

Project: Hero Locksmith

URL: hero-locksmith.com

Background

Objective

They provide a lock repair & Installation services for homes, businesses and Automotives, including lockouts, lock repair, and key replacement. They are available 24/7. Their website includes a Direct Call Button, contact form and free quote option.

Main Services the Client Was Offering

1. Emergency Locksmith Service
2. Residential Locksmith Service
3. Home Lockout Service
4. Emergency Locksmith Service
5. Car Fob Programming
6. Car Lockout Service

Plan of Action

Industry: Locksmith

Duration: 4 Months

Phase 1. Website Organic Visibility & Traffic Improvement

Challenges

When I started working on the website, I observed the below challenges:

- Website is migrated from Old Page Builder to Latest Wordpress Page Builder
- Changed URL Structure
- Duplicate Content

Strategy

I worked on the below aspects of SEO to rank the client's keywords on Search Engine Result Page (SERP).

- Developed an integrated site-wide keyword strategy
- Performed Website structure refinement
- Created URL strategy to take advantage of established value
- Removed and merged content sections support keyword strategy
- Fixed Broken Pages & Improved Interlinking

Phase 2. Google My Business (GMB) Optimization

Challenges

On GMB, I observed the below challenges:

- Location pin were misplaced on Google Map
- Mixed Up (Confusing) Address on Google Map
- Shop Opening & Closing Timing was Missing from Google My Business
- Categories and Services were not optimized

Strategy

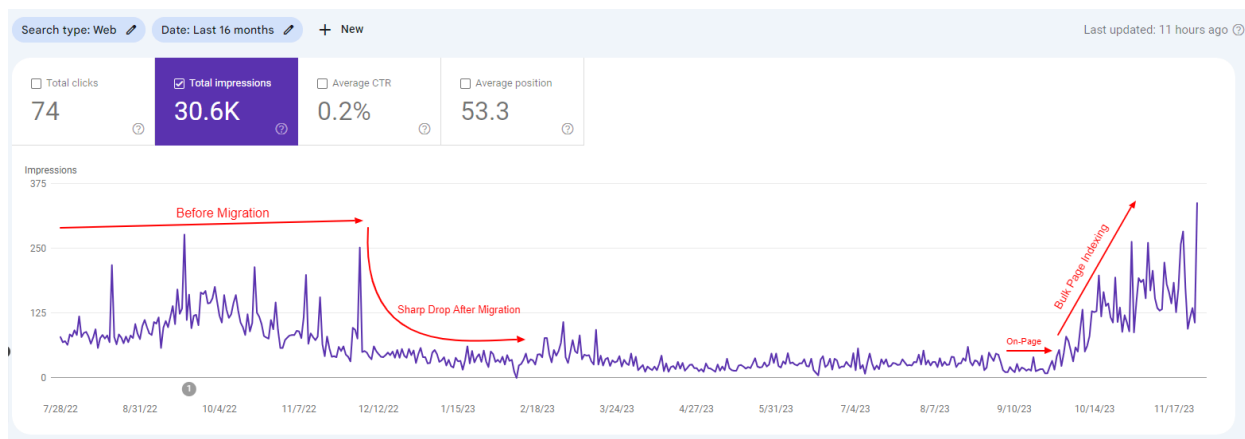
My strategy to rank on Google Map from a local SEO perspective was below.

- Optimized Categories & Services
- Added Missing information like Opening & Closing Hours
- Published some GMB Postes
- Improve about
- Create Some Business listing on Local Directories

Achieved Results

Google Search Console Performance

After applying my strategy on the website, it started reclaiming its position. The below screenshot is clearly depicting the growth after my work.



