



PEST CONTROL AND LAWN CARE INDUSTRY 2026 MARKETING

BENCHMARK REPORT

*What Pest Control and Lawn Care Companies
Are Spending on Digital Marketing*



TABLE OF CONTENTS

03	Introduction	17	Making Sense of Marketing Data Marketing
04	Turning Insights into Impact	18	Modern Metrics
05	State of the Union: Search, AI, and the Future of Digital Marketing	19	See Beyond the Numbers
06	Search Redefined: What Changed in 2025	20	YOY Organic & Generative Search Performance
08	The New Search Frontier: From Keywords to Conversations	30	YOY Overall Paid Performance
10	Trust as a Ranking Signal: The Role of E-E-A-T	36	YOY Google Ads Performance
12	Digital Advertising Reimagined: Competing in AI-Driven Results	42	YOY Local Services Ads Performance
14	The Changing Customer Journey	46	Year-End Channel Performance
16	What's Next: Building a Smarter Search Strategy for 2026	51	Coalmarch Marketing Strategy Scorecard

INTRODUCTION

For six years, this report has been the industry benchmark for how pest control and lawn care companies invest in digital marketing — and what truly drives growth.

Each year, the data tells a new story. What began as a simple comparison of ad spend and lead generation has evolved into a full picture of how our industry adapts to constant change.

In 2025, that evolution accelerated. AI reshaped how customers search, how companies show up online, and how success is measured. Visibility is no longer limited to search rankings or ad impressions. It's about how your brand appears across every digital touchpoint — from Google results to AI-powered search tools.

This sixth edition of the **Annual Marketing Benchmark Report** goes deeper than ever. It combines performance data from hundreds of pest and lawn companies nationwide, representing millions in ad spend and thousands of leads, to uncover not just trends, but actionable insights.

Our goal is simple: to give business owners clarity.

Clarity about where your marketing dollars go.

Clarity about which channels deliver the strongest returns.

And clarity about how to navigate a fast-changing digital landscape with confidence.



At Coalmarch Marketing, we believe transparency, data, and strategy work best when they work together.

This report is one way we help you make smarter, more confident marketing decisions — backed by real numbers and proven results.

TURNING INSIGHTS INTO IMPACT

Every year, the digital landscape changes, but our mission stays the same: to help pest and lawn companies grow smarter.

At Coalmarsh Marketing, we don't just track performance; we interpret it. We look beyond clicks and conversions to understand the real factors driving growth. This report is a reflection of that work — **data turned into clarity, and clarity turned into action.**

We share it because knowledge makes the whole industry stronger. When businesses have visibility into what's working, they can make better decisions, build better partnerships, and create better results.

We're not a marketing agency. We're a **growth partner** built for pest and lawn pros. Our team combines decades of digital, operational, and strategic experience to deliver insights rooted in how your business actually runs — not just how marketing trends say it should.

Every insight here reflects measurable performance across hundreds of brands and millions in ad spend. The trends you'll find aren't predictions. They're proof of what's working right now.

**Because when you understand your data,
you don't just keep up — you lead.**



About the Data

The insights in this report are built on a foundation of real performance data. The 2026 Benchmark Report draws from anonymized data collected across Coalmarsh Marketing clients in the pest control and lawn care industries.

This year's analysis includes over **\$11 million in marketing spend** and represents companies ranging from **\$500,000 to \$20 million in annual revenue**, with a combined **\$150 million in total revenue**.

Each dataset reflects **two full years of performance**, allowing us to identify year-over-year shifts with accuracy and context.

STATE OF THE UNION:

Search, AI, and the Future of Digital Marketing

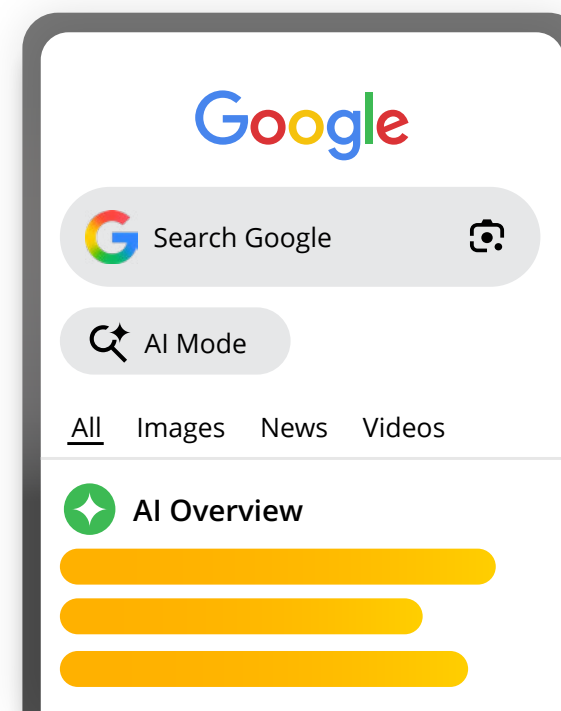
Digital marketing has always evolved quickly, but 2025 brought a fundamental change in how search works and how customers find pest and lawn companies online.

Search as we know it has changed.

Google's new AI-generated results, conversational search tools, and zero-click experiences have started to rewrite the rules of visibility. Instead of scrolling through links, people now see direct answers, product suggestions, and local recommendations right on the results page.

That shift has made it harder for businesses to rely on traditional SEO tactics, outdated paid advertising strategies, or to expect steady website traffic. Fewer clicks doesn't mean less opportunity, but it does mean you have to earn attention in new ways.

Today's most successful pest and lawn brands are showing up in these new AI-powered spaces by proving expertise, trust, and relevance at every touchpoint, well before a user ever clicks.



SEARCH REDEFINED: What Changed in 2025

2025 was the year Google officially changed what it means to “show up” in search.

The rollout of AI Overviews — also called Search Generative Experience (SGE) — pushed AI-written summaries to the top of search results and pushed both organic and paid listings further down the page.

That shift had a major impact. [Websites saw a 61% drop in organic click-through rates and a 68% drop in paid clicks when AI Overviews were present](#). Even searches without AI Overviews saw fewer clicks, showing that people’s habits are changing.

Customers now expect quick, trustworthy answers. They want clear information right away and are making faster decisions — often without visiting multiple websites.

For pest and lawn companies, visibility isn’t just about rankings anymore. It’s about showing up wherever decisions happen — in AI-generated answers, Local Packs, etc. Brands cited in AI Overviews earned **35% more organic clicks** and **91% more paid clicks**, proving that these placements are worth the effort.

As search behavior evolves, the goal isn’t just to get found — it’s to be chosen in the moments that matter most.



AI Overview

For locally owned pest control near Raleigh, NC, check out **Capital Pest Services, Bug Out, Clegg's Termite & Pest Control, Economy Exterminators, Swift Creek Exterminating, Protekt Pest Solutions, and Invicta Environmental Pest Defense**, alongside national options like Orkin/Terminix, with user reviews suggesting good local experiences for many, but always verify licenses and read contracts for local pros. [🔗](#)

Local & Regional Favorites (Raleigh Area):

- **Capital Pest Services Inc.:** A highly-rated local option.
- **Bug Out:** Offers pest control services in the Raleigh area with good ratings.

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Businesses



Sponsored

Freedom Wildlife Solutions & Pest Control :
5.0 ★★★★★ (424) · Pest control service
7+ years in business · Clayton, NC
Open · Closes 7 PM · (984) 400-9308
#1 Pest Control Company - Fast & Reliable Pest Removal Services In Clayton. Protect Your Home or Business Now.



COALMARCH MARKETING STRATEGY PLAYBOOK

Stay visible where customers are searching.

- ✓ Optimize key service pages with clear, concise answers to common customer questions — these are most likely to be cited in AI Overviews.
- ✓ Strengthen your Google Business Profile with accurate info, recent photos, and consistent reviews to boost local and AI-based visibility.
- ✓ Build high-quality backlinks from credible local and industry sources to reinforce authority across the web.
- ✓ Track your brand mentions and citations in AI results, Local Packs, and Maps — visibility now extends far beyond rankings.
- ✓ Keep content current and easy to digest. Searchers (and AI models) reward clarity and recency.

Strategy Scorecard

We're giving you the core strategies for succeeding in a rapidly changing digital landscape—**check out the [Strategy Scorecard](#) to see where you stand.**



The New Search Frontier: From Keywords to Conversations

Search is becoming less about keywords and more about conversation. Potential customers [now type or speak to search engines the same way they talk to people](#), asking natural questions like “What’s the safest mosquito treatment for pets?” or “Why is my lawn turning yellow after it rains?”

This conversational shift is powered by tools like Google’s AI Overviews, ChatGPT, and Microsoft Copilot, which **interpret intent instead of relying on exact keywords**. That means it’s no longer enough to chase a few high-volume phrases. You need content that answers questions in clear, everyday language.

