

A GROWTH PLAN FOR YOUR COMPANY

Your buyers already search. **Be the answer.**

Search and AI-answer leads for manufacturers and distributors.

The handshake pipeline has a new first step.

Then

Reps, referrals, shows

Buyers called the three suppliers they already knew. Growth meant more reps and more booths.

Now

Search first, call second

Buyers type the part, the spec and the city into Google or ChatGPT, and shortlist from what comes back.

The gap

Invisible = not shortlisted

Decades of expertise don't count if your catalog isn't on the page the buyer reads.

The channel already works in industrial.

MATERIAL HANDLING EQUIPMENT ·
LEOMINSTER, MA

40+

Qualified leads per month

Source Equipment

PACKAGING EQUIPMENT · WAUKESHA,
WI

25+

Leads in the first 30 days

John Maye Company

CONTRACT MANUFACTURING · DENVER,
CO

10+

Qualified leads per month

Respect Manufacturing

GEARBOX & MOTOR DISTRIBUTION ·
MIAMI, FL

12

Leads in the first month

Midwest Power Products

CNC EQUIPMENT · USA

50+

Leads generated

Cutting Edge Plasma

INDUSTRIAL PACKAGING
DISTRIBUTION · USA

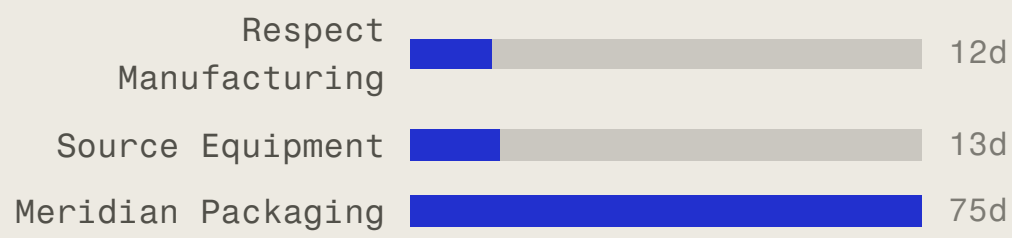
4+

Qualified inbound leads per month

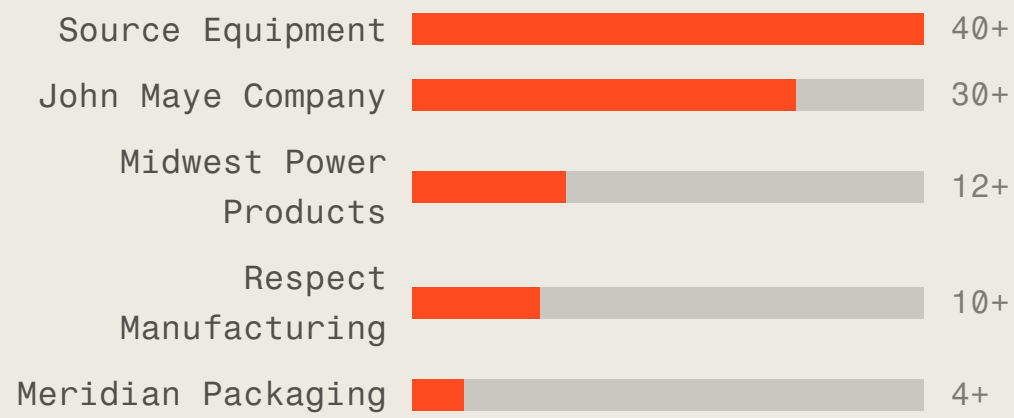
Meridian Packaging

First leads in weeks. Pipeline in months.

DAYS TO FIRST INBOUND LEAD



QUALIFIED LEADS PER MONTH



The answer box is the new shortlist.

345→210×

Google's lead over AI, shrinking every month

44%

of ChatGPT answers cite list-style pages, the format we build

0.25%↑

of all traffic is AI today, under-counted and compounding fast

SOURCE: AHREFS BRAND RADAR, AI TRAFFIC & CHATGPT CITATION STUDIES, 2026

From catalog to closed RFQ.

01

Catalog → buyer queries

Every product line, spec and application mapped to the searches plant managers and buyers actually type, including part numbers and cities.

