
SEO CASE STUDY

From #38 to #1 on Google For Competitive Local SEO Keyword in 6 Months

Client Business Name:

24/7 Locksmith Sparks

Business Location:

Sparks, NV

Client Name:

Tracy Williams (White Label SEO Client - Social Trust Marketing)

Client Website:

<https://www.247locksmithsparks.com/>

Goal:

Get top Google rankings for “locksmith sparks” related (local) keywords.

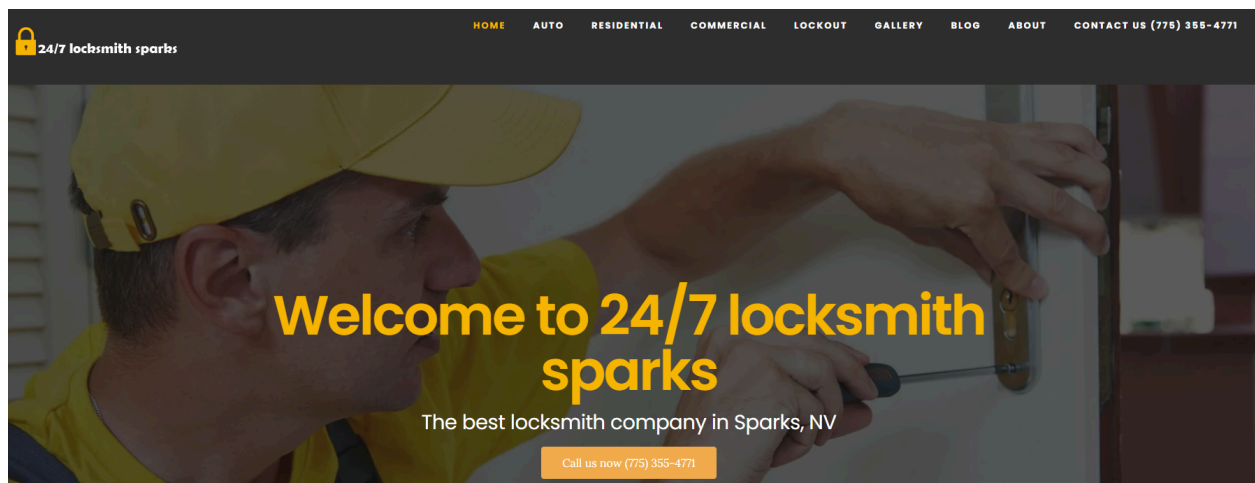
SEO Process: Start

The first step in our SEO journey is the examination of the **nature of clients' business**. It means that we need to grasp WHO are the consumers of a particular product or service because it's the only way we can make the initial outlines for overall SEO strategy.

When we choose target keywords, we tend to go after those with the highest search volumes, but the **consumers' intentions** behind them are usually more important than the keyword's search volume itself. Therefore, understanding the **consumers' preferences** always generates new and vital information that **should be acknowledged when doing SEO**.

Search engines want to connect their users with useful, engaging content that's tightly associated with the users' searches and intentions.

In our case, **the client is a local locksmith from Sparks, NV. They cover auto locksmith services, residential locksmith services and commercial locksmith services in Sparks, NV.**



So here's how we applied our SEO SCOOP system.

SEO SCOOP SYSTEM:

S - specify

C - core

O - on-page SEO

O - off-page SEO

P - progress

S: Specify

Right now - we're **defining the keywords that we want to go after** (keywords we want to rank #1 on Google for).

Our main keyword is:

“Locksmith sparks NV”

Because **that's what the client's service is. The client is a local locksmith from Sparks, NV.**

We've defined our main keywords. It has around 320 monthly searches.

