
Manual SEO Audit

Company: Industrial Manufacturing Company

Prepared by: Dipti Padalkar – [Trusted AI SEO](#)

Note: This sample report has been shortened and presented as anonymous version for public viewing. Certain sections, screenshots, competitor references, and findings have been removed or redacted to protect client confidentiality and proprietary information.

1. Purpose

This report summarizes key observations about the Company's website performance in search engines and identifies areas where the website can improve its visibility, traffic, and online credibility.

The goal is to highlight **important gaps and opportunities** that can strengthen the company's digital presence in the coolant filtration systems industry.

2. Current Digital Presence

The company previously maintained multiple web properties; both domains are still accessible online and appear in Google search results:

Primary Website and Legacy Website were both present

Why this matters

When multiple domains represent the same brand:

- The search authority is divided
- Backlinks are split across domains
- Search engines treat them as separate sources

This can limit the overall SEO strength of the primary website.

3. Website Technical Observations

During testing, some technical inconsistencies were observed that can affect user experience.

Examples include:

- Occasional resource loading inconsistencies were observed during testing
- Layout rendering inconsistencies in certain environments
- Occasional network-level access warnings reported on specific ISP connections

Although the website loads normally in some cases, these inconsistencies can occasionally affect how the website is displayed or accessed.

4. Current Search Engine Visibility

The website already appears in Google search results for several filtration-related keywords.

Example:

Keyword: centralized coolant filtration system

- The website appears **on the first page of Google**, indicating strong topical relevance.

This indicates that the website already has a strong foundation in search visibility for filtration-related queries.

However, for broader industry terms such as:

coolant filtration systems

- The website appears **on page 2**.

This indicates that search engines already recognize this as relevant in this industry, but there is **room to improve authority for broader search queries**.

Here's an image showing the result on **Page 1 of Google results** for the **Keyword:** centralized coolant filtration system.

(Screenshots removed)

5. Content Structure Observations

The current website structure focuses primarily on:

- product navigation
- application categories
- industry listings

While this helps users explore the website, search engines generally prefer pages that include:

- detailed explanations
- technical context
- industry use cases
- structured topic coverage

Several pages currently contain limited explanatory content, which can reduce their ability to rank for competitive industry keywords.

6. Competitor Website Review

Three competitor websites were reviewed for comparison. These websites generally demonstrate stronger search visibility due to:

- detailed technical content
- clear product explanations
- structured application pages
- stronger topic authority around filtration systems

In many cases, competitor pages include detailed explanations of:

- filtration processes
- engineering benefits
- industrial applications
- system specifications

This depth of information helps search engines better understand their expertise.

