

LOCKING UP BIG GROWTH IN SALES LEADS

ABOUT FIREKING SECURITY GROUP

FireKing provides high-quality products to protect its clients' vital assets. Its product lines provide vital records protection, secure cash-handling, and digital video surveillance for a variety of industries. Established in 1951, FireKing has become a global leader through strategic acquisitions, mergers and organic growth. The offers products in more than 85 countries and employees 450 in the U.S., and backs up its products with a comprehensive direct service and support infrastructure.

STRATEGY

As FireKing's business strategy has evolved, we have adapted our SEO strategy to align accordingly. That was most evident in 2015, when we shifted our SEO focus to FireKing's commercial business, with particular emphasis on

commercial services. We adjusted our off-site link-building activities to focus on the relevant pages on FireKing's site, and tailored our guest blogging program to topics relevant to the commercial sector: security systems, commercial safes, business cash management systems and more.

KEY TACTICS

- Conducted a guest blogging initiative focused on leading retail, facilities, and security websites.
- Sponsored fire department and law enforcement events, such as 5k races, parades and fundraisers.
- Rewrote title tags and Meta descriptions based on enhanced keyword research.

RESULTS

240%

Our SEO campaign generated a 240 percent increase in lead volume for FireKing Security Group.

72.37%

Organic search has increased 72.37 percent since the campaign launched.

AMAZING FACT

22%

Organic search traffic to the newly targeted commercial pages increased 22 percent. This demonstrates how a great SEO campaign can be opportunistic and nimble while pursuing long-term objectives.

“Straight North developed and launched a complex website and now executes an SEO campaign that is delivering brand visibility, increased website traffic and lead generation across multiple business units, resulting in increased traffic and qualified, validated leads for FireKing.”

David Goffinet, CIO
FIREKING SECURITY GROUP

FireKing
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