CASE STUDY:

Engineering Topical Authority in a High-Stakes B2G Niche

How we turned a specialized automotive company into the #1 National Reference for Government Tenders through Semantic SEO.

The Challenge

Selling "emergency vehicle signaling customization" isn't sexy. It's highly technical and heavily regulated.

The client (Mobisig) had excellent products but was invisible to decision-makers.

Government engineers and fleet managers were searching for technical specifications and legislation compliance, but the client's website was silent.

They were leaving millions in contracts on the table.

The Strategy

We rejected the traditional "blogging" approach. Instead, we built a Technical Content Moat.

- Semantic Mapping: We identified the exact legislative codes and technical terms used in government tenders (licitações).

- Trust Architecture: We created deep-dive "Pillar Pages" that explained the laws of vehicle adaptation better than the government's own websites.

- Intent Capture: Every piece of content was engineered to capture the user at the "Specification Phase" — right before they open a purchase order.

The Results

By focusing on Authority over Volume, we achieved:

- #1 Ranking for critical technical keywords nationwide.

- 0 (zero) to 3,000+ High-Intent Visitors/Mo: Unlike viral traffic, these are qualified leads (engineers and buyers) ready to close deals.

- The "Go-To" Source: The client became the standard reference for anyone writing a tender for police/emergency vehicles in Brazil.

SEMRUSH

3,1K
2K
1K
0

jan. de 2021   jan. de 2023   jan. de 2025
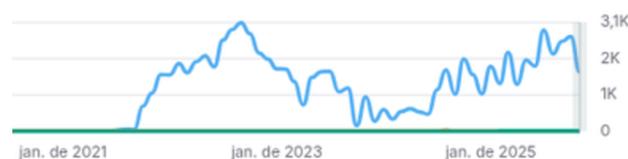
"We stopped chasing clients. They started finding us through the technical specs we ranked for."

Carlos Moura