Two ideas are shaping this new approach:

AEO (ANSWER ENGINE OPTIMIZATION)

The goal is to have your content cited or referenced within an AI-generated response. For example, a pest control company could write a blog post titled “How to Get Rid of Ants in the Kitchen Safely” with short, clear answers to questions like “Are ant baits safe for pets?” or “What causes ant infestations indoors?” That Q&A format increases the chances of being referenced directly in AI search results.

GSO (GENERATIVE SEARCH OPTIMIZATION)

This focuses on helping AI tools understand your expertise accurately. A lawn care company writing about “How to Treat Brown Patch Fungus in Zoysia Grass” might include specific details like local weather conditions, turf type, and treatment timing. Structured, localized information gives AI models the clarity they need to use your content as a credible source.



The companies winning in this new landscape are writing with intent, not just information. Their websites, blogs, and FAQs sound human, focus on real customer questions, and provide enough depth that AI can identify them as trustworthy experts. The next phase of SEO isn’t about volume — it’s about voice.

Companies that sound human and authoritative in every answer are the ones AI will surface most often.



**Keyword to Conversational
AI Search Optimization**

COALMARCH MARKETING STRATEGY PLAYBOOK

Adapt your content for how people actually search.

- ✓ Rewrite high-traffic pages and blogs using natural, question-based language that mirrors how customers speak.
- ✓ Structure your content with clear subheads, short answers, and local context to help AI models interpret it accurately.
- ✓ Add FAQ sections to service pages covering safety, timing, and location-based details — these often trigger AI citations.

Check out the [Strategy Scorecard](#) to see where you stand.



TRUST AS A RANKING SIGNAL: The Role of E-E-A-T

As search engines rely more on AI to deliver results, they've also become more selective about which sources they trust. Google's algorithm now favors websites that demonstrate **Experience, Expertise, Authoritativeness, and Trustworthiness, or E-E-A-T**.

For pest and lawn companies, this means your online reputation is no longer just a nice-to-have. It directly influences whether you're seen, cited, and chosen. [Reviews](#), photos of your team and work, and clear service information all help search engines and customers recognize you as a legitimate expert.

But trust isn't just about what customers see on the surface. It's also built into how your website performs behind the scenes. Fast load times, mobile-friendly design, and proper schema markup make it easier for search engines to understand your business. Those technical details are often what determine whether your content is even eligible to appear in AI-driven results.

At Coalmarsh Marketing, we've made sure our clients are set up for success in both areas: front-end credibility and back-end performance. When both are strong, you're not just ranking higher — you're showing up more often, in more valuable places.



What Builds Trust Online

- ✓ Verified reviews
- ✓ Consistent business listings
- ✓ Real photos and staff bios
- ✓ Clear local service areas
- ✓ Structured data and secure site setup



**E-E-A-T: Digital Trust as
SEO Strategy**

COALMARCH MARKETING STRATEGY PLAYBOOK

Build digital trust through proof, not promises.

- ✓ Audit your website and listings for accuracy — every service area, phone number, and review should match across all platforms.
- ✓ Add real photos of your team, vehicles, and work to key pages to strengthen authenticity signals.
- ✓ Highlight credentials, warranties, or certifications anywhere they reinforce expertise.
- ✓ Use schema markup to help Google understand your services, service areas, and reputation.
- ✓ Monitor site performance. Speed, security, and mobile usability directly influence credibility.

Check out the [Strategy Scorecard](#) to see where you stand.



DIGITAL ADVERTISING REIMAGINED: Competing in AI-Driven Results

Digital advertising remains one of the most reliable ways for pest and lawn companies to generate leads, but the way ads appear — and how customers interact with them — is changing fast.

In late 2025, Google began testing sponsored placements directly inside AI-generated summaries. Instead of the familiar set of ads at the top or bottom of the page, users may now see “recommended providers” listed within the AI Overview itself. That creates a new kind of competition: **fewer total ad slots, but higher visibility for the ones that appear.**

This shift has two main impacts. First, competition for top placement is increasing, which is driving up costs per lead in some markets. Second, ad success now depends on how clearly you answer searchers’ questions, not just on how much you bid.

For example, an ad that reads “Pet-Friendly Ant Control Services Near You” is more likely to appear in AI-driven results than one that simply says “Local Pest Control Company.” Google’s systems are looking for direct, helpful answers that align with what users are asking.

That same principle applies to your landing pages. Pages that clearly match the intent of a search, like explaining the process, safety, and pricing for mosquito control, will perform better than pages filled with generic copy.

AI Overview

For locally owned pest control near Raleigh, NC, check out **Capital Pest Services, Bug Out, Clegg's Termite & Pest Control, Economy Exterminators, Swift Creek Exterminating, Protekt Pest Solutions, and Invicta Environmental Pest Defense**, alongside national options like Orkin/Terminix, with user reviews suggesting good local experiences for many, but always verify licenses and read contracts for local pros. 

Local & Regional Favorites (Raleigh Area):

- **Capital Pest Services Inc.:** A highly-rated local option.
- **Bug Out:** Offers pest control services in the Raleigh area with good ratings.

At Coalmarsh Marketing, we continue to test new ad formats and creative strategies to keep our clients visible as Google’s paid landscape evolves. Success now comes from balancing smart bidding with strategic messaging that earns trust before a click ever happens. In this new environment, clarity and context win over keywords and budgets.



COALMARCH MARKETING STRATEGY PLAYBOOK

Get smarter about how you spend — and what you say.

- ✓ Focus ad copy on answering real search intent. Phrases like “Pet-Safe Pest Control Near You” or “Seasonal Lawn Treatment Experts” outperform generic headlines.
- ✓ Align every ad with a landing page that clearly delivers on its promise — match the message, offer, and tone.
- ✓ Track leads and calls by source to measure ROI across Google Ads, Local Services, and other channels.
- ✓ Test new formats early. Sponsored placements inside AI results will reward clarity and brand trust, not just high bids.

Check out the [Strategy Scorecard](#) to see where you stand.



THE CHANGING CUSTOMER JOURNEY

AI hasn't just changed search results. It has changed how customers make decisions.

People are no longer browsing multiple websites or comparing long lists of options. They expect fast, trustworthy answers tailored to their specific situation. Whether they're searching for termite treatment or seasonal fertilization, most want a clear solution they can act on right away.

That expectation has raised the bar for what happens when a customer does land on your website. Every visit now has more weight. Customers are forming opinions in seconds, and they're more likely to choose the company that looks credible, approachable, and ready to help immediately.

Strong first impressions have become one of the most powerful marketing tools available. That means:

- Clear calls-to-action, like "Schedule Now" or "Get a Quote Today."
- Prominent, authentic reviews that confirm your credibility.
- Transparent information about pricing, safety, and service areas.
- Fast-loading, mobile-friendly pages that make it easy to contact you.

It's no longer enough to show up in search results. You have to make those few seconds of attention count. When a potential customer clicks, they're already deep in their decision process - and they're expecting you to meet them there with clarity and confidence.



AI Reshapes the Customer Journey and Expectations

Schedule Now

Get a Quote Today



What Today's Customers Expect

- ✓ Quick, reliable answers
- ✓ Proof of trust and quality
- ✓ Effortless ways to connect

COALMARCH MARKETING STRATEGY PLAYBOOK

Turn curiosity into confidence the moment someone clicks.

- ✓ Simplify your website's conversion paths — make it effortless to call, text, or schedule from every page.
- ✓ Showcase authentic reviews and testimonials where visitors make decisions.
- ✓ Use clear, transparent pricing or service explanations to reduce hesitation and build trust.
- ✓ Check your site speed and mobile layout; most first impressions happen on phones.
- ✓ Add strong follow-up automation for web forms and missed calls to capture interest before it cools.

Check out the [Strategy Scorecard](#) to see where you stand.



WHAT'S NEXT: Building a Smarter Search Strategy for 2026

The past year confirmed what marketers have been predicting for a while: search is no longer a static list of links. It's an evolving ecosystem shaped by AI, user behavior, and brand reputation.

As we move into 2026, the businesses seeing the most growth are the ones adapting early. They understand that every digital signal — from the words on their website to how fast they respond to reviews — influences how often they're chosen, cited, and trusted.

Here's what we expect to see in the year ahead:

AI-first search becomes the standard. Conversational tools like Gemini and ChatGPT will continue to influence how people search, compare, and choose local providers. Visibility will depend on how well your content helps those systems provide accurate, trustworthy answers.

Zero-click searches continue to grow. More customers will find what they need without ever visiting a website. Brand awareness and reputation will matter as much as, if not more than, traditional SEO rankings.

Optimization shifts from keywords to context. Structured data, FAQs, and localized content will play a bigger role in helping search engines understand what you do, where you serve, and why you're credible.

Brand authority becomes a key differentiator. AI tools are already referencing well-known brands even when they're not linked. That means



AI and the Future of Search Strategy 2026

building recognition and trust across multiple platforms is now a visibility strategy, not just a PR goal.

