



# Local SEO & GMB Optimization

**Dallas Affordable Locksmiths**  
**(Dallas, TX → DFW Metro Area)**





# Project Overview

01. **Client: Dallas Affordable Locksmiths**
02. **Primary Location: Dallas, TX**
03. **Website: <https://dallasaffordablelocksmiths.com>**
04. **Project Duration: 6 Months (Phase 1) + Ongoing (Phase 2)**
05. **Industry: Residential, Commercial & Automotive Locksmith Services**

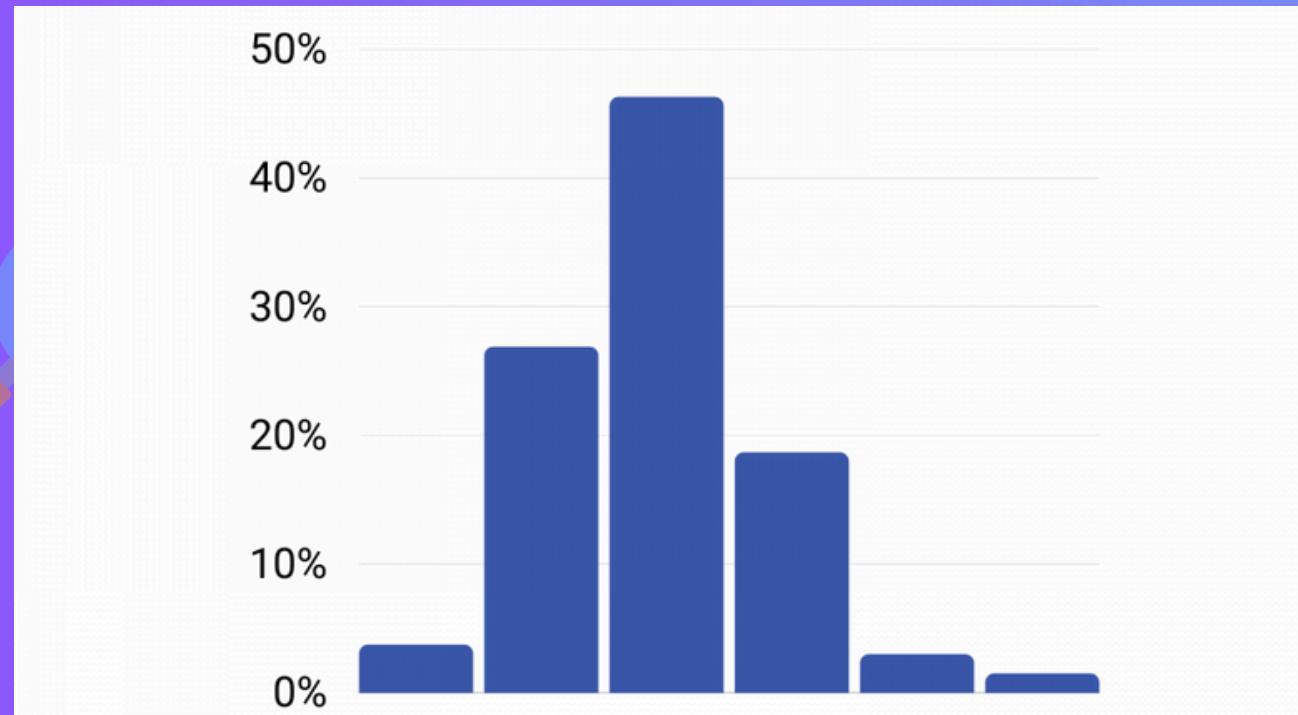


# Goals

01. **Rank all 100 remodeling-related keywords on Google's 1st page.**
02. **Increase visibility in Dallas and surrounding cities (Frisco, Plano, Carrollton, Garland, etc.)**
03. **Capture "near me" and city-specific search queries (e.g., "locksmith in Plano near me")**
04. **Drive inbound calls for emergency, rekeying, and automotive locksmith services**
05. **Optimize Google Business Profile (GBP) for high-converting local searches**



# Results (Within 3–6 Months)



cheapest locksmith dallas

Keyword difficulty: 58.52% (for google.com database) — View full report for this keyword

Dallas Affordable Locksmith  
https://dallasaffordablelocksmiths.com

1. Dallas Affordable Locksmith LLC: Best Locksmith In Dallas, TX

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free Semrush account - Connect

L: 592 LD: 829 B: 38.9K whois source Rank: 2.85M

When you call Dallas Affordable Locksmith, you get the cheapest and top-rated locksmith services in Texas, offering a wide range of locksmith solutions.

