Unavoidable Marketing

Free guide for UK pest control firms

2026 EDITION

The Pest Control Playbook

How to get more booked treatments from Google, your website and social media in 2026

01 Google Local Services Ads
02 Google Ads
03 Business Profile and reviews
04 SEO and AI search
05 Websites that convert
06 Social media
07 Speed to lead

By
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Founder, Unavoidable Marketing

INSIDE THIS PLAYBOOK

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Seven short chapters, each one written for pest control firms, and a 30-day checklist to put it all into action. Read it in one sitting, or keep it in the van and do one chapter a week before wasp season.

Who this is for

- One-van pest controllers who want a steadier diary outside wasp season
- Pest control firms who want more commercial contracts
- Anyone paying for leads and not sure what they actually get back



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A WORD BEFORE YOU START

Most pest control firms do not need more marketing. They need the right marketing, set up properly.

I have worked with trades since 2012, and pest control is one of the most urgent searches there is. Nobody shops around for a week with mice in the kitchen. They ring the first firm that looks trustworthy, and they want someone out today.

The fix is rarely one big thing. It is a handful of small things done properly: a Google Verified listing set up around the pests you treat, a Business Profile full of genuine reviews, a website that shows your training and memberships, and a phone that gets answered.

This playbook sets out exactly what we do for pest control firms across the UK, from Kent to Inverness. Use it yourself, hand it to whoever does your marketing, or ring me and we will talk it through. Either way, I hope it evens out the quiet months.

> **Judge every channel on booked treatments, not clicks, likes or leads.**

UK-wide, Leeds-based

Working with trades across England, Scotland, Wales and Northern Ireland.

AH

Andrew Heppinstall
Founder, Unavoidable Marketing

HOW TO USE THIS PLAYBOOK

One chapter a week
Each chapter stands on its own. Start with the one that costs you most jobs.

Use the checklist
The 30-day checklist turns the whole book into small weekly jobs.

Track booked jobs
Note where every enquiry came from and whether it booked.

2012	390+	92%	40+
working with trades since	projects delivered	of clients come back	UK trade businesses we work with

CHAPTER 1

01 Google Local Services Ads and Google Verified

Local Services Ads sit at the very top of many Google searches, with a Google Verified badge. You pay per lead, a call or message, not per click. You can apply to Google yourself for free, or use an agency. When someone searches "pest control near me" after hearing scratching in the loft, being the verified name at the top is hard to beat.

What Google checks before you can show

- A verified Google Business Profile
- Your VAT number or Companies House registration number
- Public liability insurance
- Any licence the law requires for the work you advertise. Keep your pesticide training certificates ready too

Checks usually take about 3 to 4 weeks after your documents go in.

How the cost works

1. **You pay per lead**
   A lead is a call or message from a customer, not a click.
2. **You set a weekly budget**
   Raise it for wasp season, lower it when you are full.
3. **The budget is separate**
   Your lead budget is paid straight to Google.

Set it up around the work you want

Job types

Switch on only the pests you treat and want: wasps, mice, rats, bed bugs, moths. Leave off anything you refer on, such as honey bees.

Service area

The postcodes you can reach the same day, not a huge radius that sends you to jobs you will turn down.

Opening hours

Only the hours someone will answer. If you do not do evening call-outs, do not show at 9pm.

BAD LEADS

Google no longer lets you dispute bad leads by hand, so the real protection is the set-up: a tight service area, only the pests you treat, hours you can answer, and rating every lead in your dashboard.

What helps you show more often

- Answering calls quickly
- Plenty of genuine, recent reviews
- A complete profile with real photos
- Being close to the customer
- Enough weekly budget

COMING IN 2027

Google is moving UK Local Services Ads accounts into Google Ads. Export your lead history now so you keep a record of which pests, areas and months paid off.

02 CHAPTER 2 Google Ads

> Search ads show for exactly what people type, so you can be there for "bed bug treatment Coventry" as well as "wasp nest removal". Unlike Local Services Ads you pay per click, which means the set-up decides whether those clicks turn into booked treatments or just cost money.

