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SEO For Security Guard Companies

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How We Built Two Multi-Million Dollar Security Companies Using Search Engine Optimization

Contents

1. Thanks For Downloading!

Congratulations! You have taken the first step towards the most important thing you can do for your security company. This Ebook is an introduction to SEO & why you need it to stay competitive in the growing Security Industry.

2. What Is Search Engine Optimization (SEO)

3. Why SEO Is The Most Powerful Marketing Solution

4. A Recommended List Of Tools To Help Your SEO Campaigns

5. How To Get Guaranteed SEO Search Results

6. About Start A Security Company

Start A Security Company

7. Get In Touch

The Industry Leader In
Building Turnkey
Security Guard
Companies From The
Ground Up

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Congratulations! You have taken the first step towards the most important thing you can do for your security company. This Ebook is an introduction to SEO & why you need it to stay competitive in the growing Security Industry.

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Search Engine Optimization is not something we take lightly at startsecuritycompany.com. Not only has it helped us to generate two SEPARATE million dollar businesses, but it has also helped us to grow our brand, build our network and help Security Guard Companies across the country grow their business and increase their profits.

startsecuritycompany.com has built THOUSANDS of Security Companies from the ground up for our clients while maintaining a status of A+ Member of the Better Business Bureau for over 10 years.

With that being said, its no doubt that SEO has been the biggest secret to our success.

Specifically You Will Learn

- What Is Search Engine Optimization (SEO)
- Why SEO Is The Most Powerful Marketing Solution
- A Recommended List Of Tools To Help Your SEO Campaigns
- How To Get Guaranteed Search Results For Your Company

All the best,

startsecuritycompany.com Team

What Is Search Engine Optimization (SEO)

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What Is Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is the process of improving and increasing the volume or quality of traffic (visitors on your website) through search results from search engines such as Google and Bing. It's important to note that visitors that find your results are all *high quality* "targeted" leads as they are actively searching Google and Bing to find the answers to their questions and problems.

The earlier your site appears in the search engines, the more visitors and traffic your website receives. Today SEO reigns King and can target various different kinds of searches including image search, video search, local search and more.

Would you rather be Blockbuster or Netflix?

That's right folks, the days of phone books and print ads are over. As technology continues to change at a rapid pace and everyone's attention moves towards the Internet, apps, and mobile platforms, it's increasingly important that you make sure you change with the times or you'll put your business and your income at risk. Just ask Blockbuster.

No one is spending 20 minutes looking your company up in the phone book and no one is conveniently checking out your flyer on the park bench. People just don't have time for that and as you know, time is money. What people ARE doing is spending 30 seconds of their time to search Google to find out the solutions to their problems and questions.

SEO is the single most important thing you can do for your business and it easily produces the biggest ROI across several different categories. For instance, by being on top of the search engines you will be guaranteed more visitors to your site, more leads that turn into sales, authority status online (Google is telling people you

are the answer) and increased brand visibility just to name a few.

The reality is that most people don't know how to optimize their sites or run SEO Marketing Campaigns because it's difficult and it's not their expertise. As a business owner you must be vigilant enough to realize where to spend marketing dollars and identify where you are not getting a ROI.

Marketing is not the same as Efficient Marketing. There is something called "The 80/20 Principle" or Pareto's Law. This law states that 80% of your desired outcomes are typically the results of 20% of activity or input. In our experience, SEO has been our 80/20 and has literally made us Millions while simultaneously freeing up our time, driving guaranteed revenue, bringing us brand exposure and the authority presence that comes along with ranking in the top of the search engines.

SEO is King and is here to stay. The single best move you can make for your business is to start investing in SEO. By reading this book you're already off to a great start!

SEO Video Explanation



Why SEO Is The Most Powerful Marketing Solution

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SEO: The Most Powerful Marketing Solution

So why is SEO considered the most powerful form of marketing today?

