

# Armstrong Lock & Security



Armstrong Lock & Security is a trusted locksmith and provider of security solutions dedicated to keeping families and businesses in the Orlando, Florida, area safe.



INDUSTRY

**Home Services**

IN BUSINESS

**Since 1929**

CUSTOMER

**Since 2011**

BUSINESS TYPE

**Single Location**

## CHALLENGE

The Armstrong Lock & Security team knew they needed to invest in an SEO strategy in order to improve their web presence and stand out from their competitors, but they didn't have the time or resources to do it themselves. "SEO is kind of like putting tires on a car. It's necessary if you're going to get anywhere," said Beau Armstrong, Vice President of Armstrong Lock & Security.

## SOLUTIONS

When ReachLocal launched their SEO solution, ReachSEO, Armstrong Lock & Security switched from their previous SEO provider to ReachLocal. They've worked with ReachLocal since 2011 for digital marketing solutions like ReachEdge, ReachLocal's lead management software, and ReachListings, ReachLocal's listings management solution, and knew ReachLocal could deliver results.

## RESULTS

Armstrong has been pleased with the results he's seen since switching to ReachLocal's SEO solution. Two of the things he loves most about working with ReachLocal for his SEO: transparency and the ReachLocal team. Armstrong says the transparent reports he receives allow him to see the true progress of his campaign and make adjustments as needed. The ReachLocal team is quick to answer questions and provide suggestions, and he feels like they truly care about his business and his success.

"In this day and age, if you're not doing SEO in some form or fashion or don't have a good company that knows what they're doing for you, you're getting passed up by your competition."

**Beau Armstrong**

Vice President, Armstrong Lock & Security

- ✔ **Clickthrough rate doubled**
- ✔ **Organic traffic bounce rate dropped more than 40%**
- ✔ **High organic rankings maintained**
- ✔ **Additional organic traffic driven to the site**



ReachSEO™



ReachEdge™



ReachListings™