

## **Case Study: Security Company in Los Angeles**

### **What is SEO?**

SEO, or Search Engine Optimization, is the process of improving a website's visibility in organic (unpaid) search results on engines like Google. Unlike paid ads, which require ongoing spending, SEO builds long-term traffic by optimizing content, structure, and authority to rank higher for relevant keywords. For local businesses like security companies, effective SEO can drive targeted leads, increase brand awareness, and boost conversions, often resulting in 5-10x ROI over time through consistent, high-quality traffic.

### **The Client: Security Company in Los Angeles**

Security Company in Los Angeles is a leading provider of security guard services in the LA area, offering armed and unarmed guards, event security, and fire watch, and specialized protection for industries like healthcare, retail, transportation, and entertainment. Facing stiff competition in a saturated market, they struggled with low online visibility. Their website received minimal organic traffic, and key search terms like "security company los angeles" ranked poorly e.g., outside the top 10-20 initially). They approached us after realizing Google restrictions and outdated optimization were limiting their reach to potential clients searching for reliable security solutions.

## The Audit: Uncovering the Issues

Our initial SEO audit revealed several critical problems:

- **Technical Issues:** Broken links, crawl errors, slow page speeds, and poor mobile optimization hindered indexing.
- **On-Page Deficiencies:** Missing meta tags, thin content, and unoptimized headings for high-value keywords like "security guard services los angeles" and "event security los angeles."
- **Content Gaps:** Limited blog posts or service pages targeting long-tail keywords (e.g., "warehouse security guard los angeles" or "concert security guards los angeles").
- **Local SEO Weaknesses:** Underutilized Google My Business (GMB) profile, few reviews, and inconsistent NAP (Name, Address, Phone) citations.
- **Backlink Profile:** Low domain authority with unhealthy links, reducing trust signals to Google.

**These issues resulted in average positions around 40–50, low impressions (e.g., 46.6K in August), and minimal clicks (47 in August), translating to just 1,023 total users in Google Analytics.**

## Our Approach: A Comprehensive SEO Strategy

We implemented a tailored SEO plan over four months (August to November 2025), focusing on quick wins and sustainable growth:

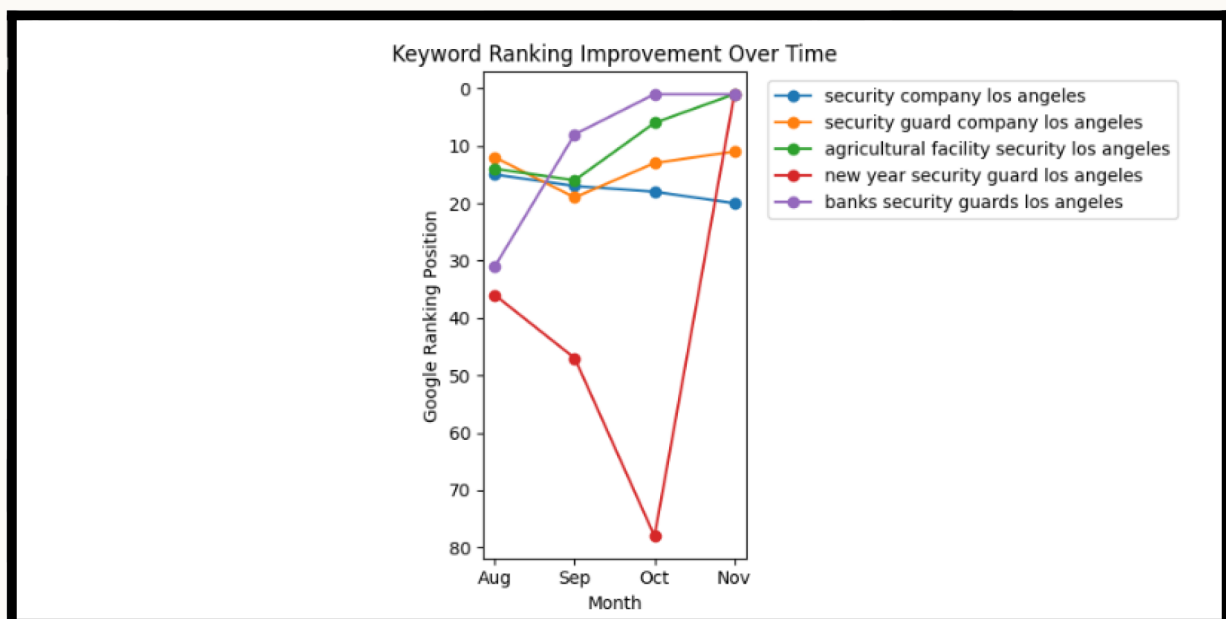
- **Keyword Research & Optimization:** Identified 75+ high-intent keywords, including core terms like "security companies in los angeles" and niche ones like "agricultural facility security los angeles." Optimized on-page elements, including titles, descriptions, and content.
- **Technical Fixes:** Resolved crawl errors, improved site speed, and ensured mobile-friendliness. Implemented schema markup for local services to enhance rich snippets.
- **Content Creation:** Developed service-specific pages and blog articles (e.g., on "best practices for event security in LA") to target seasonal keywords like "new year security guard los angeles."
- **Local SEO Enhancements:** Optimized GMB profile, encouraged reviews, and built citations on directories. Added location-based content for better map pack rankings.
- **Link Building:** Acquired 30+ healthy backlinks from relevant sites (e.g., local business directories and industry blogs) to boost authority.
- **Monitoring & Iteration:** Used tools like Google Search Console, Analytics, and Ahrefs to track progress and adjust monthly.

