

# How LSG Turned Raw SERP Data into Scalable Growth Tools

Powered by Traject Data's Granular Local Ranking APIs

## Summary

**LSG SEO**, a leading local search consultancy, **started with a bold challenge:** help a multinational retailer uncover \$1 billion in local SEO opportunities. With Traject Data, they did far more. LSG built a scalable system to surface visibility gaps across 5,000 markets and over 10 million keywords—ultimately delivering insights that helped the retailer generate over **\$2.3 billion in new revenue**.

## The Challenge

Walmart approached LSG SEO with a big ask: uncover \$1 billion in local search opportunities across their top categories. To tackle it, LSG scoped 5,000 markets and 40+ product lines quickly realizing they'd need to track around 10 million keywords.

Traditional SEO tools couldn't handle that scale. Enterprise platforms were too rigid, too expensive, or didn't support the custom data views LSG needed to deliver real strategy.

## At-a-Glance

**Company:** LocalSEOGuide.com

**Industry:** SEO & Local Search Consulting

**Use Case:** High-scale local rank tracking, agency enablement, SERP feature analysis

**APIs Used:** SERP API

### Results:



**\$2.3B+ in client revenue** influenced



**Hundreds of custom dashboards** created for partner agencies



**New product lines** launched

“All we needed was good, reliable data, not bloated interfaces. Traject Data delivered exactly that.

— Andrew Shotland, CEO, LSG SEO

## The Solution: Traject Data

With Traject Data's high-volume SERP APIs and raw structured format, LSG was able to:



**Track millions** of keywords across markets without incurring SaaS pricing bloat



**Build flexible, custom** data pipelines in BigQuery



**Deliver insights** via Looker dashboards tailored to each client's business model

LSG used Traject Data to build a proprietary Share of the Voice metric, identifying where competitors weren't ranking and advising Walmart on where to focus SEO efforts. Walmart piloted the strategy and exceeded revenue targets—ultimately unlocking more than \$2.3 billion in new value.

## From Consulting to Scalable Products

What started as a custom consulting solution has evolved into scalable SEO tooling that powers downstream agencies and enterprise clients:



**White-Labeled Dashboards:** LSG has created hundreds of custom local rank tracking dashboards for downstream agencies—all powered by Traject Data.



**SERP Summary & Advanced Analysis:** LSG launched tools, such as their [SERP Summary](#) solution, to monitor SERP volatility, track feature changes, and detect winners/losers across industry verticals.



**Client Innovation:** From automotive to home services, Traject Data powers LSG's ability to reverse-engineer competitive signals and validate SEO opportunities at scale.

**Traject Data helped us evolve from a pure services firm into a software-driven business that scales.**

— **Bryan Heckler**, *Director of Technical Operations, LSG SEO*

## The Results

Today, LSG continues to grow its productized offerings—supported end-to-end by Traject Data.



**\$2.3B+**

in SEO-attributed  
revenue for a  
single retail client



**Hundreds**

of dashboards deployed  
for agency partners  
using Traject Data



**New**

product lines and tooling  
launched using Traject Data  
as the foundation

➤ **Today, LSG continues to grow its productized offerings—supported end-to-end by Traject Data.**

**With Traject Data, we're not just tracking rankings—we're building tools that actually win us new business.**

— **Bryan Heckler**, *Director of Technical Operations, LSG SEO*

# Ready to build what's next—without building infrastructure from scratch?

Traject Data delivers the scale, structure, and speed teams need to go from idea to insight.

[REQUEST A DEMO](#)

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The logo for Traject Data, featuring a stylized 'T' icon followed by the text 'trajectDATA' in a sans-serif font. The background of the lower half of the image is a dark teal color with a pattern of light blue dots arranged in a grid-like fashion, creating a sense of depth and data visualization.

trajectDATA

[trajectdata.com](https://trajectdata.com)

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