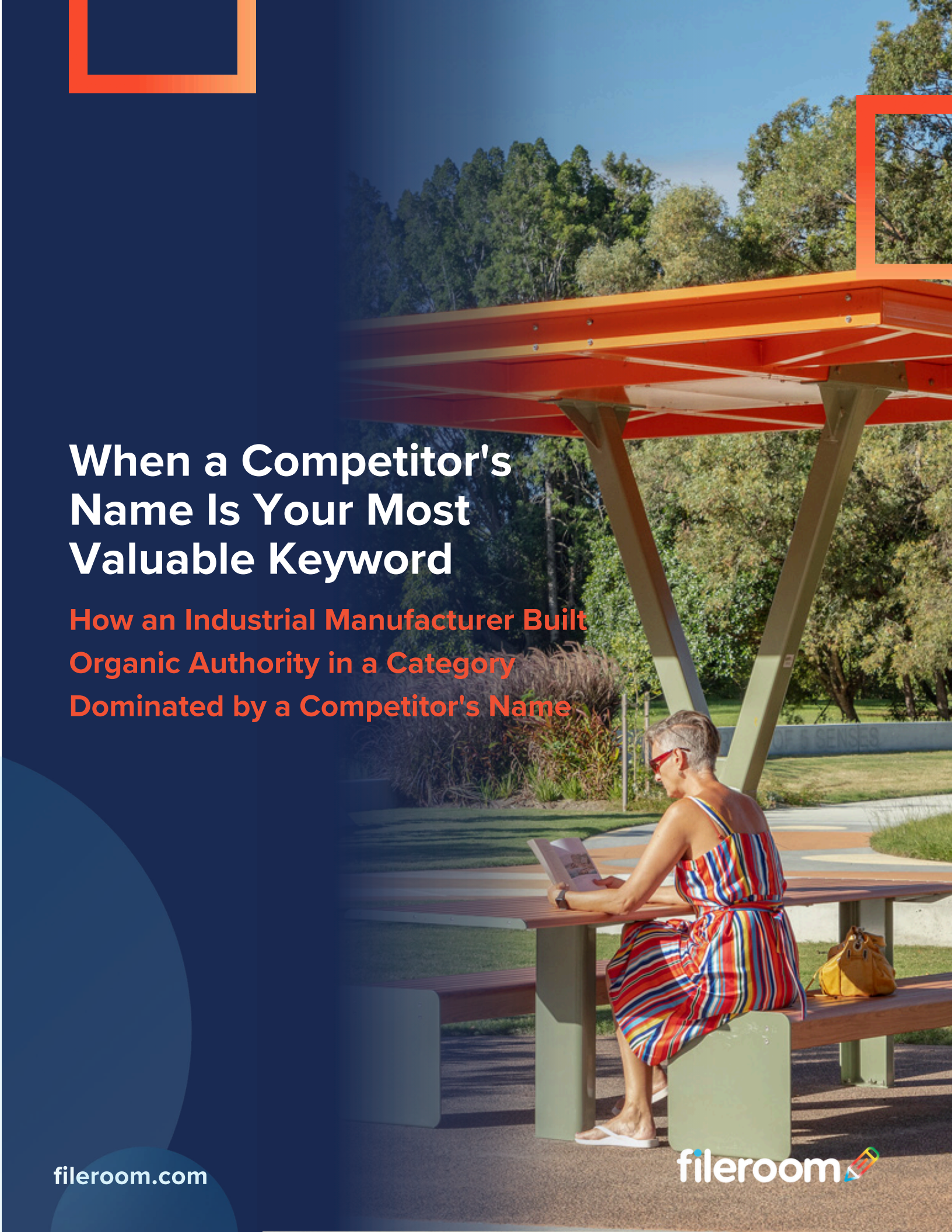




When a Competitor's Name Is Your Most Valuable Keyword

How an Industrial Manufacturer Built Organic Authority in a Category Dominated by a Competitor's Name

The Backstory

Our client has been designing and manufacturing Australian-made street and park furniture since 1990. Their range covers shelters, benches, BBQs, bin enclosures, and drinking fountains, all built for public spaces and backed by a 20-year structural warranty. Their products are installed in parks, schools, and community spaces across the country.