And here are our secondary, LSI keywords as well (and their monthly search volume):

<input type="checkbox"/>	Keyword	Intent	SF
> <input type="checkbox"/>	<input type="checkbox"/> <input type="button" value="+"/> locksmith sparks nv ▼	C	<input type="button" value="📍"/> <input type="button" value="🔗"/> <input type="button" value="📄"/> <input type="button" value="❓"/> <input type="button" value="+3"/>
> <input type="checkbox"/>	<input type="checkbox"/> <input type="button" value="+"/> locksmith sparks sparks nv ▼	C	<input type="button" value="📍"/> <input type="button" value="🔗"/> <input type="button" value="❓"/>
> <input type="checkbox"/>	<input type="checkbox"/> <input type="button" value="+"/> locksmith sparks ▼	C	<input type="button" value="📍"/> <input type="button" value="🔗"/> <input type="button" value="❓"/> <input type="button" value="★"/> <input type="button" value="🔄"/>

So we've **defined our main and secondary keywords.**

Our current rankings for these keywords were around position 55-38 (38 for our primary target keyword)

It's time for the next step.

C: Core

In this step, we **want to make sure that the technical foundation** is solid so that Google can INDEX our website the right way.

Here's what we did:

1. We created Google Search Console so that we're able to track if any issues are preventing us from rankings
2. We created Google Analytics so that we can track our progress
3. We have optimized our robots.txt to make sure we're not BLOCKING any pages
4. We did a SPAM link disavow because some spammy backlinks were pointing to our website
5. We fixed a few shady redirects that were pointing to pages that don't exist anymore
6. We removed duplicate content (canonical audit) because multiple pages were ranking for the same keywords, and we separated them
7. We performed "speed optimization" so that our website can run as fast as it can - faster website = better rankings

Once our technical foundation is TIGHT - it's time for the next step - content and on-page SEO.

O: on-page SEO

So the next thing we had to do is **have BETTER SEO content for our targeted keyword than ANYTHING that's ranking right now.**

To BE #1 on Google, we had to have better optimized SEO content than what was ALREADY ranking number #1.

Here's what we did:

1. We optimized our h1 tag (only 1 per page)
2. We optimized our subheading
3. We inserted our keyword 3-4 times in the paragraph
4. We created SMART meta titles and descriptions
5. We double-checked for any dead links
6. We added ALT tags to all the images
7. We optimized and reduced the sizes of all the images
8. We made our keyword stand out a few times by making it bold
9. We created a plan for INTERNAL linking



We were SEO-ready, and our SEO update went LIVE!

Also, as soon as we published the SEO updates, **we did two things:**


- 1. Requested indexing on Google Search Console**, so that we didn't have to wait for Google to FIND our updated content. This way, we were asking Google to index our changes ASAP.
- 2. We used our rapid indexing tool** to create some backlinks so that Google can CRAWL our website as fast as possible, to index all the changes.



Free Indexer V2

Free Indexer submits each one of your URLs "backlinks" to hundreds of statistic sites. This gives you too many backlinks or link pyramids. And gets your URLs "backlinks" indexed by Google!

 Your Points For Link Indexer = 50 - To Access More Points Click [UPGRADE](#) 

https://www.247locksmithsparks.com/



 **WARNING!** Full List option disabled for guests, **Please login!** 

☐ Domain Indexer ☒ Quick List ☐ Full List

PROCESS NOW

This way, **we're SPEEDING UP our SEO process** because we don't have to wait for Google to stumble upon our SEO content and register our SEO changes. We're SPEEDING up the indexation part.

Once our **SEO update is done and our on-page SEO is tight - it's time to focus on off-page SEO (backlinks).**

O: off-page SEO (getting backlinks)

Off-page SEO means **getting backlinks**.

Backlinks are essentially links from other websites.

You can view them as votes. **The more HIGH-QUALITY VOTES a website has, the better it ranks.**

But it's not as simple as that.

In backlinks, it's all about **QUALITY**.


You can go to Fiverr and buy 50 000 backlinks for \$5. And after that, you can say goodbye to ranking on Google because Google will penalize you.

You want to get a decent amount of high-quality backlinks with the correct anchor text to the right SEO page.

Here's an **example of HIGH-quality backlink**.

