

# Icepick Web Design & SEO Delivers 642% Lead Increase for Fort Worth Tree Service Through Map Pack Strategy

*Icepick Web Design & SEO helped Price Right Trees increase leads by 642% and organic traffic by 418% through a Fort Worth local SEO campaign.*

FORT WORTH, TX, UNITED STATES,  
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EINPresswire.com/ -- Price Right Trees, a Fort Worth-based tree care company staffed by ISA-certified arborists, recorded a 642% increase in leads and a 418% increase in organic website traffic following a local SEO campaign managed by [Icepick Web Design & SEO](#). The results are published on the agency's case studies page.

The agency began with an audit of Price Right Trees' existing search presence, then moved into Google Business Profile optimization, citation cleanup and building across 100-plus directories, and ongoing local content development targeting tree service searches in Fort Worth and surrounding Tarrant County communities.

Price Right Trees provides residential and commercial tree care across the Fort Worth metro area, including tree trimming, removal, pruning, planting, emergency storm response, and ongoing maintenance programs. The company provides ISA-certified arborist consultations and operates a tree farm that supplies trees for planting projects. The campaign focused on improving the company's local search visibility and making its services easier for prospective customers to find online.

"Tree service is one of the most competitive local search categories in North Texas because many jobs are high-value and time-sensitive. For local companies, strong visibility in Google can help



Icepick Web Design & SEO Logo

them compete for urgent service calls," said Nick Meagher, Founder and CEO of [Icepick Web Design & SEO in Fort Worth, TX](#).

The campaign's technical approach centered on three areas that Icepick's team identified during the initial audit. First, the agency restructured the client's Google Business Profile to align business categories, service descriptions, and photo assets with the specific tree care searches generating the highest volume of calls in the Fort Worth market. That included optimizing for service-specific queries such as "tree removal Fort Worth," "tree trimming near me," and "emergency tree service," rather than relying on a single broad category listing.

Second, Icepick performed a citation audit that identified inconsistencies in the company's name, address, and phone number across online directories. Consistent business information across major directories can support local visibility and help customers find accurate contact details. The agency corrected existing listings and built new citations on high-authority local directories to reinforce geographic relevance.

Third, the agency developed locally targeted content, including service-specific landing pages for tree trimming, tree removal, tree pruning, tree planting, residential tree care, commercial tree services, and ongoing tree maintenance. Each page was optimized for local search intent with location-specific content, schema markup, and internal linking structures designed to help Google understand the company's full service area. The agency also made sure each page was designed to work well on phones and tablets.

Tree service is a competitive local category in North Texas, where storm response, preventive pruning, and commercial landscape maintenance create steady demand. For independent operators competing for urgent service calls, visibility in Google's local results can help connect them with customers when they need service.

The Price Right Trees results are consistent with outcomes Icepick Web Design & SEO has documented across other home service verticals. Published case studies on the agency's website show traffic increases ranging from 55% to 507% and lead increases ranging from 21% to 1,490% across clients in roofing, plumbing, auto repair, and apartment locating. The agency currently serves more than 100 clients across the DFW Metroplex and nationwide from its Fort Worth office.

Icepick operates on a month-to-month subscription model with no long-term contracts. Each client receives a dedicated account manager, a live ranking dashboard with 24/7 access to traffic and lead data, and weekly updates on campaign activity. The agency maintains a 5.0 Google rating with 80-plus verified reviews and is accredited by the Better Business Bureau.

Tree service companies and other local service businesses interested in a search presence evaluation can request a free local SEO audit through the agency's website. The audit covers website performance, Google Business Profile status, citation health, and review profile, and

produces a prioritized action plan.

### [About Icepick Web Design & SEO](#)

Founded in 2015 by Nick Meagher, Icepick Web Design & SEO is a Fort Worth, Texas digital marketing agency specializing in local SEO, conversion-focused web design, and Google Ads for local service businesses. The agency operates from 709 W Magnolia Ave, Fort Worth, TX 76104 and is available 24 hours daily at (817) 213-6681 or online at <https://icepick.co>.

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