

Accelerating Digital Growth for AGS Protect with AI-Assisted SEO

Outcome: AGS Protect saw an increase of 292,000 Impressions, 86,700 Website visits, resulting in \$632,819.00 additional revenue.

Client Overview: AGS Protect, a leading security services provider, faced challenges in increasing their online visibility and driving qualified leads. Partnering with LJA New Media, AGS Protect sought to enhance their SEO strategy to boost organic traffic, generate more leads, and increase sales.

Challenges:

- Limited online presence and visibility
- Low organic traffic
- Insufficient lead generation through digital channels
- Need for a strategic SEO approach to improve search engine rankings and conversion rates

LJA New Media's AI-Assisted SEO Approach: LJA New Media employed a comprehensive, AI-driven SEO strategy tailored to the specific needs and objectives of AGS Protect. The approach was divided into four key phases: Discover, Strategize, Execute, and Examine.

Discover:

- Conducted a comprehensive discovery call to understand AGS Protect's business operations, marketing, and sales processes.
- Analyzed the current state of AGS Protect's online presence and pinpointed areas for improvement.

Strategize:

- Developed a customized SEO strategy incorporating AI tools to streamline workflows and optimize digital marketing efforts.
- Implemented AI-driven keyword research to identify high-impact keywords relevant to the security services industry.
- Created a robust content strategy focused on authority-building (E-E-A-T: Expertise, Authoritativeness, Trustworthiness) to enhance AGS Protect's reputation and meet Google's standards.

Execute:

- Launched AI-assisted local and online SEO content strategies to improve AGS Protect’s visibility in local search results and broader online searches.
- Optimized product and category pages using AI insights to drive targeted traffic to the website.
- Integrated AI tools to monitor and adjust SEO strategies in real time, ensuring dynamic optimization based on user behavior and search trends.

Blog posts by most total views

IN THE LAST 365 DAYS

Table ▾

BLOG POST	VIEWS
Private Security vs. Public Law Enforcement the Differe...	628
Private Security: Trends and Innovations	257
Security Guard Contract Templates	199
How to Assess Your Security Needs: A Guide for Busine...	151
Armed Security and the Law	141
Evacuation Procedures and Drills: Designing and Cond...	126
Performance Evaluation for Security Guards	113
The Top 5 Situations Where Armed Security Guards Are...	86
Evolving Threat for VIPs and How Security Services St...	85
Key Elements of Effective Special Event Security	72

Examine:

- Closely monitored the performance of the implemented SEO strategies, using advanced analytics to track key performance indicators (KPIs).
- Provided comprehensive reports to AGS Protect, detailing the outcomes and impact of the AI-assisted SEO efforts.
- Made necessary adjustments to continuously optimize performance and align with AGS Protect’s business objectives.

