presence is close to impossible. Even with a responsive and mobile-friendly website, Lice Troopers was **struggling to generate leads** that would convert.

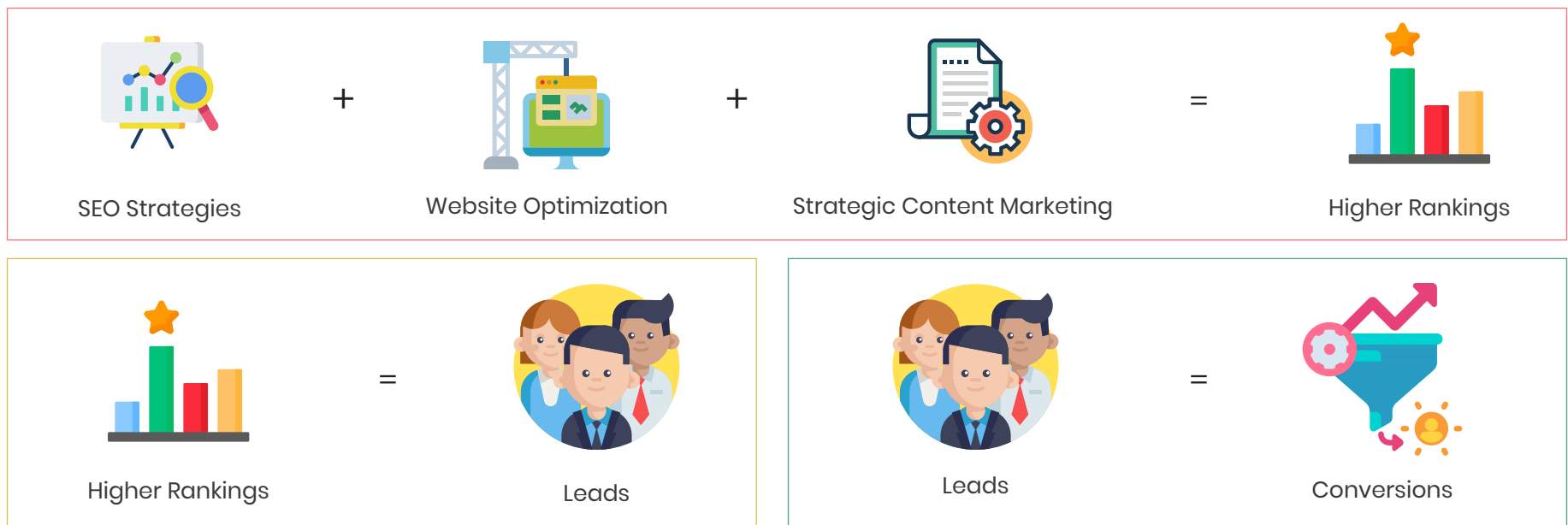
Most of the keywords for their business in New Jersey **ranked on the third page of Google** search engine results, whereas others **even went up to 13!**

# The Game Plan

To increase their local market share, reach more local leads, and give their **online visibility a boost**, Lice Troopers turned to Search Berg.

We used a combination of SEO, social media marketing, and content marketing activities to increase rankings.

Lice Troopers wanted to attain a higher ranking for more leads, which would ultimately mean more conversions.



# Setting The Stage For Success The Search Berg Way!

Search Berg knows that designing a custom SEO strategy is more than just about boosting site traffic. It's about driving real results that raise client bottom lines. In other words, we understood what Lice Troopers wanted us to do—increase the traffic to their website to increase their sales!

We began our process by understanding Lice Troopers' business and their industry through in-depth research. We identified their business goals and suggested marketing objectives based on the outcomes of our analysis. Once all parties were on the same page, we launched a comprehensive SEO strategy that would bring in convertible leads from several channels to their website.

# Creating A Compelling SEO Strategy

Our SEO strategy included:

- ✔ Website optimization for qualified leads
- ✔ Custom content creation to propel site growth and improve customer engagement
- ✔ Targeting industry-specific and result-driven keywords that the client's business would identify with the most.

So, did our SEO strategy deliver the results it promised?

You bet! Have a look!

# Here's All That We Accomplished

After only a few weeks of launching the strategy, we began seeing the results.

