



# FROM INVISIBLE TO INVINCIBLE

## Patriot Fire Defense Case Study

How a 20-year-old Brevard family business doubled its call volume and dominated local search: A local business growth case study.

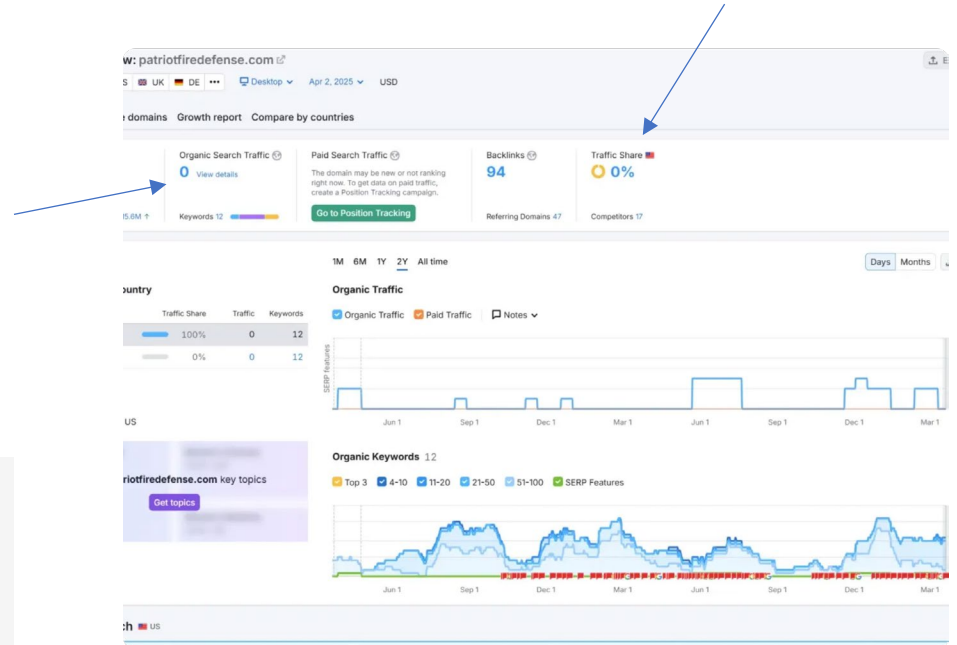
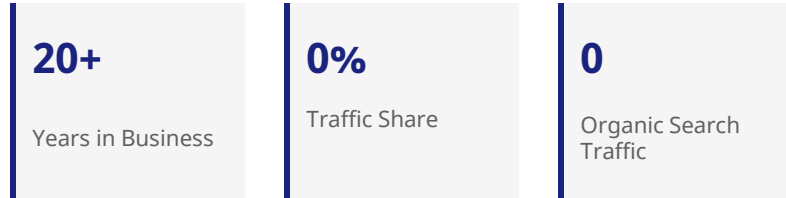


# The Problem: Small Business Reputation VS Corporate Chains

Patriot Fire Defense faced a modern business paradox:

Despite **20 years** of excellent service in Brevard County and a stellar reputation among existing customers, they were **virtually invisible online**.

National competitors were capturing the digital market, leaving this family-owned business behind in the digital age.



“In today’s market, small businesses face a cruel twist — excellence in your craft often means neglecting the digital marketing national chains thrive on.

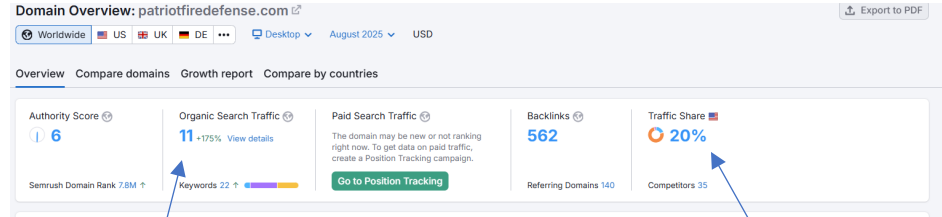
# The Solution: A Local Service-Business-Specific SEO Strategy

Generic SEO tactics had failed Patriot Fire Defense. What they needed was a strategy that understood the unique challenges of a local **service-based business** in the Corporate fire safety industry.