## The Results: Significant Growth in Visibility & Traffic

The campaign delivered impressive improvements across key metrics:

- **Keyword Rankings:** Out of 75 tracked keywords, 60% improved by at least 5 positions.
- **Highlights include:**
  - "Agricultural facility security los angeles": From #14 (Aug) to #1 (Nov).
  - "New year security guard los angeles": From #36 (Aug) to #1 (Nov).
  - "Banks security guards los angeles": From #31 (Aug) to #1 (Nov).
  - Core term "security guard company los angeles": From #12 (Aug) to #11 (Nov).

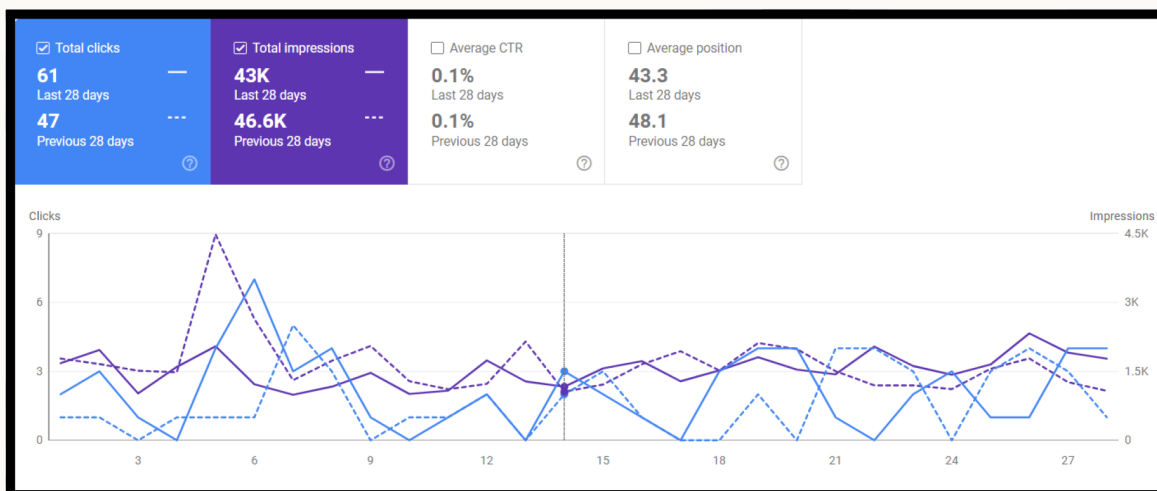
Keyword	Aug Ranked	Sep Ranked	Oct Ranked	Nov Ranked
security company los angeles	15	17	18	20
security guard company los angeles	12	19	13	11
agricultural facility security los angeles	14	16	6	1
new year security guard los angeles	36	47	78	1
banks security guards los angeles	31	8	1	1
(Additional examples from the 75 keywords show similar trends)				