Our website testing and custom reports showed an immediate **improvement in Lice Troopers' overall ranking** for various local keywords on search engine results.

The results showed that keywords that had been ranking on third, fourth, and fifth in Google's SERPs were now appearing on the **first and second pages!**

# Comparative Analysis Of The Keyword Rankings

The table shows some of these keywords, their ranking before Lice Troopers came to us, and their ranking after we employed our SEO strategies.

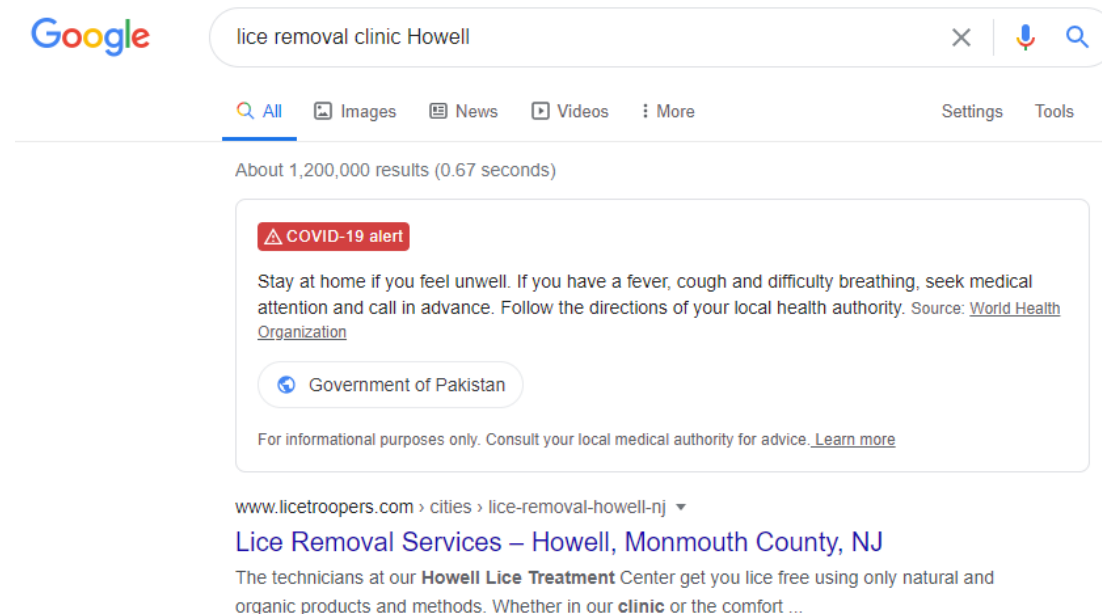
S. No.	Keywords	Rank Before SEO	Rank After SEO
01	lice center Brick NJ	3	1
02	lice treatment service Brick NJ	3	1
03	lice removal clinic Howell	2	1
04	head lice removal Freehold NJ	5	2
05	best lice treatment Jackson	4	2
06	lice clinic Brick NJ	4	2

Table 1: Keywords and rankings for Lice Troopers



# Top Ranking Keyword On Google

Here's a quick peek at how the high ranking keywords appear on Google's search results...



The screenshot shows a Google search interface. The search bar contains the text "lice removal clinic Howell". Below the search bar, there are navigation options: "All", "Images", "News", "Videos", and "More". To the right of these options are "Settings" and "Tools". Below the navigation bar, it says "About 1,200,000 results (0.67 seconds)". A prominent "COVID-19 alert" box is displayed, containing the text: "Stay at home if you feel unwell. If you have a fever, cough and difficulty breathing, seek medical attention and call in advance. Follow the directions of your local health authority. Source: [World Health Organization](#)". Below the alert is a "Government of Pakistan" button. At the bottom of the alert box, it says "For informational purposes only. Consult your local medical authority for advice. [Learn more](#)". Below the alert box, the search results for "lice removal clinic Howell" are shown. The first result is from "www.licetroopers.com" and is titled "Lice Removal Services – Howell, Monmouth County, NJ". The snippet for this result reads: "The technicians at our **Howell Lice Treatment** Center get you lice free using only natural and organic products and methods. Whether in our **clinic** or the comfort ...".



HAS YOUR CHILD CONTRACTED HEAD LICE? WATCH OUT FOR THE SIGNS!

