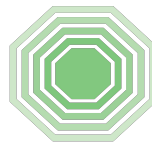


DO NOT DISTURB.

CASE STUDY:

COMPANY NAME: PM2

MRO Inventory & Storeroom Optimization | Updated July 2026



CLIENT BACKGROUND

PM2 is a warehouse and inventory management services company serving industrial clients across the U.S. and Canada. They deliver high-ticket B2B services — MRO inventory setup, storeroom design, spare parts optimization, and parts crib management — to petrochemical plants, aerospace manufacturers, defense contractors, and automotive facilities.

Despite decades of expertise and a strong reputation, their website generated zero inbound leads and had almost no visibility on Google.

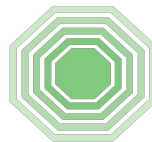
Petrochemical

Aerospace

Defense

Automotive

Heavy Mfg



THE PROBLEM

0

inbound leads ever
received from their site

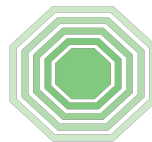
589

monthly organic visitors,
flat for years

0

high-intent industry terms
ranking on page one

Like most service-based B2B companies, PM2 relied entirely on outbound effort and existing relationships. Their website was a brochure, not a growth channel.



THE SOLUTION

We built a service-specific SEO page program targeting long-tail, high-intent keywords tied directly to PM2's offerings. Pages were added to the backend of their site — no changes to their public-facing content or design.

PHASE 1

50 pages

Core service keywords
built and indexed

PHASE 2

25 pages

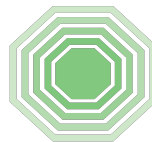
First city-specific pages
in Orlando and Tampa

TODAY

75 pages

Live and indexed across
service + city targets

Every page: one specific service + intent keyword, AI-assisted optimization, indexed through our proprietary system.



FIRST 90 DAYS

85%+

of targeted pages
ranked on page one

589 → 1,300

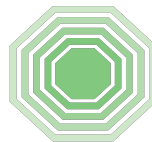
monthly organic
visitors

First

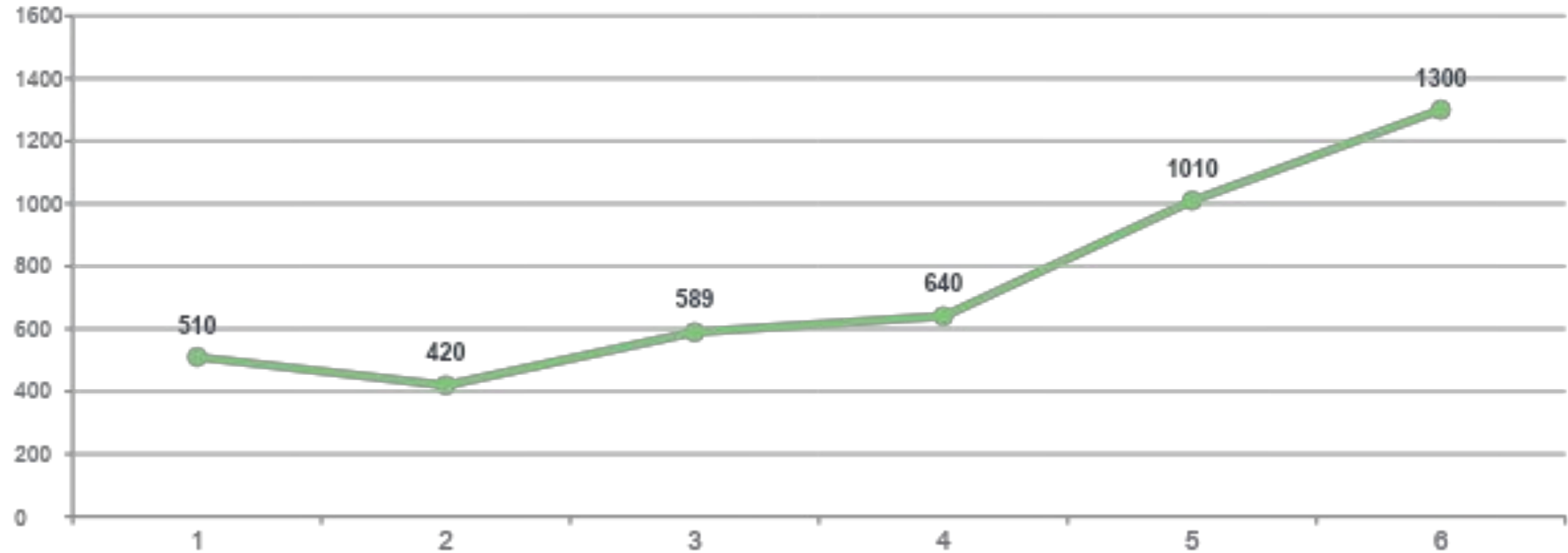
inbound leads in
company history

PM2 began receiving multiple high-ticket inquiries directly through their website — something that had never happened in the company's history.

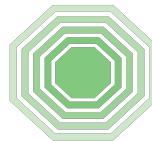
Sample keywords now ranking: MRO Inventory Setup · Maintenance Inventory Solutions · Spare Parts Storeroom Optimization



ORGANIC TRAFFIC GROWTH



Traffic more than doubled within the first program cycle and has continued climbing as page count grew.



THE GEOGRAPHIC BREAKTHROUGH

We tested city-specific service pages in two Florida markets — Orlando and Tampa. 25 pages, each targeting one service in one city.

**Every single geographic page ranks on page one of Google
for its exact target search term.**

25

geo pages live

100%

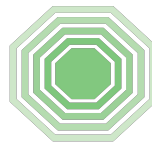
on page one

2

cities proven

6,639

quarterly impressions



WHAT THESE RANKINGS ARE WORTH

In B2B consulting, search volume is modest — but the value per search is extraordinary. These are the cost-per-click rates PM2's competitors pay Google for a single visitor:

Spare parts inventory management

\$153 per click

Warehouse optimization consulting

\$100 per click

Warehouse consultant

\$83 per click

**Ranking page one for PM2's core service terms is worth roughly \$29,000/month
in equivalent Google Ads spend — over \$348,000 a year.**

WHY THIS MODEL WORKS

Each page is its own ranking opportunity

A page for one service in one city competes only for that search — never against your other pages.

Page volume compounds into authority

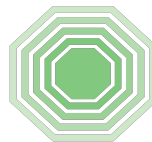
More indexed pages lift the whole domain, pulling existing pages higher alongside the new ones.

AI search rewards depth and specificity

ChatGPT, Perplexity, and Google AI Overviews recommend the businesses with the most relevant local content.

The category is wide open

No MRO consulting competitor has built city-specific pages. First mover takes the market.



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