Increases Traffic To Your Website

SEO drives a consistent, steady stream of highly targeted traffic to your website. You're not guessing who your customers are and you don't even have to go out to find them. When someone types in "security guard company brooklyn ny" it is extremely targeted and usually means someone is actively seeking out the first company that Google or Bing tells them is the answer to give them the job. *You want to be that answer.*

Cost Effective

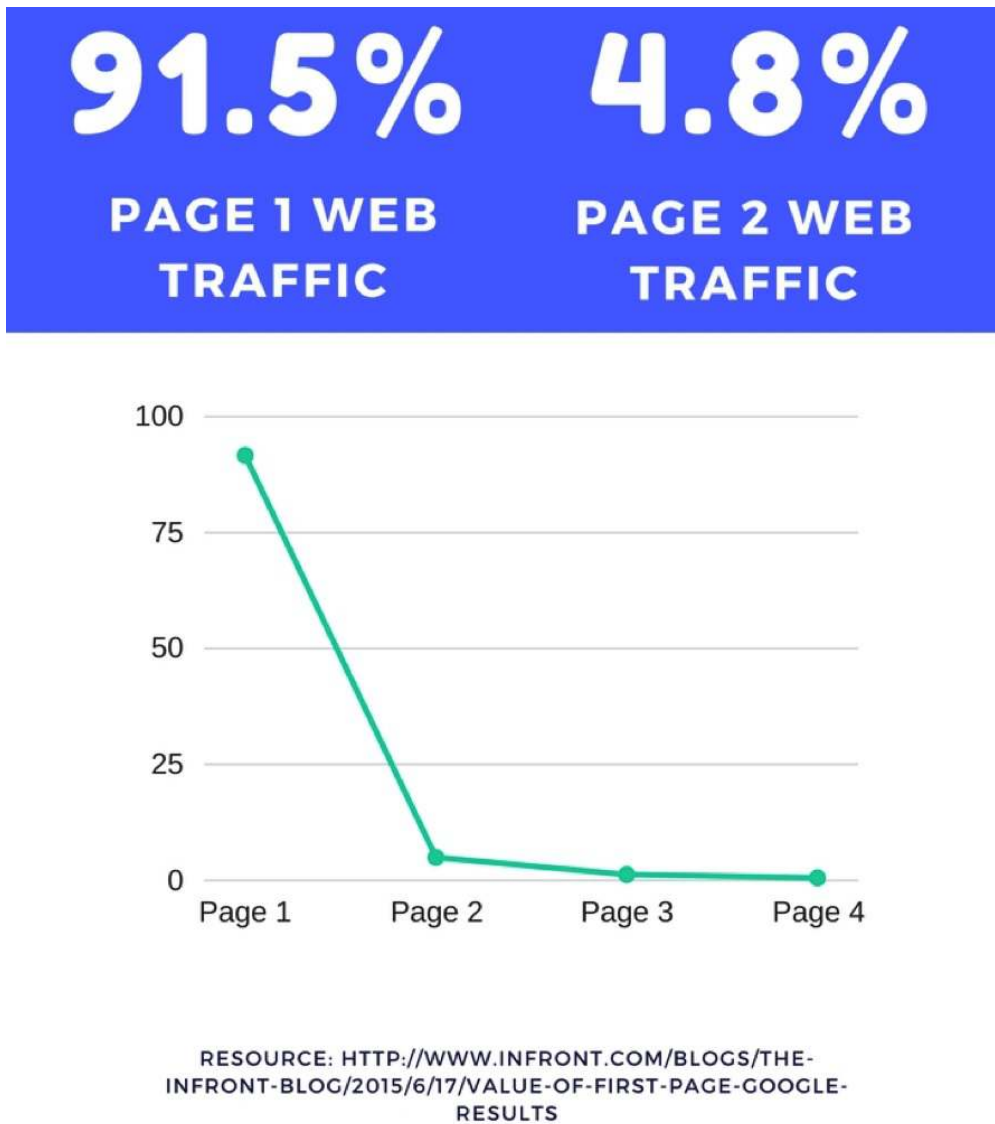
SEO is extremely cost effective because as mentioned above, you are targeting people who are actively looking for your products and services online. This means you don't have to waste time or money on ads that *may or may not* work. By investing in SEO the leads come to you and allow you to spend your time being the best and most responsive security guard company you can be.