September 18, 2019

It's September, which means head lice season is upon us! According to the Centers for Disease Control and Prevention, around 6 - 12 million infestations happen each year among children between the ages of 3 and 11. If you're worried that your child might catch lice... [READ MORE](#)



HOW TO BE FREE OF HEAD LICE IN FREEHOLD, NJ

September 18, 2019

With approximately 12 million head lice infestations occurring every year mostly in school-going children all over the US, New Jersey accounts for a large share of this. The need to keep their scalp free of head lice and prevent an infestation from happening is not... [READ MORE](#)

# Focusing On A Winning Content Marketing Strategy!

We created custom content for Lice Troopers that offered useful information to the customers and improved engagement. Not only did our blogs and articles establish Lice Troopers as a **credible authority in their industry**, but it also:

- ✔ Improved their overall online conversion rate by a tremendous 72.5 percent
- ✔ And more than 99 social visits were made to their website!

# More Website Visits!

Our web design and development team also optimized the Lice Troopers website to attract customers. The results—riveting, to say the least—are shown in Figure 1. This led to:

- ✔ **3,682 new customers** to the website,
- ✔ Out of which **856 returned** for a second visit.

User Type	Users	Users
	3,873 <small>% of Total: 100.00% (3,873)</small>	3,873 <small>% of Total: 100.00% (3,873)</small>
1. ■ New Visitor	3,682	81.14%
2. ■ Returning Visitor	856	18.86%

Figure 1: Total number of new and returning visitors to the Lice Troopers website

# Organic Traffic Generated Through Mobile Devices

Furthermore, since most people conduct searches on smartphones, we weren't going to let that opportunity pass us by. We focused on boosting conversions by optimized Lice Troopers' website for mobile users.

A quick look at the mobile traffic statistics told us that we had succeeded! Figure 2 shows that **2,574 visitors** clicked on the mobile version of the Lice Troopers website.

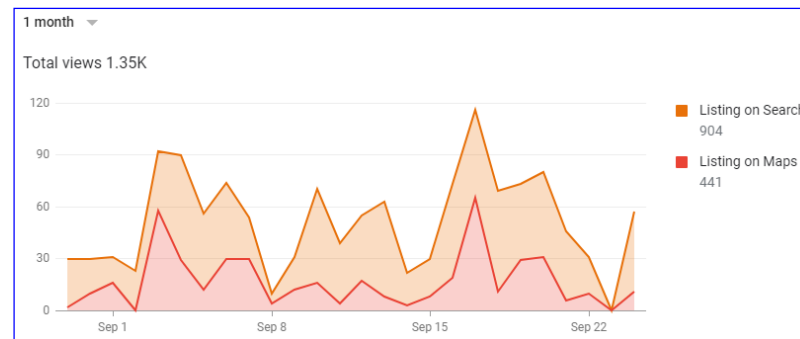
Device Category	Users	Users
	3,873 % of Total: 100.00% (3,873)	3,873 % of Total: 100.00% (3,873)
1. ■ mobile	2,574	66.44%

Figure 2: Total number of visits to the website using mobile searches

# Google My Business Insights For Local Listing

Perhaps the best results that came out from our SEO strategy were seen in the number of leads generated with the help of local listings on Google, as seen in Figure 3. Google My Business insights show that:

- ✔ 35.8% of customers discovered Lice Troopers when they were searching for a category, product or service.
- ✔ 56.1% of customers found the client's business while searching for a brand related to the client's business.
- ✔ Approximately 441 customers found the business through the listing on Google Maps, with the numbers still on the rise.

