

Major Security Service Company

Executive summary of digital visibility, Google Maps grid rankings, E-E-A-T signals, and AI answer engine presence for major-protective.com

WEBSITE

Major-protective.com

INDUSTRY

Security Guard s Protective Services

MARKET

DFW Metroplex

REPORT DATE

May 8, 2026

58

E-E-
A-T
SCORE

20+

AVG.
GRID
RANK
(MOSTLY
INVISIBLE)

0%

SCHEMA
(0
OF
26
PAGES)

0/3

AI
ENGINES
CITING

X

NOT
ON
CLOUDFLARE

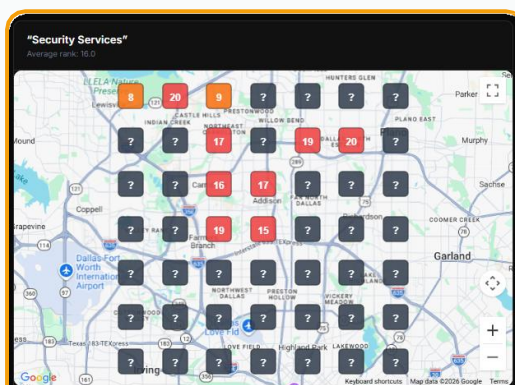
Executive Summary

Our AbundanceRank analysis reveals one of the most dramatic credibility-to-visibility gaps we've seen: **a \$60M security company with 2,000+ officers, 7 offices across Texas and Oklahoma, named a Top 25 Security Company in North America — and it's virtually invisible on Google Maps across the entire DFW metro.** Across four high-intent keyword searches, this security firm is either beyond position 20 or buried deep in the results where no prospect will ever find them.

The root causes are compounding: an E-E-A-T trust score of just **58 out of 100** with Expertise at only 45, **zero schema markup across all 26 website pages**, no Cloudflare protection on a custom CMS running on Netlify, and limited Google reviews despite 26 years of serving clients like Transwestern, Hines, and Hilton. For a security company, the absence of visible license numbers, certifications, and security infrastructure signals sends a particularly damaging message. **No website changes are needed** — the fix is structured data, external trust signals, and security hardening.

Google Maps Grid Rankings

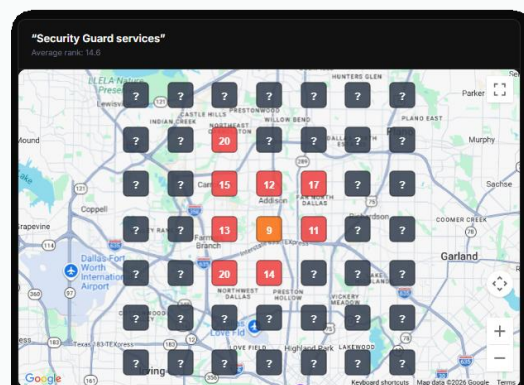
AbundanceRank grid analysis measured your visibility across the DFW metro area. Each square represents a search point — green means top 3 (the Maps "3-Pack"), while grey with a "?" means position 20 or worse, essentially invisible. This security firm is dominated by grey across all four grids.



"Security Services"

~15 avg mostly buried

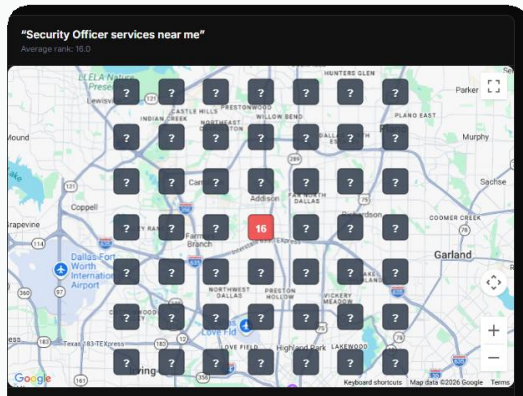
Your broadest keyword shows scattered positions in the 8–20 range near the Dallas core, but surrounded by grey "?" boxes at the edges. Nowhere near the Maps 3-Pack where 75% of clicks happen.



