



THE SEO PLAYBOOK FOR PEST CONTROL

INSIGHTS FROM GARY GILL, FOUNDER OF PEST CONTROL SEOS

1. GARY'S CORE PRINCIPLE:

"SEO isn't a magic button - it's a momentum engine."

Gary emphasized over and over: most pest companies start SEO too early, expecting fast results. His take is simple (and accurate):

SEO works best when your business already has traction.

From our conversation:

- New operators (<2 techs) shouldn't prioritize SEO yet
- Best initial channels: LSA, simple Google Ads, pay-per-call
- SEO becomes high-ROI at 3-6 techs, when you need compounding inbound and brand authority

Gary's personal note:

"I don't want operators wasting money on SEO when they're still in survival mode."

2. THE 2 CHANNELS GARY SAYS EVERY OPERATOR CAN WIN WITH

This was the clearest, most actionable part of the interview.

A. Google Business Profile (GBP) = your #1 free asset

Gary stressed GBP more than anything else. He said:

- "GBP alone can **outperform your website** for calls."
- "If you just **stay active, you can dominate** most of your competitors."

The exact activities he recommends:

- Daily or near-daily posts
- Fresh photo uploads
- Listing every service
- Review replies
- Clean GBP <-> website linking

B. "Real local content beats perfect content."

Gary hates overproduced "professional" pest content. He said:

- "Forget writing like an entomologist. Answer real human questions."
- "AI content is fine - as long as you humanize it."

His Rule:

Local, simple, direct, and question-based content beats everything else.





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3. WHERE SEO IS HEADED (GARY'S TAKE ON AI & SEARCH)

Gary's perspective here was sharp:

AI doesn't replace SEO – it amplifies the signals Google already uses.

How he explained it:

- AI engines scrape Google's indexed data
- They look for the most consistent signals
- If you don't rank on Google, you won't rank in AI

What operators must add now:

- Long-tail Q&A content
- Conversational answers
- Clear "best pest control in [city]" type headers
- Strong GBP activity

His actual quote: “AI is just a **giant aggregator**. Whatever Google believes, AI will echo.”

4. GARY'S VIEW ON AI CONTENT

Operators constantly ask whether Google penalizes AI content. Gary was blunt:

"Google doesn't care if you use AI – it cares if it sounds like AI."

"Untouched AI is garbage. Edited AI is gold."

The workflow he recommends:

1. Generate with AI
2. Add local detail
3. Add service process detail
4. Humanize tone
5. Publish consistently

This reflects his own agency's process.

5. BACKLINKS: GARY'S REAL-WORLD VIEW

Gary confirmed backlinks still matter – but only the right ones.

His filters:

- Relevant to pest control
- Higher authority than your own site
- Traffic-bearing sites
- No "cheap backlink packages," ever

“Most backlinks are junk. A handful of the right ones beat 200 bad ones.”

6. WHAT GARY SEES ACROSS 60+ SEO CLIENTS (THE PATTERNS)

His perspective running campaigns for dozens of operators gives him pattern recognition. Here are the biggest patterns he shared:

A. Operators underestimate how much GBP matters.

GBP produces a meaningful share of total calls for almost everyone.

B. Most operators never update their website content.

Sites sit frozen for months or years. Google drops them.

C. The companies that win publish consistently – even if the content isn't perfect.

D. The single strongest competitive advantage?

Review velocity across multiple platforms: Google, Yelp, Angi, BBB, Facebook

Gary said: “If Google sees you collecting reviews everywhere, it sees an active business.”



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ACTIONABLE CHECKLIST

RIGHT NOW

- ☐ Post daily or near-daily to GBP
- ☐ Add photos weekly
- ☐ List all services on GBP
- ☐ Humanize all AI-generated content

THIS MONTH

- ☐ Publish 4–6 local Q&A blog posts
- ☐ Refresh outdated service pages
- ☐ Build interlinking between GBP and website

THIS QUARTER

- ☐ Acquire 2–5 high-authority, relevant backlinks
- ☐ Track rankings weekly
- ☐ Expand review velocity across multiple platforms

LONG-TERM

- ☐ Begin SEO investment once you hit 3–6 techs
- ☐ Maintain long-tail content cadence

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