



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

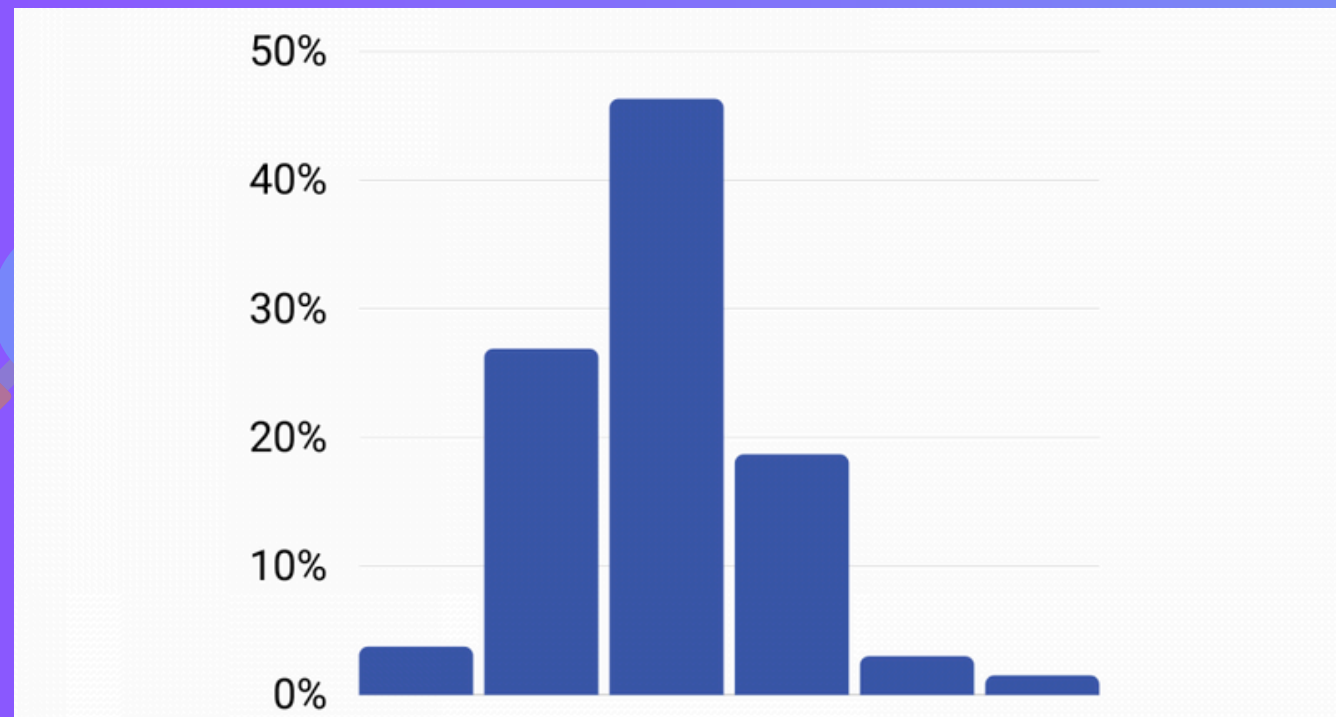


Goals

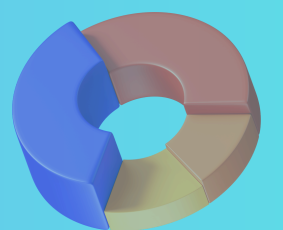
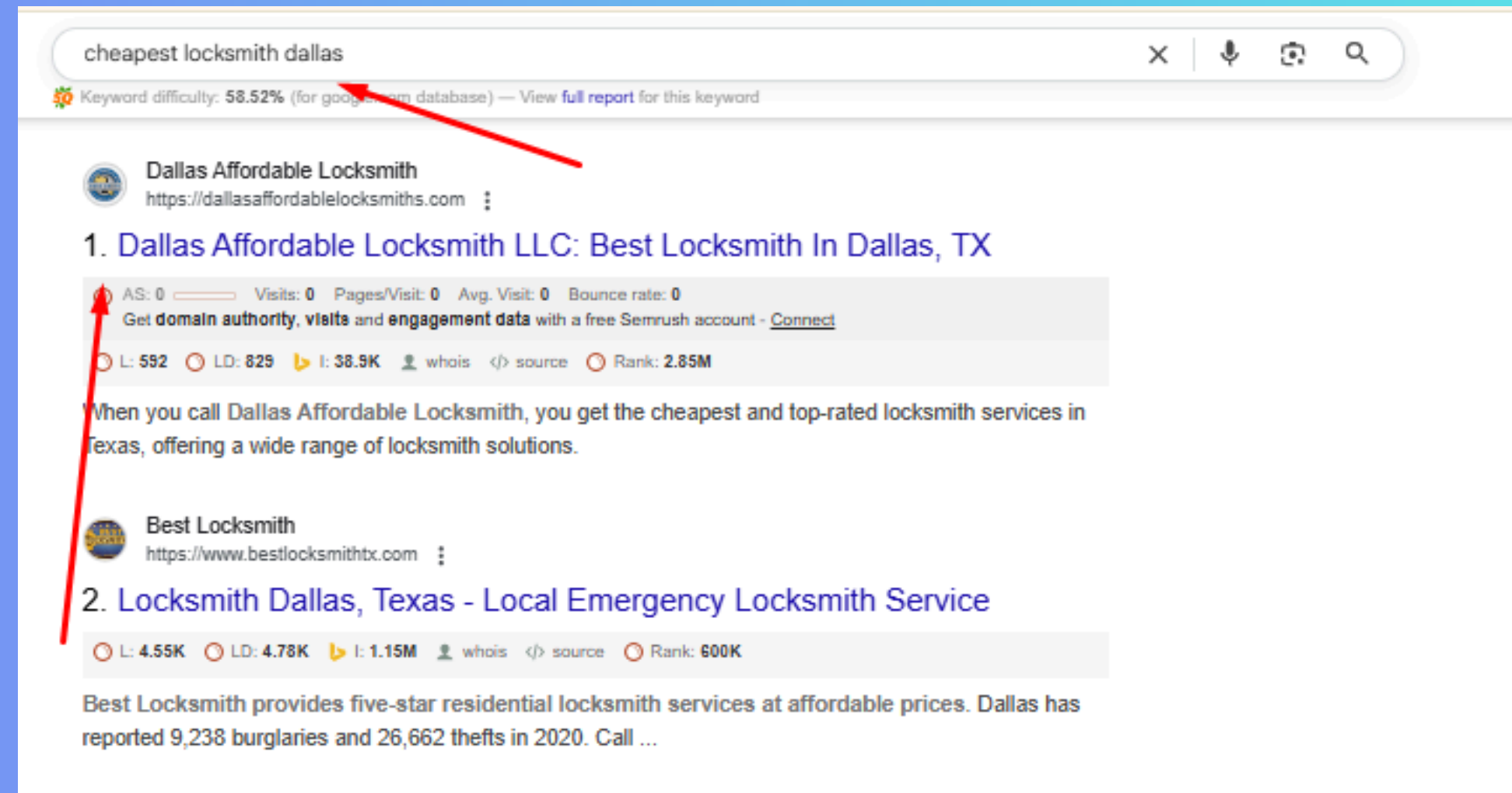
01. Rank all 100 remodeling-related keywords on Google's 1st page.
02. Increase visibility in Dallas and surrounding cities (Frisco, Plano, Carrollton, Garland, etc.)
03. Capture "near me" and city-specific search queries (e.g., "locksmith in Plano near me")
04. Drive inbound calls for emergency, rekeying,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



Results (Within 3–6 Months)



- **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

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.

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

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

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?

[Feedback](#)

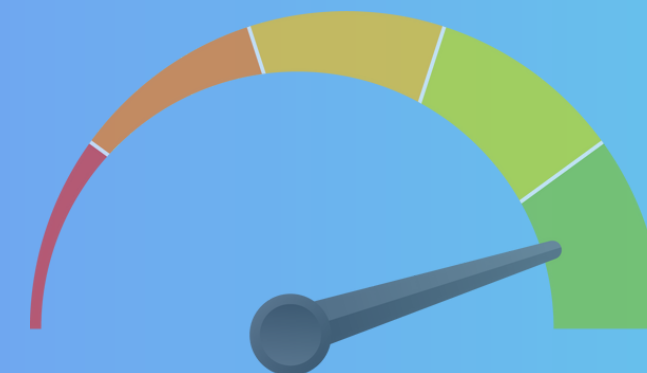
6. AJ Locksmith: Locksmith Dallas | 24 Hour Mobile - Best Price

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.