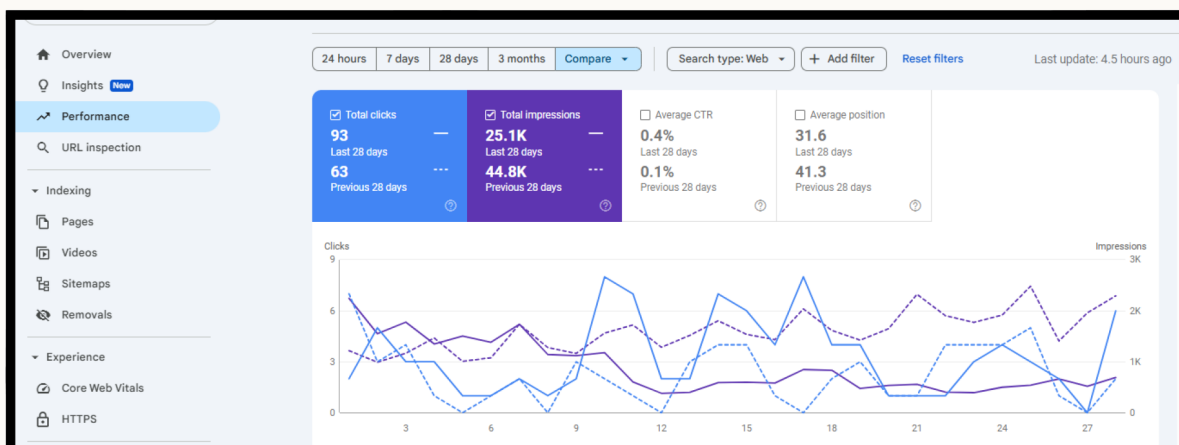
- **GMB Rankings:** Strong gains in local pack, with terms like "best security company in california" reaching #1 (Nov). New additions like "eagle eye pro" ranked #1 immediately.

Keyword	Sep Ranked	Oct Ranked	Nov Ranked
security company in los angeles	3	3	1
best security company los angeles	2	2	2
best security company in california	New	New	1

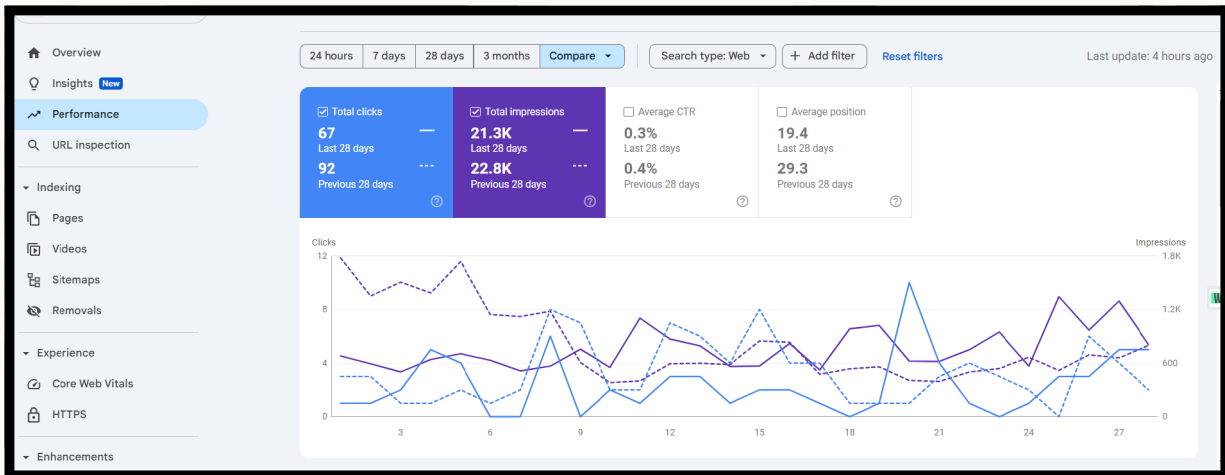
- **Traffic & Engagement:** Organic traffic grew steadily:
- **August:** 190 organic sessions, 47 clicks (previous 28 days), 46.6K impressions.



