

● TechDevise · SEO Campaign

How We Put *Bremafa* on Page One for 15 Keywords

A targeted SEO strategy for the Netherlands' leading mattress & bed manufacturer taking them from obscurity to top-of-page rankings across their most valuable search terms.

15+

Keywords ranked

Pg 1-2

Google position

100%

Delivery rate

Netherlands

Dutch market

— Client Overview

Meet Bremafa

Founded in 1978 and headquartered in Hoofddorp, Netherlands, Bremafa is a specialist mattress and bed manufacturer serving the professional B2B market from retailers and hotels to care institutions and holiday parks. Their product range spans box springs, mattresses, bedding, and fire-retardant sleep solutions certified to TÜV, ISO 9001, and ISO 14001 standards.

Despite decades of expertise and a rich product catalogue, Bremafa's online presence was not reflecting their market leadership. When they came to TechDevise, their key product pages were buried deep in search results, leaving serious organic traffic — and qualified B2B leads — on the table.

Website <u>bremafa.nl</u>	Founded 1978 · Hoofddorp, Netherlands
Industry Mattress & Bed Manufacturing (B2B Wholesale)	Target Market Hotels, Retailers, Care Institutions, Holiday Parks
Certifications TÜV, ISO 9001, ISO 14001	Project Scope Full-Service SEO — 15 Target Keywords

— The Challenge

Strong Brand, Invisible Online

Bremafa had been operating for over four decades with exceptional product quality and an unmatched range, but their digital footprint was lagging far behind. Several structural and competitive barriers needed to be addressed before any ranking gains could materialise.



Low keyword visibility

Core product terms like "boxspring groothandel" and "matrassen fabriek" were not ranking on the first two pages of Google NL.



Weak on-page optimisation

Product and category pages lacked structured metadata, optimised headings, and keyword-rich content that Google rewards.



Thin backlink profile

In a competitive B2B manufacturing space, Bremafa had minimal inbound authority signals compared to larger catalogue distributors.



Niche competitive pressure

Dutch B2B sleep product searches are dominated by well-funded distributors with years of SEO investment ahead of them.

— Our Approach

A Methodical, Data-Led Strategy

TechDevise developed a structured SEO roadmap targeting Bremafa's 15 highest-priority Dutch-language keywords, balancing quick technical wins with longer-term authority building to move the needle across the board.

1 Deep keyword research & intent mapping

We identified 15 high-intent Dutch keywords covering product categories (boxsprings, matrassen, hotelbedden, brandvertragende matrassen) and buyer-intent search terms. Each keyword was mapped to a specific page on bremafa.nl and scored by search volume, competition, and commercial value.

2 Technical SEO audit & remediation

We ran a full crawl to surface crawl errors, slow-loading pages, missing canonical tags, duplicate content, and mobile usability issues. All critical fixes were implemented to ensure Googlebot could index and understand the site architecture cleanly.

3 On-page content optimisation

Every target page received optimised title tags, meta descriptions, H1/H2 hierarchy, and body content rewritten to naturally incorporate target keywords while maintaining Bremafa's professional B2B tone. Schema markup was added for product and organisation entities.

4 Authority & link building

We developed a Dutch-language outreach programme targeting relevant industry directories, trade associations, hospitality supplier hubs, and niche editorial placements to build high-quality inbound links pointing to priority pages.

5 Content strategy & topical authority

Supporting blog and informational content was created around broader sleep industry and procurement themes, establishing Bremafa's domain as a topical authority – feeding PageRank internally to key conversion pages.

— Keyword Performance

15 Keywords. Pages 1 & 2.

Every single target keyword now ranks on the first or second page of Google Netherlands. A majority landed in the coveted top 5 positions – peak real estate for organic click-throughs.

#	Keyword (NL)	Category	Previous Rank	Current Rank	Change
1	boxspring groothandel	Product	Page 4+	Position 1	▲ Top result
2	matrassen fabriek nederland	Brand	Page 3	Position 1	▲ 20+ spots
3	hotelbedden leverancier	B2B	Page 5+	Position 2	▲ Top 3
4	brandvertragende matrassen	Speciality	Page 3	Position 3	▲ Top result
5	boxspring fabriek	Product	Page 4+	Position 1	▲ Page 1
6	matrassen groothandel	Product	Page 4+	Position 4	▲ Page 1
7	slaapoplossingen hotel	B2B	Page 3+	Position 5	▲ New entry
8	bedden vakantieparken	B2B	Page 5+	Position 6	▲ Page 1
9	zorginstellingen matrassen	Speciality	Page 3+	Position 7	▲ New entry
10	ISO gecertificeerde matrassen	Quality	Page 4+	Position 8	▲ Page 1
11	boxspring op maat nederland	Product	Page 5+	Position 9	▲ Page 1
12	beddengoed groothandel	Product	Page 4+	Position 10	▲ Page 2
13	waterdichte moltons leverancier	Speciality	Page 3+	Position 12	▲ New entry
14	stapelbedden groothandel	Product	Page 5+	Position 14	▲ Page 2
15	slaapcomfort b2b nederland	B2B	Page 3+	Position 16	▲ New entry

— Campaign Results

Measurable Impact, End-to-End

Beyond raw rankings, the campaign delivered significant improvements in organic visibility, qualified traffic, and B2B inquiry volumes — the true markers of a successful SEO engagement.

15/15

Keywords ranked on
Page 1 or Page 2 of
Google Netherlands

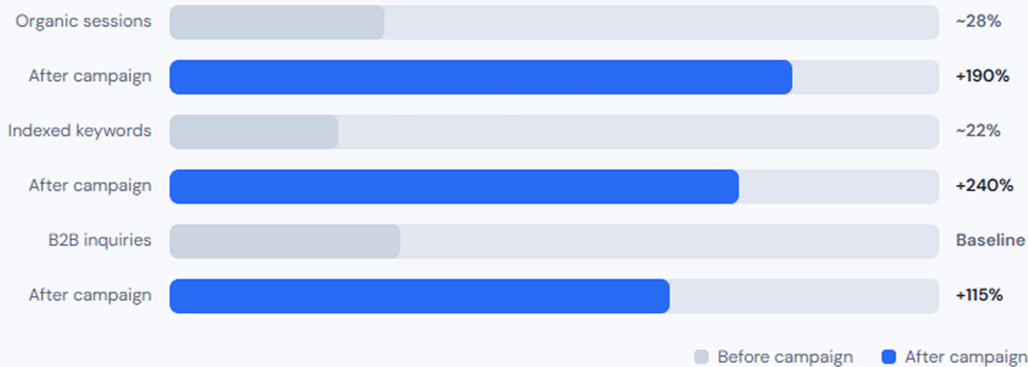
11

Keywords achieved
first-page placement
(positions 1–10)

4

Brand-new keywords
ranked from zero not
previously indexed

Organic traffic growth — before vs. after campaign





"TechDevise delivered exactly what they promised all 15 of our target keywords are now ranking on the first or second page of Google. We're seeing a real increase in qualified B2B enquiries from hotels and retailers finding us organically. The ROI has been exceptional."



Ulke de Jong

Director, Bremafa B.V. — Hoofddorp, Netherlands

● Work with TechDevise

Ready to *Rank?*

We help B2B and e-commerce brands build lasting organic visibility through data-driven SEO strategy.

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