02

Pages that answer them

Product, application and location pages written for Google and for ChatGPT, Perplexity and Gemini to read, trust and cite.

03

RFQ-ready website

Quote forms, click-to-call and spec downloads on every page, tracked so you see which page produced which lead.

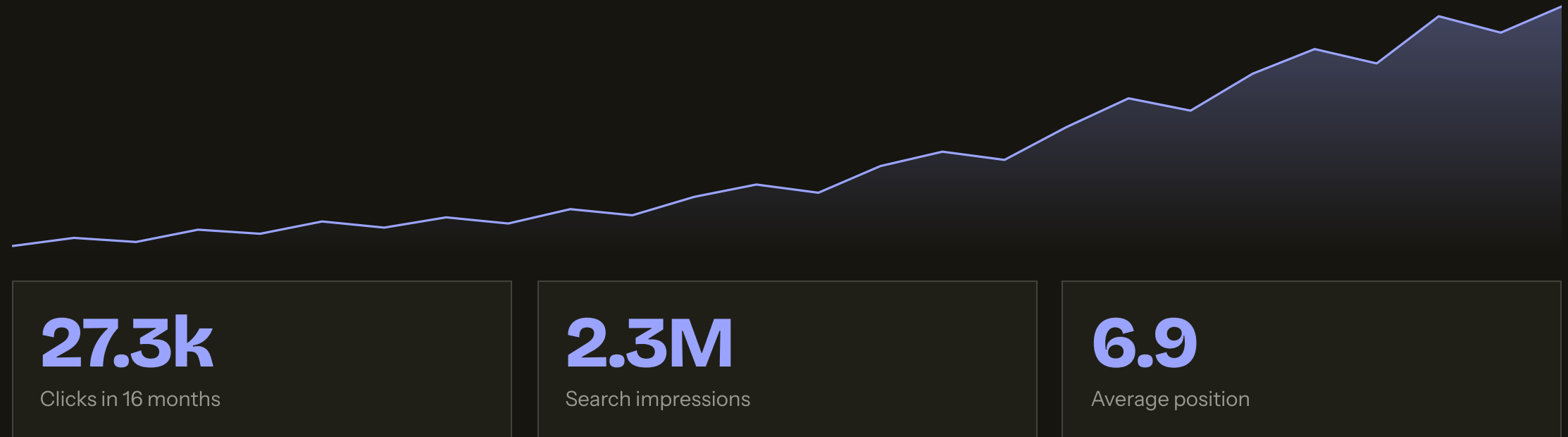
04

Pipeline capture

Inbound leads routed into a CRM your sales team will actually use, so no RFQ sits unanswered in a shared inbox.

SAME PLAY, DIFFERENT SHELF

From invisible to 27,300 Google clicks in 16 months



A local business, not a manufacturer. The mechanics carry over: map buyer-intent searches, build the page that answers each one.

How we'd run it **for your company.**

Teardown (week 1–2)

We audit your site, rankings and AI-answer visibility, then map your catalog to buyer searches and pick the first 20 pages to build.

First build (weeks 3–6)

The first 20 product and application pages go live with RFQ capture and tracking.

Measure (weeks 7–12)

We report rankings, AI citations and leads by page, then double down on the product lines that pull.

Compound (month 4+)

More of the catalog goes live every month. Search traffic compounds; trade-show spend doesn't.

Three ways in.

09 / 10

STRATEGIC CONSULTING

\$1,000 / one-time

The map, before you commit.

- Site, rankings & AI-visibility audit
- Catalog mapped to buyer searches
- 100 real queries, ranked by intent
- 3-month build plan

STRATEGIC EXECUTION

\$3,000 / month

We build it for you.

- Everything in Consulting, plus:
- Technical SEO, done for you
- Product & application pages
- RFQ capture & lead tracking
- Monthly report by page

DEEP EXECUTION

\$4,000 / month

For large catalogs.

- Everything in Execution, plus:
- Advanced technical SEO
- Twice the page volume
- Continuous catalog expansion

YOUR BUYERS ARE SEARCHING

Let's put your company on the shortlist.

A 30-minute teardown call: we map your catalog to buyer searches and show you the first 20 pages we'd build.

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