We implemented a multi-faceted approach focused on:

- Technical SEO optimization
- Local search dominance
- Content marketing for authority
- Reputation management

This wasn't just about rankings—it was about building a **sustainable digital presence** that generates real-world results for a family business that deserved better



Current Share -

20% of Local Market Search

## Technical Foundation



Fixing toxic backlinks and optimizing website structure

## Local Authority



Dominating local search and building community presence

## Growth Amplification



Strategic content and reputation management

# The Results: Dramatic Growth in Just Months

In just a few months, we achieved a complete transformation of Patriot Fire Defense's online presence, delivering measurable business results:

**+191.7%**

Increase in phone calls (July 2025 vs. July 2024)

**75%**

Search traffic captured for primary keyword

**4.1 → 4.3**

Google Review rating improvement

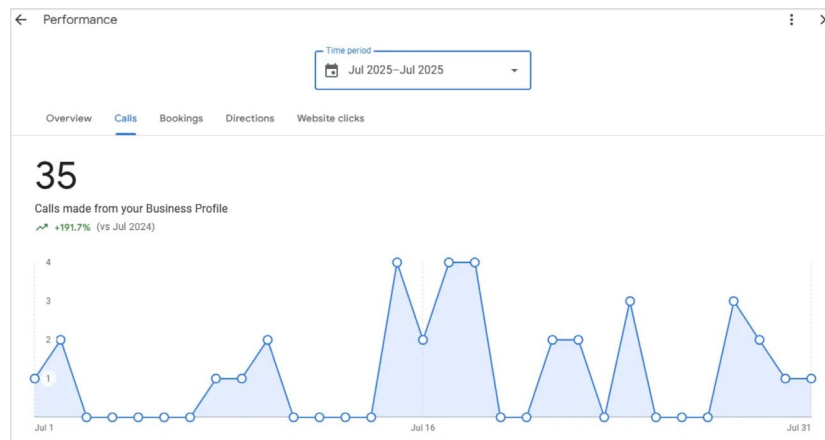
**+300%**

Growth in social media engagement

**0% → 18%**

Increase in Google Business traffic share

## Call Volume Growth



35 calls in July 2025 (+191.7% vs July 2024)

**70%**  
Increase in  
Inbound  
Calls

### April 2025 Alone

The immediate impact of our optimization efforts was evident within the first month.

# Search Dominance: Capturing 75% of Target Traffic

From invisible to dominating the search results, Patriot Fire Defense now captures the majority of their target market's search traffic.

**75%**

of "fire extinguisher service Melbourne FL" searches now go to Patriot Fire Defense

**Top 3**

Rankings achieved for primary target keywords

**20%**

Traffic share in competitive fire safety market

By targeting high-intent, service-specific keywords, we positioned Patriot Fire Defense exactly where their customers are searching.

Keyword	Intent	Pos.	Volume	CPC (U...	Traffi... 🗒
fire extinguisher service melbourne fl 🗒	C	📍	40	3.85	81.81
fire extinguisher service melbourne fl 🗒	C	2	40	3.85	9.09
preventive fire fire extinguisher service 🗒	N	📍	90	0.00	9.09

← Updates

🕒 Add update

👉 Add offer

📅 Add event

Patriot Fire Defense Inc.  
Sep 1, 2025

**HAPPY LABOR DAY!**  
Honoring your Hard Work by Protecting What You Work For

Today we honor the hard work that builds our communities and businesses (all across Brevard)  
At Patriot Fire Defense, we're proud to protect what you've worked hard for.  
Cheers to a safe and well-deserved holiday with family and friends.

#laborday2025 #laborday #firesafety #fireprotection #floridabusiness #floridabusinessowners #patriotfiredefense

# Phase 1: The Foundation

## Laying the Groundwork for Success

### Toxic Backlink Disavowal

We identified and removed harmful backlinks that were suppressing search rankings, causing an immediate boost in traffic share.

