

# STRATEGY ANALYSIS


**Push-ups:** <https://rumble.com/v51mhab-pushups-for-aikido-review.html>

## LockFast

**Local locksmith** (based in Gillingham, UK)

## Links

Website: <https://www.lock-fast.co.uk>

Google Maps:  Lockfast

Facebook: <https://www.facebook.com/LockfastMedway>

## Business objective

- Get more potential customers from the region and monetize them.

## Services

- 24/7 emergency lockout services (home, office, auto)
- Door re-alignment
- Lock replacement, Installations, and upgrades
- Key Cutting
- Window fixing
- Safe Supplies
- Tenant evictions with a bailiff
- Car key replacement
- B2B services
- Auto locksmith services (emergency, lock fixing, etc.)
- and many similar others

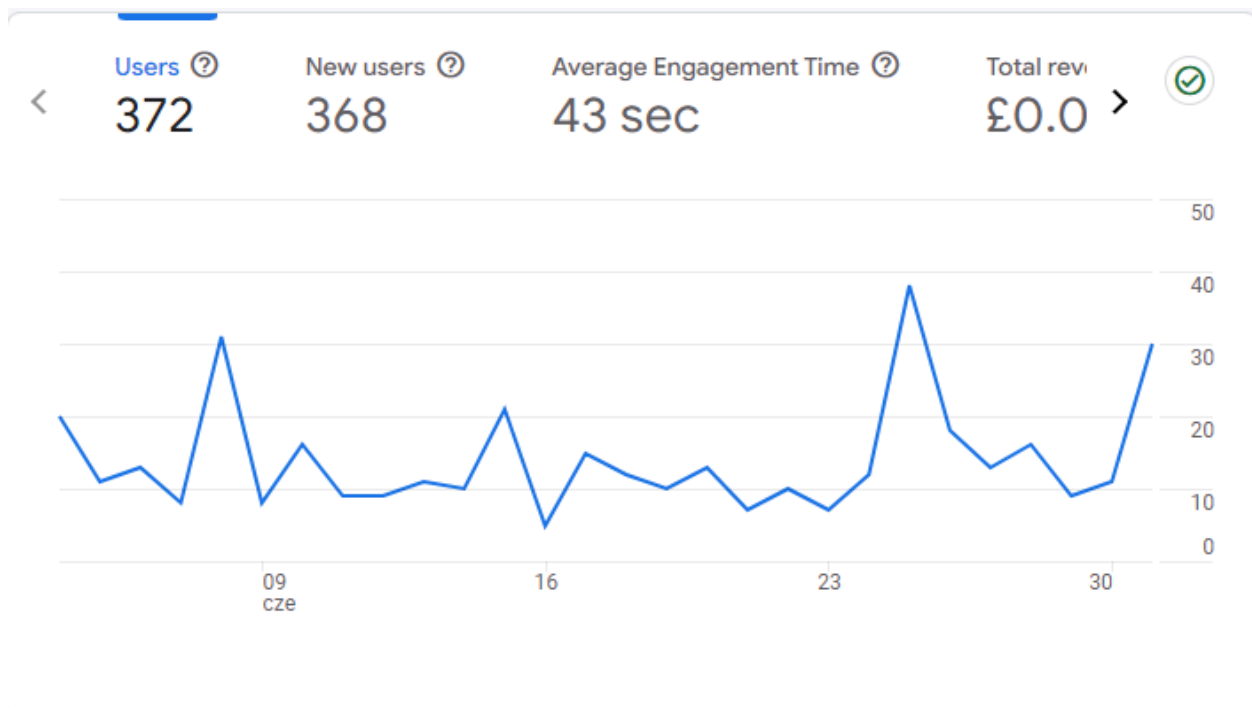
## Who are we mainly targeting

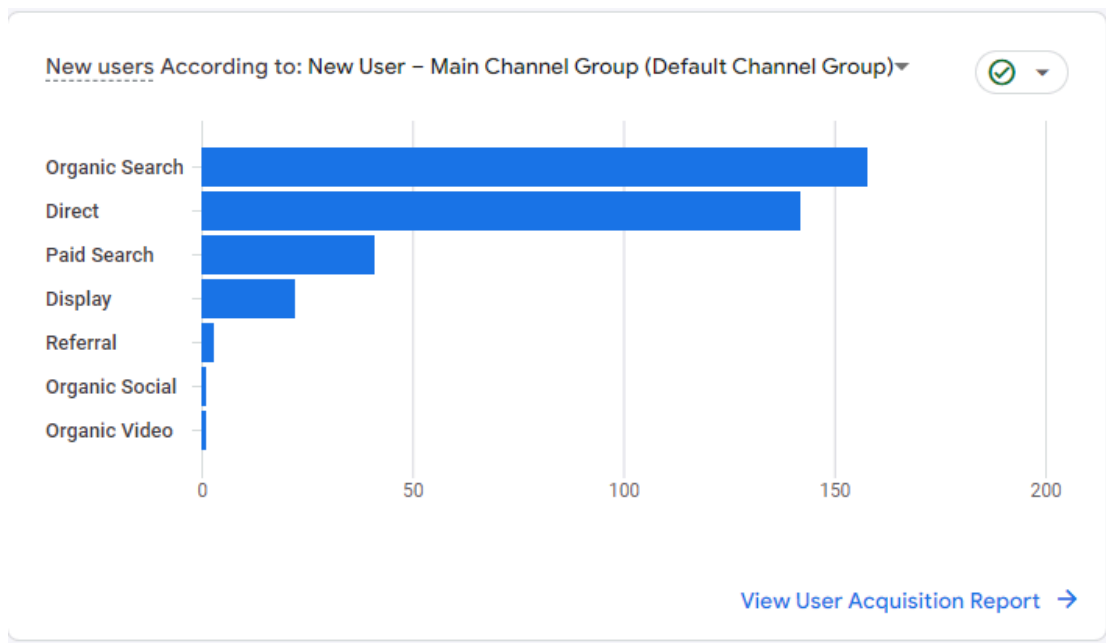
- People from the areas of [Gillingham](#), [Chatham](#), [Rochester & Strood](#), [Maidstone](#), [Sevenoaks](#), [Tonbridge & Malling](#), [Sittingbourne](#), [Gravesend](#), [Ashford](#), [Canterbury](#)
  1. People in emergency (locked out of or locked in their home, or car)
  2. People with an unurgent problem (broken lock, door replacement, servicing)
  3. People wanting to improve their safety or people moving to a new home or office (install new security systems, change the locks)
  4. People in need of in-store service (buy new keys or locks)
  5. Businesses, landlords and property managers in need of various locksmith services
- **Awareness: Level 3** - Solution aware
- **Sophistication: Stage 5** - leading with experience (24-hour accessibility, fast handling, additionally niching down - auto locksmiths)

- **Desire: 6** - High-intent buyers, in urgent need, already sold on the service
- **Certainty: 8** - almost sure the locksmith will help, it's a well-known trust-enjoying service
- **Trust: 2** - they might have heard about the company or seen it in the search results

## Attention (on mobile)

- 1551 interactions on Google Business Profile (GBP) since February
- 571 calls + messages made from GBP since February
- 596 directions taken from GBP to the store since February
- 384 traffic to website from GBP since February
- GBP 1st in Gillingham (the city they have a store in)
- GBP 1st in Chatham (main target city) - thanks to Google Ads
- GBP 1st in Rochester (main target city) - thanks to Google Ads
- n/a in other cities in the region
- website is 8th in Google search in Gillingham
- website is 8th in Google search in Chatham
- website is 18th in Google search in Rochester
- 154 followers on Facebook
- website metrics:





## Monetization

- I currently lost access to their website data due to the last Google Analytics update :(
- They've been running Google Ads campaigns from 2017 to 2020 and from 2022 until now + my client told me that 99% of their conversions come from calling them.
  - Currently running ad for Auto locksmith services

Ad Groups

	Cost ▼	Conversions ▼	Cost / conv. ▼
Auto Key Replacement	£450.38	27.50	£16.38
Auto Locksmiths	£182.29	13.00	£14.02
Emergency Locksmith	£137.68	12.00	£11.47
Auto Car Locksmith	£127.96	7.00	£18.28
Car Locksmith	£104.54	3.00	£34.85

[All Ad Groups](#)

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Biggest changes

Cost ▼

Biggest changes to your campaigns and ad groups

1 Jan 2023 - 2 Jul 2024 compared to 1 Jul 2021 - 31 Dec 2022 ⓘ

Auto Locksmith in Me...		+£7,599.93 +1,572.08%
AP - Call Only - Auto > Auto Locksmiths		-£601.23 -76.73%
AP - Call Only - Auto > Auto Key Replacement		-£538.68 -54.46%

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Most-shown search ads

AP - Call Only - Auto > Auto Key Replacement

Call: 01634 578 214 - LockFast  
Ad [www.lock-fast.co.uk](http://www.lock-fast.co.uk)

Providing A Fast, Friendly & Competitive Service  
Throughout Kent Lost Car Keys? - Call Lock Fast

Ad	Status	Impressions	Clicks ▼	CTR ▼
Enabled	Not eligible	716	44	6.15%

[All search ads](#) [All assets](#)

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Campaigns

Summary of how your campaigns are performing

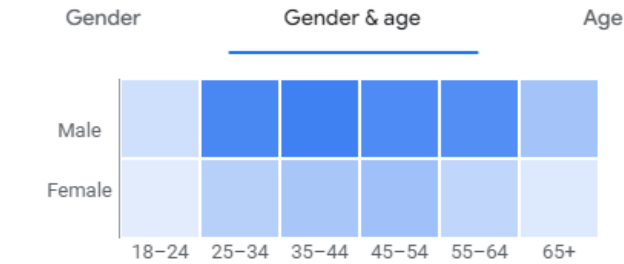
	Cost	Conversions	Cost / conv.
Auto Locksmith in Medway	£8,083.37	1,823.00	£4.43
AP - Call Only - Auto	£1,742.23	126.00	£13.83

All campaigns

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Demographics

Summary of the demographic groups your ads are reaching by age and gender

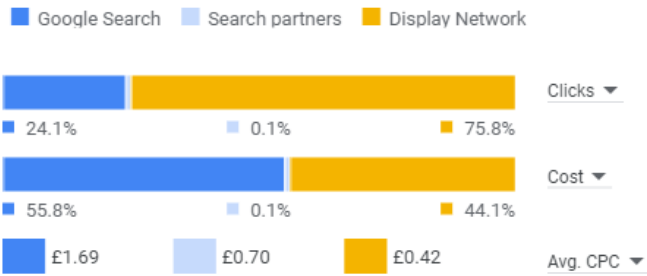


Based on the 71% of your impressions with known gender and age.

Gender & age

Networks

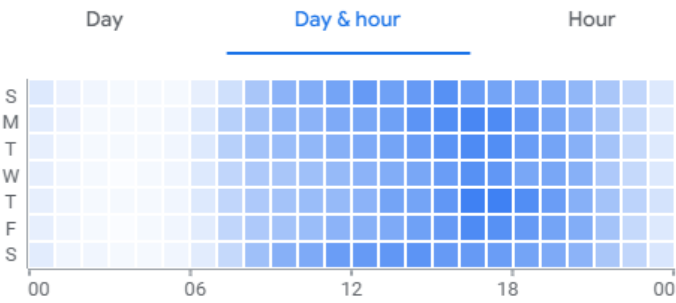
Summary of how your ads are performing on these networks



