

## Case Study | Search Engine Optimization



### Background

SecurityRI provides armed and unarmed guards, and service patrols throughout Rhode Island and Southern Massachusetts. Unlike many security service companies, SecurityRI distinguishes itself on its professionalism, extensive training, the dedication of its guards, and an overall culture of customer service and reliability.

SecurityRI's customers have assets they need protected in a wide variety of communities, whether it's a mansion in Newport, a car dealership in Warwick, a manufacturing location in New Bedford, or a construction site in North Attleboro. Rhode Island's #1 Licensed security provider, SecurityRI has been acting as an extension of its clients organizations since 1981, providing a seamless, professional experience every step of the way.

### Challenge

Security RI has many local competitors, as well as very large national corporate competitors with orders of magnitude more resources than them, and as a result of their disadvantages they were ranking very low or not at all for most desired search terms. They first engaged with our founder Ted Ives in 2011 and then with another of our founders, Mark Collins, in 2014, before signing up with Nautical Agency. The result was a steady focus on obtaining links from legitimate business directories, press releases, highlighting awards in the local press, and consistent weekly blog publishing.

### Solution

Ted claimed, updated, and optimized entries in legitimate business directories as well as the information in Google Business profile, then advised SecurityRI on how to organize the website and create keyword-oriented content to satisfy prospects needs during their research phase.

Mark came onboard to optimize the Google Business Profile and look for opportunities to obtain other external links using tactics like issuing press releases.

Lastly, SecurityRI's website was refreshed to provide a great mobile experience on all platforms, with fast response-time.



<https://nauticalagency.com/>

"The monthly reports show exactly what they're doing. **Finally**, an SEO Company that's "transparent!" – Gian Gentile, CEO

## Security Guard Services Company Dominates Area Listings

### Results

Traffic to the Website and the Google Business Profile grew steadily and consistently over many years. SecurityRI ultimately achieved #1 in the 3-Pack AND the top organic result below the "3-Pack":

