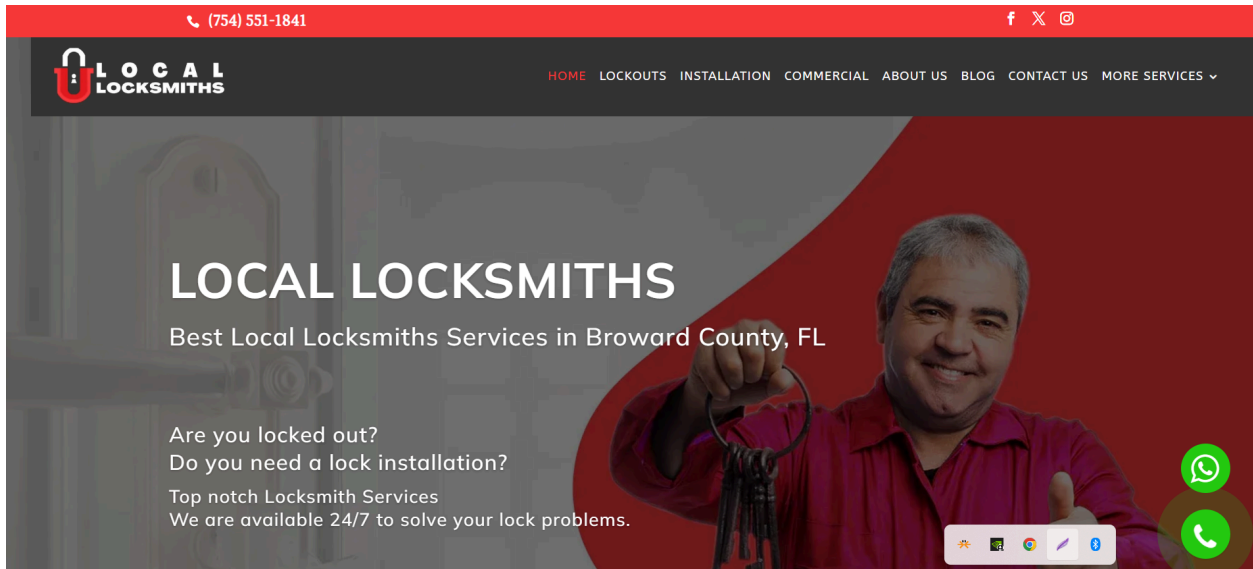


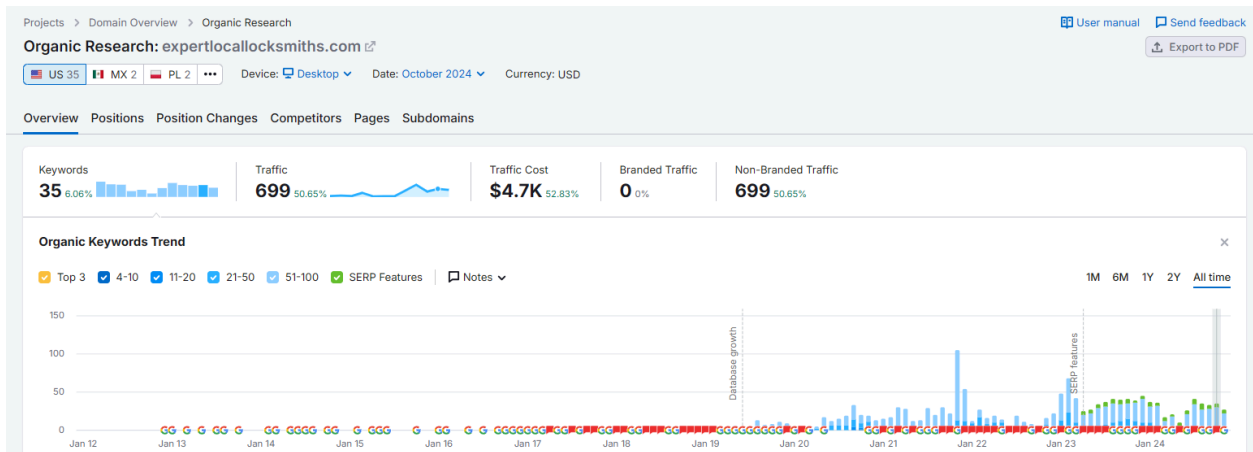
Sayeef Digital Agency UK & BD is an agency that helps local businesses grow through search engine optimization.

