

# SEO CASE STUDY

## LOCKSMITH

### Prior to SEO

The client approached us in March, 2020 with some 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 just two keywords ranking on the first page of major search engines.

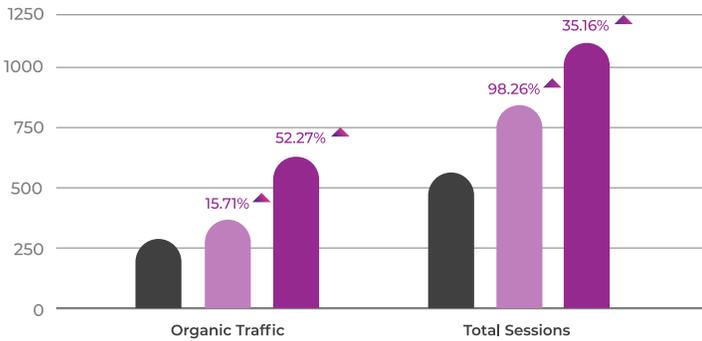
## SEO APPROACH

- We identified how potential customers were searching through extensive **keyword research**.

- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.

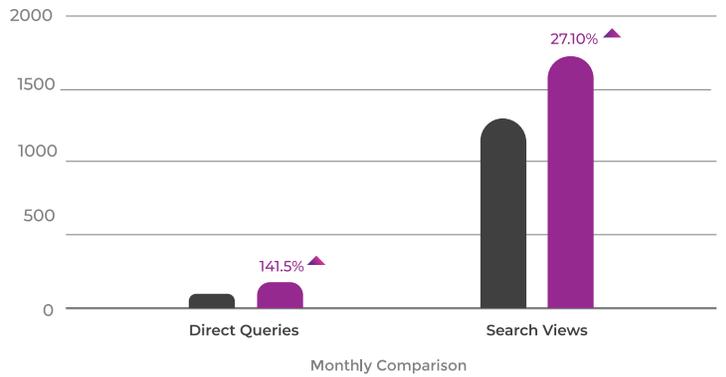
Google Analytics Insights

● February, 2020 ● March, 2020 ● May, 2020



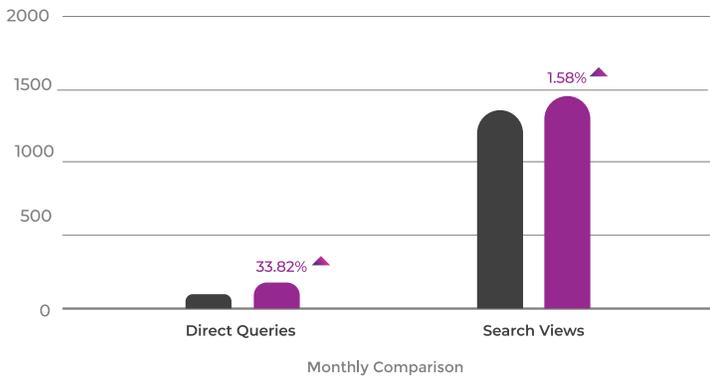
Google My Business Insights for Location (Dallas)

● March, 2020 ● May, 2020



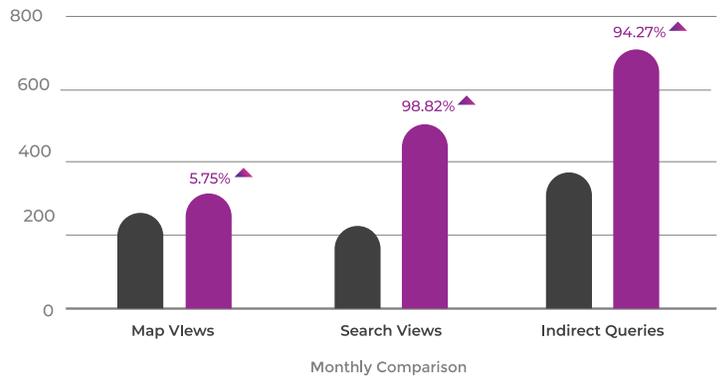
Google My Business Insights for Location (Frisco)

● March, 2020 ● May, 2020



Google My Business Insights for Location (Wylie)

● March, 2020 ● May, 2020



## Keywords Ranking on First Page in Major Search Engines

### BENCHMARK

March 2020



**36 Targeted Keyword**

Were ranking on Page 1.

### BY MAY 2020

May 2020



**61 Keywords**

Now rank on the first page of search engines.

Higher rankings, improved visibility and compelling content to drive traffic and business online and on mobile.