Best Locksmith  
https://www.bestlocksmithtx.com

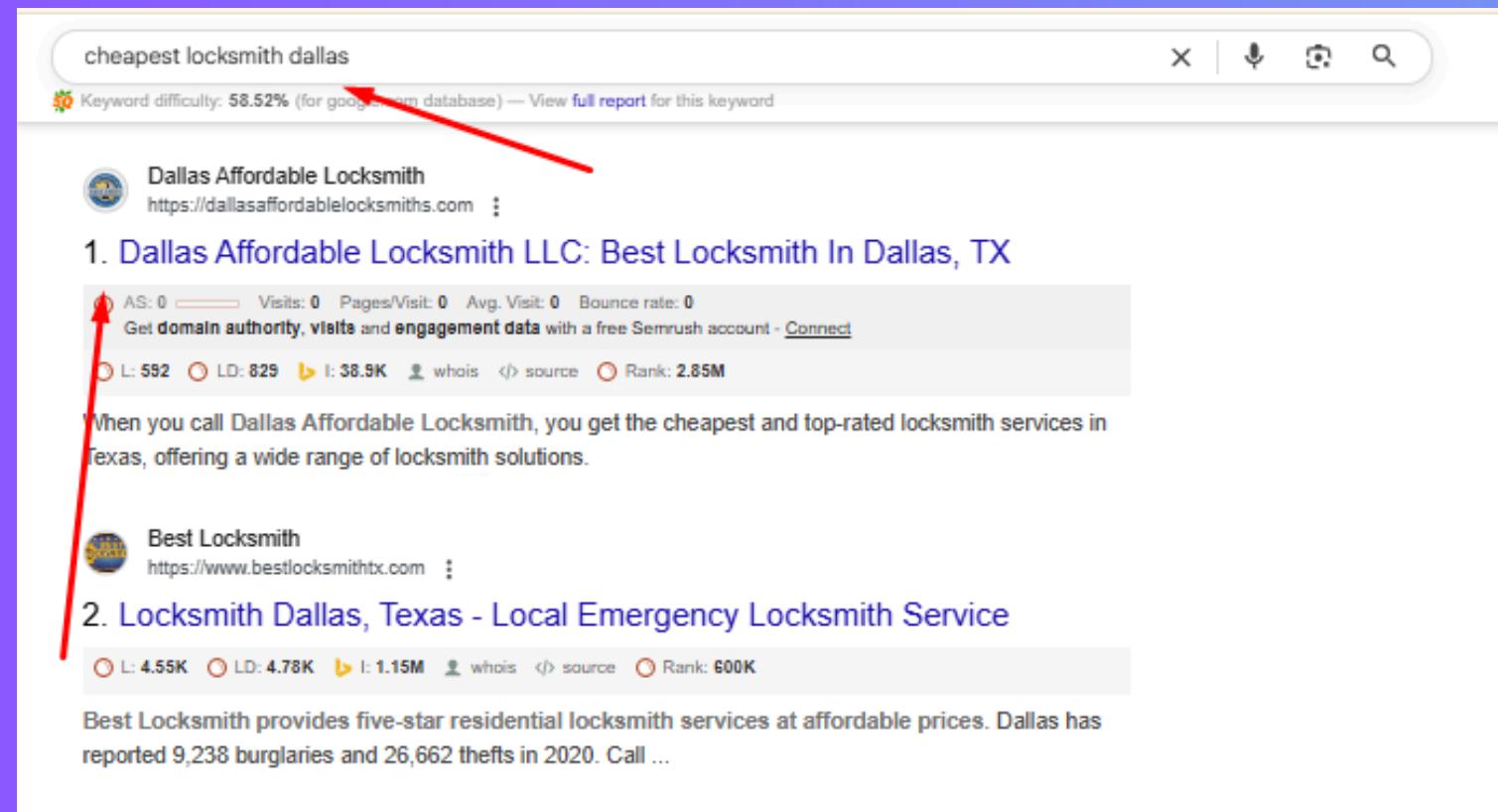
2. Locksmith Dallas, Texas - Local Emergency Locksmith Service

L: 4.55K LD: 4.78K B: 1.15M whois source Rank: 600K

Best Locksmith provides five-star residential locksmith services at affordable prices. Dallas has reported 9,238 burglaries and 26,662 thefts in 2020. Call ...