"Security Guard Services"

~14 avg mostly buried

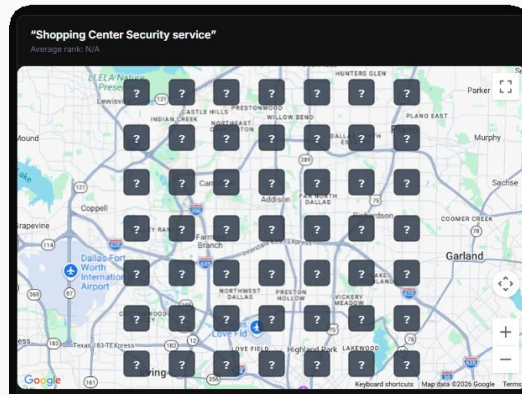
A few positions in the 11–17 range near the center, with 20s and grey "?" filling the rest. For a company with 2,000+ officers, this keyword should be dominated — instead it's barely visible.



"Security Officer services near me"

20+ invisible

Almost entirely grey "?" boxes — invisible across the entire metro. "Near me" searches are the highest-intent queries from prospects ready to hire, and UPS doesn't appear.



"Shopping Center Security service"

20+ invisible

Wall-to-wall grey. Retail and shopping center security is a core UPS vertical with named clients like Kimco Realty — yet Google shows nobody this expertise.

CRITICAL A Top 25 Security Company, Invisible on Maps

Named one of the Top 25 Security Companies in North America by Security Letter/Security ProAdvisors, recognized in the Dallas Top 100 by SMU Cox, and serving clients like Transwestern and Hines — yet this security firm doesn't appear in the Google Maps 3-Pack for a single keyword tested. The companies occupying those positions aren't necessarily larger or more capable — they simply have the **external trust signals and structured data** Google requires to rank. Without those, even a \$60M operation with 2,000+ officers stays hidden.

E-E-A-T Trust Signal Analysis

Google's E-E-A-T framework measures how much search engines and AI models trust your business. Your score: 58/100 — Moderate, but trending toward weak.



Experience		72
Trustworthiness		62
Authoritativeness		52
Expertise		45

MODERATE Experience (72/100)

26 years in business (est. 1999), multi-state operations across Texas and Oklahoma, and professional client testimonials from property management firms provide meaningful experience signals. This is the strongest dimension, but still below the 80+ threshold where Google starts to prioritize you.

CRITICAL Expertise (45/100)

Despite holding Texas DPS licenses (B-09771, B-12854) and an Oklahoma license (17SGA 4246), **no license numbers or certifications are visible on the website.** No staff credentials, no training program details, no security methodology documentation. For a security company, this is particularly damaging — prospective clients need to trust that their provider has verifiable expertise and licensing.

CRITICAL Authoritativeness (52/100)

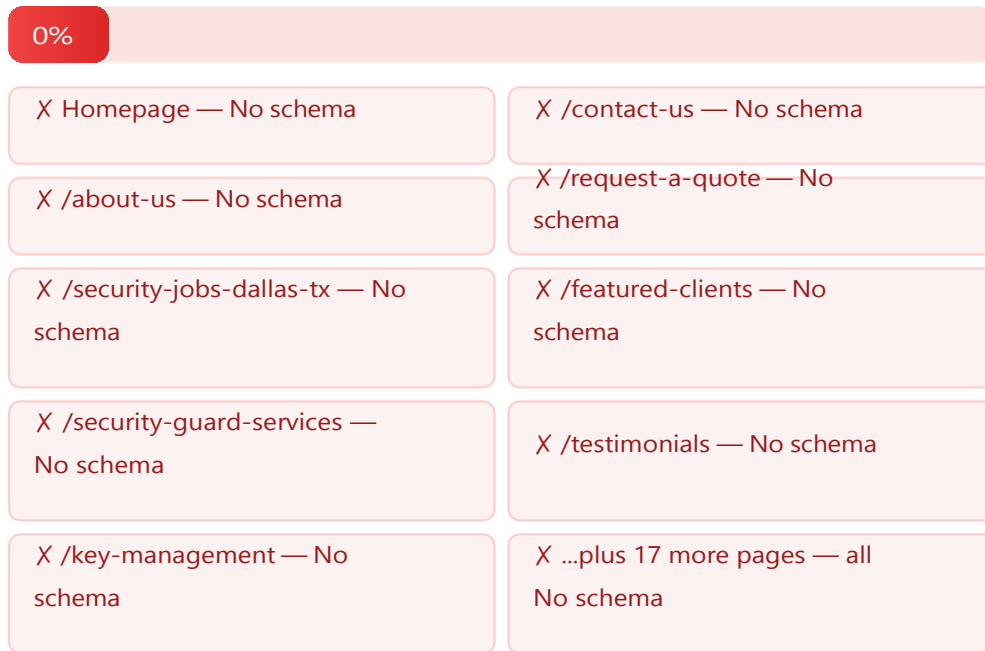
No industry associations or awards are mentioned on the website despite UPS being a member of BOMA, IREM, ASIS International, and IFMA. No press coverage or media mentions are linked. No third-party review platform connections. The SMU Cox Dallas Top 100 recognition and Top 25 North America ranking should be front-and-center — instead, Google has no way to discover these credentials.