Chris Oseh, freelance medical writer on Kolabtree, lists the top 20 medical journals for physicians to publish in, ranked by impact factor and readership.

Medical researches and breakthrough discoveries are usually published in medical journals for the public to access. Most physicians prefer to publish their research work in high-authority medical journals because of exposure to a wider audience and the credibility linked to authors published in high impact medical journals. **Getting published** is often a step towards career advancement for physicians and medical doctors.



Credible medical journals are rated according to their impact factor and their peer review process. An impact factor shows the number of times articles in a journal have been cited in a year. Medical journals with high impact factors are more influential in a general or specific area of medicine. Getting published in a journal is a complex and time-consuming task: identifying a research topic, conducting research and collecting data, writing the manuscript, identifying a journal, editing and formatting the paper, getting it reviewed. To make it easy for physicians to immediately understand the top medical journals that doctors aim to publish in, here's a list of high impact medical journals and their key features.

The 4 biggest mistakes people make with backlinks are:

1. Focus on quantity. Shitty backlinks will do you no GOOD and are a great way to get your website penalized by Google.

It's also CRUCIAL to DRIP your backlinks slowly. If you get 1 000 backlinks in one day, you'll get penalized by Google.

You want to go for a **few quality backlinks EVERY week** because that's what's called a "natural backlink progress".

2. The second biggest mistake is people getting NO FOLLOW backlinks.

There are two types of backlinks. **"Do follow" backlinks, which contribute to SEO, and "no follow" backlinks, which don't contribute to SEO.**

So people are like, "LOOK, I got 20 high-quality backlinks." And then we're like, "dude - they're no follow. They won't do you any good".


3. They don't use the correct anchor text. Anchor text is that blue text that the backlink is linked to. It's those 1-2-3-4 words that you're taken to a different website when you click on them. That's the anchor text.

The biggest mistake people make is they make anchors that are brand names. Now, why is that a mistake? Because with anchor text, you're telling Google what keyword that backlink is connected to. So if your anchor text is your brand name, your rankings for your brand name will increase.

"But where's the problem there?"

You're already ranking for your brand name. That doesn't make any sense to increase your rankings for your brand name.

You want your anchor text to be your target keyword.



The screenshot shows a table titled "Top anchor text for this site" with a chevron icon. The table has two columns: "Anchor Text" and "Followed External Links". There are five rows of data. Three red arrows point to specific rows: the first arrow points to the header row, the second arrow points to the row with anchor text "locksmith sparks nv", and the third arrow points to the row with anchor text "auto locksmith sparks nv".

Anchor Text	Followed External Links
"locksmith sparks nv"	13
"locksmith sparks"	15
"auto locksmith sparks nv"	11
[no anchor text]	11
"locksmith service in sparks nv usa 247 locksmith spa..."	5

So if you want your rankings to grow for "locksmith sparks nv" then your anchor text should be "locksmith sparks nv." If you want your rankings to increase for "best office chairs", your anchor text should be "best office chairs."

So it's not as simple as getting AS MANY BACKLINKS AS YOU CAN.

Get high-quality, do-follow backlinks every week, with the correct anchor text to the right SEO page - and that's the recipe for long-term SEO success. That's what we do for our clients.

And that's also where our most significant competitive advantage is.

We have our OWN network of 80+ high-quality websites we use to send backlinks to our clients, for free. So we can send high-quality, do-follow backlinks to our clients every week - with the correct anchor text.

Check this out. An average price of a **high-quality backlink** is **\$352,92**, according to Ahrefs.

And we send about **25-30 high-quality backlinks to each one of our clients EVERY single month - for FREE.**

That's \$8,825-\$10,590 worth of value/mo (and our clients get it for free).

So we don't leave it to chance and hope that some random high-quality website will give us a backlink, because the truth is - it won't.

No one will give you a backlink for free. Why would they? Trust me, we tried.

We've sent thousands of outreach emails, and no one will EVER give you free backlinks.