- **Month 3: 30/40 keywords ranked on Page 1**
- **Month 6: 100% of target keywords on Page 1 — with most in Top 3**
- **Highly competitive keywords like**
- **Weekly inbound calls and quote requests more than doubled**
- **GBP: Click-to-call, direction requests, and views grew month-over-month**

# CHEAPEST LOCKSMITH DALLAS



cheapest locksmith dallas

Keyword difficulty: 58.52% (for google.com database) — View full report for this keyword

Dallas Affordable Locksmith  
<https://dallasaffordablelocksmiths.com>

1. Dallas Affordable Locksmith LLC: Best Locksmith In Dallas, TX

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 592 LD: 829 I: 38.9K whois source Rank: 2.85M

When you call Dallas Affordable Locksmith, you get the cheapest and top-rated locksmith services in Texas, offering a wide range of locksmith solutions.

Best Locksmith  
<https://www.bestlocksmithtx.com>

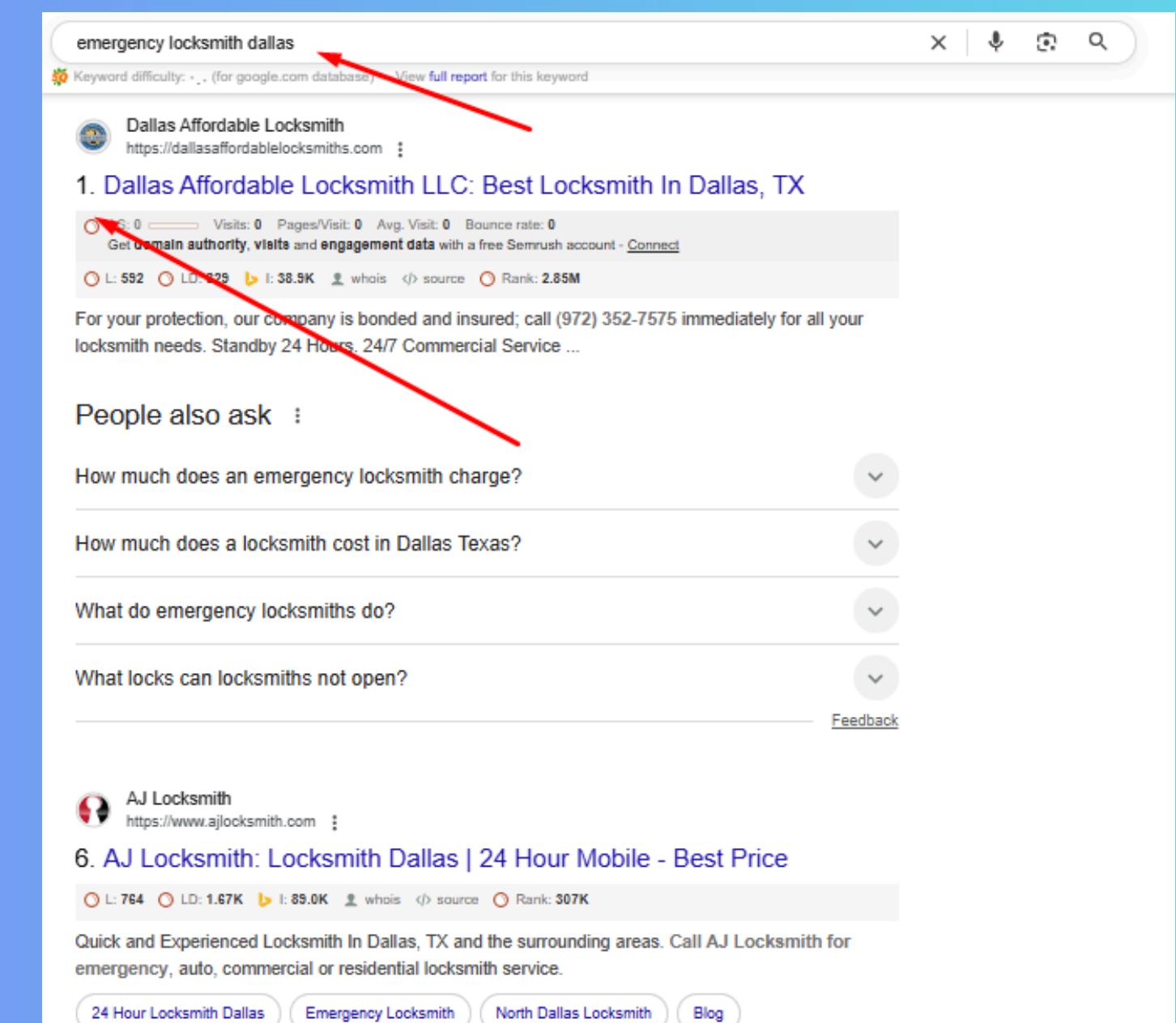
2. Locksmith Dallas, Texas - Local Emergency Locksmith Service