We know the challenges and opportunities that local businesses have, and our focused, data-based strategies get great results

Case Study: Local SEO Domination for Local Locksmiths



- Client: Local Locksmiths
- Industry: Locksmith
- Location: Florida



- Ranked for 35 keywords initially, with only 5 on Google's page 1 and GMB 3 pack.

- Limited local search visibility for competitive “Local Locksmiths” terms.
- Website lacked optimized local content and citations & GBP.

Goals

- Significantly increase keyword rankings, with a focus on the top 10 positions.
- Dominate page 1 of Google for local Locksmith searches in Florida.
- Generate more organic traffic and attract new members.

Strategies & Tactics:

1. Local Citation Cleanup & Expansion:

- Submitted the Locksmith NAP (Name, Address, Phone number) information to all major online directories.
- Updated and corrected existing listings to ensure accuracy and consistency.
- Actively encouraged customers to leave reviews on Google My Business and other platforms.

2. Targeted Backlink Acquisition:

- Secured 3-5 high-quality backlinks per month from local businesses, community organizations, and relevant fitness websites.
- Focused on building relationships with local partners for long-term link opportunities.

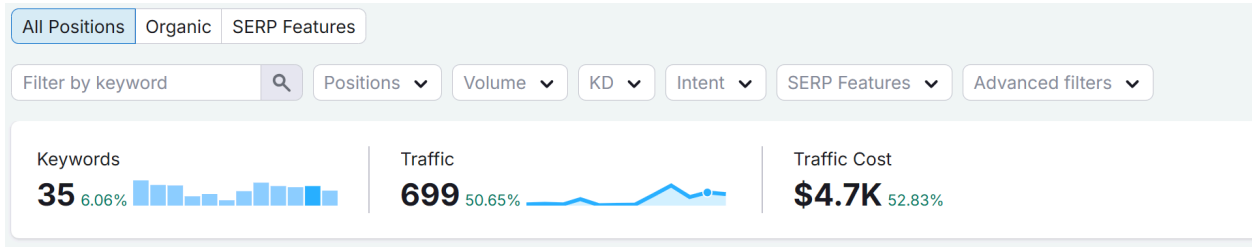
3. Localized Content Creation:

- Published 1-2 blog posts per month, highlighting local events, neighborhood guides, and member success stories.
- Incorporated relevant keywords and phrases like “locksmith hallandale beach fl” naturally into the content.

4. On-Page SEO Optimization:

- Optimized website headers (H1, H2, etc.) with targeted keywords.
- Improved overall site content with relevant keywords and engaging copy.
- Ensured fast page loading speeds and mobile responsiveness.

5. Results (End of November 2024)



- **Keyword Rankings:** Increased from 6 to 35 keywords, almost tripling initial rankings.
- **Top 10 Rankings:** 31 keywords ranked in the top 10 positions, a significant jump from page 4.