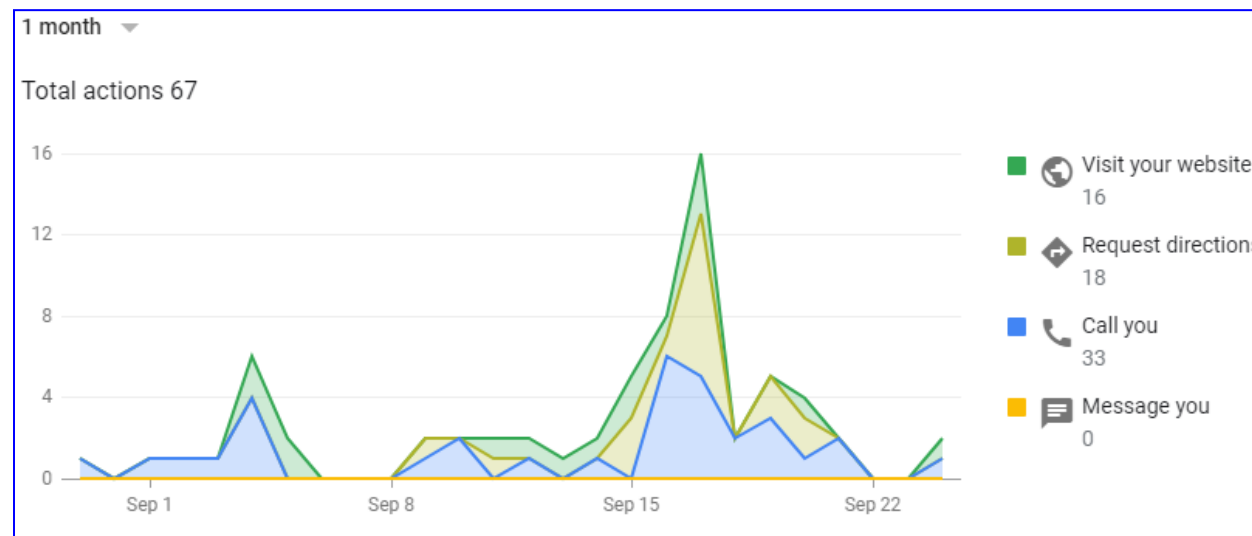


Graph 1: Total views through Google My Business listings

# Leads And Conversions Through The Springfield Listing

The trajectory of what happened when customers found Lice Troopers through Google My Business is shown in Figure 4.

- ✔ **18 customers** requested for directions
- ✔ And **33 called** Lice Troopers after finding them through local listings.



Graph 2: User action on Google My Business listings

# Some Of Our Published Work!

To take a look at some of our work, here are some of our published content for Lice Troopers:

## INFOGRAPHICS

Stunning and informative infographics!

**Three Common Myths About Lice Removal**

**1 Lice Settles In Dirty Hair**  
**MYTH:** No, that's not true! Head lice are not attracted to dirty or greasy hair.  
**FACT:** Which means that a person's poor hygiene has nothing to do with having head lice. On the contrary, head lice like to settle in clean hair.  
**Why?** Because clean hair is easier to comb and hold onto and lice are repelled by strong odors.

**2 Lice Survive Off The Head**  
**MYTH:** A popular belief prevails that head lice live in comforters and on pillows and furniture just waiting to cling onto someone's head.  
**FACT:** The truth is that they cannot survive for more than 24 hours without a host's head.  
**To be on a safe side,** you must get your house inspected after a head lice removal session.

**3 Lice Walks Onto The Scalp**  
**MYTH:** Do you think that lice will crawl out from someone's head, cross the desk, climb your arms and make way to your head?  
**FACT:** No, they won't!  
**The fact of the matter is,** head lice do not crawl on flat surfaces.  
**Their thin and tiny legs are only able to cling onto the hair shaft, settling on the warm scalp.**

Looking for professional lice doctors in New York? Contact  
 1.800.403.5423  
 www.licetroopers.com

**Benefits Of In-Home Lice Treatment Service**

**1 Convenience**  
 The number one benefit of in-home lice treatment is convenience. You don't even have to leave your home! A professional team will be at your door right on time.

**2 Confidentiality**  
 Our house call team takes special care to deliver services at your home without drawing unwanted attention. They arrive in unmarked cars and plan clothes to keep your privacy intact.

**3 Flexible Schedule**  
 Schedule an appointment with our team at any time of day that suits you. In-home lice treatments are designed to fit your busy schedule, providing you with prompt, same-day service at your convenience.

**4 Effective Methodology**  
 Our in-home lice treatment services follow a thorough and tested methodology to eradicate the problem quickly and effectively.  
 The team starts with a lice screening of all potentially affected members of the household.  
 After the screening, a safe and natural method is employed to treat those suffering from lice infestation. The hair and scalp are then carefully checked to ensure complete elimination of the lice and their nits (eggs).

