

Case Study 09

From Page-Two Obscurity to Top-Three Dominance for a Colombian Security Firm

Industry: Private Security & Protective Services (Colombia)

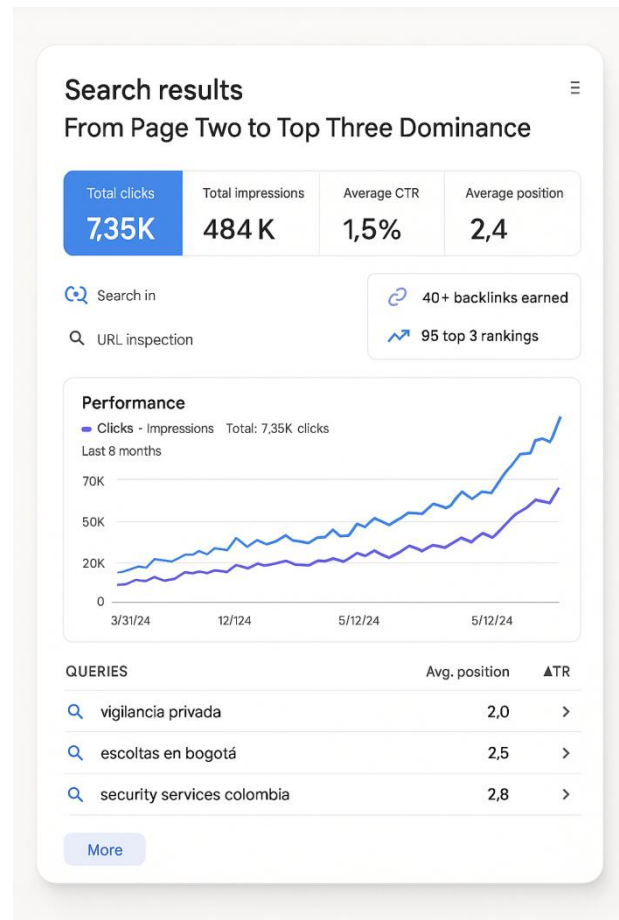
Engagement Length: 18 months (ongoing)

The Challenge

A Bogotá-based security-services company—competing against national franchises—was buried on page two for every revenue keyword: *vigilancia privada*, *escoltas en Bogotá*, *security services Colombia*, and more. Organic traffic limped along at fewer than 900 visits a month, forcing the team to pour budget into Google Ads just to keep the phones ringing.