Ad models evolve within AI results. Expect new formats that blend paid placements into AI-generated answers. This will make creative strategy and message clarity more important than bidding alone.

For pest and lawn companies, staying visible will require flexibility and a focus on fundamentals: helpful content, consistent branding, and a seamless customer experience. The technology will keep changing, but the brands that communicate clearly, act transparently, and prioritize trust will continue to rise above the noise.

The Bottom Line

Your search strategy is no longer just about ranking. It's about earning trust in the moments that matter most. Every word, review, and detail of your online presence shapes how both customers and algorithms perceive your business.

AI hasn't changed the fundamentals of good marketing - it has magnified them.

The companies that lead with trust, expertise, and authenticity will be the ones that continue to grow, no matter how search evolves.

MAKING SENSE OF MARKETING DATA

The way we measure marketing performance keeps evolving, and the metrics that once told the whole story no longer do. Visibility now goes beyond search rankings or clicks. It includes how your brand appears in AI search results, how customers interact with you online, and how efficiently your marketing spend turns into real opportunities.

These are the core metrics every pest and lawn company should understand before looking at performance data. Together, they reveal not just what's happening — but why it's happening.



The Fundamentals



LEADS

Your most important metric. Track every qualified contact from calls, forms, chats, and texts. True visibility comes from integrating your CRM and ad data so you can see which channels deliver real opportunities, not just inquiries.



COST PER LEAD (CPL)

Your efficiency checkpoint. Rising CPL isn't always negative — it may mean higher-quality leads or more competitive markets. Use CPL trends alongside conversion and close rates to understand the full picture.



CONVERSION RATE

A measure of how effectively your website and ads turn interest into action. Remember that off-site leads from Google Business Profile or Local Service Ads often aren't reflected here — a lower rate doesn't always mean weaker performance.



SPEND EFFICIENCY

The balance between budget and results. Track where your dollars create the strongest ROI, especially across seasons. The best budgets are flexible, shifting spend to channels and months that convert best.



IMPRESSION SHARE

Your visibility score. It tells you how often your ads show when someone searches for your services. Low share usually means untapped demand or strong competitors bidding in your market.



THE MODERN METRICS **MATTER**



AEO (ANSWER ENGINE OPTIMIZATION)

How often your content appears or is cited in AI-generated search results. Optimizing for clear, direct answers increases your chance of visibility in these emerging formats.

GSO (GENERATIVE SEARCH OPTIMIZATION)

How well your content structure helps AI tools interpret your expertise. Organized, conversational content performs better than keyword-stuffed pages.

ROAS (RETURN ON AD SPEND)

Measures revenue generated for every dollar spent on ads. A higher ROAS shows efficient campaigns that drive meaningful growth, not just traffic.

CAC (CUSTOMER ACQUISITION COST)

Combines marketing and sales spend to show what it truly costs to win a new customer. Tracking this year over year highlights your efficiency gains.

ENGAGEMENT VALUE

A Coalmarsh Marketing metric that reflects lead quality, not just quantity. It blends on-site behavior — like time on page, interactions, and review conversions — to show how ready a user is to take action.

E-E-A-T SIGNALS

Experience, Expertise, Authoritativeness, and Trustworthiness. Google and AI tools prioritize brands that prove credibility through reviews, consistency, and transparency.

SEE BEYOND THE NUMBERS

Data is powerful, but only when you know how to interpret it. The numbers in this report don't just measure performance — they reveal opportunities. As you look through the following pages, think about what the data is really saying about your business.

Are we seeing the full picture?

Do our reports connect leads, spend, and close rates — or are we only looking at surface metrics like clicks and traffic?

Where are we strongest, and where are we overspending?

Are certain channels consistently delivering quality leads, or are budgets still spread too thin?

How well are we converting attention into action?

Does our website and follow-up process make it easy for customers to choose us once they've found us?

What's changed since last year?

Is our visibility improving in key markets? Are leads becoming more expensive, or more valuable?

Do we have the right data to make confident decisions?

If not, where are the blind spots — and what systems or tracking could close them?



The right questions turn performance data into growth strategy.

YOY ORGANIC & GENERATIVE SEARCH

PERFORMANCE

YOY ORGANIC & GENERATIVE SEARCH PERFORMANCE

2025 flipped the script on organic search results. With the growing role of AI in search results and Google's evolving approach to determining the best answers to users' questions, the landscape has shifted. However, **this has only amplified the need for smarter, more strategic SEO** to keep up with generative search.

This year, AI Overviews took center stage and [reshaped how people find answers](#). This hit industries like pest control and lawn care especially hard, since homeowners often search things like "how to get rid of ants" or "what causes lawn disease." These used to drive steady blog traffic, but in 2025, many of those clicks never reached websites. Google answered the questions directly on the results page, fueling the rise of **zero-click searches** for informational queries.

how to get rid of ants in the house

AI Overview

To get rid of ants, use a combination of methods: **clean surfaces to remove pheromone trails, seal entry points, and use bait or deterrents**. Natural remedies include a vinegar or lemon juice spray, while DIY baits can be made with sugar or either baking soda or borax to kill the colony. For more stubborn infestations, commercial bait stations are an effective alternative.

Immediate actions and prevention

What Changed — and Why It Matters

With more zero-click searches and Google's AI-generated summaries answering informational questions upfront, overall organic traffic dropped across both pest and lawn care.

So where's the bright spot?

ORGANIC LEADS ACTUALLY INCREASED YEAR OVER YEAR.

While organic traffic declined, **lead-driving visibility stayed strong**. Our clients continued appearing in the service-focused searches that matter most—"termite inspection," "ant control near me," "grub treatment," "lawn fertilization," and similar terms. Even though informational content saw lower traffic, it has never been the primary source of conversions. The important takeaway: customers still found our clients when they were actively looking for services.

If your organic sessions went down in 2025, this doesn't automatically signal a problem. What matters most is whether lead volume stayed consistent or increased — and whether your service and location pages continued ranking well.

Organic search is evolving, but it's still one of the most reliable and efficient channels for growth. The shift toward fewer — but more qualified — visitors is a trend we expect to continue into 2026.

GENERATIVE SEARCH: The Next Frontier — And How Our Clients Stack Up

2025 didn't just change how people search — it introduced an entirely new layer of discovery: generative search. Tools like Google's AI Overviews, ChatGPT, and Microsoft Copilot now play a growing role in how homeowners get answers, compare providers, and decide who to call.

And while the landscape is changing fast, here's the good news: generative search still relies on the same core principles that strong SEO is built on — authority, clarity, trust, and service relevance. The difference now is in how those signals are interpreted and surfaced, which means **SEO has to be smarter, more intentional, and more strategic than ever.**



So how are Coalmarch clients performing in this new era?

When we stack Coalmarch client visibility against typical platform baselines, the story is strong: our clients are being cited across far more unique AI queries than expected, led by a breakout presence in Google AI Overviews and clear momentum in Google Gemini. Perplexity is trending slightly above normal at 12 cited queries, ChatGPT is steady around the expected range at 10, and Microsoft Copilot is the one surface still under-indexed at 5 — giving us a clear opportunity to expand query coverage as this channel continues to grow.

AI Search Engine Average Citations		
Platform	Home Services Baseline	Coalmarch
Google AI Overviews	5-10	103
Google Gemini	5-10	22
Perplexity	5-15	12
ChatGPT	10-20	10
Microsoft CoPilot	3-10	5

Citations measure the number of unique AI queries where a brand is surfaced as a source in the AI answer. They indicate visibility coverage across topics, not total impressions — since any single cited query may be searched at scale and generate many AI Overview views. Think of citations as how many doors you're showing up behind, not how many people walked through each door.

Our clients aren't just keeping up — they're outperforming expectations across every major generative search touchpoint.



Mastering the Generative Search Frontier

WHY DOES THIS MATTER?

This matters because generative search is quickly becoming a homeowner's first stop for:

- "Which pest control company near me is best?"
- "What's the fastest way to get rid of ants?"
- "Who treats lawn disease in my area?"
- "What's the safest termite treatment?"

When these answers are delivered through AI summaries instead of traditional blue links, visibility becomes a competitive advantage — and our clients are landing in those AI-generated recommendations more often than industry norms suggest.

What This Means Going Into 2026

Generative search isn't going away, but it's not something to fear. A strong foundation in SEO fundamentals, combined with a forward-thinking, strategic approach to generative search, will set your business up for long-term success.

Coalmarch Marketing is already preparing clients for the next generation of search, and the data shows it's working.

Strong visibility in generative search today leads to stronger brand recognition, more trust, and higher-intent leads tomorrow.

ORGANIC PERFORMANCE

PEST CONTROL

Our pest control clients saw a noticeable drop in total organic sessions in 2025, but lead volume still increased — a sign that the people reaching their sites were more intentional and more likely to be dealing with an active issue. Homeowners searching for termites, ants, rodents, bed bugs, or spiders converted at strong rates even as broader informational traffic declined.