**5 Less Stressful For Kids**  
 Whether it's a doctor's office or a hair salon, children are reluctant to go. A lice treatment in the comfort of your own home makes the process less stressful for kids — and parents too!

For a fully guaranteed treatment, Contact:  
 www.licetroopers.com

**6 WAYS TO KEEP YOUR HOME LICE-FREE**

Proper home cleaning can prevent lice infestation and can be the difference between a lice-infested and lice-free home.

**1** Vacuum your home regularly including your child's room, carpets, chairs, sofa and car seats.

**2** Regularly boil personal brushes and combs in hot water to remove any lice or nits.

**3** Stuffed animals, soft toys and backpacks have a high chance of catching lice. Wash them at least every two weeks.

**4** Change pillowcases, sheets, pajamas, and towels every week.

**5** It's best to wash them using the hot water laundry cycle and the high heat drying cycle.

**6** Get your home regularly inspected and cleaned by professional lice cleaning experts.

Ensure that your children are regularly screened for head lice. This way head lice is identified and treated before they get a chance to spread.

**Lice Troopers gets lice off your head... and out of your home!**

**WE OFFER**

- Lice treatment action
- In-home head lice removal
- Complete home inspection and cleaning
- School and camp screenings

1.800.403.5423 (LICE)  
 www.licetroopers.com



# BLOGS

Detailed, engaging and keyword-rich blogs!

## 4 TIPS TO PREVENT A LICE INFESTATION

February 22, 2019



Share with: [f](#) [t](#) [in](#) [p](#)

A lice infestation at a summer camp is an organizer's worst nightmare. Head lice affect both adults and children, and the last thing you want is a group of campers spending their time scratching their scalps or being locked up in their rooms.

Here are a few ways you can avoid a lice outbreak at your camp.

### Avoid Sharing Personal Belongings

While teaching kids to share their belongings is a valuable lesson, for certain items, they must be taught the opposite. Head lice are extremely common among children; they can occur when kids share personal items such as hats, hair ties, and hairbrushes.

To prevent an outbreak, anything that makes contact with their head, including blankets and pillows, shouldn't be shared among young campers.

### Launder Clothes Using Hot Water

Another way to keep your camp lice-free is by doing regular laundry using hot water. Lice can't survive high temperatures and will be killed if exposed to them. Even if no camper shows signs of head lice, having their clothes and bed sheets cleaned in hot water will serve as a precautionary measure.

## WHY THE BOOGIEMAN IS THE LEAST OF YOUR CHILD'S PROBLEMS

February 12, 2019



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We're always so busy trying to protect our bundles of joy from dirt and germs that we forget about protecting them from the real villains—head lice.

Every parent knows that the problems when it comes to dealing with head lice go beyond receiving a note from the nurse at school. It's actually getting your child to sit still while you comb through their hair, looking for the pesky parasites.

Getting a hold of the critters is also as bad as getting a hold of your child. Strand after strand, it feels like the nightmare will never end.

### Signs Of An Infestation

Even your child knows what a louse looks like. But when it comes to discerning nits and nymphs from skin conditions or dandruff, we can get easily confused.

This is because nits have an uncanny resemblance to dandruff. It's easy to mistake them for flakes. And nymphs (baby lice) are the size of grains. You can easily confuse them for dirt.

## THE SYMPTOMS OF BODY LICE

February 12, 2019



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A lot of people tend to confuse body lice with head lice, thinking that the lice made their way from the head down to the body. But that's not true. Lice are actually region-specific, which means that head lice stick to the head! There are generally three different kinds of lice and all three infest a specific area:

Head louse (*Pediculus humanus capitis*)  
Body louse (*Pediculus humanus corporis*)  
Pubic louse (*Phthirus pubis*)

Body lice are very different from head lice. Body lice tend to be bottom-heavy in appearance. They only infest the human body, and if they fall off the body, they can die within a couple of days.

### What Causes Body Lice?

Body lice tend to be larger in size than other kinds of lice. They suck blood from the body, leave their waste on the skin, and lay their eggs on the body and clothing. Body lice can't jump, fly, or hop, but they can crawl.

Body lice infestations usually happen to people who live in crowded and unhygienic conditions.