Split campaigns by pest

Wasps and insects
Nests, ants, fleas. Short, busy season. Calls only.

Rats and mice
Treatment and proofing. All year, busier when it turns cold.

Bed bugs
Urgent and discreet. Homes, landlords, hotels.

Commercial
Contracts for food businesses, offices and landlords.

Negative keywords pest controllers need

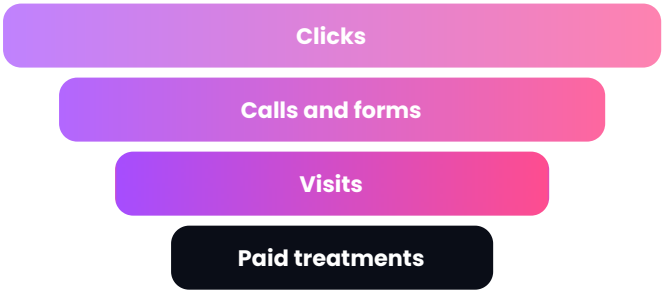
- jobs
- course
- salary
- traps
- poison
- spray
- DIY
- how to
- home remedy
- council
- humane
- free

Add these so you stop paying for people shopping for traps or trying to sort it themselves.

Get the basics right

- Target people in or regularly in your area, not people merely interested in it
- Call tracking on every ad and website number
- Conversion tracking on quote forms
- A landing page for each pest, not just your homepage

Measure cost per booked treatment



Divide what you spend by the number of booked treatments, not clicks or leads. That is the number that tells you if a campaign pays.

KEYWORD COSTS

What a click costs pest controllers

£4.91 median cost per click, UK

£5.45 for "mice pest control", the priciest keyword

A click is not a lead, so watch your cost per booked treatment. Source: Unavoidable Marketing analysis of Google data, 22 October 2026.

SEASONALITY

Push wasps from early summer and rodents as the weather turns in autumn. Keep bed bug and commercial campaigns running all year, and turn budgets down when the diary is full.

03 CHAPTER 3 Google Business Profile and reviews

> When there is a wasp nest by the back door, the customer types "pest control near me" and looks at the map. Your Business Profile is that listing: closest, well reviewed, open now, call. It also feeds your Local Services Ads and the answers Google AI Overviews give.

Set the profile up properly

1. **Primary category**
   Pest control service. Add others only for work you do.
2. **Service area, not home address**
   List the towns you really cover and keep your home private.
3. **Every service listed**
   Wasps, mice, rats, bed bugs, moths, proofing.
4. **Hours you can answer**
   "Open now" that rings out loses jobs and earns bad reviews.
5. **Discreet, real photos**
   Your van, your team, proofing work. Never a customer's address.

Posts through the pest year

Autumn
Mice and rats moving indoors

Winter
Proofing gaps before spring

Spring
Ants, moths and early wasp queens

Summer
Wasp nests and fleas

Avoid getting suspended

- Adding keywords or towns to your business name
- More than one profile for the same business
- Showing a home address customers never visit
- Different phone numbers on different sites

Ask for reviews that name the job and the town

HELPS A LITTLE

☆☆☆☆☆

"Great service, would recommend."

→

HELPS A LOT MORE

★★★★★

"Treated a wasp nest in our loft in Doncaster the same day. Calm, discreet and explained everything."

REPLYING TO A BAD REVIEW

Stay calm and keep it short. Thank them, set out the facts without arguing, and offer to sort it out by phone. For example: "Sorry to hear this, Dave. We treated the loft on Monday and explained activity can take a few days to stop. Please ring me and I will book a follow-up visit." Future customers read your reply as much as the review.