L: 4.55K LD: 4.78K I: 1.15M whois source Rank: 600K

Best Locksmith provides five-star residential locksmith services at affordable prices. Dallas has reported 9,238 burglaries and 26,662 thefts in 2020. Call ...



# EMERGENCY LOCKSMITH DALLAS



emergency locksmith dallas

Keyword difficulty: + (for google.com database) — View full report for this keyword

Dallas Affordable Locksmith  
<https://dallasaffordablelocksmiths.com>

1. Dallas Affordable Locksmith LLC: Best Locksmith In Dallas, TX

S: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 592 LD: 829 I: 38.9K whois source Rank: 2.85M

For your protection, our company is bonded and insured; call (972) 352-7575 immediately for all your locksmith needs. Standby 24 Hours, 24/7 Commercial Service ...

People also ask :

How much does an emergency locksmith charge?

How much does a locksmith cost in Dallas Texas?

What do emergency locksmiths do?

What locks can locksmiths not open?

AJ Locksmith  
<https://www.ajlocksmith.com>

6. AJ Locksmith: Locksmith Dallas | 24 Hour Mobile - Best Price

L: 764 LD: 1.67K I: 89.0K whois source Rank: 307K

Quick and Experienced Locksmith In Dallas, TX and the surrounding areas. Call AJ Locksmith for emergency, auto, commercial or residential locksmith service.

24 Hour Locksmith Dallas Emergency Locksmith North Dallas Locksmith Blog

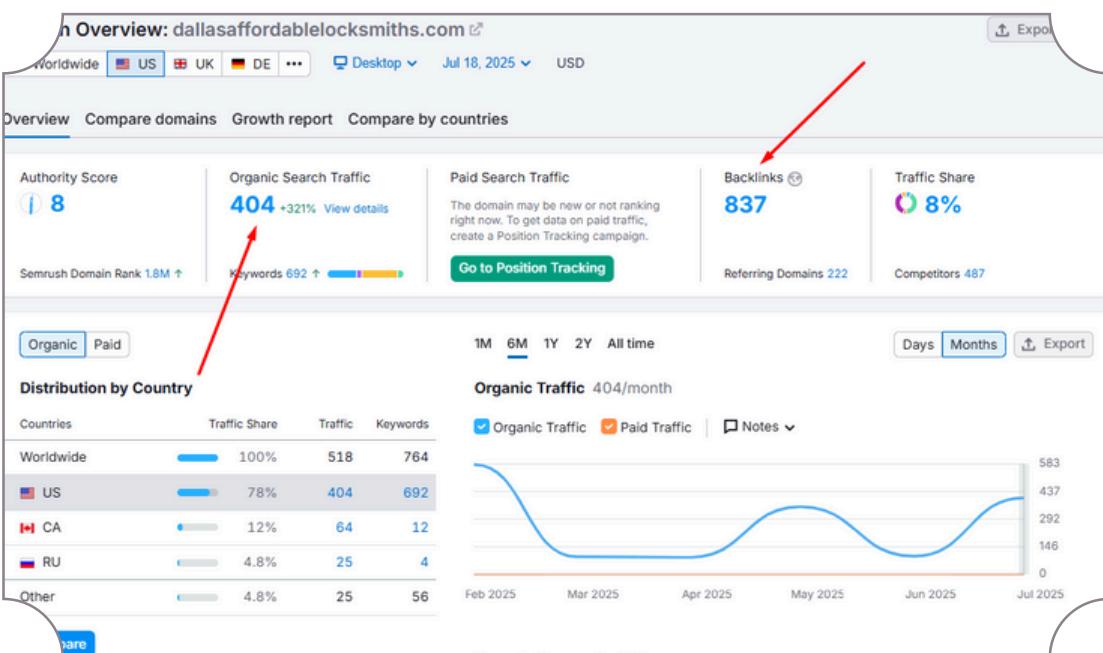
- **95% of 100+ keywords ranked on Page 1 of Google**
- **40+ keywords ranked in Top 3 positions**
- **Core rankings achieved in 4–5 months**
- **Notable keywords**

