

When Organic Traffic Starts Paying the Bills

How we rebuilt a B2B industrial brand's digital growth engine, without inflating their budget.



The Backstory

Heavy-duty industrial equipment doesn't sell the way consumer products do.

Buyers are engineers, procurement managers and operations leaders. They are decision-makers who do their research, know what they need, and are deeply sceptical of anything that feels like a sales pitch.

Our client understood their product. They understood their industry. What they hadn't cracked was how to consistently reach new buyers online, not just service the ones they already had.

That's where we came in.

The Marketing Landscape

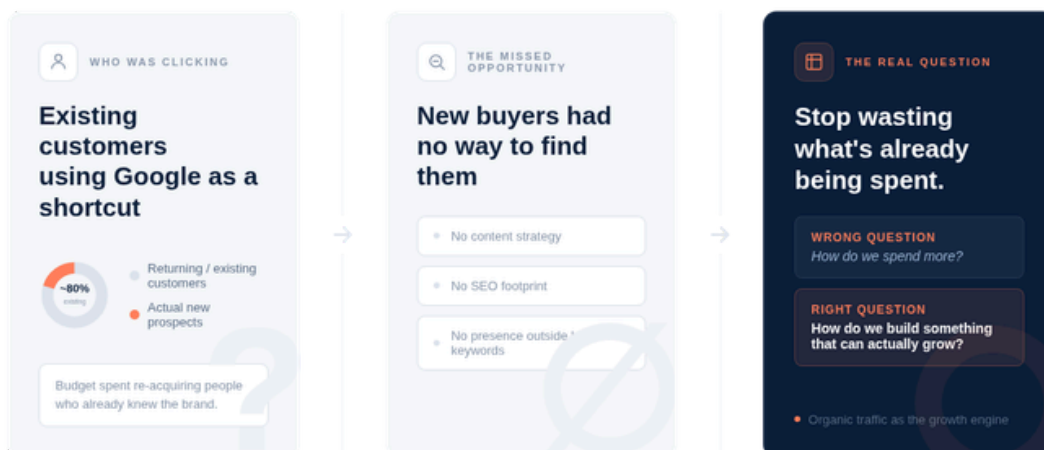
Like most industrial businesses, they built their digital presence around paid search. Specifically, they were bidding on their own branded keywords, paying to appear when someone searched directly for them by name.

It's not a bad starting point. But it has a ceiling. And they'd hit it.

When we dived into the data, the picture became clear: the people clicking those ads weren't new prospects. They were existing customers, people who already knew the brand and were just using Google as a shortcut to the website. **The business was effectively paying, repeatedly, for visits it would have received anyway.**

The real growth opportunity was sitting untouched. New buyers, prospects actively searching for solutions in their category, had no way of finding them.

There was no content strategy, no SEO or AEO footprint, no presence outside branded territory. The puzzle wasn't how to spend more. It was how to stop wasting what was already being spent, and build something that could actually grow.



Business Objectives

— Grow organic traffic significantly and make it a reliable, sustainable channel.

Target: Increase organic clicks by at least 80% within 12 months by building a consistent pipeline of non-branded, intent-driven content.

The benchmark was simple. Organic needed to become a channel the business could depend on, not a bonus when paid channels underperformed.

Outcome: Organic clicks grew by 153%, nearly double the target.

— Build domain authority and earn visibility across non-branded, industry-relevant keywords.

Target: Increase domain authority by a minimum of 10 points within 12 months, while ranking for at least 20 industry-relevant, unbranded keywords, with a subset reaching page one. Ranking for your own name isn't an achievement. The measure that mattered was whether buyers who'd never heard of the brand could find them while searching for what they do.

Outcome: Domain authority rose 14 points. Over 30 relevant keywords ranked on Google, several reaching the top three positions.

— Reduce over-dependence on paid ads without losing traffic momentum in the transition.

Target: Reduce branded paid spend by 20–25% within 9 months while maintaining overall traffic volume, managing the shift gradually so the business never felt the gap between the old model and the new one.

Outcome: Branded paid spend reduced by 28%, with traffic volume maintained and 30% of freed budget reinvested into content and conversion.

— Sharpen the paid strategy. Same budget, better targeting, multi-device, cross-channel reach.

