



**Generate Leads for  
Your Security Business**

# 4 SEO Strategies to Generate More Leads for Your Security Business

As a security company, you know all about vulnerabilities. Identifying weaknesses is actually one of your biggest strengths, and families and businesses alike trust you to protect their livelihoods. If they can find and hire you, that is. Competition is fierce for service providers, and every client counts.

The best way to get in front of potential customers is by investing in SEO. If your sales funnel has dried up — or if you notice another security company in the area making substantial leaps while you spin your wheels — now is the time to undergo a crash course in SEO. Like waiting to install a security system after a break-in, putting it off is dangerous for your business and can have dire consequences.

Ultimately, SEO is about finding opportunities to provide content that your audience wants. When one correctly, it will push your security company's website to the top of internet searches and drive substantially more traffic to it. And it's critical to try and get onto that elusive first page of search results — after all, 71% of customers never click past that initial list of providers. If your business is buried on the subsequent pages, your bottom line will suffer.



## How to Secure Better SEO Results

How do you go about building a successful SEO campaign that draws more qualified leads into your sales funnel and turns prospective buyers into protected ones? Here are five strategies to improve your SEO efforts:



### 1. Know your customer's intent.

Pretend you're the customer for a moment. What would a commercial or residential lead type into the search bar when looking for the best security company in their area? Aside from your location ("best security company Knoxville") and your primary services ("home alarm system reviews"), what common queries or pain points should you address?

Determining search intent and creating SEO-infused content around it satisfies Google's desire to pad searches with the best possible results. Your website will rank higher, and you'll enjoy more business. If your content doesn't fit the search intent, however, your page's rankings will fall and be eclipsed by a security provider that better understands what customers are searching for.



## 2. Identify your business' keywords.

The lifeblood of [supreme SEO strategies](#) will always be the keywords and phrases that you identify in the aforementioned research about user intent. Don't rush the process; brainstorm both short- and long-tail keyword options to cast a wide net. Long-tail keywords are increasingly important because they correspond with voice search, which is how a growing number of online users prefer to interact with the internet (think dictating commands to a smart speaker). You have a handy guide to help you — simply go to Google or other search engines and start typing in security terms and phrases. What shows up as suggestions? Jot those down to bolster your list of target keywords to rank for.



## 3. Create quality content on your site.

Now that you have an indispensable list of keywords, it's time to construct content around it. If your homepage doesn't have a dedicated blog, it's time to build one. So many service providers don't feel the need to have a regularly updated blog on their site, and that's to their own detriment. Search engines won't be able to rank you without a variety of content that speaks to what folks are looking for.

It can be a daunting task, but a content calendar can do wonders for your planning and organization. You certainly don't need to post fresh content every day, or even every week; a couple of times per month should suffice. Coming up with a sustainable cadence is a big part of the equation. Aim too high and you'll burn out; set the bar too low and your warm leads will lose interest (and search engines will index your site less often). This is where a marketing agency can step in and take the load off your shoulders, producing a steady stream of content that incorporates your keywords.



## 4. Understand linking strategies.

Once you start creating compelling content that consumers want, you're closer to owning a website that earns first-page rankings. To push it over the edge, however, you need to add external and [internal links](#) to establish authority. External links (i.e., backlinks and inbound links) connect your website to another. When other reputable sites link to yours, it builds credibility and shows search engines that your security company is worthy of a high ranking. Connecting pages within your site via internal links also proves to Google that you have important information to share.



SEO isn't rocket science, but it requires careful planning to see results. By partnering with CMG Local Solutions, you can focus on other aspects of the business while we ensure customers can find your security company online.

[Contact us](#) today to learn more about how to effectively upgrade your search engine optimization strategy and capture more qualified leads.