

greyturtle

Case Study

From Zero Visibility to Number One: How Targeted Content Put Cablepoint in Front of the Right Industries

Cablepoint × Greyturtle

AT A GLANCE

The Headlines

40–50

Landing Pages

Industry-specific pages created to target Cablepoint's niche buyer sectors

#1

Rankings

Moved from zero visibility to number one for military and aerospace terms

2+

Years

Ongoing relationship delivering sustained search visibility and enquiry quality

Client: Cablepoint

Sector: Cable assemblies, box builds, and control panels (B2B manufacturing)

Location: Hull, serving UK and global clients

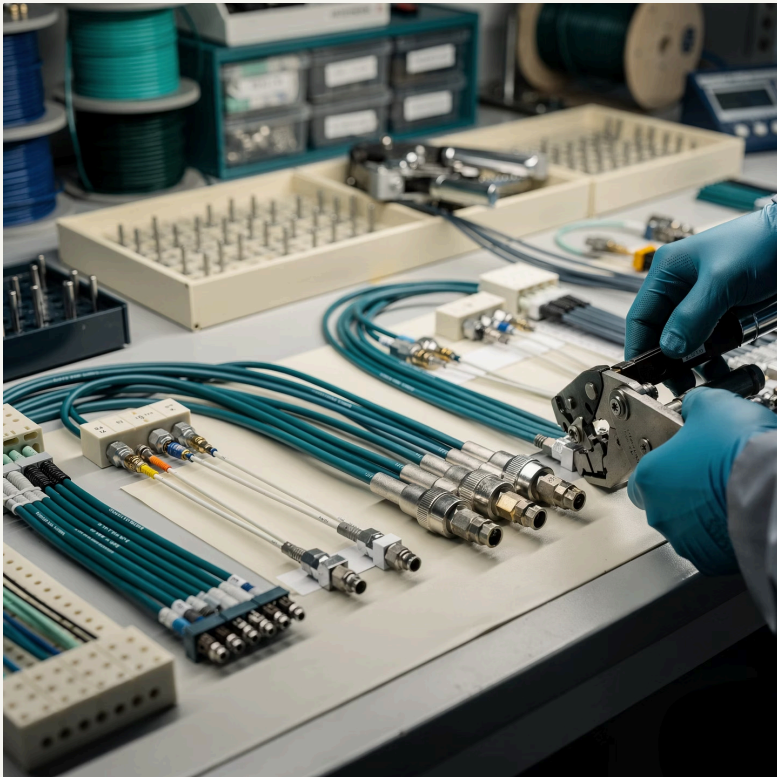
Established: 1991 – over 30 years in the industry

Service: Industry-targeted landing pages, SEO, PPC

AI Overviews: Appearing for aerospace and military cable assembly terms including MIL-SPEC

Rankings: Zero to number one for key target industry terms

The Client



Cablepoint is a Hull-based manufacturer of cable assemblies, box builds, and control panels, with over 30 years of trading history and a team of around 40. They serve clients across the UK and internationally, working across some of the most technically demanding sectors in existence – including military, aerospace, electric vehicles, and marine.

This is precision engineering for industries where quality and compliance aren't optional. The businesses searching for Cablepoint's services know exactly what they need, use highly specific technical language to search for it, and are making purchasing decisions with significant contract values attached.

When Greyturtle began working with Cablepoint, none of that expertise was visible online. The goal was to change that.

THE CHALLENGE

Expertise Hidden in Plain Sight

Cablepoint had no content strategy when the project began. Their website wasn't targeting the specific industries they served – which meant procurement managers and engineers searching for exactly what Cablepoint offered simply couldn't find them.



No Industry Targeting

The website made no attempt to speak to the specific sectors Cablepoint served – military, aerospace, marine, EV – leaving those buyers invisible to their offering.



Highly Technical Buyers

Target buyers use precise technical language – MIL-SPEC, GTINs, aerospace standards – and search with high commercial intent. Generic content would never reach them.