Target: Improve lead-to-opportunity conversion rate by 20% within 6 months by tightening audience targeting, expanding into display and remarketing, and ensuring consistent brand presence across devices throughout the buyer's decision process. The brief wasn't to spend more. It was to make the same spend work harder.

Outcome: Lead-to-opportunity conversion improved by 35%, with the average sales cycle shortened by two weeks.



Challenges Faced

The marketing and sales teams were operating in separate lanes. Neither had full visibility into what the other was doing, and neither had the data to understand whether their efforts were working.

Marketing was spending heavily on paid, with no tracking in place to connect that spend to real commercial outcomes. Leadership was asking for performance reports that couldn't be built, because the foundations weren't there. Decisions were being made on instinct rather than evidence.

On the sales side, there was no visibility into marketing activity. No shared language around pipeline, no common understanding of what a 'good' lead looked like. The two functions were spending independently and growing slowly.

And all of this was playing out in front of a particularly demanding audience. Procurement leaders and operations engineers don't respond to generic messaging. They need to feel understood before they'll engage – and that requires a level of content precision and channel discipline that simply wasn't in place.

1 1

VISIBILITY

Siloed marketing and sales teams

No shared KPIs, no coordination. Each team operated without visibility into what the other was doing or why.

2 2

BUDGET

Paid spend targeting the wrong audience

Heavily weighted toward branded keywords, the majority of ad spend was reaching existing customers rather than new, high-value prospects.

3 3

REPORTING

No tracking. No reliable reporting.

Leadership needed performance clarity. Without proper measurement in place, every report was vague, disconnected and impossible to act on.

4 4

AUDIENCE

A technically demanding audience to reach

Procurement leaders and operations engineers in high-pressure industrial environments. Traditional media channels simply did not reach them.

THE NET EFFECT

Reactive decisions. High spend. Low return.

Without a unified data view, management could not connect marketing activity to growth or forecasting. Every decision came after the fact, not before it.

THE BOTTOM LINE

High marketing expenditure. No clarity. No direction.

The business was investing heavily without understanding who it was reaching, why they were clicking, or whether any of it was moving the commercial needle.



Our Approach

Before we touched a single campaign, we spent time understanding what was actually happening in the market. That groundwork shaped every decision that followed.

— Competitor and Audience Analysis

We audited the search landscape across the client's core product categories and mapped every meaningful keyword that potential buyers were using to find solutions. Terms like "heavy duty workshop equipment suppliers", "industrial lifting equipment", and category-level searches that had real commercial intent behind them. None of those searches were leading to our client.

Competitors with thinner product ranges and weaker reputations were ranking above them simply because they had content in place and our client did not. That gap was the opportunity.

— SEO Strategy Built for the Actual Audience

We didn't just write content for search engines. We wrote it for the engineers and procurement managers who were doing the research. That meant addressing the questions they actually ask: load capacity specifications, compliance requirements, lead times for custom fabrication, total cost of ownership versus hire.

We built a content roadmap organised around the buyer's decision process, from early-stage awareness through to shortlisting and specification, so the brand showed up at every relevant point in the journey, not just at the bottom of the funnel.

— Real-time Performance Infrastructure

We implemented proper conversion tracking across the website, connected campaign data to actual lead outcomes, and set up a live reporting dashboard the client team could access at any time.

Instead of waiting for a monthly PDF summary, the business could see in real time which pages were generating enquiries, which campaigns were driving qualified traffic, and where visitors were dropping off. We ran bi-weekly sessions with the client to review the data together and make decisions in the room, not two weeks later.

— Sales and Marketing Alignment

The sales team had insights marketing didn't: the objections buyers raised, the competitors that kept coming up, and the specific applications customers were solving for.

We ran working sessions to extract that intelligence and built it directly into the content strategy. We also aligned both teams around a shared set of KPIs, so marketing was being measured on lead quality and pipeline contribution, not just traffic and click-through rates. For the first time, both teams were looking at the same numbers and pulling in the same direction.



Strategic Evolution

The shift wasn't just a campaign tweak. It was a structural change in how the business thought about its marketing mix.