- "bathroom remodeling dallas tx" (#2)
- "home remodeling contractors farmers branch" (#1)

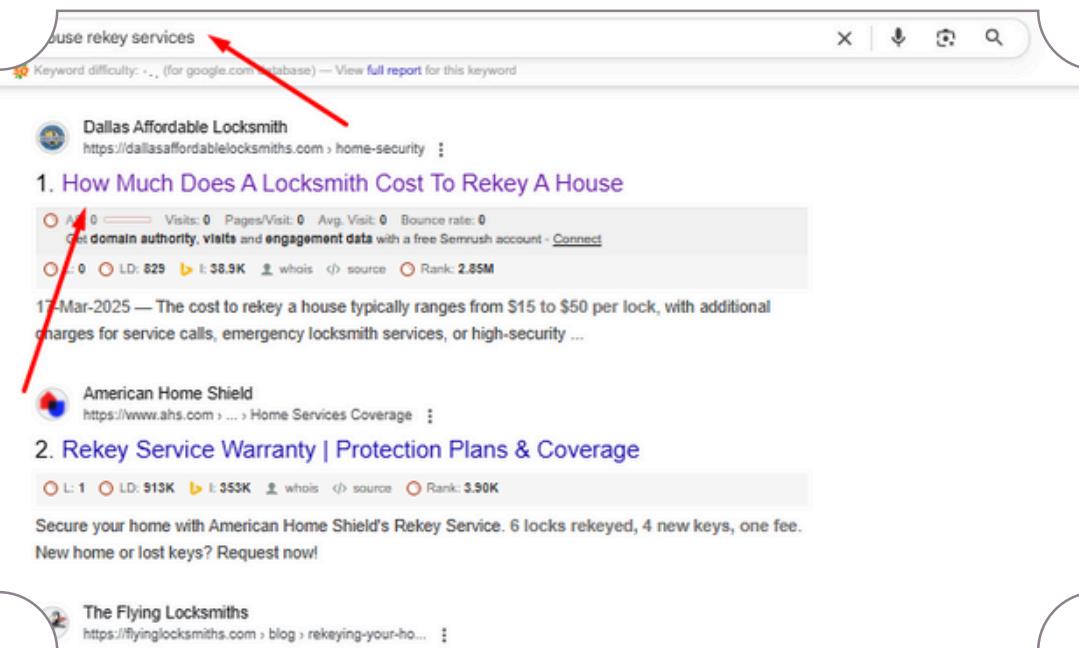


