



 Free SEO Audits & Strategy

Factory Floor to Front Door: Why Your Site Is Choking Off RFQs

We've Got You Covered

Higher Rankings, More Clicks, Bigger Profits

A free 5-point diagnostic to pinpoint exactly what's holding back your search rankings, conversions, and RFQs"

-  On-Page & Off-Page SEO
-  SEO Audits & Strategy



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Dayton, Ohio

SEO Simplified: How Your Site Gets Found

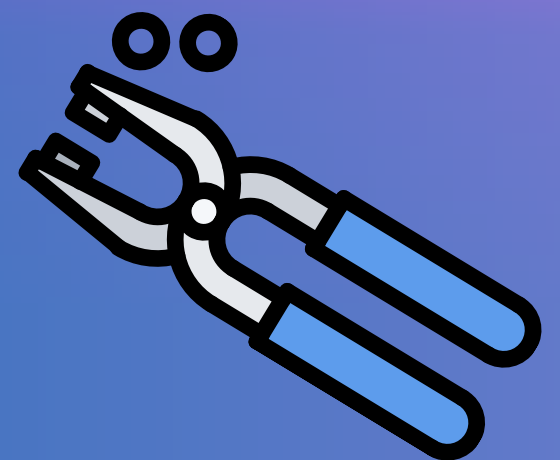
Master the 3 Pillars of SEO in Minutes—not Month

• Technical Tuning	 + 	Fast, secure, mobile-friendly sites load in < 3 s and earn Google's trust.
• On-Page Content	 + 	Pages built around real engineer search terms—and specs in text, not images—for maximum relevance.
• Off-Page Signals	 + 	Quality backlinks and mentions from industry sites boost credibility and ranking.

71% clicks	First-page results get 71 % of search visits.
94% of B2B	94 % of industrial buying journeys start with a search.
70 % cheaper	Organic leads cost up to 70 % less than paid ads.

Fun Facts

First-Page Imperative: Approximately 91.5 % of users never click beyond Google's first page, so if you're not there, you're invisible to most prospects



Under-the-Hood Fails: Why Visitors Are Bailing

"If your engine's broken, nobody's going anywhere."

Critical Problems to Check Before You Lose Another Lead



HTTPS Security: Your website still uses HTTP instead of HTTPS, creating security warnings for visitors.



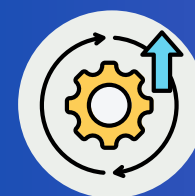
Mobile Responsiveness: Your website doesn't adapt to mobile devices used by engineers in the field



Page Load Speed: Pages take longer than 3 seconds to load, causing 40% of visitors to abandon



Broken Links: Technical resource links or specification pages return 404 errors



Outdated Platform: Your website runs on deprecated technology that limits functionality

Quick Flix

- Install a free SSL cert so "https://" shows a padlock
- Test on at least two phones/tablets.
- Compress any image or PDF over 500 KB.

Common Roadblocks Keeping You Invisible in Google

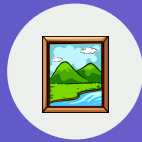
If Google can't read your specs or match your key words, your site stays hidden—losing you up to 94% of B2B buyers who start with a search.



ROADBLOCKS
AHEAD



Missing Technical Terms: Engineers' exact keywords aren't in your copy.



Poor Keyword Implementation: Technical specifications are in images rather than searchable text



Generic Page Titles: "Products" vs. "High-Temp Steel Valves – 3000 PSI."



Thin Content: Product and service pages lack the technical depth needed for search visibility



No Schema Markup: Google can't parse your specs or product parameters.



Quick Flix

- Map your top 5 engineer-search terms into headers & copy.
- Convert all spec images into real text (PDFs, tables).
- Add product & spec schema markup via your CMS or plugin.



Pipeline Pitfalls: Why Prospects Vanish Before You Even Quote

Critical Friction Points That Kill Your Inquiry Funnel



Complex RFQ Forms: Quote request forms require too many fields, reducing completion rates



Hidden Contact Information: Phone numbers and emails are difficult to find for urgent requests



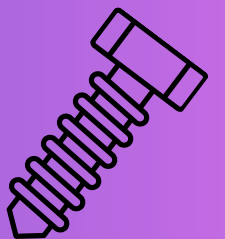
Missing Technical Resources: No downloadable specifications, CAD files, or technical documentation



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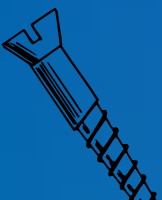


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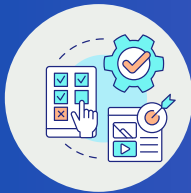
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Knowledge Void: Filling Your Technical Content Gaps

Why Depth & Detail Are Your Secret SEO Weapon



Insufficient Specifications: Product pages lack detailed technical specifications needed for decisions



No Application Examples: Missing real-world examples of how products/services are used



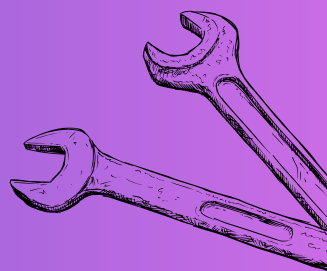
Outdated Information: Technical content hasn't been updated in over 12 months



Missing Comparison Data: No way to compare different products or solutions



No Problem-Solution Content: Content focuses on features rather than solving customer problems

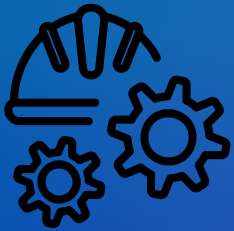


Quick Flix

Add complete specification tables to your top 5 product pages, create at least one detailed case study showing your solution in action, and update any technical content older than 12 months.



Competitive Disadvantage Indicators



Signs Your Site Isn't Standing Out in a Crowded Market



No Differentiation: Your messaging & design look just like every other vendor



Zero Credibility Proof: No client logos, testimonials, or trust signals



Low-Quality Images: Blurry or generic photos undermine confidence



No Thought Leadership: No blog posts, whitepapers, or expert insights



Outdated Design: Old layouts & colors make you look behind the times



Quick Flix

- Pin 3–5 top client logos & quotes on your homepage.
- Swap any low-res photos for high-quality product shots.
- Publish one expert article or case study this week.
- Refresh site design with a modern template or color update.

How These Issues Impact Your Business

These five areas represent the most common issues preventing industrial websites from generating qualified leads. When engineers and procurement professionals can't find your company in search results, struggle to access technical information, or face barriers to contacting you, they simply move on to competitors.

Page Load Penalty



Slow pages drive away 40% of visitors.

Search Blindspot



Missing terms & schema hides you from 94% of buyers.

Lead Leak



Complex forms & hidden CTAs cut inquiries in half.

Content Deficit



Thin/outdated pages slash engagement by 60%.

Competitive Gap



Lack of proof & differentiation reduces win-rates by 30%.