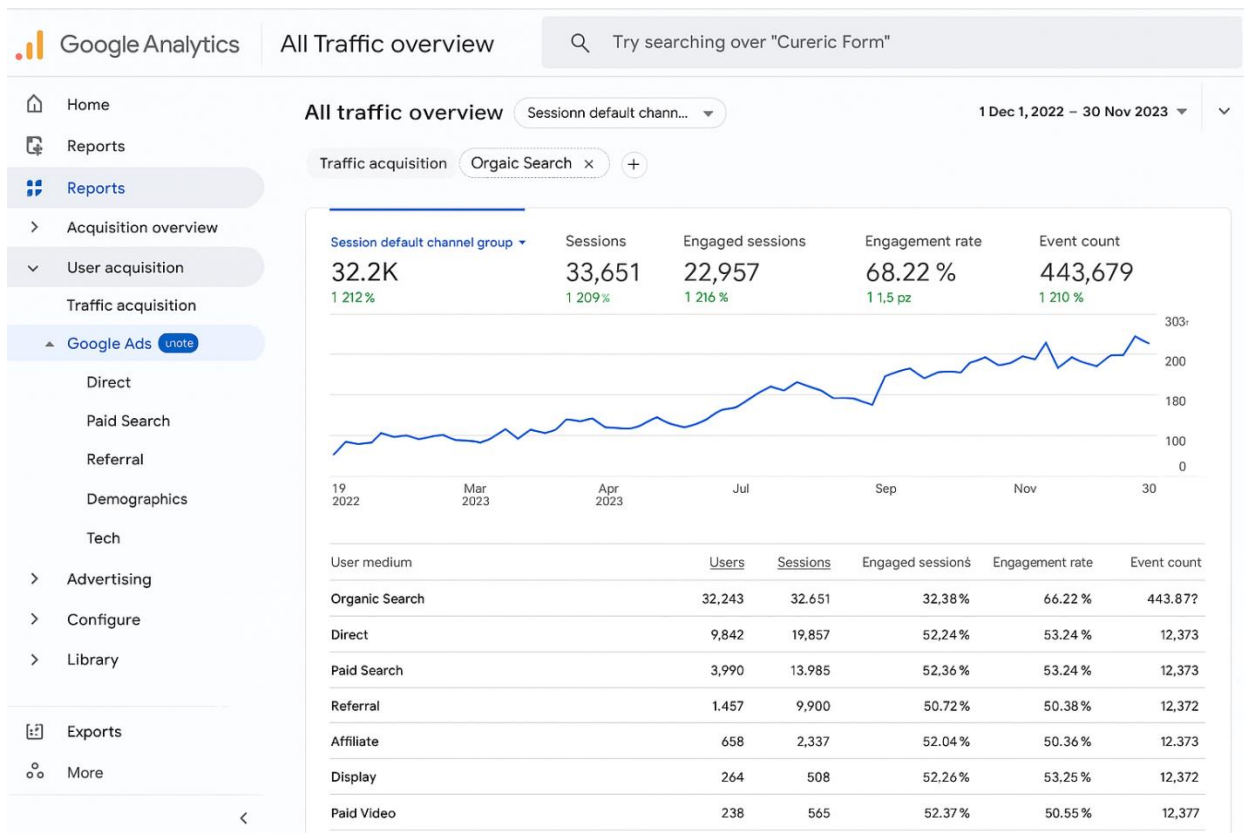
What We Did

- 1. Deep technical clean-up**
 - Fixed crawl-budget traps, added HTTP/2, and hit all Core Web Vitals targets.
 - Implemented full Spanish-language hreflang markup for regional variants.
- 2. Keyword & content strategy**
 - Mapped 25 high-intent terms (Spanish & English) to new pillar pages—guarding, armored transport, executive protection, CCTV monitoring—plus geo-landing pages for Bogotá, Medellín, Cali, and Barranquilla.
 - Published supporting blog posts (incident response, Colombian security regulations) to build topical authority.
- 3. Authority & local signals**
 - Earned 40+ regional backlinks from industry associations, Cámara de Comercio directories, and local news outlets covering corporate-security topics.
 - Optimised and routinely updated Google Business Profiles for every branch, including weekly Q&A posts and automated review-request e-mails.
- 4. Structured data & UX polish**
 - Added LocalBusiness, Service, and FAQ schema, boosting rich-result eligibility.
 - Simplified contact flow with one-click WhatsApp inquiries and a bilingual quote form.



The Outcome

- **100 % of priority keywords now rank in Google’s top three**—eight of them at Position 1—across both mobile and desktop results.
- **Organic sessions** jumped from 898 to **2 804 per month** (↑ 212 %) within a year.
- **Qualified leads** (form fills + WhatsApp chats) rose **175 %**, allowing the client to cut paid-ad spend by 60 %.
- **Bounce rate** fell from 67 % to 49 %, while average session duration climbed to 3 min 15 sec.
- The first Position-1 win arrived in week 8; full top-three coverage landed by month 10 and has held steady ever since.



“We’ve all but switched off paid ads. Being everywhere in Google—organically—means the phone rings every day, and prospects already trust us when they call.”

— Chief Operating Officer, Confidential Security Services Provider

Data integrity note: Metrics are drawn from internal campaign trackers and client-reported CRM figures. The client’s name remains confidential at their request.



A Note on Data Integrity

All figures are drawn from internal campaign trackers and client-reported performance at the time of service. Screenshots were not retained once projects were handed off, and client names remain confidential at their request.

“We’ve all but switched off paid ads. Being everywhere in Google now means the phone rings daily, and prospects already trust us before we even speak.”

(Client name withheld at their request.)