## Local Organic Results

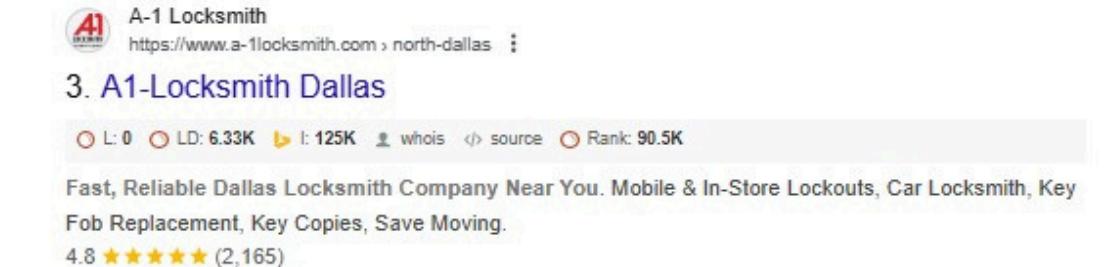
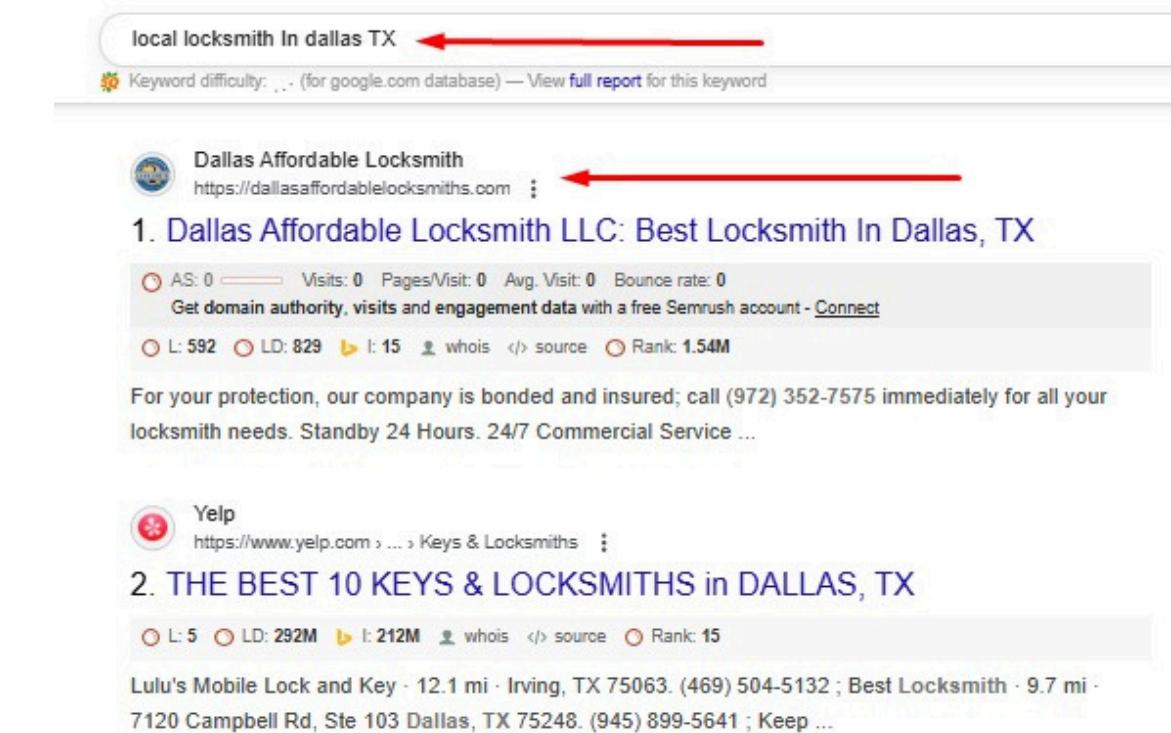
Project Duration: 6 Months