Brand Awareness

Being seen on the first page of any search engine leads to incredible brand awareness. This is because the top search result leads to impressions (people seeing your company name) and exposure for your company. Simultaneously, you are building trust in the consumer's eyes as authorities such as Google and Bing are telling the world that you are the most important answer when people search for your services. This is EXTREMELY powerful for your brand in itself!

Why It's Important To Be SEO Optimized

The graph below shows the difference in web traffic from Page 1 to Page 4 in search engines such as Google and Bing.



You can pretty much guarantee that no one is going to get to Page 3 or 4. Smart businesses know how important it is to invest in SEO. Often times the company that shows up in the first organic spot on Page 1 receives roughly 30% of ALL search traffic for that specific keyword term. Talk about ROI!

A Recommended List Of Tools To Help Your SEO Campaigns

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Recommended Tools For SEO & Further Education

This section will be broken down into separate categories: Resources, Tutorials, Services.

Resources:

[SEO: The Beginner's Guide To Search Engine Optimization](#) from Moz.com

[SEO CENTRO](#) - Search Engine Marketing tools to help with your search engine strategy.

[Backlinko.com](#) - A Top SEO Blog with tips and strategies to help both beginner's and seasoned SEO Pro's.

Tutorials:

[Udemy.com](#) - Online courses for pretty much anything.

[Lynda.com.com](#) - Learn a new skill online on your time.

[Coursera.org](#) - Take the worlds best courses online.

Services:

[Start A Security Company SEO Packages](#) - With over 10 years as an A+ Member of the Better Business Bureau, we have been specializing in SEO for Security

Companies and driving proven results. We have successfully built THOUSANDS of Security Companies from the ground up using our proven SEO strategy.

How To Get Guaranteed SEO Search Results

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Our Industry Advantage

When you sign up for SEO with our firm, you are taking advantage of our hundreds of security related websites that we build and maintain, that are all networked and full of relevant content. Our process is all “white hat” SEO practices. That means that your website will not be penalized or banned from search engines for unscrupulous methods. Our SEO experts have thousands of hours of experience in designing websites that are search engine friendly, creating search engine friendly meta tags and keeping the sites in the desired ranking positions.

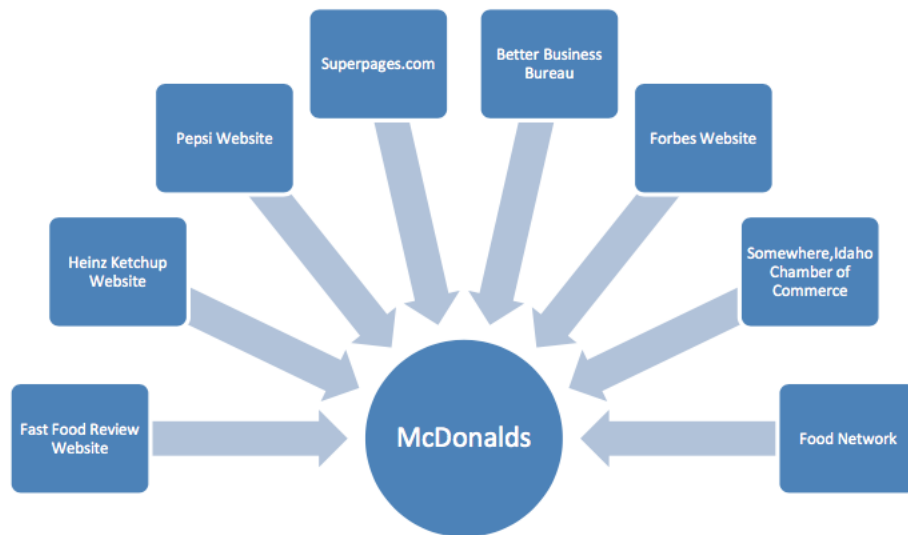
An SEO subscription with startasecuritycompany.com is not only meta tags and relevant page content. Yes, we have mastered the art of meta tag generation and all of the robot tags, etc... However, our SEO program is geared 100% toward our network of clients, whose websites are all chock full of relevant content and links, all pointing to each other, therefore increasing your website ranking and chances of quick indexing.