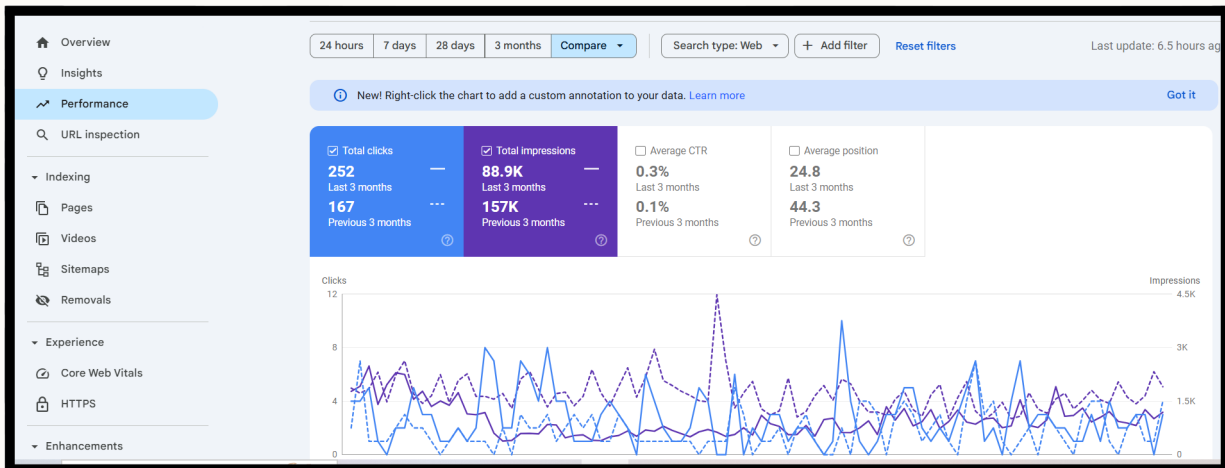
- **September:** 294 organic sessions (+55%), 83 clicks (last 28 days, +36%), 25.1K impressions (last 28 days).