YOY Organic Performance - Pest Control					
Year	Avg Mo Spend	Avg Mo Sessions	Avg Mo Leads	Organic CPL	Conversion %
2024	\$2,713	2,728	94	\$59.33	8.0%
2025	\$2,748	1,967	101	\$55.06	8.1%
Change	1.3%	-27.9%	7.4%	-7.2%	1.4%

At the same time, organic visibility actually grew. Total impressions rose significantly across branded, service-related, and informational searches, meaning our clients **showed up in search results more often than last year** — gaining visibility across the board.

YoY Organic Impressions				
Year	Total Impressions	Branded Impressions	Blog Impressions	Service Impressions
2024	752,818	12,411	519,426	120,330
2025	1,305,711	21,052	614,609	477,200
Change	73.44%	69.62%	18.32%	296.58%

WHAT ARE “ORGANIC SEARCH RESULTS”?

Organic in this report means everything coming from unpaid Google searches to a website — rankings, clicks, and performance for service, location, branded, and blog searches. It doesn’t include anything from Google Business Profile/Maps listing, and it doesn’t include anything that came directly from typing in a URL or from a referral like Facebook or LinkedIn.

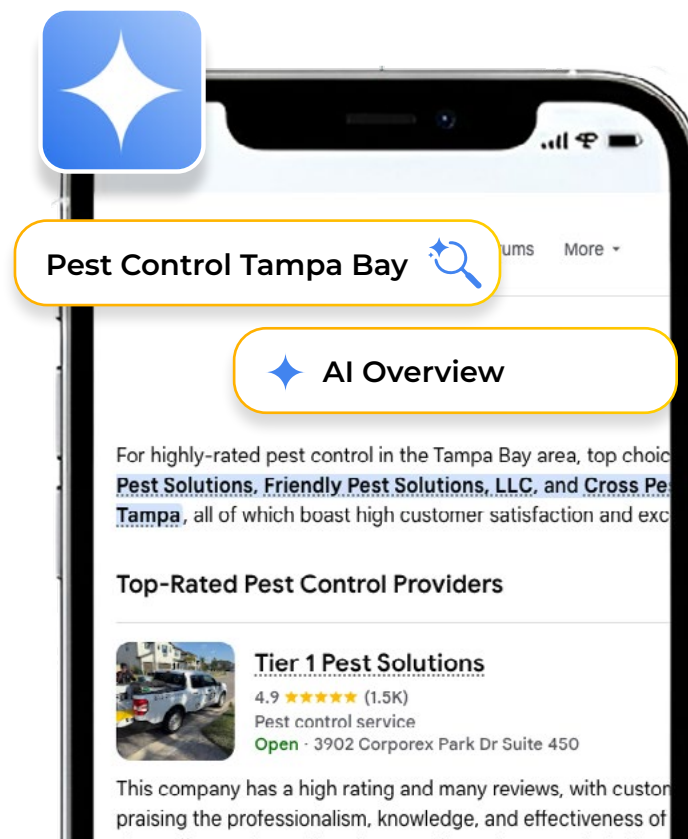


High-Intent Traffic Drives Pest Control Conversions

Even with those increases in visibility, clicks still decreased. This lines up with broader AI-driven search trends: Google is answering a larger share of informational pest questions directly on the results page (“What kind of bug is this?” “Why do I have ants?”), which means fewer users need to click through to a website.

When you look at where pest control companies actually lost clicks, the drop comes entirely from blog content — the same queries now being fulfilled by AI Overviews. But the important part: branded and service-related searches went up. More users searched directly for pest control companies by name, suggesting that AI Overviews are reshaping the path to conversion. Homeowners may read AI-generated summaries first, then go back and search for a specific company once they’re ready to schedule service.

That shift makes brand recognition, trust signals, and clear market positioning more important than ever.



YoY Organic Impressions				
Year	Total Clicks	Branded Clicks	Blog Clicks	Service Clicks
2024	10,988	820	8,906	769
2025	7,116	873	4,957	910
Change	-35.24%	6.46%	-44.34%	18.34%



To support this shift, we strengthened content tied to the specific problems homeowners search for. Rather than relying on broad pest pages alone, we prioritized pages focused on termites, ants, roaches, rodents, stinging insects, and seasonal pest surges. We refined internal linking around these problem categories, updated key service pages to match real homeowner language, and made sure Google could clearly connect each business to the pests they specialize in.

We also reinforced location signals and service-area relevance due to how proximity influences local visibility for searches like “exterminator near me” or “rodent removal same day.” These refinements helped preserve visibility in the areas most likely to convert.

Even though total clicks fell, service-related and branded clicks increased — meaning the traffic that did reach pest sites was stronger, more qualified, and more likely to convert. And when blog traffic is excluded, organic sessions increased, showing that the decline was largely concentrated in informational searches — not in the pages responsible for generating leads.

With higher-intent visitors making up a larger share of organic traffic, organic cost-per-lead improved and conversion rates held steady. In a year where AI-driven SERPs shifted user behavior more than ever before, clarity, local relevance, and strong branding helped our pest control clients capture the demand that mattered most.

YOY Organic Traffic (Excluding Blogs)

Year	Avg Mo Sessions
2024	1,021
2025	1,085
Change	6.3%





ORGANIC PERFORMANCE

LAWN CARE

Our lawn care clients saw fewer total organic sessions in 2025, but lead volume still increased — a strong signal that the people reaching their sites were more intentional and closer to making a decision. Homeowners searching for fertilization, aeration, weed control, and other seasonal services behaved differently this year: AI Overviews absorbed a large portion of top-of-funnel research traffic, but service-driven searches continued to bring in high-quality visitors who were ready to take action.

YOY Organic Performance

Year	Avg Mo Spend	Avg Mo Sessions	Avg Mo Leads	Organic CPL	Conversion %
2024	\$2,905	2,653	119	\$59.33	5.2%
2025	\$3,026	2,252	128	\$53.53	5.1%
Change	4.2%	-15.1%	7.6%	-9.8%	-1.9%



Lawn Care Conversion:
Optimizing SEO for AI

WHAT ARE “ORGANIC SEARCH RESULTS”?

Organic in this report means everything coming from unpaid Google searches to a website — rankings, clicks, and performance for service, location, branded, and blog searches. It doesn't include anything from Google Business Profile/Maps listing, and it doesn't include anything that came directly from typing in a URL or from a referral like Facebook or LinkedIn.





What changed most was how people interacted with search results.

Organic impressions rose dramatically across branded, blog, and service-related searches, showing that lawn care companies actually became more visible online — even as clicks declined. This reflects a clear shift in AI-powered search behavior: Google is providing more direct information in the results page, reducing the need to click, but customers still return to the brands they recognize when they're ready to book. Branded clicks increased year over year, reinforcing that brand familiarity now plays an even bigger role in the organic funnel.

Behind the scenes, we focused heavily on strengthening the pages and topics that matter most for conversion — tightening service content, improving location relevance, and making sure Google could clearly understand what each lawn business offers and where they operate.

As broader informational traffic declined, these efforts helped keep the highest-value pages visible and performing.

We also refined internal linking, ensured service pages were organized around seasonal needs, and supported clients in earning fresh reviews and maintaining strong Google Business Profile engagement. These elements all play a role in helping Google trust a business more, which becomes even more important when organic rankings shift in response to AI-driven changes.

YoY Organic Impressions

Year	Total Impressions	Branded Impressions	Blog Impressions	Service Impressions
2024	571,809	11,160	332,914	151,635
2025	1,046,655	14,209	463,682	430,636
Change	83.04%	27.32%	39.28%	184.00%



Even though total sessions went down, service-related organic traffic remained steady — and excluding blog visits, organic sessions actually grew. That means the drop was concentrated mostly in informational content, not in the pages that drive sales. With lower-intent clicks filtered out, cost-per-lead improved year over year, and the traffic that did come through converted at a rate aligned with typical lawn care seasonality.