They're not idiots; they know the value of backlinks. Some of them will SELL you a backlink for \$500, but no one will give it to you for free.

So our biggest competitive advantage is that we have our OWN network of 80+ high-quality websites we can use to send high-quality backlinks to our clients for free, every single month. No additional fees. \$8,825-\$10,590 in backlink value - every month. For free.

We don't have to beg or pay anyone. Instead, we create a backlink, and voila, rankings increase.

No risk, no additional fees. But this only works if we have:

1. Chosen the right keyword
2. Have a solid technical foundation for SEO
3. Have the best content and the RIGHT on-page SEO

And you get \$8,825-\$10,590 worth of backlinks every month for free from us.

All the websites from our network are clean, never been penalized or deindexed by Google, and we bought them on GoDaddy auctions for hundreds (sometimes even thousands) of dollars.

So we have a high-quality backlinks FACTORY we can leverage to increase our Google rankings EACH AND EVERY MONTH. Without ANY additional fees.

And that's what we did with 24/7 Locksmith Sparks. So here's the process:

- Define the right keywords (locksmith sparks nv, and similar variations)
- Make sure you have a solid technical foundation to build upon
- Have the best content out there and the best on-page SEO
- Have a good backlinks strategy (backlinks from a high-quality website, with the right type of backlinks - do follow and correct anchor text)

And the rankings start increasing.

Let's get to the final part.

P: Progress

This is the **part where we track our progress**.

We follow how our rankings are increasing over time.

We're following the progress in SEMRush (TOP SEO software).

So, here's the before and after for KW "locksmith sparks nv".

When we started, we were on position #38 for the "locksmith sparks nv" keyword.

Organic Search Positions 1 - 100 (136)

<input type="checkbox"/>	Keyword	Intent	SF	Pos.	Di
> <input type="checkbox"/>	locksmith sparks nv ▼		+3	38 → 1	
> <input type="checkbox"/>	locksmith sparks sparks nv ▼			42 → 1	
> <input type="checkbox"/>	locksmith sparks ▼			55 → 2	

We went from #38 to #1 for COMPETITIVE KEYWORD in just 6 months with our PROVEN SEO system that can be applied to ANY website in ANY industry.

We can do the same for your website.

We help business owners **save money on SEO & get better SEO results.**

We help you **pay LESS and get MORE value.**

Let's see how we compare to an average SEO company from the US:

	AM Marketing SEO (us)	SEO COMPANY FROM THE US
SEO pricing:	\$395/mo	\$3,000/mo
SEO value you get:	<ul style="list-style-type: none">• \$396/mo worth of SEO software• \$3,000/mo value of SEO experts• \$8,825-\$10,590 worth of backlinks/mo	<ul style="list-style-type: none">• \$396/mo worth of SEO software• \$3,000/mo worth of SEO experts
Total value you get:	\$12,219/mo - \$13,984/mo	\$3,396/mo
Total price you pay:	\$395/mo	\$3,000 + backlinks (\$500 - \$10,000/mo)

We're also **cheaper than YOU doing SEO yourself.**

To do SEO yourself, **you'd need all the top (paid) SEO tools like Ahrefs, Moz, SemRush, SpyFu, Majestic, KW Finder tool, etc.**

All these **premium SEO tools you'll need cost \$396/mo.**

Our **SEO plans start at \$395.**

And we already have all these tools, and we'll use them to do SEO on your website.

So if you choose to do SEO yourself - that will cost you \$396/mo.

If you hire us, that will cost you \$395/mo.

[Free SEO Call](#)

ammarketingseo.com

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That's why we're cheaper than you doing SEO yourself. On top of all that - you get an elite team of proven SEO experts to work for you (with a proven track record).

You also get **UNLIMITED backlinks** (value - \$20,000+ / \$8,823-\$10,588/mo) and all the premium SEO tools you need (value \$396/mo).

So don't wait - [**book a free SEO call**](#), and let's get you to #1 on Google too!