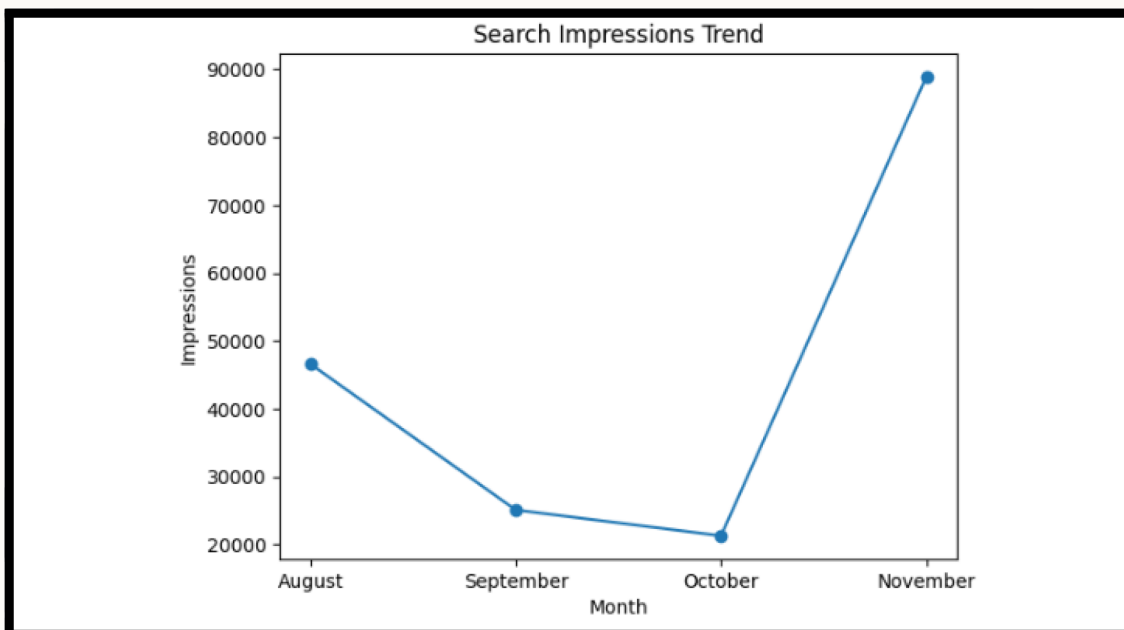
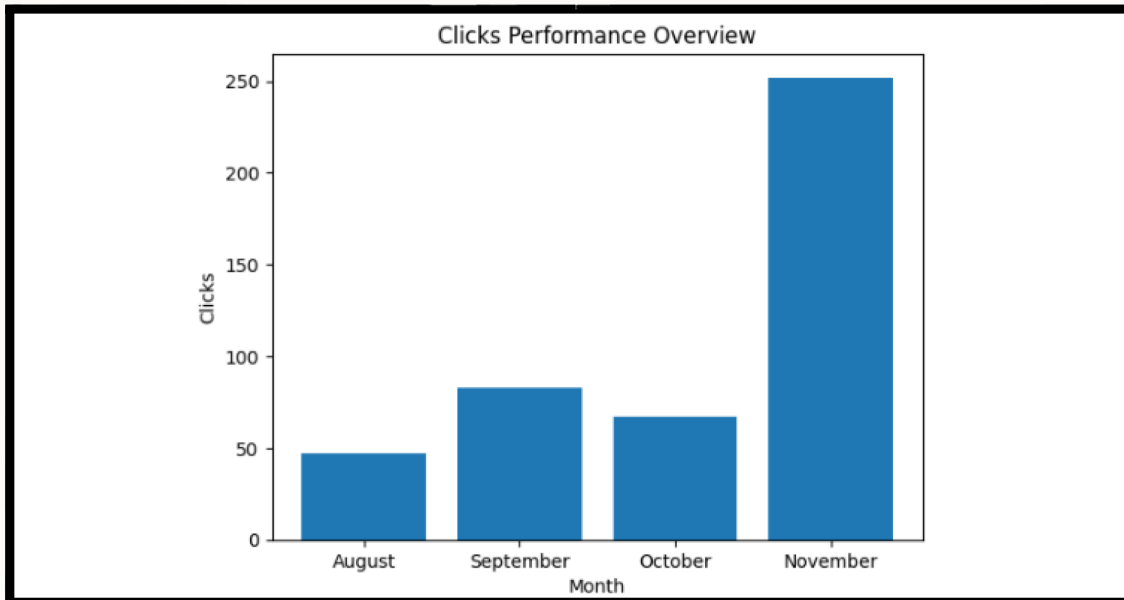
- **October:** 204 organic sessions (-31%), 67 clicks (last 28 days, -27%), 21.3K impressions (last 28 days).



- **November:** 101 organic sessions (-50%), with 3-month total clicks at 252 and impressions at 88.9K.



- Overall site sessions increased from 636 (Aug) to 1,794 (Nov) (+182%), though organic share varied.



- **Authority & Keywords:** By August, Ahrefs reported 448 organic keywords, organic traffic value of \$215, and a health score of 88.

**These results demonstrate how targeted SEO turned low visibility into dominant local rankings, driving more qualified leads.**

## **Why Choose Us for Your SEO Needs?**

With years of experience in local SEO for service-based businesses, our team at Synaryverse specializes in competitive markets like security services. We've helped dozens of clients achieve top rankings and sustainable growth, backed by data-driven strategies and ongoing optimization.

## **Expert Advice: Navigating SEO Challenges**

SEO isn't one-and-done; Google's algorithms evolve, and local competition is fierce. Focus on user intent, mobile optimization, and fresh content. For seasonal services like event security, plan ahead with timely keywords. Regular audits prevent penalties and maintain momentum.

## **Ready to Secure Your Online Presence?**

If you're a security company looking to dominate LA searches, contact us today for a free audit. Let's boost your rankings and protect your business growth.