Niche Search Volumes

Search volumes in niche B2B manufacturing are small by definition. Traditional traffic metrics were never going to tell the full story – what mattered was visibility in front of the right people.



High-Value, Low-Volume Sales

A single contract in this sector can be worth a significant sum. Missing one qualified buyer costs far more than any conventional traffic metric would suggest.

THE APPROACH

Industry-Specific Content at Scale

With niche buyers and high-value contracts at stake, the priority was content that spoke each sector's language – with the technical credibility to match.



Map the Sectors

Identified every industry Cablepoint serves and defined the specific terminology, standards, and search intent of buyers in each – from defence procurement to EV manufacturing.



Build at Scale

Created 40–50 dedicated landing pages in WordPress using a programmatic approach – technically complex development work to deliver industry-specific pages efficiently without sacrificing quality.



AI-Assisted, Human-Edited

AI accelerated content production; experienced human editors shaped and verified every page for accuracy, tone, and technical credibility. Scale without compromise.



SEO & PPC in Parallel

The content programme ran alongside ongoing SEO and PPC management, creating a joined-up approach to visibility across both organic and paid search channels.



Measurable Results That Speak for Themselves

Cablepoint moved from zero online visibility to number one rankings for their most important target industry terms — including military and aerospace cable assemblies.

AI Overview appearances: Cablepoint now appears in Google's AI Overviews for aerospace cable assembly manufacturers, military cable assembly manufacturers, custom military cable assemblies, and MIL-SPEC cable assemblies — placing their expertise directly in front of buyers at the moment of highest intent.

Zero to Number One

Achieved top rankings for the most commercially valuable target industry terms
– military and aerospace cable assemblies
– from a standing start.

Google AI Overview Visibility

Appearing in AI Overviews for highly specific searches including MIL-SPEC cable assemblies — ahead of traditional results, in front of buyers with the highest intent.

Broader Industry Reach

The range of target industries making contact has broadened noticeably, with enquiries increasingly coming from the larger, higher-value end of the target market.

Quality Over Quantity

In a market where a single contract can be worth a significant sum, visibility in front of the right buyers far outweighs raw traffic volume.



CLIENT TESTIMONIAL

What the Client Said

“

"Greyturtle have done amazing things for our firm."

Senior Contact

Cablepoint

”

This result was achieved in one of the most technically demanding and commercially high-stakes B2B sectors in existence – proving that a well-executed content strategy, built around buyer intent rather than traffic volume, delivers outsized returns regardless of search volume.

WHY THIS MATTERS

Niche B2B Needs a Different Measure of Success

In niche B2B markets, the conventional metrics of digital marketing – traffic, click-through rates, lead volumes – often obscure the real picture. A business making high-value, low-volume sales doesn't need thousands of website visitors.

It needs to be found by the right people, saying the right things, in the right context.

Build Around Your Buyers

Content strategy built around buyer intent and sector-specific language – not generic keyword volumes.

Deliver Quality at Scale

Technical expertise to create 40–50 genuinely differentiated pages without sacrificing credibility or accuracy.

Understand Modern Search

AI-driven results like Google's AI Overviews are changing who gets found – and who doesn't. Being ready for that shift is a competitive advantage.



Ready to Talk?

Is Your Expertise Invisible in Search?

If your business serves specialist markets and your website isn't reflecting that expertise in search results, the issue often isn't your budget – it's the absence of a content strategy built around your buyers.

Greyturtle takes a targeted, sector-specific approach to B2B content – so even in low-volume, high-value markets, you appear in front of the right people at the right moment.

No hard sell. No long-term commitment.

Just an honest conversation about what's possible. If your expertise isn't showing up where your buyers are searching, we'd love to have that conversation.

Email Us

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Greyturtle is a Cheshire-based digital marketing agency serving ambitious businesses across Manchester, Liverpool, the Wirral, and beyond.

