

Case Study

American Guards Security

Booked Security Service Calls for 20 Dollars Using Google Ads



American Guards Security considered any cost under 200 dollars per booked appointment a success. Walt Rines built Google Search and Call campaigns plus a streamlined appointment funnel and cut cost to just 20 dollars per booking.

The Challenge

Fill the calendar with qualified prospects while beating the 200 dollar cost target.

Solution Highlights

- Targeted 'near me' and emergency security keywords on Google Search.
- Call Only ads for mobile users ready to talk now.
- Quote form funnel with automated SMS and email follow up to reduce no shows.
- Weekly bid adjustments dropped cost from 45 dollars to 20 dollars.

Landing Page Snapshot

[GET STARTED TODAY](#)

Armed & Unarmed Security Officers

Affordable 24/7 Private Security You Can Count On



businesses face moments like this.

Don't leave security up to chance! Book your FREE call today to find out how we can help you be more secure.

[REQUEST A QUOTE](#)

 **38+ Years of Experience**

Security Solutions Built For You

Security Video Surveillance

Increasing safety and technology with our advanced video surveillance solutions. Our systems offer 24/7 monitoring, remote access, and high-definition recording, providing an extra layer of security for your business.

[Learn More](#)

Unarmed Security Guards

In environments where a less conspicuous presence is preferred, our unarmed security officers offer right oversight without the use of firearms. Trained for schools, retail outlets, and public events, they maintain order through proactive monitoring and swift response to incidents.

[Learn More](#)

Event Security

Ensure the success and safety of your events with our specialized event security services. From crowd control to emergency response planning, our team handles all aspects of event security, allowing you to focus on having a memorable occasion.

[Learn More](#)

Armed Security Guard

For situations demanding a heightened level of protection, our armed security officers are the best choice. Trained extensively and equipped to handle high-risk scenarios, they provide formidable defense against potential threats. Whether at corporate events, healthcare facilities, or high-profile environments, our armed guards ensure a secure environment.

[Learn More](#)

Mobile Patrol

Our mobile patrol units provide dynamic security coverage, conducting random or scheduled patrols to deter criminal activity. With trained personnel behind the wheel, these patrols are an effective solution for large properties, parking lots, and residential communities.

[Learn More](#)

SEE WHAT OUR CUSTOMERS HAVE TO SAY

★★★★★

Great customer service

The manager worked with me to get the best rate. If you want great security at a great rate, give them a try.

★★★★★

Pleasant to talk to

Rosanne was very pleasant to talk to. She made me feel relaxed and comfortable. Great customer service.

★★★★★

Excellent service!!

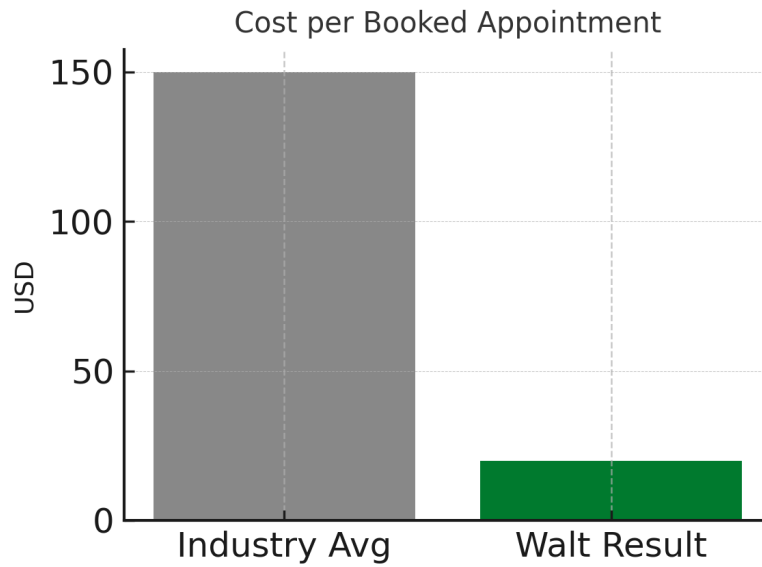
Highly recommend. Their level of vigilance and service is out of this world. Able to know security and feel more secure than ever!

[INCREASE SECURITY TODAY](#)

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Key Performance Metrics

Metric	Result
Client Success Threshold	< 200 dollars CPA
Final Cost per Appointment	20 dollars
Appointments in 30 Days	72
Typical Industry Cost Range	100 - 200 dollars



Versatility and Adaptability

This result proves Walt can pivot from nationwide ecommerce funnels to local service lead gen, applying data driven tactics to any niche and consistently beating benchmarks.

Ready to Lower Your Cost per Lead?

Email walt@crimsonedgeventures.com or call 702-518-6317 to schedule a free session.