- 1 Paid pivoted from branded defence to brand building.** Instead of spending to recapture existing customers, we redirected budget toward intent-based and awareness campaigns, reaching buyers earlier in their decision process, across more channels and devices.
- 2 Landing pages designed to convert, not just receive.** We built conversion-focused pages aligned to specific search intent, capturing paid traffic at the top, then guiding visitors toward organic touchpoints over time. The goal was to build trust early and earn the long-term relationship.
- 3 Continuous optimisation, not set-and-forget.** We ran bi-weekly reviews with the client team, with live data on the table, real decisions being made. This rhythm meant we were never waiting for a quarterly review to course-correct. The client's team became genuinely engaged with performance, not just passive recipients of reports.

Marketing Leadership Perspective

"We were spending consistently on Google and had no real idea whether it was working. Fileroom gave us the visibility we had been missing. For the first time, we could see exactly where our traffic was coming from, who was actually converting, and where the budget was being wasted. That clarity changed how we make decisions."

Operations Leader, Industrial Equipment Manufacturer



Measurable Business Impact

The numbers tell the story clearly. But more importantly, the business now operates with a marketing engine that compounds over time rather than plateauing.

153% Increase in Organic Clicks

Driven by visibility across unbranded, solution-based keywords. This shift alone allowed the client to redirect 30% of paid media spend toward more strategic activity, without losing traffic volume.

Domain Authority Up 14 Points

More than 30 industry-relevant keywords ranking on Google, with several reaching the top three positions.

Direct Traffic Up 41%. Return Visits Up 62%

Users who first arrived via paid ads started coming back through direct and organic paths – a clear signal that brand recognition and trust were growing.

28% Reduction in Branded Paid Spend

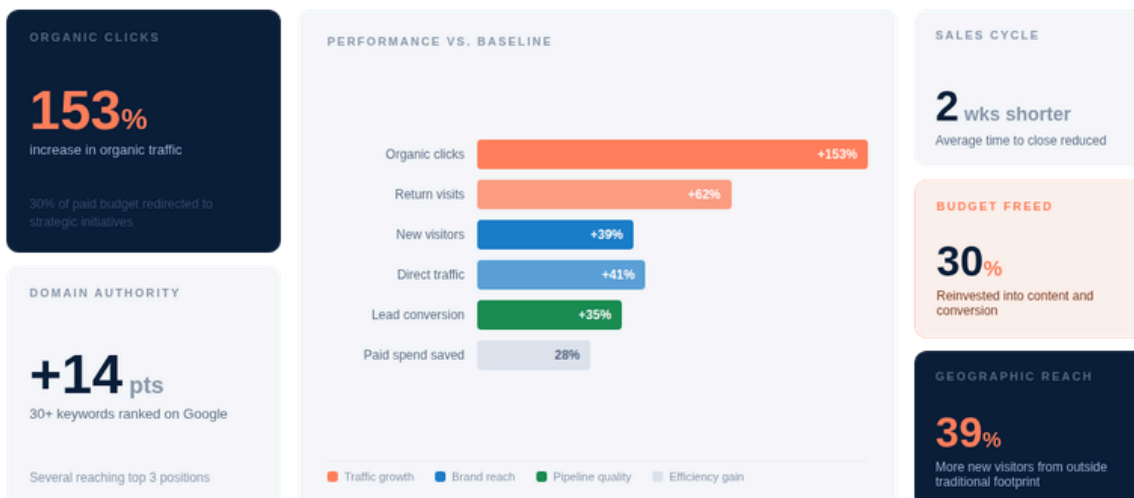
With traffic volume maintained and budget freed up for content and conversion work.

35% Lift in Lead-to-Opportunity Conversion Rates

A more qualified pipeline reaching the sales team and a two-week reduction in average sales cycle.

39% Rise in New Visitors From Outside Their Traditional Footprint

Directly supporting geographic expansion and new commercial opportunities.



A Note on What This Actually Meant

The metrics above are meaningful. But the more important shift was cultural.

Before this engagement, marketing was treated as a cost center. Money went in, traffic came out, and no one could trace the line between the two. After, the conversation changed. Marketing became accountable. Attributable. And that accountability made it valuable in a way it hadn't been before.

Leadership could see, in real time, which activities were generating pipeline. The sales team had context for the conversations they were having. And the business had something it hadn't had before: a clear picture of what it would cost to grow, and confidence that growth was achievable.

We didn't just fix the Google campaign. We changed the question the business was asking, from "How much are we spending?" to "Where should we invest next?"

That's the shift that matters.

Curious about the results and what they could mean for you? Get in touch to find out more.

TALK TO US



Connect With Us to Learn More.

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