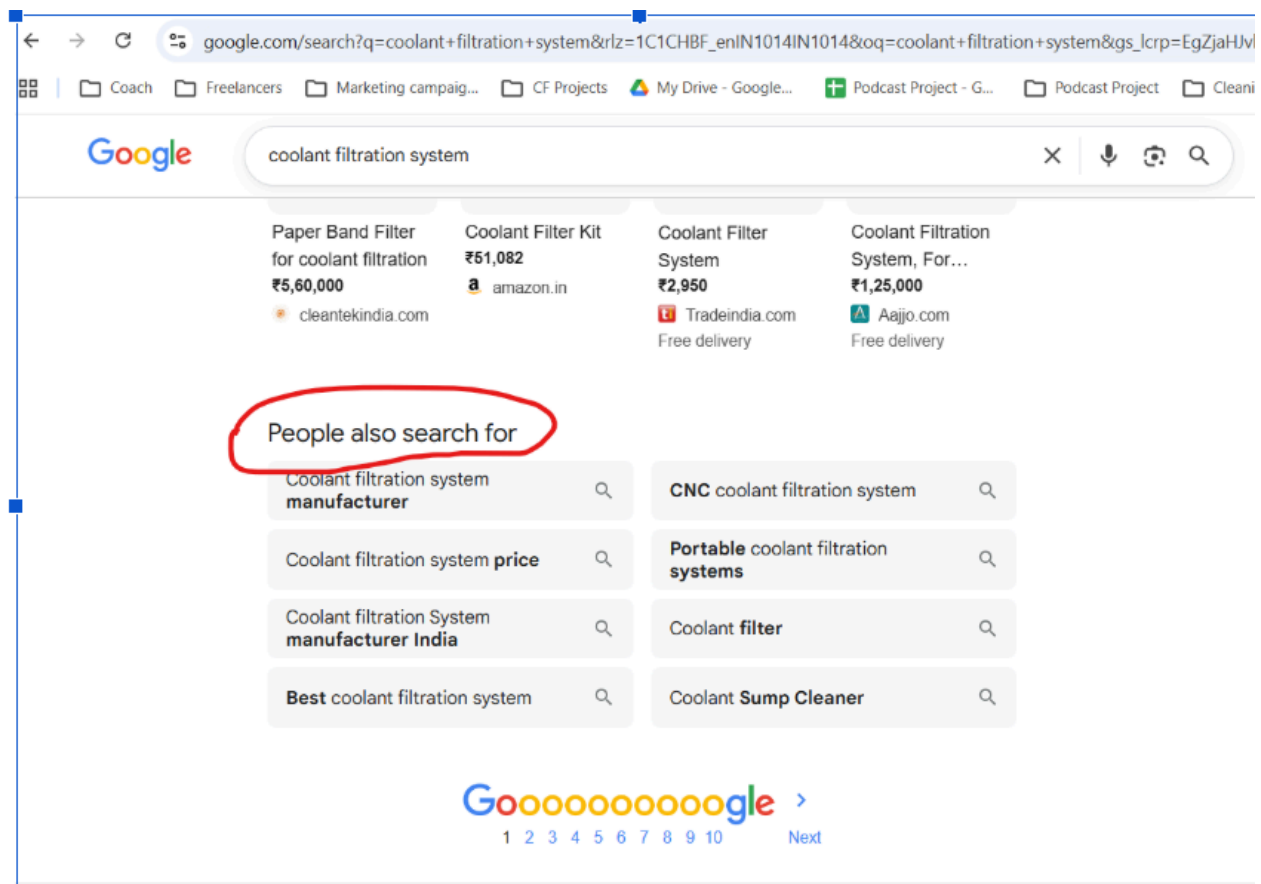
(Screenshots removed)

7. Market Search Demand

Google search results show consistent demand for filtration-related searches, such as:

- coolant filtration system manufacturer
- coolant filtration system for CNC machines
- coolant sump cleaner
- Coolant filter

These searches represent potential opportunities to capture additional organic traffic from engineering professionals researching filtration solutions.



8. Key Opportunities Identified

Based on the assessment, the main opportunities include:

- strengthening the authority of the primary website domain
- improving content depth on technical pages
- increasing visibility for broader filtration industry keywords
- expanding coverage of industry-specific filtration topics

Because the website already ranks for several filtration-related keywords, improving these areas could significantly strengthen search visibility.

Emerging Opportunity – AI Search Visibility

With the rise of AI-driven search results (such as Google AI Overviews), there is an opportunity to optimize content in a way that improves visibility in AI-generated answers. Strengthening technical content, structured explanations, and industry-specific information can increase the chances of being featured in these results.

There is a significant opportunity to expand global visibility, as current rankings are primarily limited to the local market.

9. Potential Business Impact

Improving the website's search visibility can help our client:

- attract more qualified engineering visitors
- strengthen brand authority in the filtration industry
- increase inbound inquiries from potential industrial buyers
- improve the overall digital presence of the company

Because filtration systems represent high-value industrial solutions, even a small increase in qualified organic traffic can generate meaningful business opportunities.

10. Conclusion

Client website already demonstrates strong technical expertise in coolant filtration systems, and the website has established relevance in search results for several industry keywords.

However, opportunities exist to strengthen the website's digital presence by:

- consolidating domain authority
- improving technical consistency
- expanding technical content depth
- strengthening topical authority around filtration systems

Addressing these areas can significantly enhance the website's ability to attract qualified engineering audiences through organic search.