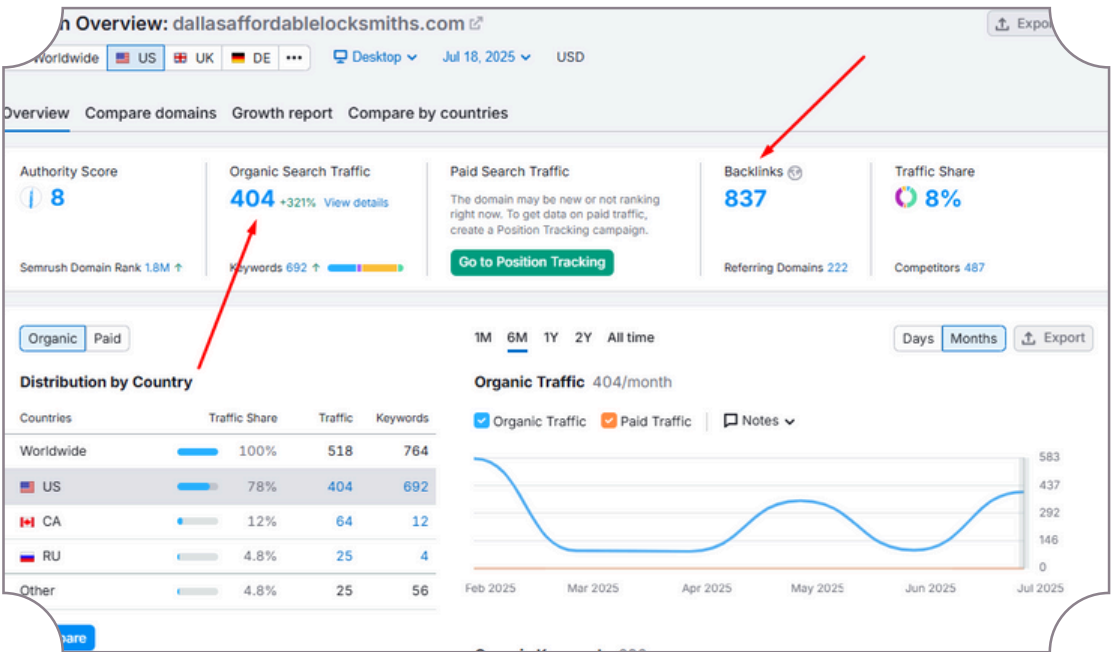
[24 Hour Locksmith Dallas](#) [Emergency Locksmith](#) [North Dallas Locksmith](#) [Blog](#)

- 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)