YoY Organic Impressions				
Year	Total Clicks	Branded Clicks	Blog Clicks	Service Clicks
2024	10,132	2,251	6,720	1,295
2025	7,511	2,438	3,835	1,425
Change	-25.87%	8.31%	-42.93%	10.04%

YOY Organic Traffic (Excluding Blogs)	
Year	Avg Mo Sessions
2024	1,148
2025	1,216
Change	5.9%



YOY OVERALL PAID

PERFORMANCE

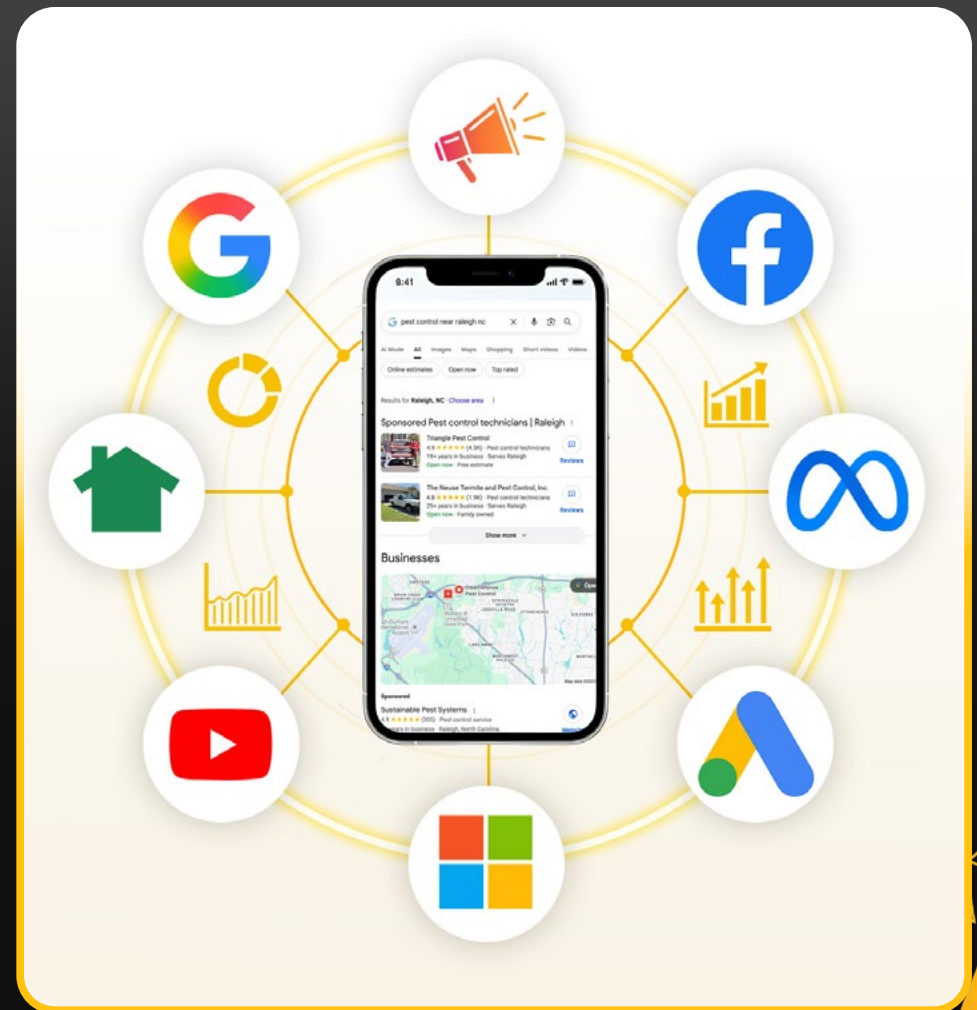


YOY OVERALL PAID PERFORMANCE

Paid advertising continues to be one of the fastest ways to drive measurable growth for your business — but the landscape has never been more competitive. Rising costs-per-clicks, increasing automation options, and aggressive bidding from national brands expanding into new territories mean that simply “running ads” isn’t enough anymore (and hasn’t been for awhile!). You need a strategy that **knows where to invest, when to shift, and how to get the most out of every dollar.**

The Core Channels We Prioritize to Drive Paid Growth

Your paid performance is only as strong as the channels you invest in — and not all platforms carry the same weight for pest and lawn companies. At Coalmarsh Marketing, we prioritize the channels that consistently deliver high-intent traffic and reliable lead volume, then reinforce them with awareness and retargeting tactics that strengthen visibility over time. Each platform plays a distinct role in your funnel, and the most effective strategies use them intentionally, not equally.



HOW EACH PLATFORM CONTRIBUTES TO YOUR PAID STRATEGY



GOOGLE ADS

Google remains the primary engine for capturing homeowners with immediate intent. We build campaigns around search demand, seasonality, and high-conversion keywords, using tightly-focused Search campaigns combined with smart bidding strategies to maximize qualified volume while managing rising CPCs and broader targeting.



LOCAL SERVICES ADS (LSA)

LSA continues to be one of the most efficient lead sources for pest and lawn companies. We focus on maximizing your visibility in the rotation by strengthening review quantity and quality, refining service categories, monitoring proximity, and adapting to Google's ongoing LSA updates that influence ranking and lead quality.



MICROSOFT ADS

Microsoft plays a supplemental — but still valuable — role. In markets where search volume justifies it, we use Microsoft Ads to capture incremental traffic at competitive CPCs, expanding reach without diluting your budget.



NEXTDOOR ADS

NextDoor gives us hyper-local visibility inside neighborhoods. It's particularly effective for building trust and recognition in communities where word-of-mouth carries weight, and where proximity is a key buying factor.



META ADS

Paid social helps your brand stay visible before homeowners enter the buying cycle. We use Facebook and Instagram to build recognition, promote seasonal offers, and stay in front of previous site visitors, helping increase brand visibility and recall.



PROGRAMMATIC DISPLAY

Our system allows us to scale reach with precise targeting and retargeting. We use it to reinforce your brand across the web, improve recall, and support both paid and organic performance by keeping your business visible long before a homeowner searches for services.

What's Driving Changes in Paid Performance in 2025?

Paid performance in 2025 is being shaped by a mix of industry pressures, shifting consumer behavior, and the platforms themselves evolving faster than ever. These are the forces most affecting how far your advertising dollars go — and what it takes to stay competitive.

Acquisitions Continue Reshaping Local Markets

[Large brands continue to acquire local companies](#), bringing bigger budgets, stronger review profiles, established brand awareness, and aggressive bidding strategies into markets that were once quieter. This creates more intense competition in both Google Ads and LSA, particularly in dense urban and suburban ZIP codes.

Ad Costs Are Climbing Across Platforms

Inflation, rising demand, and automated bidding systems are pushing costs up across search and LSA. Even well-optimized campaigns are seeing higher CPCs and higher cost-per-leads compared to previous years — which means efficiency now comes from smart allocation, not simply maintaining the same spend.

Search Behavior Is Shifting

Homeowners are using more platforms to search for services — not just Google. LSA, Maps, Instagram, Meta, NextDoor, and even AI-driven search surfaces are all influencing how and where customers discover service providers. This creates more touchpoints to manage but also more opportunities to capture visibility and build brand familiarity.

Platform Automation Is Changing How Campaigns Perform

Google continues to lean heavily into automation: broader matching, audience expansion, more aggressive bidding systems, and frequent changes inside LSA. These shifts require tighter campaign oversight, stronger data inputs, and more proactive adjustments to maintain efficiency.

Customer Expectations Are Higher

Faster response times, more reviews, tighter service areas, and cleaner user experiences influence how often your ads show — and how well they convert. Businesses with stronger reputations, faster follow-up, and clearer service positioning are outperforming those who rely purely on budget.

YOY PAID SUMMARY

PEST CONTROL

Paid performance for our pest control clients in 2025 reflects a year where rising platform costs and increased competition required more intentional budgeting. Average monthly paid spend decreased by nearly 5%, yet lead volume remained almost flat — a sign that our team focused on protecting efficiency and distributing budgets where they would have the most impact.

We scaled back spend in areas where the cost of acquiring new leads rose significantly and shifted budgets toward more efficient tactics to help stabilize lead costs. This approach allowed our clients to maintain visibility in their highest-value markets without overspending in places where competition or platform changes were driving costs up.

Even with these adjustments, cost-per-lead increased year over year. This aligns with what we've seen across the pest control industry: stronger competition in key markets, expanded bidding pressure from larger brands, and platform-level cost increases have made paid visibility more expensive than in prior years. Tightening budgets around the times and markets with the highest intent helped soften the impact of these shifts, even as overall costs rose.

YOY Overall Paid Performance

Year	Avg Mo Spend	Avg Mo Leads	Avg Mo CPL
2024	\$6,997	64	\$95
2025	\$6,656	63	\$111
Change	-4.9%	-1.5%	16.8%

***To create a fair benchmark, each client's monthly averages are calculated individually and then averaged across all pest accounts. This prevents larger companies from skewing the data. Because of that structure, you may notice that dividing total spend by total leads won't match the CPL values shown — this is expected and intentional.



YOY PAID SUMMARY

LAWN CARE

Paid performance for our lawn care clients in 2025 reflects a year where intentional investment delivered meaningful gains. Average monthly paid spend increased by 17%, and lead volume grew by nearly 6%. Most importantly, cost-per-lead decreased by almost 7%, showing that higher spend was paired with stronger efficiency — not just more budget.

These results stem from how we approached lawn campaigns this year. Lawn services have a narrower seasonal window and more pronounced demand swings than pest, so our team focused on investing more heavily during periods when intent is highest. By pacing budgets around peak lawn activity and tightening spend in slower months, we captured more qualified demand while minimizing waste.