Interesting and educational articles posted on popular third party websites!



## The Pseudo Epidemic of Head Lice

17 SEP 2019 BY LICETROOPERS



Are your children often sent home because the designated health care personnel from schools say that your child has lice?

Lice hysteria has taken over schools in the United States and children are being sent home every day because of outbreaks.

Adhering to the no-nit policy, schools demand immediate dismissal of students who have head lice or nits. However, this has led to two things—over-diagnosis of lice, and social costs to students.

Let's take a look at some lesser-known side-effects of the no-nit policy.

### Head lice mismanagement in schools

There is no clinical evidence that lice infestations are responsible for transmitting diseases—while this may not scare people, there is a general sense of morbid associated with the presence of head lice. As such, health care professionals often over-diagnose head lice infestations.

To prove this, a study was conducted where health care professionals were asked to submit a few samples of lice that they had acquired from the scalps of school children. The results concluded that health care professionals are unable to differentiate between live and extinct lice infestations.

The report also showed that diagnosis relies primarily on the presence of nits, which isn't a viable indicator of an infestation since nits can also be indicative of a dying infestation.

As such, children are ostracized and quarantined more frequently than required, causing them to miss school days for no reason at all.



## The Lice Cycle: How These Pests Grow and Infest

18 SEP 2019 BY LICETROOPERS



Itchy scalp, chipped nails and red bumps on the back of your neck?—we think you have a bad case of head lice.

Also known as *Pediculus humanus capitis*, head lice are insects that need human beings as hosts to survive. They require the warm temperature of the human body and our blood to live.

These pesky creatures have become a source of annoyance for many since as long as we can recall. Let's take a look at their lice cycle to understand how to best treat a head lice infestation.

### The lice cycle

The life cycle of lice has three stages—an egg, a nymph, and an adult louse.

#### The eggs

Eggs are also called nits. Often confused with dandruff, nits are laid by an adult female louse close to the hair shafts that are nearest to the scalp. This makes it difficult to spot by the naked eye.

They are about 0.5 to 0.8 mm long and usually have the color yellow and white. Nits are indicative of a lice infestation only if they are located within 6 mm of the scalp.

#### Nymphs

An egg hatches within 6 to 9 days, giving birth to the nymphs. They have the body of an adult louse but smaller in size. They crawl close to the scalp to suck in as much blood as they need for their survival and take a total of 7 days after hatching to mature into adult head lice.

#### Adult lice



## 5 Household Items That Can Have Lice

9 OCT 2019 BY LICETROOPERS



A new breed of lice, called the super lice, has developed a resistant genetic mutation that enables them to function in the presence of chemical compounds that were previously used to kill lice.

With this threat hanging over everyone's heads, it's pertinent to put preventive measures in place that can curb a super lice outbreak.

Since safety begins at home, let's take a look at a few household items that might have lice, and how you can get rid of them.

### How do lice function without the host?

Lice require the warmth of the human body and the blood of the host to survive. The nymphs need to suck blood immediately after hatching to sustain themselves, and the female adult louse needs to feed multiple times in a day to reproduce.

As such, when dislodged from the host's hair follicles, these creep-crawly creatures can survive for up to 24 hours before dying. This is why contracting lice from infested inanimate objects is easy because lice are actively looking for a host.

### Which household items can have lice?

The following household items might have contracted lice during an outbreak.

#### Carpets and rugs

Since the texture of carpets and rugs is similar to the hair on our scalps, a louse can easily crawl in them. All it takes is a playdate on the carpet with one infested child shedding some lice on the floor.

#### Clothing

Checking clothes is one of the best ways to identify the presence of lice. While head lice may not be as good as body lice when it comes to crawling through the fibers of the cloth, they can stick to them using their claws.

#### Bedsheets and pillowcases

Sleeping in your bed on a pillow when you have an active lice infestation can cause some lice to dislodge from your scalp as you twist and turn in bed. Likely, your

# Hire Search Berg To Dominate SERPs!

Our partnership with Lice Troopers didn't just yield favorable results, but it also allowed Lice Troopers to take a more proactive approach with customers on their website to keep them engaged and coming back for more. Lice Troopers is now one of the leading lice removal services, especially in their local service areas.

**Search Berg** provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a **call!**