A review routine that works

- Ask once the problem is sorted
- Text your review link with a personal note
- Ask every customer, not only the happy ones
- Reply to every review by name, calmly, even the bad ones

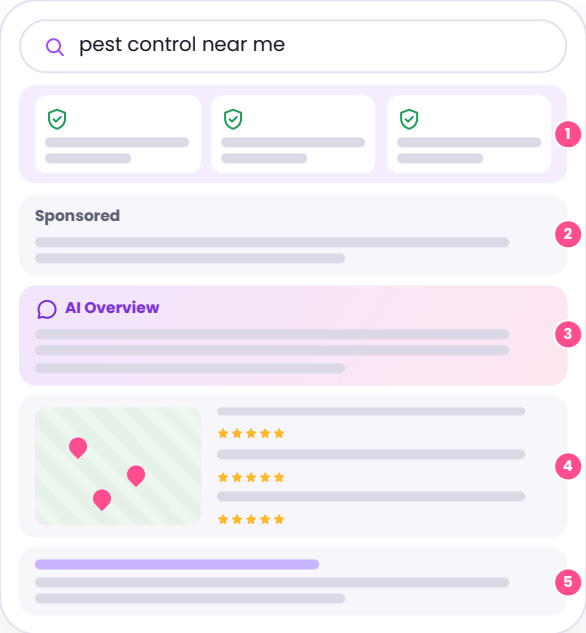
KNOW THE RULES

Fake reviews have been unlawful in the UK since April 2025 under the Digital Markets, Competition and Consumers Act. Google also bans incentives, like money off a treatment for a review, and asking only happy customers.

04 CHAPTER 4 SEO and AI search

> SEO is how you show in the normal results and the map without paying per click. More and more people now also ask ChatGPT, Gemini or Google AI Overviews "who deals with rats in Coventry?". The good news is that the same groundwork helps with both.

Where you can show on one Google search



1. **Local Services Ads** — Google Verified badge, pay per lead — Ch 1
2. **Search ads** — Marked Sponsored, pay per click — Ch 2
3. **AI Overview** — An AI summary that can name businesses — Ch 4
4. **Map pack** — Your Business Profile and reviews — Ch 3
5. **Organic results** — Your website pages, earned with SEO — Ch 4

The layout changes with the search, the device and where the customer is. The aim is to be in as many of these places as you can.

The pages your site needs

Homepage
Says who you are, what you treat and where, in the first two lines.

A page per pest
Wasps, mice, rats, bed bugs, each on its own page.

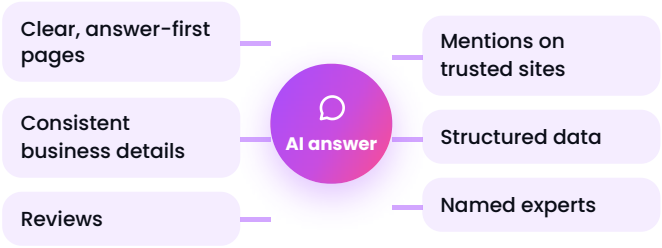
Real local pages
Jobs and reviews from each town. Never copy and paste.

FAQs
Safe for pets, how many visits, unmarked vans. Answer first.

Local SEO foundations

- The same name, address and phone number everywhere
- Listings on the main UK directories and trade sites
- Schema markup so search engines read your details
- Reviews that mention jobs and towns
- Pages that load fast on a phone signal

What AI assistants look for

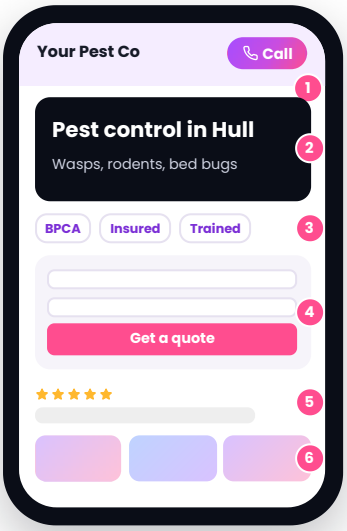


Nobody can guarantee being named. Try asking ChatGPT "who treats bed bugs in Swansea?" and see who comes up, and why.

05 CHAPTER 5 A website that converts

> Most people find you on a phone, often while the problem is right in front of them. Your website has one job: make ringing you, or booking a visit, the obvious next step. Clear and reassuring wins.