We also refined how budgets were allocated across the paid ecosystem, ensuring spend was concentrated in the channels and tactics most likely to convert lawn buyers. This balance of strategic timing, smarter allocation, and tighter optimization contributed directly to the reduction in CPL, even as competition increased in many lawn markets.

YOY Overall Paid Performance

Year	Avg Mo Spend	Avg Mo Leads	Avg Mo CPL
2024	\$2,121	25	\$97
2025	\$2,486.95	26	\$90
Change	17.3%	4%	-7.2%

**To create an accurate benchmark, each client's monthly averages are calculated individually and then averaged across the full lawn dataset. Because of this structure, CPL values won't match perfectly if you manually divide average spend by average leads — that's expected and ensures larger clients don't skew the results.*



YOY GOOGLE ADS

PERFORMANCE

YOY Google Ads Performance

Google Ads played a very different role in 2025 than it has in past years. Rising competition, AI-driven SERP changes, and shifts in customer behavior all shaped how pest and lawn companies showed up — and what it took to stay competitive.

Even with all that movement, one thing stayed true: Google Ads remained one of the most reliable ways to generate high-intent leads. But it required sharper messaging, tighter targeting, and a deeper understanding of what customers were actually searching for and how to reach them.

What Changed — and Why It Matters

Ads Looked Different — And Showed Up Differently

Google continued testing [new AI-supported layouts](#) this year, including sponsored placements inside AI Overviews and more blended ad formats. These changes meant that the top spots weren't always the same from one week to the next, which is why click-through-rates and cost-per-click shifted across many local industries.

[Research showed](#) that increases in CPCs tied to:

- more advertisers entering the market,
- fewer above-the-fold placements,
- and broader matching that pulled companies into more auctions than expected.

This created a more competitive environment for pest and lawn companies, especially during peak seasons.

Customers Made Faster Decisions

Homeowners became more decisive in 2025. Many compared options through Google Business Profile or Local Services Ads before ever clicking into paid search ads. That meant fewer clicks overall — but the people who did click were often much closer to booking a service you offer. This put more pressure on ad messaging and landing page clarity, because mismatched messaging stood out quickly. If someone searched for “ant control” and landed on a page talking about general pest services, they moved on. The ads that stayed focused on the exact problem the customer was trying to solve outperformed the others.

HIGH-INTENT SEARCHES BECAME EVEN MORE COMPETITIVE

Trend data from BrightLocal points to more pest and lawn companies investing in digital visibility in 2025 — everything from reviews, to GBP optimization, to paid search. That increased activity contributed to stronger competition on high-intent keywords like ‘termite inspection,’ ‘mice in attic,’ ‘grub control,’ and ‘weed control near me.’

With fewer premium positions available, relevancy mattered more. Ads that spoke directly to a customer’s need — “Pet-Safe Mosquito Treatments,” “Same-Day Wasp Removal,” “Seasonal Lawn Fertilization Plans” — outperformed broad, brand-first messages like “Trusted Lawn Experts Since 1990”.

GOOGLE ADS

PEST CONTROL

Pest control companies faced more competition in Google Ads this year, especially around urgent searches like “mice in my wall” or “wasp nest removal.” With more advertisers trying to show up for these high-demand terms — and Google testing new AI-driven layouts that pushed standard ads out of the top spots more often — staying visible required sharper, more focused messaging.

The ads that performed best were the ones built around specific problems rather than broad, general service language. When the headline speaks directly to what a homeowner is dealing with — termites, rodents, ants, mosquitos — they’re more likely to click and convert. We leaned into this approach throughout the year, shifting spend toward campaigns that match real homeowner intent and tightening or pausing campaigns when rising costs didn’t justify the return.

As Google continued automating more of the platform and expanding how queries were matched, we focused on reinforcing the campaigns that consistently delivered the highest-intent traffic. This helped reduce wasted spend and maintain stability, even as CPCs rose and competition increased. The result is a year where Google Ads required more precision and more adaptation — but the right strategy still made it possible to capture meaningful demand.

YOY Paid Performance - Google Ads					
Year	Avg Mo Spend	Avg CPC	Avg Mo Leads	Avg Mo CPL	Conversion %
2024	\$3,215.06	\$9.81	31	\$113	10.5%
2025	\$3,062.85	\$14.47	23	\$148	9.5%
Change	-4.7%	47.5%	-25.8%	30.7%	-9.2%





GOOGLE ADS

LAWN CARE

Lawn care companies saw a steadier year in Google Ads, especially around seasonal searches like “spring fertilization near me” or “fall aeration services.” Even though more competitors were running ads in 2025, these searches tend to be less urgent and more comparison-driven than pest — which helped keep costs more manageable overall. Homeowners were still taking time to compare providers, so ads needed to be direct, relevant, and aligned with exactly what they were looking for.

The strongest results came from ads built around one specific need — fertilization, weed control, aeration, overseeding — rather than broad, catch-all messaging. When the headline matched the task a homeowner

had in mind, we saw clearer click-through rates and more efficient conversions. Throughout the season, we shifted budgets toward these high-intent searches and pulled back when interest dropped or when broader campaigns weren’t performing as well.

As Google continued testing AI-driven SERP layouts and expanding how it matches queries, we focused on reinforcing what consistently brought in qualified traffic and adjusting budgets around peak lawn care demand. This helped maintain efficiency even as competition increased, making 2025 a year where the right timing and more specific messaging made a meaningful difference in performance.

YOY Paid Performance - Google Ads

Year	Avg Mo Spend	Avg CPC	Avg Mo Leads	Avg Mo CPL	Conversion %
2024	\$2,116.97	\$9.89	22	\$170	10.2%
2025	\$2,466.91	\$9.15	21	\$154	8.0%
Change	16.5%	-7.4%	-4.5%	-9.4%	-21.5%

2025 MONTHLY GOOGLE ADS PERFORMANCE

PEST CONTROL

Google Ads performance for pest control followed a predictable seasonal rhythm in 2025. Search demand increased through spring and peaked in the summer months, which drove higher spend, stronger conversion rates, and more consistent lead flow during the warmest part of the year.

The strongest performance landed between July and September, when homeowners were actively searching for solutions to ants, termites, roaches, and rodents. Conversion rates were noticeably higher during this window, and campaigns produced steady lead volume even as more advertisers entered the space. These months remain the most competitive of the year — but also the most productive for capturing high-intent pest traffic.

CPC stayed relatively stable throughout the year, with only slight fluctuations despite increased competition. Most of the month-to-month variation came from shifts in homeowner urgency: when pest activity climbed, campaigns converted quickly; when pressure eased, lead volume tapered. December saw the sharpest decline in conversions, which is typical as pest activity slows and homeowners are less actively searching for help.

Overall, the monthly trends highlight the importance of pacing budgets around real pest behavior. Investing more heavily during high-pressure months — and pulling back when demand drops — remains one of the most reliable ways to keep Google Ads performance steady and aligned with actual homeowner intent.

2025 Monthly Google Ads Performance - Avg												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg Mo Spend	\$3,390	\$3,098	\$4,683	\$3,970	\$4,015	\$4,305	\$5,955	\$6,343	\$7,290	\$5,930	\$3,706	\$3,706
Avg CPC	\$13	\$16	\$12	\$13	\$13	\$13	\$14	\$15	\$16	\$13	\$13	\$13
Avg Mo CPL	\$157	\$173	\$165	\$162	\$171	\$159	\$136	\$126	\$165	\$165	\$165	\$241
Avg Mo Conv Rate	9.50%	9.24%	9.59%	10.02%	9.54%	11.56%	11.88%	12.10%	12.06%	9.65%	9.65%	5.94%



2025 MONTHLY GOOGLE ADS PERFORMANCE

LAWN CARE

Google Ads performance for lawn care followed a predictable seasonal pattern in 2025, with results closely tied to when homeowners actively look for fertilization, aeration, weed control, and other core services. As demand ramped up in spring and early summer, spend and conversions rose with it.

The strongest stretch of the year ran from March through July. During these months, budgets increased as searches surged, and conversion rates remained high — peaking in June, when homeowners were most motivated to improve their yards. CPL was also at its most efficient in this window, making it the best period for capturing high-intent lawn leads.

Late summer brought steady performance, but once fall arrived, search interest shifted. From October through December, both spend and conversion rates declined as homeowners moved out of peak lawn service season. These months consistently show lower intent and less efficient CPL across the lawn care industry, and 2025 followed that familiar pattern.

Overall, the monthly data reinforces how important timing is for lawn care advertisers. Aligning budgets and campaign focus with seasonal demand makes Google Ads significantly more effective — allowing lawn companies to make the most of high-intent periods and conserve budget during the quieter months!

