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!
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.

<table>
<thead>
<tr>
<th>S. No.</th>
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<th>Rank Before SEO</th>
<th>Rank After SEO</th>
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<tr>
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<td>3</td>
<td>1</td>
</tr>
<tr>
<td>02</td>
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<td>3</td>
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</tr>
<tr>
<td>06</td>
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<td>4</td>
<td>2</td>
</tr>
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</table>

*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...

[Image of Google search results for “lice removal clinic Howell”]

Case Study: Lice Troopers
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.

![Figure 1: Total number of new and returning visitors to the Lice Troopers website](image-url)
**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.

```
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<th>Device Category</th>
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<td>1. mobile</td>
<td>2,574</td>
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<tr>
<td></td>
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*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](image)

Case Study: Lice Troopers
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!
4 TIPS TO PREVENT A LICE INFESTATION
February 22, 2019

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 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 preventative measure.

WHY THE BOOGIE MAN IS THE LEAST OF YOUR CHILD’S PROBLEMS
February 12, 2019

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. Shave after shave, it feels like the nightmare will never end.

Signs Of An Infestation
Even your child knows what a lice 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

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 lice (Pediculus humanus capitis)
Body lice (Pediculus humanus corporis)

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 cannot 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 LICE TROOPERS

Are your children often sent home because the designated health care personnel from school 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. However, this has led to the unnecessary 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 some evidence that lice infestations are responsible for transmitting diseases. While this may not scare people, there is a general sense of moral associated with the existence of head lice. As such, health care professionals often diagnose head lice infections.

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 students with positive diagnoses. The results concluded that health care professionals are unable to differentiate between live and extinct lice infestations.

The report also showed that diagnoses were primarily on the presence of lice, which isn’t a visible indicator of an infestation since nits can also mimic the presence of living lice.

As such, children are unnecessarily and prematurely misdiagnosed, causing them to miss school days for no reason at all.

The Lice Cycle: How These Pests Grow and Infest
31 OCT 2019 BY LICE TROOPERS

Inchy scalp, small black nits, bumps on the back of your neck—what do 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 pests have become a source of annoyance for many since as long as we can recall. Let’s take a look at their life cycle to understand how to best treat and prevent head lice infestation.

The life cycle

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

The eggs

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

There are about 6 to 12 days and usually take the color yellow and white. Nits are indicative of a lice infestation and are located within 10 mm of the scalp.

Nymphs

A nympha hatches within 6 to 9 days, giving birth to the nymphs. They have the body of an adult lice but smaller in size. They move close to the scalp, sucking in as much blood as they can before their next molt and take a total of 7 days after hatching to turn into adult head lice.

Adult lice

People can survive up to six weeks without food, so they are hard to spot. However, here are a few tips to help you recognize adult lice:

- Presence of adult lice: They are oval in shape and about one millimeter long.
- Nymphs: They are similar to adult lice but smaller in size.
- Eggs (nits): They are small, white, and can be seen near the base of the hair.

5 Household Items That Can Have Lice
17 OCT 2019 BY LICE TROOPERS

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

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

Shop safety begins at home, let’s take a look at five household items that might have lice and know 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 lice needs to feed multiple times in order to reproduce.

As a result, when detached from the host, head lice can survive for up to 24 hours. This makes controlling these infestations even more difficult because they 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 mature form of lice is not as large as the one on our scalp, a louse can easily crawl in them. All it takes is a single placement of the carpet with one infected child checking someone else 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 noticeable, they can be seen when it comes to crawling through the fibers of the cloth. They are stick to them using their hairs.

Sheets and pillowcases

Sleeping in your bed or in a pillow when you have an active lice infestation can cause a severe infestation on your scalp as you sleep and turn in bed. Use your own.
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!