Schema s Structured Data

Schema markup is the structured data language that tells Google and AI exactly what your business does, where you operate, and what services you offer. Without it, search engines have to guess.

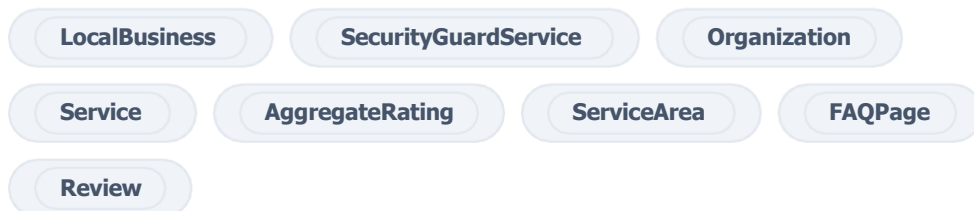
0 / 26 pages have schema

0%



All 26 crawled pages have zero structured data. Google and AI assistants literally cannot read or identify this security firm in a structured way. When a property manager asks an AI "who provides security guard services in Dallas?" — your business doesn't exist in the data layer these systems rely on.

Missing schema types that should be implemented:



CRITICAL **AI and Google Can't Identify Your Services**

With 0% schema coverage across 26 pages — including dedicated pages for security guard services, key management, featured clients, and testimonials — search engines and AI have no structured way to understand what UPS does. This is one of the highest-impact, lowest-effort fixes available: adding schema markup is a behind-the-scenes change. **Your visitors won't see anything different, but Google and AI will suddenly understand exactly what you do and where you operate.**

AI Answer Engine Visibility (AEO)

We tested how leading AI models respond when asked for corporate security recommendations in the Dallas area.

"What are the best corporate security companies in Dallas, TX? I need someone who specializes in corporate security and serves the North Dallas area."

• **CLAUDE**

UPS not featured.

Recommended national firms and local competitors with stronger review profiles and structured digital

• **CHATGPT**

UPS not featured.

Surfaced competitors like Allied Universal, Securitas, and local firms with more Google reviews and

• **GEMINI**

UPS not featured.

Returned companies with better third-party validation, visible licensing, and stronger local

CRITICAL **Not Featured in AI Recommendations**

A company that protects Transwestern properties, Hilton hotels, and Kimco retail centers isn't being recommended by any AI assistant for Dallas corporate security queries. AI models rely heavily on reviews, structured data, and content depth — all areas where UPS's digital

presence is thin despite real-world dominance. As more property managers and facility directors use AI to vet security providers, this invisible gap becomes a compounding revenue loss.



Site Technology s Security Assessment

✓ Custom
CMS

✓ HTTPS / SSL
Active

✗ Not on
Cloudflare

✓ Netlify
Hosting

⚠ Site Security: Significant Risk — Especially for a Security Company

This security firm runs a custom CMS on Netlify **without Cloudflare protection**. While Netlify provides basic hosting infrastructure, the site lacks enterprise-grade DDoS protection, a Web Application Firewall, and global CDN. For a company whose entire brand promise is protection and security, having an unprotected web presence sends a contradictory message to sophisticated prospects.

Site Cloning Risk

Without Cloudflare's bot protection, bad actors can clone your entire site — client testimonials, service descriptions, even your DPS license claims — and use it to impersonate UPS or steal leads. For a security company, this is a credibility emergency.

DDoS Vulnerability

Without Cloudflare's DDoS mitigation, a volumetric attack could take your site offline. When a property manager searches for security services during an outage, they'll find competitors instead — and may never come back.

SEO Performance Gap

Without Cloudflare's global CDN (300+ edge locations), page loads are slower than competitors who use it. Google directly factors Core Web Vitals into ranking decisions — every millisecond matters for Maps placement.

Reputation Risk for a Security Company

Prospects evaluating security providers will check your site's own security posture. A security company without enterprise-grade web protection raises questions about the thoroughness of your protective services. It's the digital equivalent of an unlocked front door.

The Fix: Cloudflare Protection

Cloudflare can be deployed in front of any custom-hosted site via DNS configuration — **no website changes needed**. This adds DDoS protection, global CDN, WAF, and bot mitigation in one step. For a security company, it also sends a clear signal to prospects that you practice what you preach. Typical setup takes under an hour.

