

DO NOT DISTURB.

CASE STUDY:

COMPANY NAME: SKYCOP INC.

Commercial Security & Surveillance | Updated July 2026



CLIENT BACKGROUND

Skycop Inc. provides professional commercial security and surveillance solutions across the southeastern United States — mobile surveillance units, license plate recognition, remote video monitoring, and security trailers for job sites, businesses, and parking lots.

Their reputation was strong locally, but growth meant reaching new cities — and traditional advertising wasn't scalable enough to get them there.

Job Sites

Businesses

Parking Lots

Municipal

Construction

THE PROBLEM

~300

monthly organic visits,
flat and limited

0

presence in the cities
they wanted to grow into

Local

reach only — no path
into new markets

Skycop had the service offering and the reputation. What they didn't have was visibility where their customers were actually searching. Every new market meant starting from zero, and paid advertising couldn't scale across a whole region economically.

THE SOLUTION

We built a service-plus-location SEO page program — every page targeting one specific service in one specific city. Pages were added to the back end of their site with no changes to their public-facing design.

PHASE 1

80 pages

Core southeastern
service area

PHASE 2

Expansion

New markets opened
as results landed

TODAY

208 pages

Live and indexed across
service + city targets

Every page: one specific service + one city, AI-assisted optimization, indexed through our proprietary system.

THE RESULTS

90%+

of the 208 pages rank
on page one of Google

15

metro markets covered
across 7 states

Multiple

deals closed in cities
they'd never reached

Skycop has closed real business in markets they had no prior presence in — reached through search alone, not paid ads.

Sample terms now ranking: Mobile Surveillance Units · License Plate Recognition · Remote Video Surveillance

THE GEOGRAPHIC BREAKTHROUGH

The page program let Skycop enter markets without opening an office in any of them. Memphis, Nashville, and Little Rock anchored the footprint — then Atlanta, St. Louis, Birmingham, Louisville, Chattanooga, Jackson, and Huntsville followed.

Skycop is now closing deals in cities they previously didn't touch — entered through search alone.

208

location pages live

15

metro markets

7

states covered

162,779

annual impressions
from location pages

SEARCH VISIBILITY AT SCALE

Over the last twelve months, Skycop's page program put the brand in front of buyers across the Southeast at a scale their previous site never approached.

210,209

search impressions
in 12 months

3,583

clicks to the site
from organic search

#1–2

for every core
branded search term

Skycop owns its brand searches outright — "skycop cameras," "sky cop cameras," and "skycop inc" all rank in the top two results — while the location pages carry the discovery load across every market.

WHY THIS MODEL WORKS

Each page is its own ranking opportunity

A page for one service in one city competes only for that search — never against your other pages.

Page volume compounds into authority

More indexed pages lift the whole domain, pulling existing pages higher alongside the new ones.

AI search rewards depth and specificity

ChatGPT, Perplexity, and Google AI Overviews recommend the businesses with the most relevant local content.

New markets without new overhead

Skycop entered cities through search that would have required an office, a rep, or an ad budget otherwise.

IN THEIR WORDS

**“We began testing new markets about five months ago
and have already closed deals in new cities.”**

— Skycop Inc.

CONTACT:

Ready to see your business on page one?

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