

Case Study: Secure Time

Boosting Local Visibility and Achieving a 90% Conversion Rate

The Client

Secure Time is an owner-operated security alarm business based on the Kāpiti Coast, servicing residential and commercial customers across Kāpiti and Horowhenua. Owner Cliff Gott is a Ministry of Justice-approved alarm technician with over 15 years of experience.

The Challenge

As a sole operator in a competitive local market, Cliff needed to stand out, build trust online, and give people a clear reason to choose Secure Time over larger, better-known competitors. His platforms were in place but lacked the strategic direction and consistent messaging needed to convert visitors into enquiries. His website also had duplicate content across pages, which search engines penalise, and which would put off potential customers.

The Approach

A personalised marketing strategy built around clear, trust-building messaging and a strong point of difference — bringing all key platforms together so Secure Time was easier to find and harder to overlook.

This included strategic website copywriting, On-page SEO, Google Business Profile management, and consistent social media content — all working together to position Cliff as the credible, knowledgeable local expert he already was.

The Results

Within months of implementing the strategy, Secure Time achieved measurable growth — with results that continue to build over time:

- **90% conversion rate** from enquiries to booked work
- **3-4x more website impressions** since mid-2024
- **60-85 website clicks per month** — the strategy deliberately prioritised calls over clicks *for better conversion on a personalised service*

- **28% increase** in impressions since February 2025
- **Steady lead generation** while other businesses are quiet
- Stronger, more professional online presence that inspires trust
- *"Secure Time"* is their top search query — locals are searching for them by name, not general services, showing social media is building real brand awareness

Even **during an extended overseas trip**, enquiries continued — with 70% of leads happy to wait until Cliff returned. **Because his personal expertise was in demand.**

Client Feedback

"People need to feel that they know you, like you and trust you so that they feel they will get a good result from dealing with you.

Maree has been able to showcase my ability to find the best solution for my clients. This is shown by the quality leads I get with a **90% conversion rate to actual work** and the trust people have in what I am advising."

— *Cliff Gott, Secure Time, Kāpiti Coast*

What This Demonstrates

Secure Time's results show that even small, owner-operated businesses can increase visibility and generate consistent leads with the right strategy behind them.

Clear positioning, purposeful copy, and platforms that work together — that's what makes the difference between a business that gets found and one that doesn't.

If you're wondering what that could look like for your business, [let's talk](#).