What a pest control homepage needs



1. Tap-to-call button at the top
2. Headline that says what and where
3. Membership and trust badges
4. Short booking form
5. Real reviews
6. Real job photos

Must-haves

- Tap-to-call on every page, at the top
- A form that asks the right questions: pest, where, postcode, photos
- Fast on a phone signal
- Insurance, pesticide training, BPCA membership
- Safety advice for children and pets
- Reviews from Google on the page

A form that asks the right questions

Book a visit

What pest is it? Wasps, mice, bed bugs

Postcode e.g. HU5

Where are they? Loft, kitchen, garden

How long for? Days, weeks, months

Photos of signs or the nest

Upload from your phone

Send my booking request

Avoid

- Gruesome stock photos of pests
- A site or domain you do not own
- A contact form hidden on one page
- Slow sliders and pop-ups on mobile

OWN IT

Make sure the website and the domain are in your name. If you part ways with whoever built it, the site, the reviews and the rankings should stay with you.

What every pest page should include

1. **Answer first** — What you treat and where
2. **How it works** — Visit, treatment, follow-up
3. **Proof** — Reviews, training, BPCA
4. **Areas covered** — The towns you really serve
5. **FAQs and a call to action** — Call button and form

Answer-first pages and schema markup help Google and AI assistants understand exactly what you do and where. Build them in from day one.

06 CHAPTER 6 Social media, organic and paid

Few people share their mouse problem online, and urgent jobs mostly come from search. Social is about being remembered and trusted: helpful seasonal tips, proofing work, and commercial customers who want a firm they already know.

Organic: build trust

Free posts on your own pages that show real work and real people, so your name is the one locals remember.

- Proofing jobs, without addresses
- Short clips of a wasp nest treated
- Team faces, with training cards
- Seasonal pest tips

Paid: bring enquiries

Facebook and Instagram ads you aim at the postcodes you cover, one pest at a time.

- Lead ads with qualifying questions
- Local targeting around your base
- Retargeting website visitors
- Wasp and rodent season pushes

A simple weekly rhythm

Mon
A proofing job from last week

Wed
A seasonal tip or a short clip

Fri
A team post or a shared review

Daily
Reply to comments and messages

What not to do

- Buying followers
- Showing a customer's home or street
- Engagement bait like "share to win"
- Spamming groups that ban business posts

Lead ad questions that filter out time-wasters

Wasp campaign

- Q1 Where is the nest?
- Q2 Can you see it?
- Q3 Anyone allergic?
- Q4 Your postcode

Rodent campaign

- Q1 Mice or rats?
- Q2 Where are the signs?
- Q3 Home or business?
- Q4 Your postcode

Good questions mean fewer enquiries from browsers and more from people ready to book.

LOCAL GROUPS AND NEXTDOOR

People ask "can anyone recommend pest control for mice?" in community groups every week. Read each group's rules, keep your page complete, and ask happy customers for Facebook recommendations the same way you ask for Google reviews.

07 CHAPTER 7 Follow-up and speed to lead

> Someone who has just seen a rat in the kitchen rings round until a pest controller answers. If you call back tomorrow, they have often booked someone else. Every pound you spend on marketing is wasted if the enquiry goes cold, so this chapter is the cheapest win in the book.

What should happen after every enquiry

STRAIGHT AWAY	WITHIN MINUTES	SAME OR NEXT DAY	AS PLANNED	ONCE SORTED
1	2	3	4	5
Auto-reply	**Call back**	**Visit**	**Follow-up visit**	**Ask for a review**
A text confirming you have it and when you will call.	Speak to them while they are still looking.	Inspect, treat and explain what happens next.	Check the treatment worked and proof gaps.	By text, with your direct link.

Never miss a call

- Divert to a mobile, a team member or a call-answering service when you are in a loft
- Set up a missed-call text back
- Keep one shared list of every enquiry
- Get alerts for new form and ad leads on your phone

Keep a simple lead log

Date	Source	Job	Booked?
Mon	Google Verified	Wasp nest	**Yes**
Tue	Website form	Mice in loft	**Visit booked**
Wed	Facebook ad	Cafe contract	**Survey booked**

Note where every enquiry came from and whether it booked. After a couple of months you will know which sources are worth paying for.