Despite a strong product offering, deep industry tenure, and a well-established reputation, the client had a visibility problem in organic search. They were largely absent from results for some of the most commercially valuable keywords in their category: "street furniture" and "park furniture." This absence was not the result of a weak website or a young domain. It came down to a structural competitive disadvantage: **one of their largest direct competitors carries "Street Furniture" as its company name.** That competitor had accumulated years of domain authority tied directly to the keyword our client needed to own. When Australian buyers searched "street furniture," our client simply did not appear in the organic conversation.

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 is a reasonable starting point, but it has a ceiling. When we looked into the data, the picture became clear: the people clicking those ads were not new prospects. They were existing customers, people who already knew the brand and were 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 organically.** Despite an active marketing presence, the domain had not yet built the structural SEO authority needed to compete for high-value non-branded keywords. The puzzle was not how to spend more. It was how to build something that could compound, capturing demand that already existed but was going entirely to competitors.

Paid traffic can solve a short-term visibility problem, but it cannot build a brand's right to a category. For a manufacturer with this client's product depth and market tenure, surrendering organic ownership of "street furniture" and "park furniture" to a competitor indefinitely was not an acceptable outcome. The real challenge was domain authority. The client needed to structurally earn the right to rank for these terms, compounding that authority over time rather than continuously paying to borrow it.

The Challenge

— A competitor with a built-in keyword advantage

When a direct competitor's legal name is the exact keyword target customers search, the competition is not simply about content quality. It is about brand equity baked into Google's index. Every mention of that competitor online reinforces the keyword signal, and our client needed a deliberate strategy to build a countervailing signal across their entire domain.

— A website not structured to signal category ownership

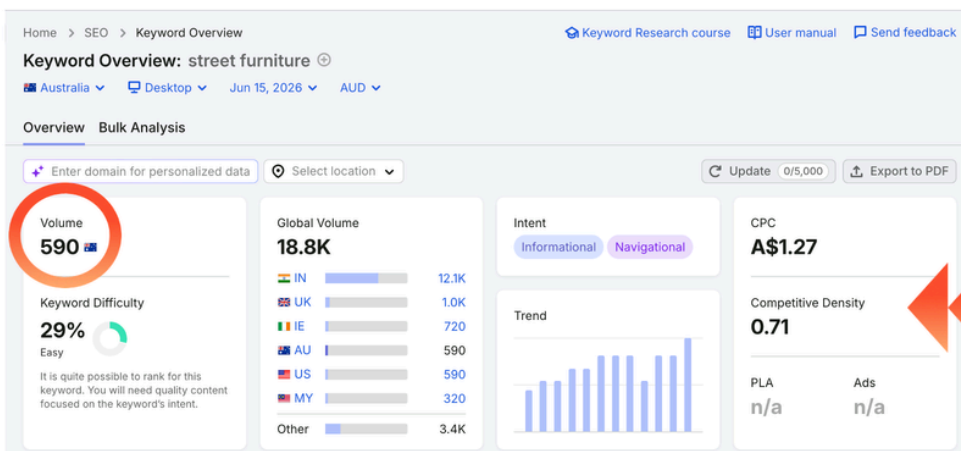
The site's heading architecture, page copy, and metadata held significant untapped potential for street furniture and park furniture terms. The existing page titles were strong brand statements, but they were leaving prime keyword real estate on the table. With targeted structural updates, Google would have the evidence it needed to rank the client for the terms their buyers were actively searching.

— Paid dependency without an organic foundation

Without organic traction, every buyer journey that started with a search for "street furniture" was either costing money or going directly to a competitor. There was no self-sustaining traffic channel holding ground in that keyword space.

— A street furniture landing page with no organic runway

The paid-traffic landing page existed, but its organic performance was negligible. To put that in context: according to SEMrush, "street furniture" carries a search volume of 590 monthly queries in Australia and a competitive density score of 0.71 out of 1.0, where 1.0 represents maximum competition. That is a high-value, genuinely contested keyword. Against that backdrop, the website was generating fewer than 50 organic impressions per day and near-zero recurring clicks. It was converting paid visitors efficiently, but it was not earning any organic share of a market with real search demand behind it.