2025 Monthly Google Ads Performance - Avg

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg Mo Spend	\$1,519	\$1,982	\$3,766	\$4,180	\$3,307	\$2,760	\$3,523	\$3,438	\$2,990	\$1,565	\$939	\$626
Avg CPC	\$6.49	\$7.64	\$9.36	\$9.28	\$9.43	\$9.20	\$7.67	\$7.74	\$8.57	\$8.77	\$8.33	\$8.33
Avg Mo CPL	\$158	\$173	\$180	\$190	\$216	\$137	\$121	\$134	\$145	\$120	\$120	\$120
Avg Mo Conv Rate	5.69%	5.83%	6.85%	7.25%	6.90%	12.81%	7.24%	7.92%	8.65%	7.92%	7.58%	7.58%

YOY LOCAL SERVICES ADS

PERFORMANCE

YOY LOCAL SERVICES ADS

Local Services Ads continued to be one of the most reliable sources of high-intent leads in 2025. Homeowners using LSA are usually ready to book — not just researching — which makes this platform especially valuable for pest and lawn businesses. But this year also brought more competition, more variability, and more pressure on the ranking factors that determine who appears in the top positions.

A More Competitive and Less Predictable Landscape

LSAs rely heavily on ranking signals like review count, responsiveness, and proximity. In 2025, more pest and lawn businesses strengthened these areas, which made it harder to consistently stay in the top few placements of ads without consistent platform management.

This was most noticeable in urgent pest situations such as **“termites,” “rodent removal,”** or **“wasp nest removal,”** where customers choose quickly and multiple businesses aim for the same positions. Lawn care saw similar pressure during seasonal peaks — searches like **“aeration services,” “weekly lawn mowing,”** and **“spring fertilization near me.”**

AI-Driven Layout Shifts and Ranking Factors Carried More Weight

Google continued testing new AI-powered SERP layouts, and some of those changes affected how often LSAs were displayed and in what order. Businesses saw greater volatility in their ad placement as Google experimented with formats that prioritized different combinations of ranking signals.

These signals — including proximity, review volume and quality, service category accuracy, and response speed and consistency — mattered more than ever. Customers make fast decisions in LSA, often selecting the first or second business in the list. That means even small shifts in ranking can have a noticeable impact on performance.

Why LSA Still Works

Even with rising competition and cost increases, LSAs remain one of the strongest advertising channels for pest and lawn companies. The reason is simple: homeowners using LSAs are usually ready to act. They’re dealing with an active infestation, planning for a seasonal service, or searching for someone available now.

LSA leads tend to be:

- High-intent
- Location-driven
- Problem-specific
- Closer to scheduling than typical search traffic

That’s why LSA continues to produce some of the most cost-effective paid leads across our client base, even as CPL has risen gradually over the last five years.

LOCAL SERVICES ADS

PEST CONTROL

Local Services Ads (LSA) remained one of the most important lead sources for pest control companies in 2025 — but it was also one of the most competitive years we’ve seen on the platform. Even with a 15% increase in average monthly spend, lead volume dipped slightly, and cost-per-lead continued its five-year climb. More providers competing for the same limited rotation spots, paired with Google tightening its expectations around reviews and responsiveness, made it harder to appear consistently at the top.

Even with these shifts, LSA still produced some of the most reliable, high-intent leads for urgent pest issues like termites, rodents, and stinging insects. Homeowners often turn to LSA before they do anything else, and that behavior didn’t change — the landscape around it simply became more crowded.

To help clients stay competitive, we focused on the levers that meaningfully influence LSA performance. Throughout the year, we made location-based recommendations — including when opening an additional office could help improve proximity signals and unlock stronger visibility. We also encouraged clients to adopt tools like [Applause](#) to support ongoing review generation, knowing that volume and recency play a major role in how Google ranks businesses in LSA.

Because LSA continues to evolve, we monitored performance trends closely and made adjustments to increase or reduce spend based on seasonality, demand, and cost patterns. The steady rise in LSA CPL over the last five years shows that competition for these placements will likely keep climbing, but with the right structure and strategy, LSA remains one of the most effective paid channels for capturing immediate, high-intent searches in pest control.

YOY Paid Performance - LSA			
Year	Avg Mo Spend	Avg Mo Leads	Avg Mo CPL
2024	\$3,331.24	45	\$86
2025	\$3,836.89	42	\$94
Change	15.2%	-6.7%	9.3%



Engage your team.
Get more reviews.
Grow your business.

Learn More



LOCAL SERVICES ADS

LAWN CARE

Local Services Ads played a steady role for lawn care companies in 2025. Average monthly spend increased by about 15%, lead volume rose slightly, and cost-per-lead improved year over year — a positive trend in an advertising environment that continues to get more competitive.

A challenging factor in lawn performance is how broad the LSA category for lawn care service has always been. Google groups together “lawn mowing” and “lawn maintenance” into one service category, meaning that a business can’t show up for “lawn care” searches without also getting mowing leads. With this category, businesses must make the hard decision to either risk not being able to show up for lawn care searches by keeping this category turned off or risk paying for leads for a mowing service they may not offer by leaving it turned on.

Even with that challenge, 2025 was a solid year for lawn companies on LSA. Homeowners searching for services like aeration and fertilization continued to rely on LSA early in their decision-making process, and those leads aligned well with peak-season demand patterns.

To support client performance, we focused on the strategic levers that influence long-term LSA visibility: recommending additional office locations when proximity was limiting performance, encouraging the use

of platforms like Applause to strengthen review volume and recency, and adjusting budgets around seasonal spikes. These steps contributed to keeping cost-per-lead efficient despite rising competition in many markets.

Overall, lawn care performance in LSA improved modestly because costs remained manageable, demand stayed predictable, and budgets were aligned with the seasons that drive the highest-intent searches. While the category naturally attracts a mix of inquiries, LSA remains one of the most cost-effective channels for reaching homeowners actively seeking lawn services.

YOY Paid Performance - LSA

Year	Avg Mo Spend	Avg Mo Leads	Avg Mo CPL
2024	\$1,329.30	28	\$55
2025	\$1,529.94	29	\$53
Change	15.1%	4.9%	-3.4%

YEAR-END CHANNEL

PERFORMANCE

YEAR-END CHANNEL PERFORMANCE OVERVIEW

PEST CONTROL

HOW COSTS SHIFTED ACROSS CHANNELS

Cost-per-lead rose across most paid pest channels in 2025, reflecting a more competitive environment and higher platform costs across search and LSA. Google Ads saw the largest increase as higher CPCs and broader automated matching made it more expensive to stay visible for high-demand queries. LSA CPL also climbed year over year, continuing the steady upward trend we’ve seen as more pest providers rely on the platform for urgent, problem-driven leads.

Organic search remained the most cost-efficient channel by a wide margin. Even with fewer total sessions, the visitors who reached pest control websites were more intentional and more likely to convert — leading to an improvement in organic CPL. This shift reinforces the growing importance of strong brand recognition and clear service relevance as AI-led search changes how early-stage queries behave.

Across the full channel mix, rising paid costs made efficiency harder to maintain, but focusing spend on the highest-intent paid opportunities and strengthening organic visibility helped offset some of those pressures and kept overall lead acquisition sustainable.

Channel Performance - Total Annual CPL			
Channel	2024 Annual CPL	2025 Annual CPL	Change
Organic	\$46	\$44	-4.34%
Total Paid	\$95	\$111	16.84%
LSA	\$86	\$96	11.63%
Google Ads	\$113	\$148	30.97%

YEAR-END CHANNEL PERFORMANCE OVERVIEW (Contd.)

PEST CONTROL

CHANNEL-LEVEL LEAD TRENDS

Organic search delivered strong year-over-year lead growth for pest control clients — despite a significant decline in total sessions. As AI Overviews absorbed more informational queries, the traffic that did reach pest websites was more qualified and conversion-ready. This helped organic leads increase meaningfully year over year and reinforced the value of ongoing content improvements, stronger location relevance, and a clearer connection between service offerings and real homeowner search behavior.

Paid channels told a different story. Total paid leads declined slightly as both LSA and Google Ads became more competitive. LSA remained a major driver of high-intent leads for urgent pest issues, but more businesses fighting for the same rotation spots resulted in modest YoY declines. Google Ads saw a sharper decrease in total leads as rising CPCs and increased auction pressure reduced visibility in key markets.

These trends highlight how important it has become to balance short-term paid opportunities with long-term organic strength. Organic continues to grow as a stable, cost-effective channel for pest control, while paid channels require more selective investment to stay efficient. Together, they form the mix that allows pest businesses to capture both immediate demand and sustained year-round visibility.

Channel Performance - Total Annual Leads			
Channel	2024 Total Leads	2025 Total Leads	Change
Organic	850	913	7.40%
Total Paid	1,293	1,242	-3.94%
LSA	524	483	-7.81%
Google Ads	428	330	-22.80%



DATA ANALYSIS





YEAR-END CHANNEL PERFORMANCE OVERVIEW

LAWN CARE

HOW COSTS SHIFTED ACROSS CHANNELS

Cost-per-lead trends for our lawn care clients in 2025 highlight a year where budgets were better aligned with seasonal demand and the channels most likely to produce cost-effective leads. Organic CPL improved again, reinforcing organic search as a stable, long-term investment that continues to generate strong results even as AI-driven changes reshape how early-stage queries behave.

