

COMMERCIAL FIRE PROTECTION & LIFE SAFETY · TEXAS

7× Search Visibility in a B2B Niche

A Texas commercial fire-protection company · measured in Google Search Console · Feb 2025 – Mar 2026

7.1×search impressions
(70K → 492K)**2.6×**monthly organic clicks
(913 → 2,360)**38 → 9**average Google
position

THE CHALLENGE

B2B commercial services is a "small audience, high value" niche — you win the long tail of technical buyer queries, not one head term. The contractor had a deep service line and decent volume, but an average position of 38 meant the site was seen and almost never clicked. Cost guides, system comparisons, and compliance questions were stranded on pages 3–4.

WHAT WE DID

- **Buyer-intent content** — Texas-market cost guides, clean-agent comparisons (FM-200 vs Novec 1230 vs inert gas) for data centers, code/inspection guidance.
- **Structured content & schema** — Service, FAQ, LocalBusiness schema across service pages.
- **Entity authority & internal links** — inspection/maintenance spokes feeding service hubs.
- **Freshness cadence** — pricing and code references kept current to the year.

THE RESULTS

METRIC	BEFORE (FEB 2025)	AFTER (MAR 2026)	CHANGE
Search impressions / month	69,604	491,702	+606%
Organic clicks / month	913	2,360	+159%
Average Google position	38.2	8.9	-29

The whole technical content layer moved onto page 1 together in Q4 2025 — owning the buyer queries that generate commercial quotes. Proof that SEO drives pipeline in B2B and industrial niches.

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RESULTS DRIVEN MARKETING

Source: Google Search Console (via Windsor.ai), June 2026. Partial month excluded.
Individual results vary by market, competition, and starting point.