Our Approach

Fileroom's strategy was built on a clear principle: paid and organic search serve different functions and must be developed in parallel. Paid buys attention. Organic earns it. Sustainable growth requires both channels working together, with organic compounding over time to reduce reliance on spend.

We designed a two-track approach: optimize the paid entry point to reduce cost and improve conversion, while simultaneously building the domain-level SEO infrastructure needed to grow organic authority for street and park furniture keywords across the whole site.

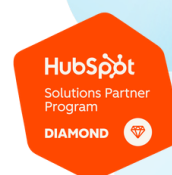
Track 1: The Street Furniture Landing Page

The dedicated landing page was built and refined as the paid traffic hub, keyword-dense, conversion-oriented, and clearly structured for buyers searching "street furniture Australia." This page gave **paid campaigns a higher-relevance destination, improving quality score and reducing cost per impression over time.**

Track 2: Systematic On-Page SEO Optimization

We identified clear opportunities to strengthen keyword signals across our client's most important pages. Strategic updates were made to every layer of the site where search engines look for relevance signals: page titles, section headings, body copy, behind-the-scenes metadata, and the descriptive text attached to images. Target keywords were worked into each of these positions consistently and in context, covering the full range of places search engines use to understand what a page is about and who it should be served to. Where content gaps existed, new copy was developed to support the strategy.

This was not keyword stuffing. **It was systematic, contextually appropriate keyword architecture and content development, designed to ensure every page told the same story to search engines that it told to human visitors.**



The Results

Consistent SEO execution delivered compounding returns across every metric that matters.

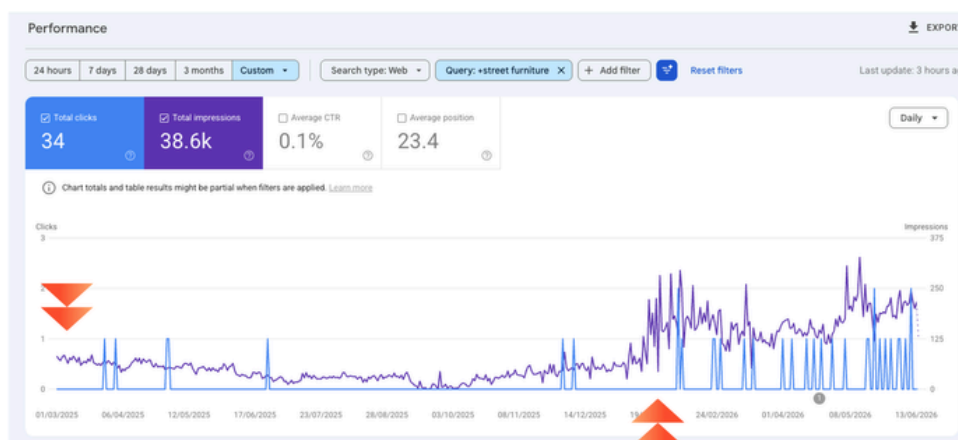
Organic sessions grew from 1,250 to 1,750 per month, representing a 40% increase in organic traffic from June 2024 to June 2026. Year over year, **organic search grew 27.1%, outpacing paid search growth of 10.46% by nearly 3x**. While paid remained an important channel, organic was now growing faster and delivering returns that did not require continuous spend to sustain.



Source: Client's HubSpot Traffic Report by Original Traffic Source, 2026

The street furniture keyword went from effectively invisible to a daily organic presence.

The “street furniture” keywords were generating fewer than 50 impressions per day organically, with clicks that were sporadic and inconsistent. As the SEO architecture took hold, that same keyword cluster **climbed to 200 or more organic impressions every day, with recurring daily clicks**. A keyword our client had no meaningful organic claim to now delivers a reliable, compounding stream of unpaid search visibility.