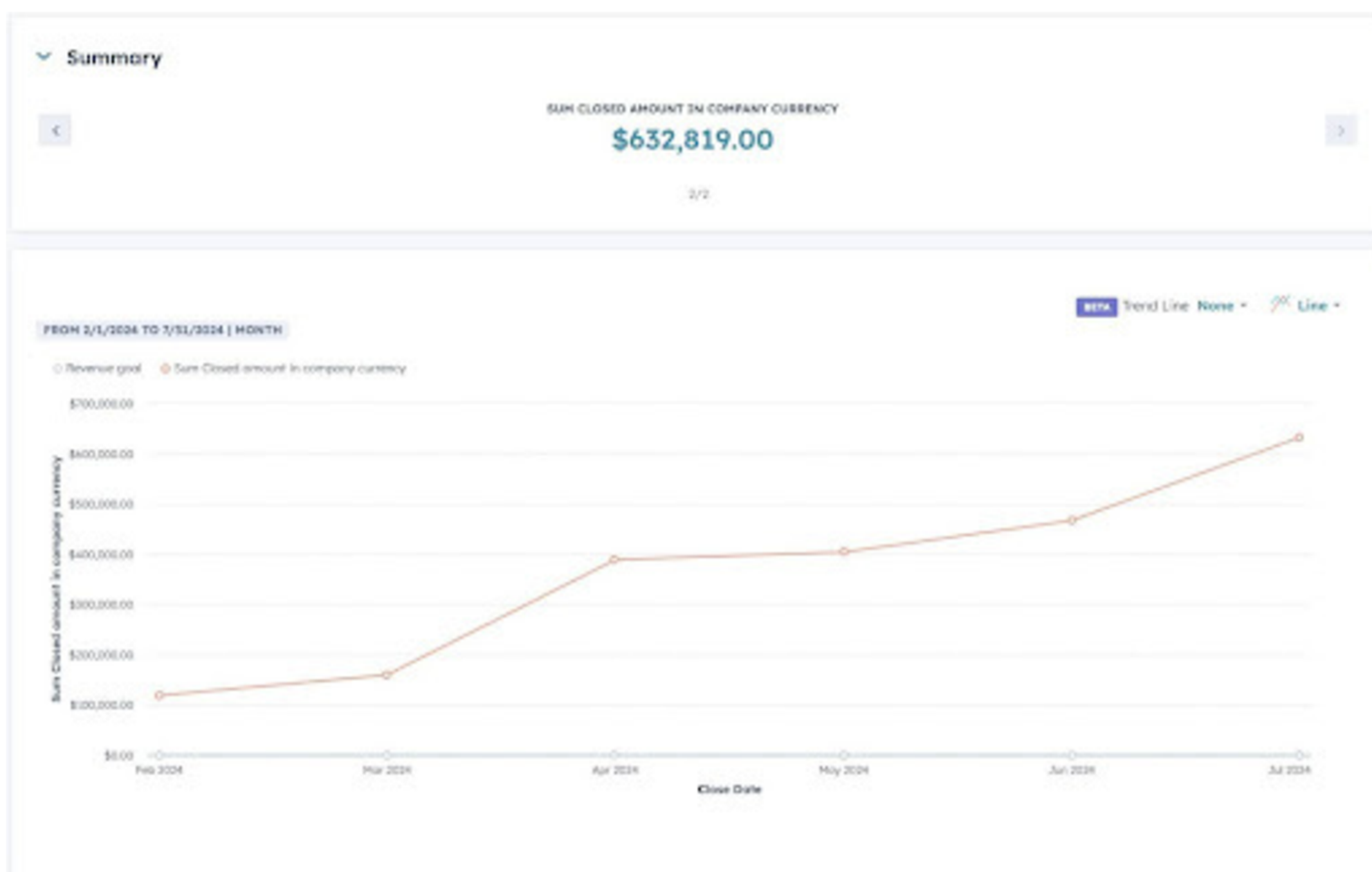
Results

Organic Traffic Increase: AGS Protect experienced a 79% increase in organic traffic within three months.

Lead Generation: The AI-assisted SEO strategy generated 32 additional leads, marking a 700% increase in lead generation.



Sales Growth: AGS Protect closed \$220,000 in new sales, directly attributed to the improved SEO strategy and increased online visibility. After 6 months: AGS Protect saw an increase of 292,000 Impressions, 86,700 Website visits, resulting in \$632,819.00 additional revenue.



Conclusion

LJA New Media's innovative AI-assisted SEO services significantly enhanced AGS Protect's digital presence, driving substantial growth in organic traffic, lead generation, and sales.

The collaboration demonstrates the transformative power of AI in SEO, enabling AGS Protect to achieve remarkable results and positioning them for continued success in the competitive security services industry.

“LJA New Media helped us implement an AI-assisted marketing strategy for our security company, AGS Protect. We were able to increase our organic traffic 79%, generate 32 additional leads—a 700% increase—and close \$220,000 of new sales within 3 months.” - John Adams, President of Operations, AGS Protect

Ready to transform your business with AI-driven solutions? Contact LJA New Media today to schedule a discovery call and explore how our AI-assisted SEO services can propel your business to new heights.