To learn more about SEO and view available packages [CLICK HERE](#)

A Visual Example:

This is what search engines see when determining how important our website is. For this example we will use McDonalds and Jimmy's Burger Stand.

The outer website are all pointed to the McDonalds website, indicating to search engines that McDonalds is important, therefore ranking higher as most relevant in the food industry.



Now look at Jimmy's Burger Stand website in the eyes of a search engine:

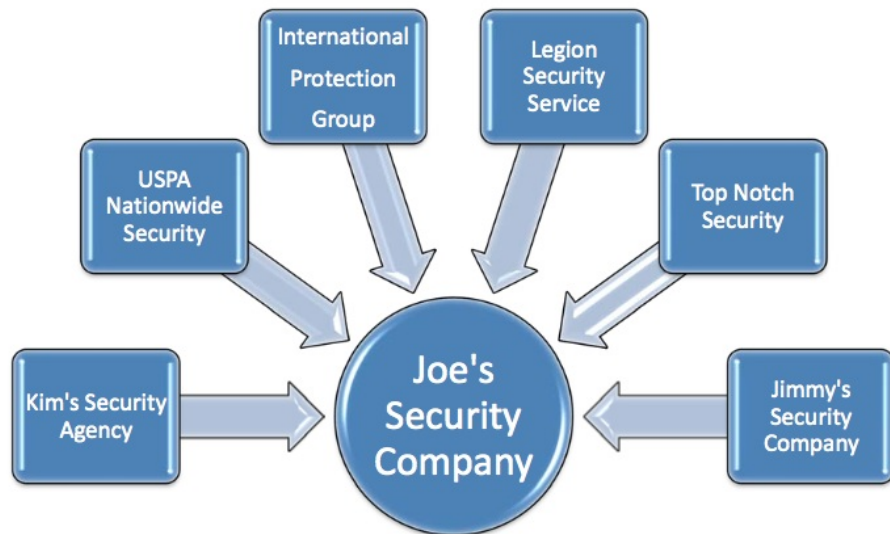


Jimmy's site has no incoming links from relevant sources...search engines consider it an island.

startasecuritycompany.com enjoys the same type of in-coming relevant links (like McDonalds) from thousands of security related websites and our page ranking is eventually passed on to our SEO clients by our networking process, by which we point all of our websites (related to security and investigation) to one another; thereby eliminating the "island theory".

With our SEO program, your site is viewed in the eyes of a search engine similar

to the illustration below:



As you can see, the search engines will not see this website as an island; therefore you are going to get indexed. The major search engines pay a lot of attention to this part of the SEO process when ranking a website.

What To Expect:

Results are not typically realized for a few months...and here's why: Search engines have billions of websites to index every year. This is an automated process. Web Designers build websites, and then the site is submitted to the search engines for indexing. The wait time to index a website can be weeks and even months depending on a variety of factors. Some of these factors include new domain names, amount of relevant "keyword rich" page content and backlinks.

About Start A Security Company

Start A Security Company

startsecuritycompany.com has been the Industry Leader for over the past decade in building turnkey Security Companies from the ground up for our clients. We save our clients THOUSANDS of dollars every year with the valuable tips and proven strategies that we have used *to build two Million dollar Security Companies.*

Additional Services:

We offer a variety of additional products & services at startsecuritycompany.com such as:

- [Ebooks](#)
- [Contract Templates](#)
- [Proposals](#)
- [Licensing Opportunities](#)
- [Officer Supply Depot](#) - Our Online Shop For Security Specific Uniforms & Gear

For **Big Savings** On Bundle Purchases [CLICK HERE](#)

Join The Tribe

Start A Security Company has had the amazing benefit of helping companies both here in the US and Internationally for over a decade. This has given us a tremendous opportunity to build bonds with our clients and grow our networks exponentially. Often times we pass on a lot of our work to our past clients who have quickly started joining our network. For those who are serious about being competitive in today's Security Industry, we recommend looking into [SEO Plans](#) or [Licensing Opportunities](#).

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