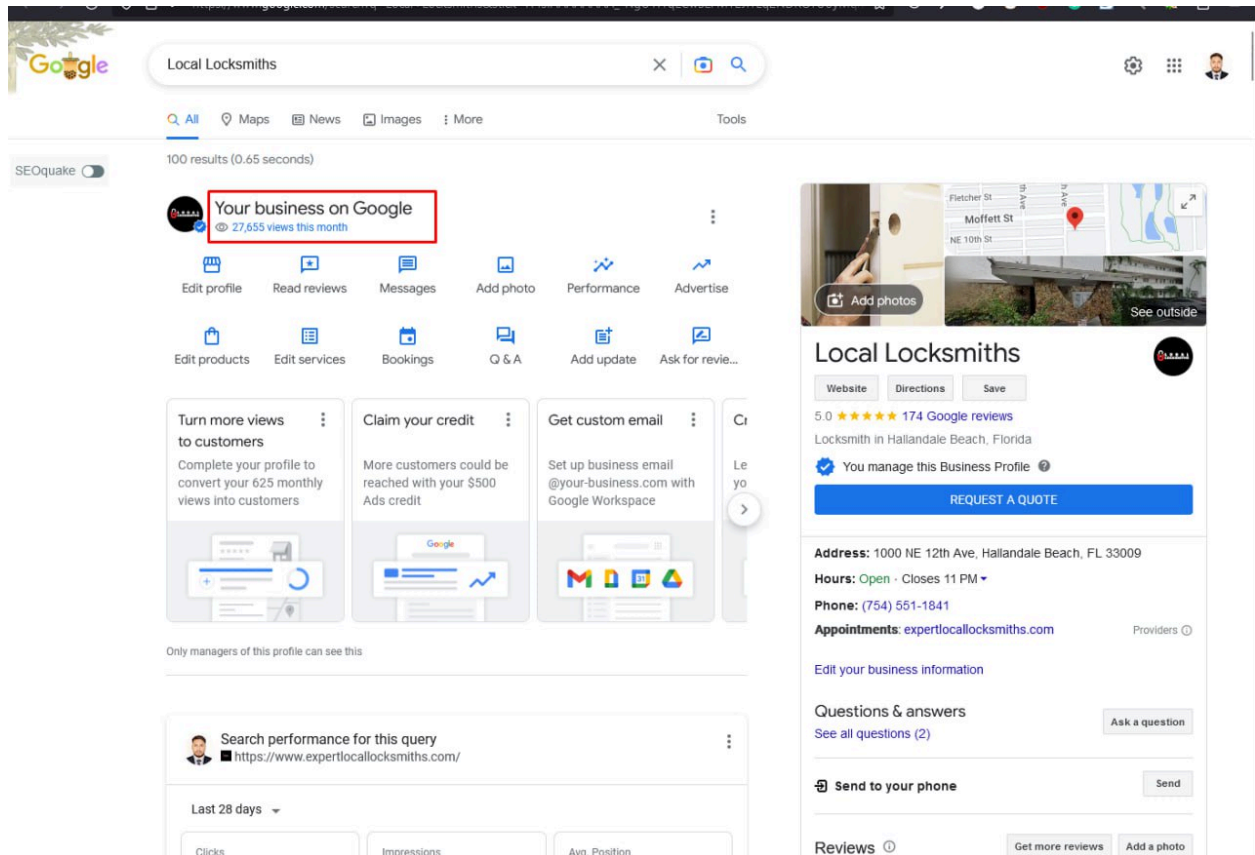
Organic Search Positions: 35

Keyword	Intent	Position	SERP Features	Traffic	Traffic %	Volume	KD %	URL
locksmith hallandale beach fl	C	11	📍 📄 ⭐ 📧 +3	11	1.57	90	4	www.expertlocallocksmit... mths.com/
locksmiths local	C	218	📍 📄 ⭐ 📧 +2	218	31.18	880	45	www.expertlocallocksmit... mths.com/?utm_sourc... e=google_profile&ut...
locksmith hallandale beach fl	C	22	📍 📄 ⭐ 📧 +2	22	3.14	170	3	www.expertlocallocksmit... mths.com/?utm_sourc... e=google_profile&ut...
locksmith local locksmith	T	396	📍 📄 ⭐ 📧 +3	396	56.65	1.6K	50	www.expertlocallocksmit... mths.com/?utm_sourc... e=google_profile&ut...
locksmith hallandale	C	52	📍 📄 ⭐ 📧 +2	52	7.43	210	4	www.expertlocallocksmit... mths.com/

- **Organic Traffic:** Experienced substantial growth in website traffic from local searches.
- **New Memberships:** Increased foot traffic and membership sign-ups due to improved local visibility.

Additional Insights:

- **Citation Power:** Updating and expanding local citations significantly boosted the Locksmith Service local rankings and overall online presence.
- **Review Generation:** Encouraging reviews helped improve the Locksmith Service reputation and visibility on Google My Business.
- **Local Content Value:** Creating content tailored to the Dallas community resonated with potential customers and enhanced local SEO.
- **On-Page Optimization Impact:** Optimizing headers and content contributed to higher rankings and improved user experience.



Conclusion:

By focusing on local SEO best practices, Hunger in the Wild achieved remarkable results within a short timeframe.

Through citation management, backlink acquisition, localized content creation, and on-page optimization, the Locksmith Service its online presence and now dominates local search results for relevant terms.