House rekey services



local locksmith In dallas TX



A-1 Locksmith

https://www.a-1locksmith.com/north-dallas

3. A1-Locksmith Dallas

L: 0 LD: 6.33K B: 125K whois </> source Rank: 90.5K

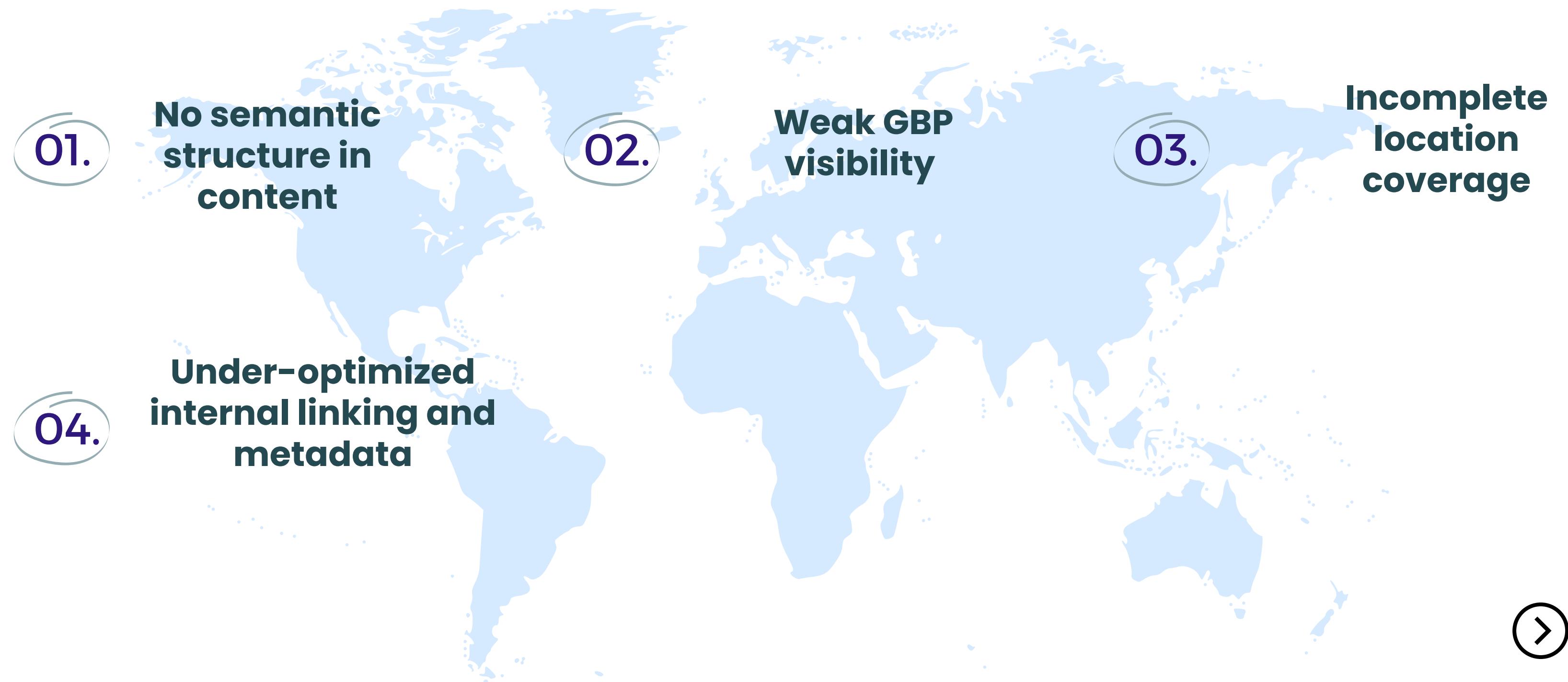
Fast, Reliable Dallas Locksmith Company Near You. Mobile & In-Store Lockouts, Car Locksmith, Key Fob Replacement, Key Copies, Save Moving.

4.8 ★★★★★ (2,165)





# Challenges





# Strategy & Execution



## Phase 2 Strategy

- Created hyper-local service pages (e.g., “Locksmith in Garland TX”)
- Added city-specific schema markup, FAQ schema, and customer review snippets
- Implemented geo-tagged media uploads and optimized GBP for suburb-level visibility
- Acquired city-based citations and launched review outreach in each suburb

---

## Phase 2 Results (30 Days)

- 90% of suburb keywords ranked on Page 1
- Google Map Pack visibility achieved for:
  - “Locksmith in Richardson TX”
  - “Affordable locksmith near me”
  - “24 hour locksmith in Garland TX”
- Suburb-based organic traffic doubled in just one month
- GBP engagement in newly targeted cities increased by 250%