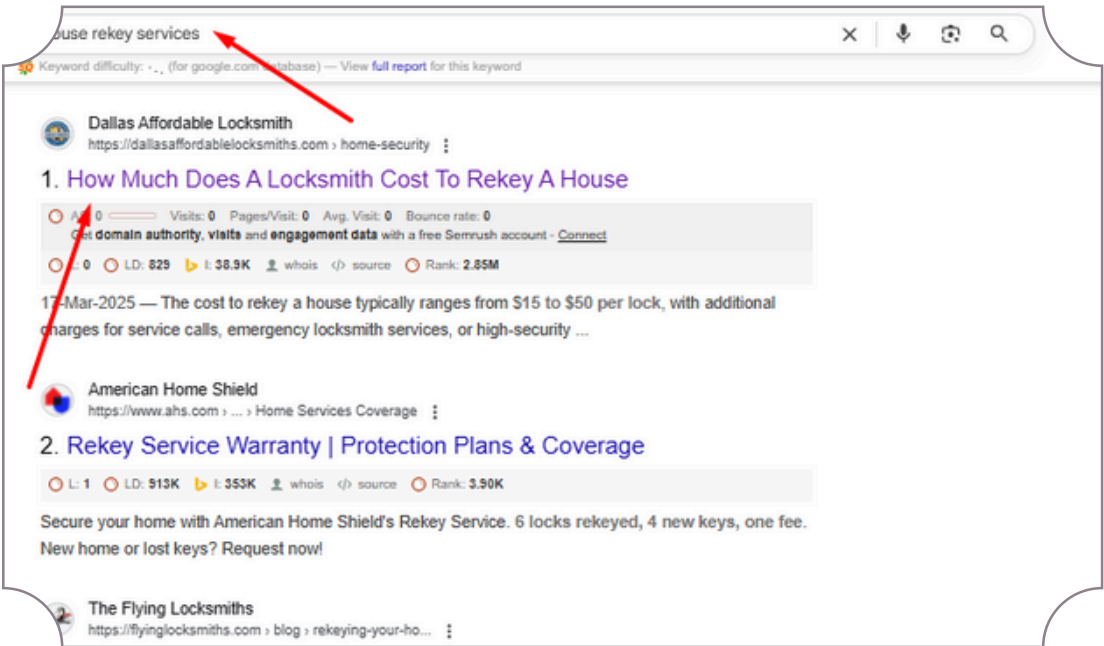


Local Organic Results

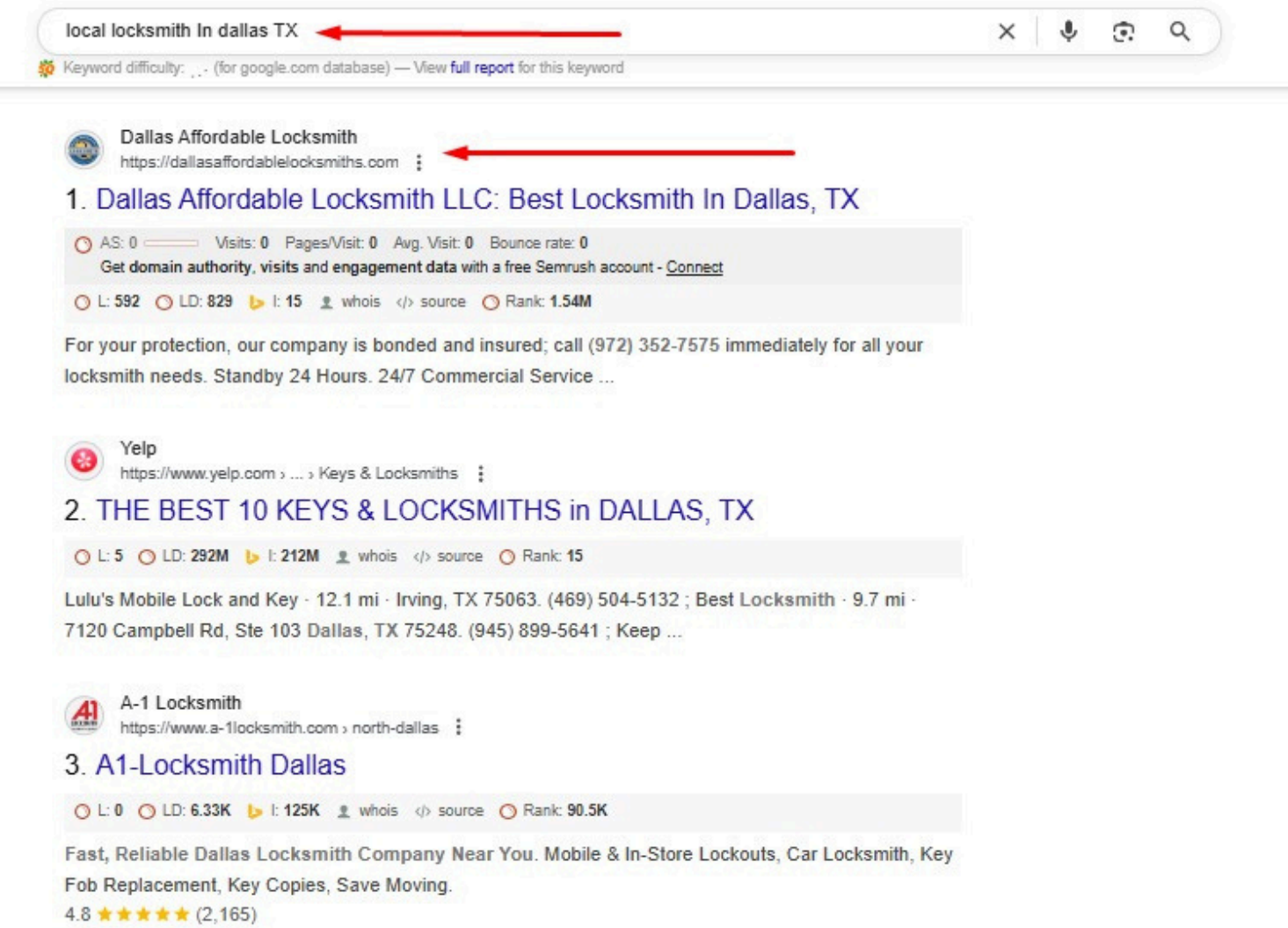
Project Duration: 6 Months



House rekey services