Three texts worth setting up today

AUTO-REPLY

Thanks for contacting Your Pest Co. We have your message and will call you within the hour. Please keep children and pets away from any nest.

QUOTE FOLLOW-UP

Hi Claire, just checking you got our quote for the mouse treatment and proofing. Happy to answer any questions. We can visit this week.

REVIEW REQUEST

Thanks for having us. If you are happy with the treatment, a quick Google review mentioning the job and your town would really help. Here is the link.

WHO ANSWERS WHEN YOU ARE IN A LOFT?

Decide now who picks up when you cannot: a partner in the office, a team member or a call-answering service. On Local Services Ads, answering quickly also helps you show more often.

PUT IT INTO ACTION

Your 30-day action checklist

Tick these off over the next month. Each one is small. Together they make you easier to find, easier to trust and quicker to book.

30 days

Week 1 — FOUNDATIONS

- [ ] Claim and verify your Google Business Profile
- [ ] Set your primary category
- [ ] Switch to a service area, hide your home address
- [ ] List every pest you treat
- [ ] Gather VAT or company number, insurance and training details

Week 2 — GET VERIFIED AND FOUND

- [ ] Apply for Local Services Ads and Google Verified
- [ ] Choose only the pests you want
- [ ] Set opening hours you can answer
- [ ] Upload real, discreet job photos
- [ ] Check your name, address and phone match everywhere

Week 3 — CONVERT MORE

- [ ] Put tap-to-call at the top of every page
- [ ] Add pest and photos to your form
- [ ] Show BPCA and training on the site
- [ ] Start asking every customer for a review
- [ ] Reply to every review you have

Week 4 — FOLLOW UP AND MEASURE

- [ ] Set up missed-call text back
- [ ] Start a lead log with source and outcome
- [ ] Add negative keywords to any Google Ads
- [ ] Post three times on Facebook and Instagram
- [ ] Work out your cost per booked treatment

Your numbers this month

ENQUIRIES	BOOKED JOBS	SPEND	COST PER BOOKED JOB

Stuck on any of these? Book a free 30-minute call and we will go through your list with you.

Book a free 30-minute call

DONE FOR YOU

How Unavoidable Marketing can help

If you would rather spend your time on treatments, we can do all of this for you. We are a UK-wide, Leeds-based agency working with trades across England, Scotland, Wales and Northern Ireland, and founder Andrew Heppinstall is on every strategy call.

Local Services Ads
Set-up, Google Verified checks and weekly running

Google Ads
Search and Performance Max, split by job type

Business Profile
Set-up, posts, photos and a review routine

SEO and AI search
Being found on Google, ChatGPT and Gemini

Websites
WordPress, you own it, typically built in 3 to 4 weeks

Social media
Organic management and Facebook, Instagram and TikTok ads

How we work

1 **Flat monthly fee**
Quoted after a free call, based on what you need.

2 **Your ad spend, your card**
Paid straight to Google or Meta, never marked up.

3 **No contract**
Rolling 30-day terms. We keep you by results.

4 **Measured on booked jobs**
Not clicks or likes. Clear monthly reports.

2012	390+	92%	40+
working with trades since	projects delivered	of clients come back	UK trade businesses we work with

Talk to Andrew, not a sales team.
Free 30-minute call. No obligation, no hard sell.

Book a free 30-minute call →

Unavoidable Marketing

READY WHEN YOU ARE

Let's fill your diary with the jobs you want.

Book a free 30-minute call with Andrew. We will look at how pest control firms in your area are winning work, where your enquiries come from now, and what to fix first.

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unavoidablem.com

UK-wide, Leeds-based

Scan to book your free call

Book a free 30-minute call →

unavoidablecrm.com/book?co=2&service=1

ON THE CALL

1

Your area

Who shows up when local customers search for pest control, and why.

2

Your set-up

A look at your Google profile, any ads and your website.

3

Your plan

What to fix first, and a flat monthly fee if you want us to do it.

Working with trades since 2012

Flat monthly fee, quoted after a free call

No contract