Additional Findings

CRITICAL Limited Google Reviews Despite 26 Years

This security firm has approximately 20 Google reviews after 26 years in business. For a company deploying 2,000+ officers across hundreds of client sites, this represents a massive untapped review pool. The companies in the Maps 3-Pack typically have 100–300+ reviews. Named clients like Transwestern, Hines, Hilton, and Kimco Realty could each generate multiple reviews from property managers and facility directors. Even 60–80 authentic Google reviews would start moving the Maps needle significantly.

CRITICAL License Numbers Not Visible on Website

Texas DPS licenses B-09771 and B-12854 and Oklahoma license 17SGA 4246 are not displayed on the website. For a security company, visible licensing is a fundamental trust signal — both for prospects doing due diligence and for Google evaluating Expertise. This single omission is a major factor in the 45/100 Expertise score.

STRENGTH Top 25 Security Company in North America

Named by Security Letter/Security ProAdvisors as one of the Top 25 Security Companies in North America, and recognized in the Dallas Top 100 by SMU Cox Caruth Institute for Entrepreneurship. These are exceptional credentials that should be generating backlinks, press citations, and authority signals — instead they're largely invisible to search engines.

STRENGTH Blue-Chip Client Roster

Transwestern, Hines, Hilton, HPI Real Estate Services, Worth Ross Management, and Kimco Realty Corporation. This client roster demonstrates enterprise-grade capability and trust. Structured testimonials and case studies from these clients would dramatically boost both E-E-A-T and AI visibility.

STRENGTH Scale s Multi-State Presence

\$60M revenue, 2,000+ officers, 7 offices (Dallas, Frisco, Fort Worth, Austin, Houston, San Antonio, OKC), and Texas DPS + Oklahoma licensing. The operational foundation is exceptional — **no major website changes needed**. The gap is entirely in external digital signals and structured data.

GAP Industry Memberships Not Displayed

UPS is a member of BOMA, IREM, ASIS International, IFMA, HAA, and ICSC — and Andy Allen won Houston BOMA Allied Professional of the Year. None of these appear on the website. Each membership is a

potential backlink, citation, and authority signal that Google and AI models use to assess credibility.

✕ Competitive Landscape

How this security firm stacks up against competitors appearing in DFW security searches:

SIGNAL	Major Security Firm	TOP COMPETITORS
Google Maps Grid Rank	● 15–20+ / Mostly Invisible	● Top 3 placement
AI/LLM Recommendations	● Not featured	● Frequently cited
E-E-A-T Score	● 58 (Weak-Moderate)	● 75+ (Strong)
Schema Coverage	● 0% (0 of 26 pages)	● 50–80%
Google Reviews	● ~20 reviews (4.5★)	● 100–300+ reviews
Site Security	● No Cloudflare / Unprotected	● Mixed
Years in Business	● 26 years (est. 1999)	● 10–20 years typical
Revenue Scale	● ~\$60M / 2,000+ officers	● \$5M–\$30M typical
Industry Recognition	● Top 25 North America / Dallas Top 100	● Minimal awards

This security firm outpaces nearly every DFW competitor in scale, client roster, and industry recognition — but Google doesn't know it. The gap between

real-world credibility and digital visibility is entirely fixable with the right structured data, external signals, and security hardening.

Estimated Revenue Impact

Based on AbundanceRank grid analysis, current search volumes for security guard and protective services in DFW, and average contract values for commercial security accounts:

10–25

Qualified leads per month currently being lost to competitors who show up in Maps while UPS remains invisible

\$300K–

\$1.2M

Estimated annual revenue left on the table based on avg. commercial security contract values and conservative close

rate
\$0

Website changes required — improvements focus on structured data, review generation, security hardening, and AI optimization

60–120

days

Typical timeline to see measurable improvement — faster for companies with UPS's existing scale, client roster, and recognition

A Top 25 Company Deserves Top 3 Visibility

\$60M in revenue, 2,000+ officers, clients like Transwestern and Hines, and a Top 25 North America ranking — yet invisible on

Google Maps. The website is solid. What's missing is the structured data, trust signals, and security infrastructure that tell Google and AI you're the dominant player. We can build those **without making a single change to your website.**

Schedule a Discovery Call

15-minute call · No obligation · We'll show you the specific plan to move from invisible to the Maps 3-Pack

Prepared by AI Abundance · Grapevine, TX

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