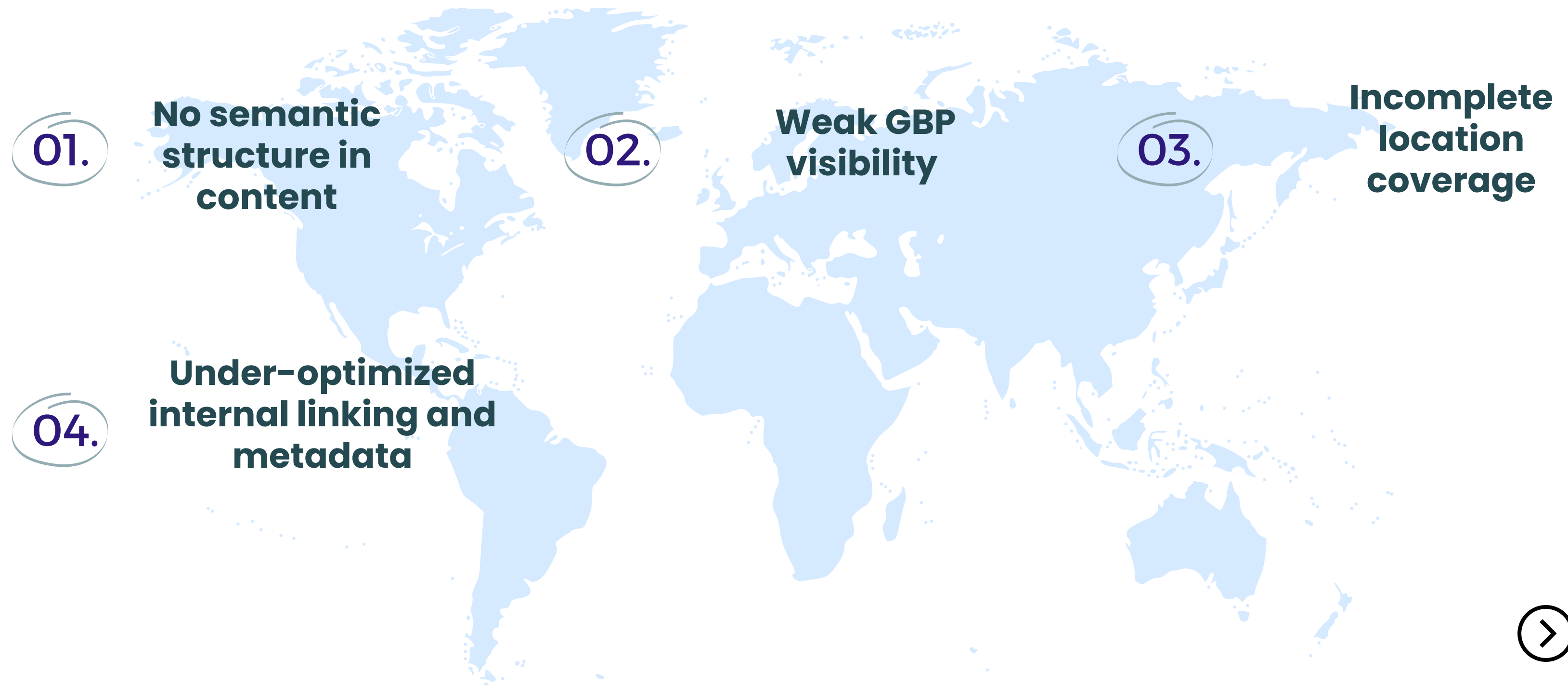


local locksmith In dallas TX





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



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

