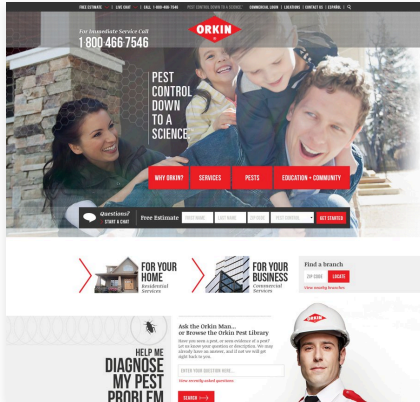
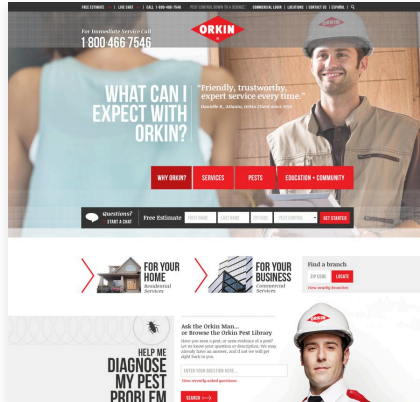


Orkin.com rebrand: pest management based in science

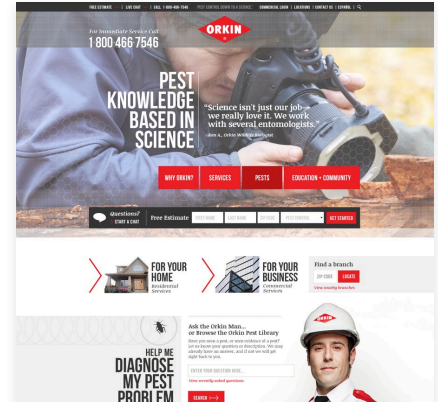
Orkin rebranded from “pest control” to pest management based in science. I rewrote the Orkin.com website for the rebrand, repositioning the company as the expert, science-driven choice. That meant new homepage messaging, a “diagnose my pest problem” path, and pest library pages that answer the questions homeowners actually search for.



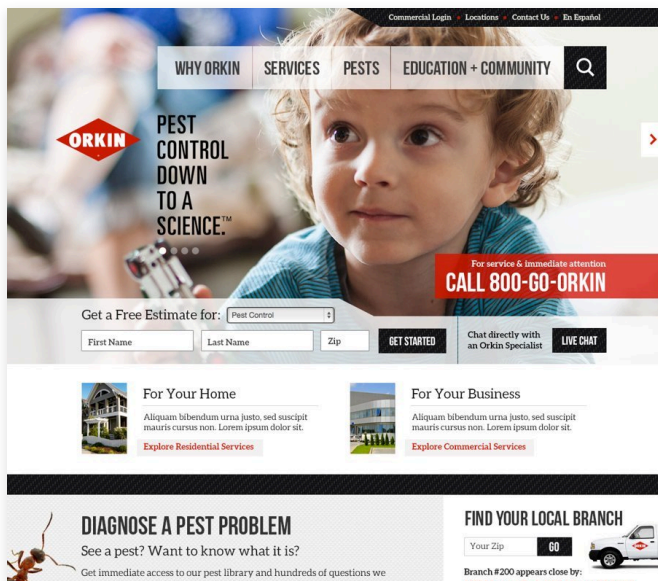
Concept 1: “Pest control down to a science.”



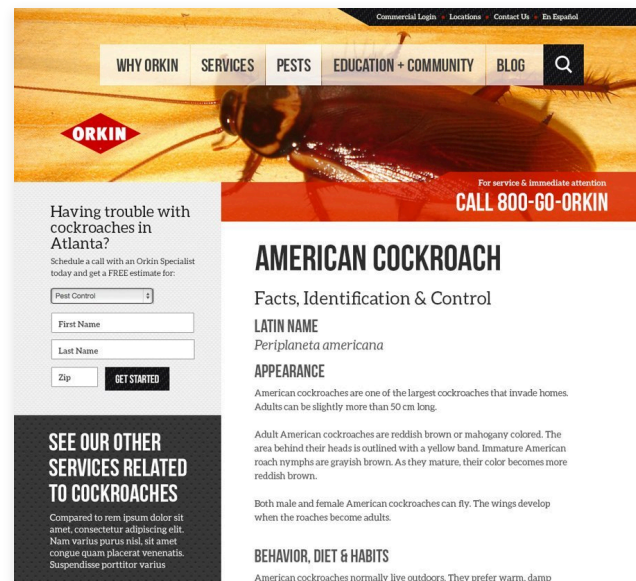
Concept 2: “What can I expect with Orkin?”



Concept 3: “Pest knowledge based in science.”



Final homepage: hero, free-estimate form, and click-to-call.



Pest library: facts, identification, and control, page by page.

What I wrote

- **Rebrand messaging:** from pest control to science-based pest management
- **Homepage concepts** and hero lines
- **Pest library content:** appearance, behavior, signs, and prevention
- **Conversion copy** for estimates, chat, and branch finder

“Pest control down to a science.”

“Help me diagnose my pest problem.”

“Fire place fun can mean outside pests are getting in.”