

## PEST MASTERS

When a local business needed its HTML website updated, it looked to Logic Solutions to give their web presence a facelift. Founded in 1987, Michigan's Pest Masters has built their reputation on honest, efficient pest control work. Their HTML website, however, made them look out-of-date and out-of-touch.

Logic designed a Wordpress website, [www.pestmastersmi.com](http://www.pestmastersmi.com), for the company to make it responsive and improve search engine optimization.



One of the biggest flaws on Pest Masters' dated HTML website was that it wasn't responsive and, therefore, difficult to navigate on tablets and smartphones. Logic created a responsive Wordpress website that automatically scales and looks sharp on all shapes and sizes of mobile devices.

Pest Masters was unhappy with their old website in part because they felt their customers could find the website but weren't doing anything once they got there. Logic added numerous calls-to-action so customers could quickly contact the company without having to search around. Big, attractive phone number buttons were added for users on smartphones. A simple click of the button will now bring the user to their call screen, cutting out obstacles that might hinder the potential client. Moreover, the contact page was redesigned and allows users to quickly fill out a contact form or locate a branch close to their home and call the branch number.

Additional features to the website include:

- ◆ Informational sections about various domestic bugs
- ◆ Easy-to-download coupons
- ◆ Attractive pages that help users identify programs that might best suit their needs

Logic Solutions is pleased to continue our work with Pest Masters on future website and SEO maintenance.