### Technical SEO Audit

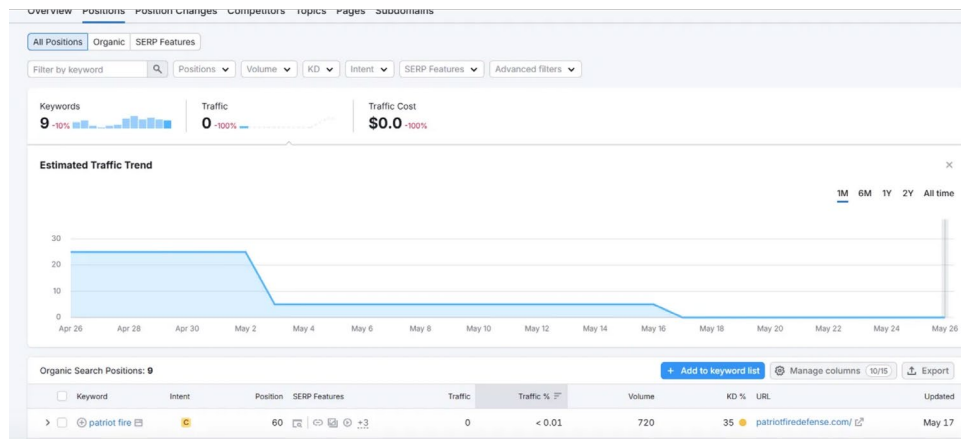
Comprehensive website analysis revealed critical issues affecting visibility and performance.

### Google Business Profile Optimization

Complete overhaul of GBP to improve local search presence and customer engagement.

*"The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign."*

— Initial SEO analysis showing zero organic traffic



### Initial SEO Health Check

Keywords: 9 (-10%)

Traffic: 0 (-100%)





Traffic Cost: \$0.0 (-100%)

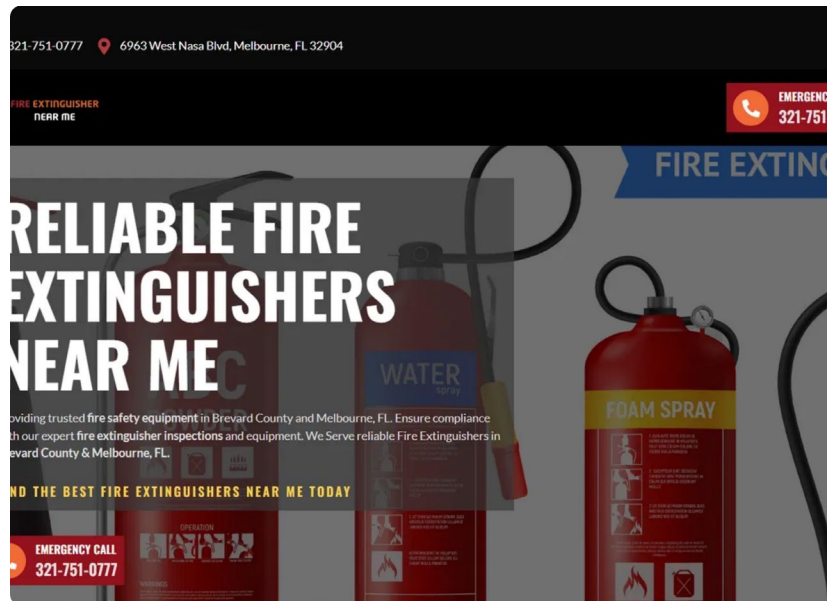
No top 3 rankings for any target keywords

# Phase 2: Authority Building

## Building Trust & Expertise

After establishing a solid foundation, we focused on positioning Patriot Fire Defense as the undisputed local authority in fire safety.