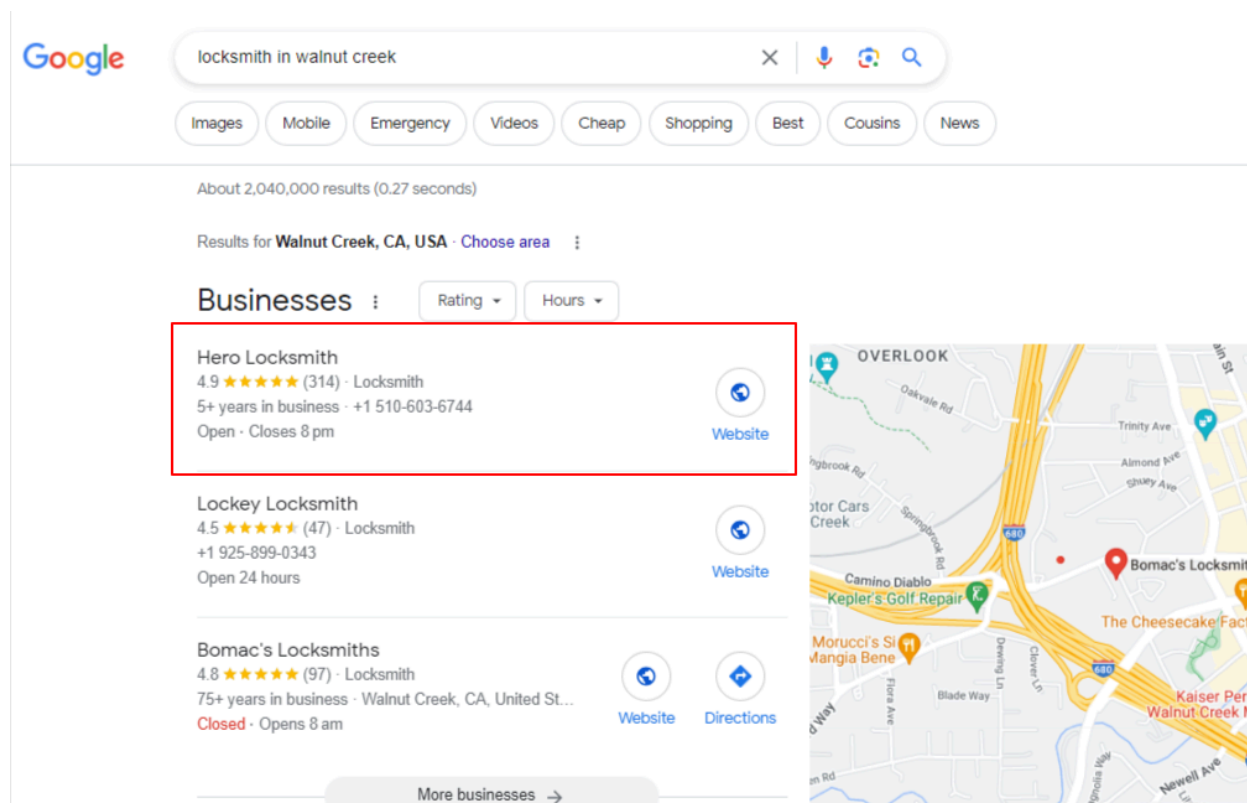
Keywords Ranking`

We targeted the below keywords and ranked them on the first page of SERP.

Keywords	Position on 3 Pack	Search Volume
Locksmith In Walnut Creek	1	100
Residential Locksmith Walnut Creek	3	69
Emergency Locksmith Service In Walnut Creek	8	80
Car Fob Programming In Walnut Creek	2	70
Car Lockout Service In Walnut Creek	2	90
Residential Locksmith Service In Walnut Creek	3	20
Home Lockout Service In Walnut Creek	2	10

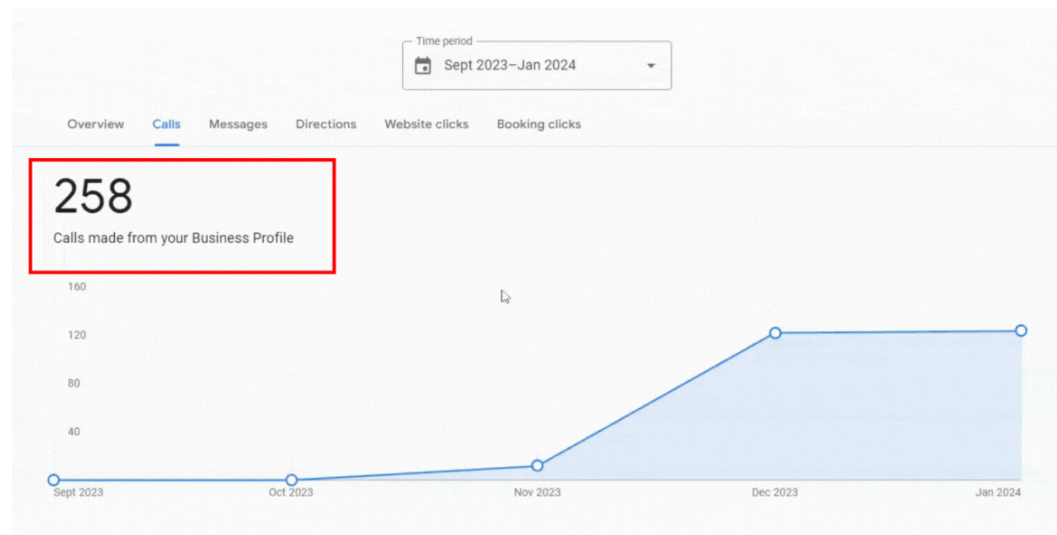
GMB Optimization

The below screenshot is depicting the Google Map position of my client business. It got ranked in first position on the most relevant keyword.



Call Responses through GMB

The number of calls through Google Business Profile optimization got increased. As you see, the mentioned screenshot call grew from 0 to 120 per month.



Conclusion

By prioritizing and implementing a SEO strategy, the website successfully enhanced its ranking on Google & Google Map, increased organic traffic, and improved overall online performance. The case study highlights the importance of a well-rounded approach to SEO, incorporating keyword research, on-page optimization, content strategy, technical SEO and backlink building to achieve sustainable and impactful results.