

# SEO Success

A Local locksmith service servicing clients within a 25 mile radius



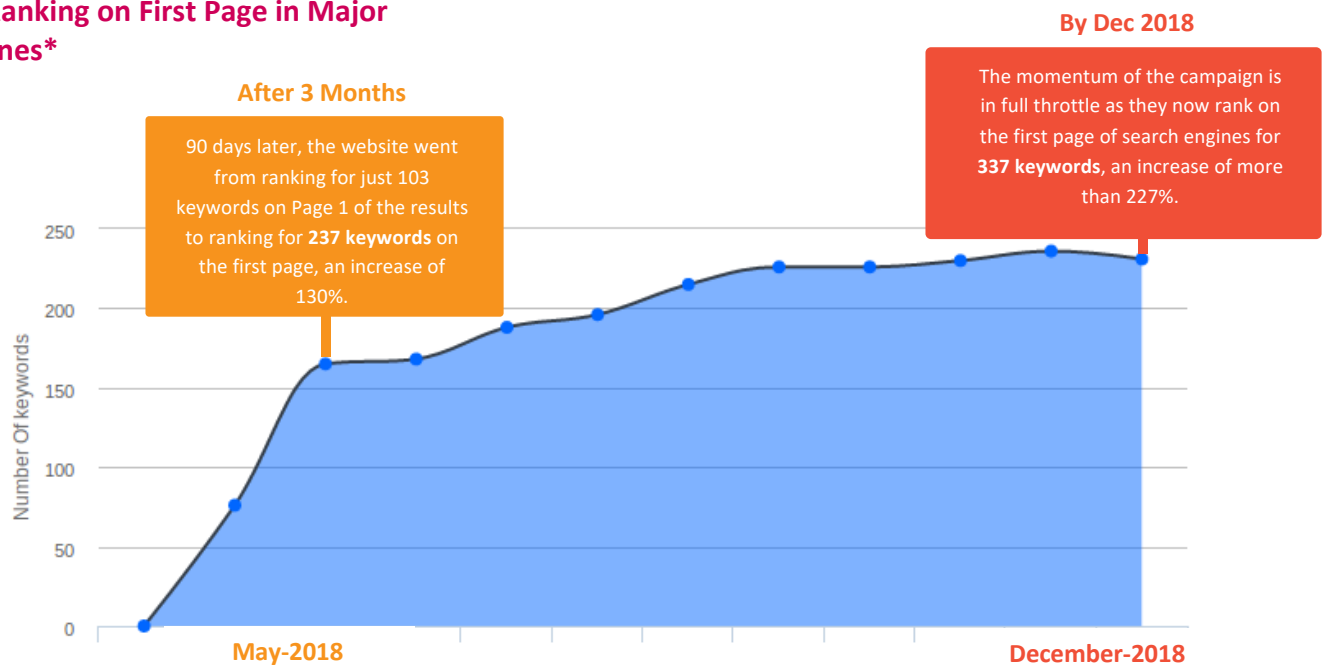
## Before SEO

A local locksmith company came to us in February 2018 with a minimal online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services, they had 103 keywords ranking on the first page of major search engines.

## Our Approach

- We identified how potential customers were searching through extensive keyword research.
- We designed and implemented an SEO campaign that included on-page and off-page optimization around their targeted keyword terms.
- We ensured that all names, addresses and phone numbers were correct, complete and consistent across key sites, including top tier directories such as Google My Business and Bing Local.
- We developed and distributed SEO friendly content on relevant websites.
- We created and distributed videos about the business.

## Keywords Ranking on First Page in Major Search Engines\*



## Google Analytics data

**113%**  
Increase in Overall Website Traffic. **6,167** Overall visits received the previous month.

**151%**  
Growth in Google Organic Session. **5,050** Overall visits received the previous month.

**94%**  
Increase in Website pageviews. **9,250** Page views received in the previous month.

\*Major Search Engines defined as Google and Bing