-  **Strategic Content Creation** : Developed location-specific landing pages targeting high-value service areas in Brevard County
-  **Review Campaign** : Launched SMS-based review outreach that improved Google rating from 4.1 to 4.3 stars
-  **Keyword Optimization** : Targeted "fire extinguisher service Melbourne FL" and related high-intent search terms
-  **Service Area Expansion** : Created dedicated pages for Titusville, Palm Bay, and other key Brevard County locations




Optimized landing page targeting "Fire Extinguishers Near Me" searches


# Phase 3: Amplification

## Expanding Reach & Authority

### Local Press Outreach:

Secured feature in Space Coast Daily as a backlink Daily, positioning Patriot Fire Defense as the local authority during critical burn ban period.

 **Social Media Engagement:** Implemented consistent posting schedule with community-focused content, achieving 300%+ growth in engagement.

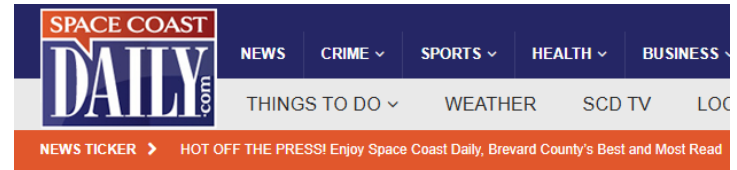
 **Geographic Expansion:** Strategically targeted new service areas across Brevard County with optimized landing pages.

### Results:

Established Patriot Fire Defense as the go-to expert during seasonal fire safety concerns

Created multiple touchpoints for potential customers across digital channels

Built sustainable authority that continues to drive organic growth



Home » Home » Burn Ban in Effect Across Brevard County: Are Your Fire Extinguishers Ready?

## Burn Ban in Effect Across Brevard County: Are Your Fire Extinguishers Ready?

By Space Coast Daily // May 2, 2025



"Burn Ban in Effect Across Brevard County: Are Your Fire Extinguishers Ready?" - Space Coast Daily, May 2, 2025

# Real Business Impact: Qualified Leads

Our SEO strategy didn't just improve rankings—it delivered **real business results** with qualified leads from ideal customers.

## What Makes These Leads Valuable:

- Specific service requests (not just general inquiries)
- From commercial businesses (higher lifetime value)
- Clear timeline expectations ("past due for yearly inspection")
- Ready to make purchasing decisions

**70%**

Increase in  
Inbound  
Calls

## April 2025 Alone

The immediate impact of our optimization efforts was evident within the first month.

*"From zero visibility to qualified leads—this is what happens when SEO is done right."*

## Qualified Lead Example

**Name:** Cathy Kabboord  
**Email:** beachsidekarate@gmail.com  
**Phone:** 3212426688  
**Location:** Satellite Beach, FL  
**Company:** Kabboord's Martial Arts School  
**Service:** Fire Extinguisher Inspection

### Comments:

*"We have 2 fire extinguishers that past due for their yearly inspection. Is this something you can do, when and what would be the estimate cost."*

*Thank you*

Lead captured through optimized website form

# What Our Client Said



Palm Bay SEO has been instrumental in helping us increase our online visibility and attract new business. Brian and his team understands the B2B landscape and built a targeted SEO strategy that delivered real results—more qualified leads, higher rankings, and measurable growth.



Professional, responsive, and results-driven—highly recommended!

**Charles Morton**

Local Guide • 27 Reviews

# Your Turn: Ready to Claim Your Digital Territory?

If you're a service business owner who's tired of being invisible online while less-qualified competitors dominate search results, it's time to take action.

## 1. Get Your Custom Video SEO Audit

Discover exactly what's keeping you invisible online—and how to fix it.

Custom Video Analysis

Strategic Roadmap

Quick Wins

[Request Free Audit](#)

**Your Business Deserves to Rank!**

## Community Engagement That Drives Results



*Professional social media content that connects with the local community*

Follow our journey: @PalmBaySEO | [www.palmbaymarketingseo.com](http://www.palmbaymarketingseo.com)



**PALM BAY**  
MARKETING & SEO

## 2. Book Discovery Call

Ready to discuss your specific situation and goals? Schedule your call today!

[Book Your Call](#)

## CLIENT PORTFOLIO



Follow our journey: @PalmBaySEO | [www.palmbaymarketingseo.com](http://www.palmbaymarketingseo.com)