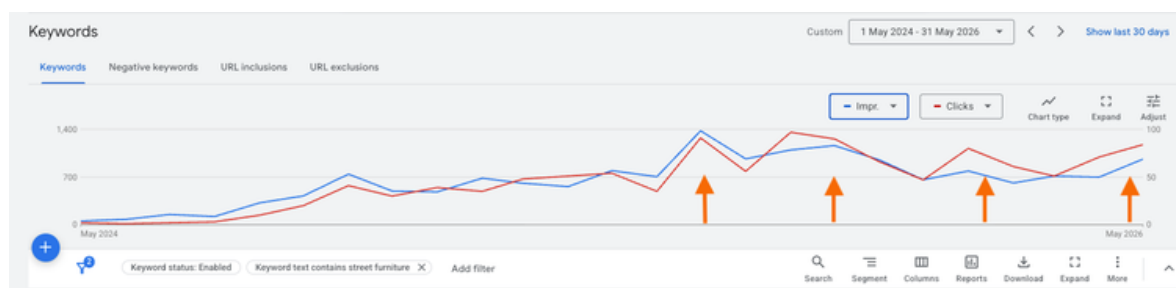


Source: Google Search Console

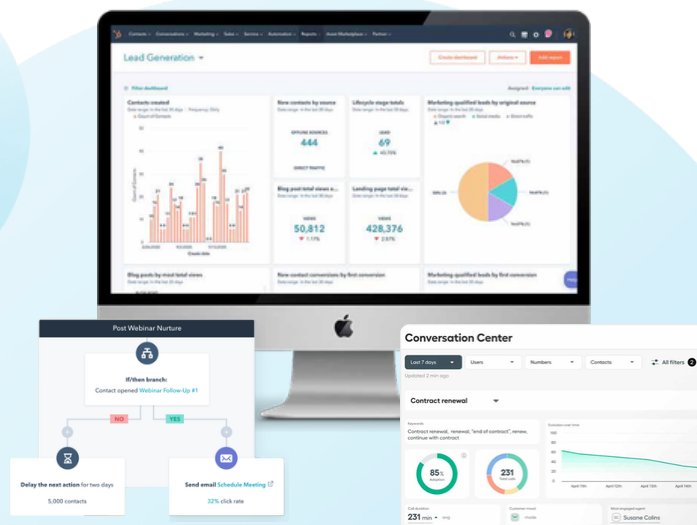
The Street Furniture landing page became the third most-visited page on the entire site.

Ranked only behind the homepage and Contact Us, the pages that naturally accumulate the most traffic on any website, **the dedicated “Street Furniture” page reached 19,494 views with a 16.67% contact-to-customer rate.** That conversion rate signals that visitors arriving on this page are not browsing broadly. They are buyers with specific intent.

Paid performance improved alongside organic gains. Across the full period from May 2024 to May 2026, **paid impressions for street furniture keywords grew from 321 per month in September 2024 to a peak of 1,379 in July 2025**, before stabilizing at consistently higher levels. As the landing page gained relevance and the domain built authority, the cost efficiency of paid search improved in parallel, validating the two-track strategy.



Source: Google Ads



What This Means

Our client started this engagement paying to show up for a keyword their competitor owns by name. They finished it with a defensible, growing organic presence in that category, built on earned authority rather than rented visibility.

The street furniture landing page is now a self-reinforcing asset. It ranks organically, it converts paid traffic efficiently, and as domain authority continues to compound, the cost of holding that keyword position will decrease while the return on it increases.

Sustainable search growth in a competitive industrial category does not come from a single campaign or a single page. It comes from a coordinated architecture that tells search engines, consistently and structurally across an entire domain, exactly which brand owns this space.

Key Outcomes:

- 27.1% year-over-year organic search growth
- Organic sessions up from 1,250 to 1,750 per month (June 2024 to June 2026)
- Street furniture keyword impressions grew from fewer than 50 per day to 200 or more per day, with recurring daily clicks
- Street furniture landing page ranked #3 most-visited page site-wide, with a 16.67% contact-to-customer rate
- Paid search impressions for street furniture keywords grew 4x from program start to peak



Curious about the results and
what they could mean for
your business?

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