Paid CPL increased modestly overall, but the underlying platforms told a more encouraging story. Both LSA and Google Ads became more efficient year over year, showing that higher investment paired with more focused, service-specific messaging helped drive down average costs on the channels that matter most during peak lawn seasons.

Because lawn care demand is heavily tied to timing — fertilization windows, aeration season, weed surges — our strategy centered on adjusting spend when intent was highest and pausing or reducing budgets when service interest tapered. This seasonal pacing, combined with clearer service positioning and stronger visibility in core markets, contributed to the improvement in LSA and Google Ads CPL, even as more competitors entered the space.

Overall, paid performance was supported by a more intentional mix of platform allocation, with more budget flowing toward the channels that consistently produced the strongest cost-per-lead results for each service line.

Channel Performance - Total Annual CPL			
Channel	2024 Annual CPL	2025 Annual CPL	Change
Organic	\$59.36	\$61.21	3.10%
Total Paid	\$89.00	\$92.00	3.37%
LSA	\$55.00	\$53.00	-3.64%
Google Ads	\$170.00	\$154.00	-9.41%



YEAR-END CHANNEL PERFORMANCE OVERVIEW (Contd.)

LAWN CARE

CHANNEL-LEVEL LEAD TRENDS

Lead volume increased across both organic and paid channels for lawn care clients in 2025, reflecting a year where stronger brand visibility and better-timed budgets supported healthier overall performance. Organic leads continued to grow, despite declines in total sessions, as AI-driven results filtered out lower-intent traffic and brought in visitors who were more motivated to take action on seasonal lawn services.

Paid channels also saw meaningful lift. Total paid leads increased nearly 10%, with LSA contributing the largest share of that growth. Homeowners frequently turned to LSA early in their decision-making for key seasonal services like aeration, fertilization, seeding, and weed control — and budgets aligned with these peak periods helped businesses capitalize on that demand. Google Ads lead volume dipped slightly, but improved CPL helped keep the channel efficient and valuable during high-intent windows.

Taken together, the annual lead trends reflect the strength of a balanced strategy for lawn care: organic visibility driving steady year-round traffic and trust, and paid channels capturing seasonal surges in demand. With clearer service messaging, stronger brand recognition, and more strategic budget pacing, lawn care companies maintained a healthy mix of leads across organic and paid platforms throughout 2025.

Channel Performance - Total Annual Leads

Channel	2024 Avg Annual Leads	2025 Avg Annual Leads	Change
Organic	1,075	1,153	7.29%
Total Paid	237	260	9.64%
LSA	297	319	7.37%
Google Ads	219	197	-10.07%

COALMARCH MARKETING STRATEGY SCORECARD

See where your marketing stands — and how to keep growing.

Search, AI, and shifting customer behavior have redefined what effective marketing looks like. This scorecard helps you evaluate how well your current strategy aligns with those changes. Each statement reflects a best practice that today's most successful pest and lawn companies have in place — and that **Coalmarch Marketing** helps our partners build every day.

Review each statement, mark the ones that apply to your business, and use your total score to see how prepared you are to compete — and win — in the modern marketing landscape.



SEARCH VISIBILITY

Stay visible where customers are searching.

My service pages include concise, helpful answers to common customer questions.

My website has earned backlinks from credible local and industry sources.

I monitor brand mentions and citations in AI results, Local Packs, and Google Maps.

My content is regularly updated, clear, and easy for customers to understand.

My Google Business Profile is updated with accurate information, current photos, and consistent reviews.

SEARCH EXPERIENCE

Adapt your content for how people actually search.

My high-traffic pages and blogs use natural, question-based language that mirrors how customers speak.

My content is structured with clear subheads, short answers, and local context to improve AI readability.

My service pages include FAQ sections that address safety, timing, and location-based details.

TRUST & AUTHORITY

Build digital trust through proof, not promises.

My website and business listings are accurate across every platform.

My site features real photos of my team, vehicles, and work.

My credentials, warranties, and certifications are visible and easy to find.

My site uses schema markup to help search engines understand my services and service areas.

My site is fast, secure, and mobile-friendly.

PAID STRATEGY

Get smarter about how you spend — and what you say.

My ad copy answers real search intent and matches the content of my landing pages.

Every ad aligns with a clear, relevant offer that reflects my customers' needs.

I track all leads and calls by source to accurately measure ROI.

I actively test new ad formats, including AI-sponsored placements, to stay ahead of competitors.

CUSTOMER EXPERIENCE

Turn curiosity into confidence the moment someone clicks.

It's easy for customers to call, text, or schedule from any page on my website.

Reviews and testimonials are prominently displayed where customers make decisions.

My pricing and service details are clear and transparent.

My website loads quickly and works flawlessly on mobile devices.

I use automation to follow up quickly on leads, web forms, and missed calls.

YOUR SCORE BREAKDOWN

Count one point for each box you checked — then see where your business stands.

Score Range	Where You Stand	What It Means
18-22	Ahead of the Curve	You're doing nearly everything right in today's digital landscape. Keep refining, testing, and tracking — you're leading your market.
13-17	Strong and Steady	You're performing well and staying competitive, but there's room to evolve your strategy for the AI-driven future of search.
7-12	In Motion	You're making progress, but some key areas need focus. Start by addressing visibility gaps, content clarity, or conversion performance.
0-6	Needs Attention	You've got work to do — but every improvement will create momentum. Dedicate time to key areas, or let Coalmarch Marketing be your growth partner to help get you on track.

NEXT STEPS

Your score isn't a grade — it's a roadmap. Revisit this scorecard throughout the year to track progress and focus your priorities.

If your results show gaps, our team at Coalmarch Marketing can help you strengthen the foundations that drive visibility, trust, and growth — and ensure your marketing evolves as fast as the world around it.

Your Growth Has a Partner

The industry is changing fast — faster than most business owners have time to keep up with. Search is shifting, AI is rewriting the rules, advertising platforms are evolving daily, and customer expectations are higher than ever. But the most important thing hasn't changed:

- Your business still needs to be found.
- Your brand still needs to be trusted.
- And your marketing still needs to turn interest into action.

That's where Coalmarch Marketing comes in.

We built this report to give you clarity — not just on what happened in 2025, but on what it means for your next move. The data tells us that pest and lawn companies are operating in a more competitive, more unpredictable landscape than ever before. But it also shows that the right strategy, the right timing, and the right partner can turn that complexity into growth.

At Coalmarch, we don't believe in one-size-fits-all marketing. We believe in understanding your seasonality, your market, your challenges, and your

goals — then building a strategy that actually reflects how your business runs. Everything we do is grounded in real performance data, industry expertise, and a commitment to helping our partners grow confidently, sustainably, and profitably.

Your success doesn't come from more noise. It comes from smarter decisions.

If you're ready to strengthen your visibility, refine your paid strategy, build real brand trust, or simply understand where your marketing stands today, our team is here to help. We work exclusively with pest control and lawn care companies — which means we know your world, your customers, and the challenges you face every day.

We're more than a marketing agency. We're a long-term partner committed to your growth. And we'd love to help you turn the insights in this report into real momentum for 2026.

LET'S BUILD WHAT'S NEXT — TOGETHER.

Ready to turn your insights into impact?

Let's build a smarter, stronger strategy for the year ahead.

Call (919)439-6066

[or send us a quick message.](#)

FUELING GROWTH

ARE WE THE RIGHT FIT FOR YOU?

We know we're not the right partner for everyone. Coalmatch is the best fit for business owners who:

- ✓ Want to grow and are ready to invest in marketing that scales.
- ✓ Value having a long-term partner rather than a short-term vendor.
- ✓ Need a partner who understands seasonality and industry-specific challenges.
- ✓ Understand that SEO is the long game and paid ads are the short-term win.
- ✓ Care about owning their market — from dominating local search to building a recognizable brand.
- ✓ Want full transparency into what's working (and what's not).

If this sounds like you, then we're ready to roll up our sleeves and help your business grow.



FUELING GROWTH

LEARN WITH COALMARCH

Growth doesn't stop with marketing deliverables — we're committed to keeping you informed, inspired, and ahead of the curve. That's why we created the Coalmarch Video Channel: a resource hub where pest control and lawn care owners can access expert-led sessions on marketing, operations, recruiting, and more.

Stay connected, stay competitive, and discover strategies you can apply to your business today.

Check Out Our Latest Videos →

KPIs That MATTER:

Tracking the Right Numbers to Grow Your Business Without Wasting Time in 2026



Quarterly Rocks vs. Daily Firefighting:

How to Set Actionable Goals That Stick For 2026