Networks

Day & hour

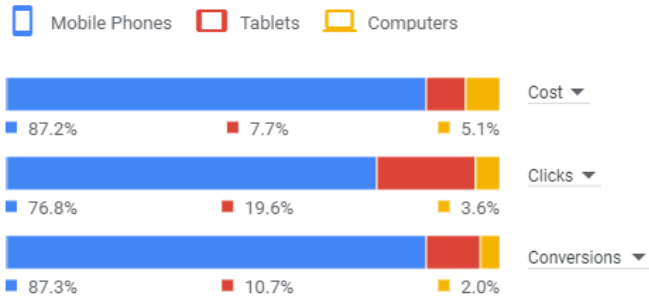
Your performance by day of week and time of day



Ad schedule

Devices

Ad performance across devices



Devices

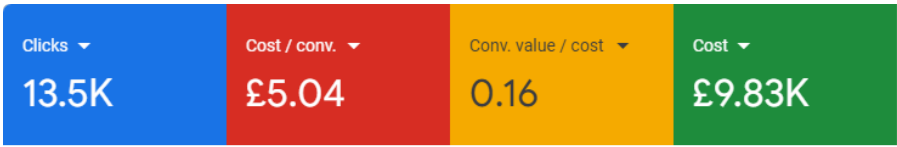
Keywords

Summary of how your keywords are performing

	Cost	Clicks	CTR
+auto +key +replacement	£331.34	62	5.29%
auto locksmith for cars near me	£180.71	22	6.15%
[auto key replacement]	£119.04	15	7.14%
[car locksmith near me]	£90.97	12	15.58%
[auto car locksmith]	£86.32	9	20.00%

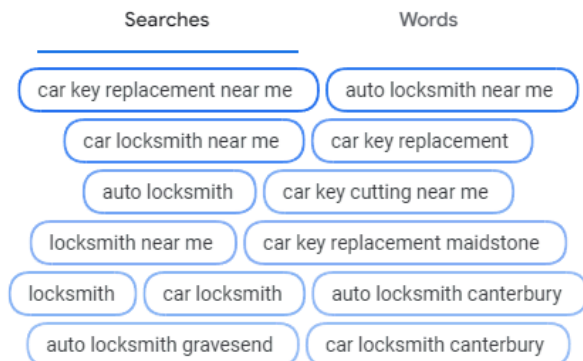
Keywords Negative keywords

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Searches Sort by: Impressions

### Top searches and words within searches where people saw your ads



All searches

- 11 people filled out the form on the contact page last month
- They have a monopoly in Gillingham (the city where they have their local store), but they want to dominate markets in the whole region (Medway), but they are losing in Google searches with smaller companies in those cities
- 24/7 emergency call-outs are the most profitable (the most expensive) service they provide
- B2B services are the most profitable when it comes to non-emergency jobs

### My potential strategy:

## Google Business Profile optimization

## Website optimization

- adding a social proof section on top
- adding a free quotation form on the home page
- adding FAQ section
- text tweak - new sections with more descriptions, less text stuffing, more section breaks, bullet points, implementing more customer language, their common pain points, and desires
- more, better looking, and clearer CTA buttons
- design enhancement
  - clearer service section
  - more section divisions with images for easier user navigation and better experience (less text stuffing, which often makes the reader lose interest)
  - images enhancement and size compression with AI
  - new header and footer
  - mobile optimization
- SEO enhancement
  - adding Google Maps embed on the home page
  - separate landing pages for each location
  - regular blog posts
  - NAP information - add the business address to the footer
  - more content on each page and better copy focused on local keywords
  - mobile optimization
- mobile optimization
- new B2B page

#### Google Ads

- Running Google Ad campaigns with localized landing pages we're going to create

#### Facebook reactivation

- deals, offers, events
- informational posts (why your company is the best one)
- client stories/case studies

#### Branding

- creating a new front design of the store
- creating a new logo - something simple related to the key/locks or their service