# Tools & Tactics Used (Both Projects)

- 01.** **SEO Tracking:** Ahrefs, Google Search Console, BrightLocal
- 02.** **On-Page Optimization:** Surfer SEO, LSI & NLP Keyword Clustering
- 03.** **Local SEO:** GBP Optimization (Posts, Services, Reviews), Geo-Schema, Q&A
- 04.** **Technical SEO:** Mobile UX Enhancements, CWV Improvements, Speed Optimization
- 05.** **Link Acquisition:** Editorial Placements, Local Directories, Brand Mentions

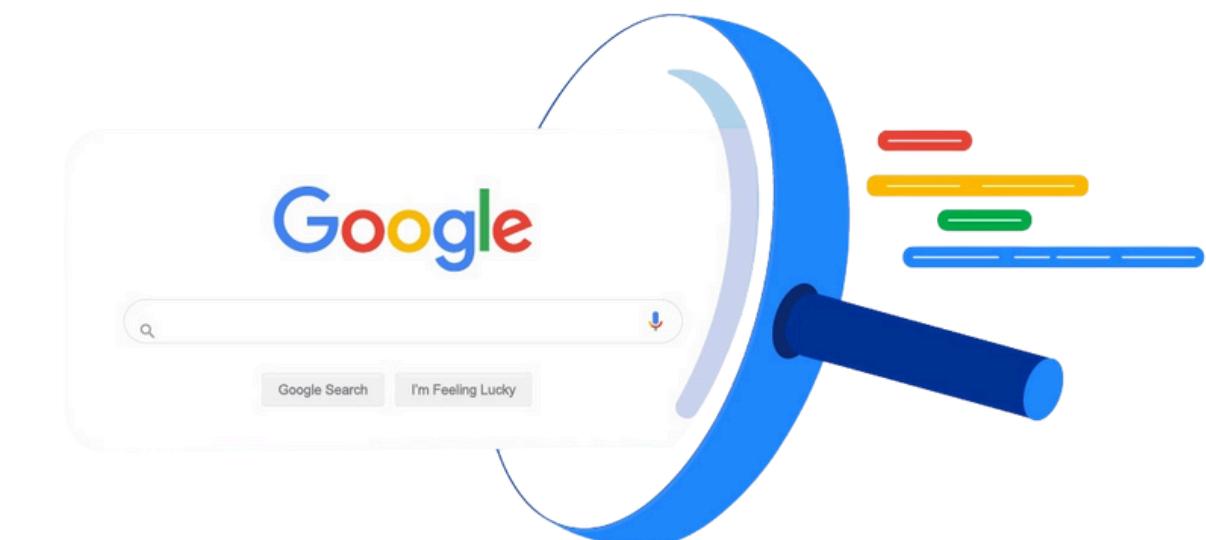


# Final Outcome



**Dallas Affordable Locksmiths gained complete dominance across Dallas and surrounding suburbs using a multi-layered approach:**

- Semantic content strategy targeting competitive and “near me” keywords
- GBP and Local Pack optimization to dominate mobile searches
- Hyper-local expansion with suburb pages and geo-focused outreach
- Scalable backlink strategy leveraging local relevance



**The result? A massive surge in visibility, calls, and qualified leads – all within a predictable 6-month SEO timeline, even in a highly competitive locksmith market**



# Timeline

Days

<b>Audit &amp; Strategy Development</b>	<b>Day 1 - 5</b>	<b>Conduct a full audit, develop the keyword strategy, perform initial optimizations, and outline the content strategy</b>
<b>Technical Fixes &amp; On-Page AIO</b>	<b>Day 6 - 15</b>	<b>Implement technical fixes, optimize on-page AIO elements, and begin content optimization.</b>
<b>Content Creation &amp; Link Building</b>	<b>Day 15 - 30</b>	<b>Start content creation and outreach campaigns to build authoritative backlinks. Continue improving on-page AIO and technical elements.</b>
<b>Keyword Rankings</b>	<b>Day 30 - 45</b>	<b>Strengthen targeted keywords and consistently publish new content. Continue enhancing rankings through AI-driven optimization</b>
<b>Conversion Analytics</b>	<b>Day 45 - 60</b>	<b>Analyze the new traffic and guide visitors to take action—such as making a call, sending a text, or visiting the website.</b>

