

B2Btail

Manufacturing eCommerce Strategies

Manufacturing Your Keyword Strategy

Before we jump into the 3rd Step of Scaling Your Proprietary Process, “Get Offensive”, let’s discuss your keyword strategy.

Your keyword strategy plays a critical role in [Scaling Your Proprietary Process](#).

Targeting your core strengths allows you to market and brand your business by beating the drum of your specific area of expertise. Focus on what you know best!

Let’s break down each category to explore possibilities.

The Scale Your Proprietary Process with eCommerce Formula:

Experience + tools + equipment + staff + suppliers + raw material + resources = Your Proprietary Process

From there, now we can determine your keyword strategy:

Core Strengths = Your Proprietary Process = Keyword Strategy

As we work on your keyword strategy, start thinking about all of the terms that an ideal customer (soulmate) would type into a Google search.

That’s the direction we need to head.

Go Deep with Your Keyword Strategy

For example, let’s pretend that we sold shoes. However, we only sell one type. Pink Nike running shoes with purple shoelaces.

If we tried targeting or marketing our company for simply the keyword "shoes", we would go broke trying to appear in search results.

Though, an argument could be made to target the generic keyword "shoes". In hopes that thousands of clicks to our website would bring the remote possibility that buyers need our pink Nike running shoes with purple shoelaces.

Highly unlikely though.

For example, do a Google search for the word "shoes". As of this post, if you search Google for "shoes", nearly 5.5 billion web pages with shoes (yes, BILLION).

Our strategy to target the keyword "shoes" would fail miserably. We would never realize organic rankings and the paid ads are owned by major players such as Shoes.com (owned by Walmart) and Zappos (owned by Amazon).

Yet, if someone were to search Google for "Pink Running Shoes" or "shoes for breast cancer awareness", "awesome running shoes for teenage girls" or "groovy shoes that your Grandma will love", that buyer might find our shoes appealing.

From there, we can implement a targeted search marketing strategy accordingly. Our odds for successful conversions improve dramatically by focusing on specific keywords as opposed to broad terms.

Keyword Strategy for Custom Manufacturers

To make a comparison for manufacturing, let's consider a keyword strategy for your company. If you wanted to rank for "custom manufacturer" we would face an uphill battle.

Google shows over 600 million web pages for "custom manufacturer".

"Job shop" produces over 3 BILLION webpage results on Google.

More importantly, both represent such a broad scope, any leads that you do attract would likely not fit what you actually do. We want to promote your specific proprietary processes.

"Custom manufacturer" just isn't going to produce positive results.

To dig deeper, let's say you fit a specific industry.

Generic Keywords Will Likely Drive You Crazy Instead of Leads

Take a look below at each industry and the number of Google webpage results:

- CNC Shop = 132 million webpages
- CNC Machine Shop = 83 million webpages
- Sheet Metal Manufacturer = 213 million webpages
- Metal stamping = 394 million webpages
- Metal Fabrication = 1 billion webpages

- Tool and Die = 2.5 billion webpages

If you want to rank organically on Google for any of these phrases above, good luck. You have a huge mountain to climb. Sorry to be pessimistic, "half-empty" or discouraging. We just want to take a much more productive and impactful strategic approach that will generate quality leads, sales and ultimately profits.

Now you might think well, we are a "CNC shop" and that is what we need to target. What do I do now "Mr. Negative"?

First, typically broad keywords are outrageously expensive on Google Ads. Trust me, Google possesses plenty of cash and does not need your donations by implementing a wasteful keyword strategy.

Secondly, unless you hire a world class SEO firm, landing a first-page ranking on Google organic search for generic terms seems highly unlikely. By the way, world class SEO firms are not cheap. Additionally, these terms are so broad that you are most likely to receive plenty of bad leads even if you did show up on Google search results.

We need to narrow the category. Finding your sweet spot of expertise allows you to target that specific keyword to help you dominate search.

You are NOT Just a Custom Manufacturer

You are much more than a custom manufacturer or a job shop. We need to look deeper into your proprietary processes. Take one of your most popular parts. One that does not belong to a customer. Where there is nothing proprietary. Just a widget that you produce in large numbers.

If a customer finds your part and also finds the price attractive, you have just saved that potential client a significant amount of time.

Not this, but I would gladly take that

Yet, even if they need something slightly different, you can easily offer the option to submit a drawing or submit a BOM allowing you to provide a quote for the specific part they need.

In the case they find the part and do not like the price, they just save YOU a bunch of time. Now you don't need to waste your time and resources on a quote that you wouldn't have been competitive on anyway. Hiding product information behind the curtain does not guarantee you that a customer will contact you.

Showing your exact product, craftsmanship, capabilities, as well as pricing, just places you steps ahead of the process. More importantly, this places you ahead of the competition.

Just discussing your capabilities leaves a broad impression. This can also lead you down a path of chasing sales instead of chasing profits.

Bond. James Bond.

Introduce your company as if you are James Bond. Instead of just a "manufacturer" or even a "custom manufacturer" take it one step further.

Let's run through an example.

The original keyword strategy from Falconer Electronics included extremely broad terms like "custom manufacturer", "custom manufacturing" and "electrical-mechanical assembly" as well as numerous other generic terms.

This went on for years as they outsourced their Google pay-per-click advertising. In other words, they took on basically a shotgun approach. More or less, throwing Hail Mary passes while wasting money.

How many leads did they receive? None!

When we met, we went through a thorough SWOT analysis as well as created a customer persona. As we dug deeper into their core strengths, an incredible opportunity existed with [Wire Harness Manufacturing](#).

Therefore a new identity surfaced.

Manufacturer: Wire Harness Manufacturer

Instead of Bond. James Bond.

Falconer Electronics now became Manufacturer: Wire Harness Manufacturer. Shaken not stirred (sorry I couldn't help myself).

The team at Falconer Electronics served the market as a Wire Harness Manufacturer since 1985. They possessed the tools, resources, equipment, machinery, staff, experience, as well as a system in place to tackle customer needs. So they decided to focus on that area and target that market.

A few examples of the Keyword Strategy included:

- Custom Wire Harness Manufacturer
- Wire Harness Manufacturer
- Wire Harness Manufacturers
- Wire Harness Manufacturing
- Wiring Harness Manufacturing
- Wire Harness Assembly Process

So we decided to kick things off with a blog series called "Wire Harness Wednesdays" where every Wednesday we put out a blog based around anything related to [Wire Harness Manufacturing](#).

Who knew so much information existed on Wire Harness Manufacturing? Dozens of blog posts were created based on this keyword strategy.

Below includes a few examples:

- [Wire Harness Manufacturing: Fast & Furious Wire Harness Estimates](#)
- [Crimping Wires: The Do's & Don'ts with Wire Harness Manufacturing](#)
- [Wire Harness Terms: A Helpful List for New Buyers](#)
- [Wire Harness Manufacturing: Meet the Crimp Tools](#)

Resource Guides

With a significant amount of content, we then decided to combine a number of these posts to create a few [Resource Guides](#).

For example, by combining five or six blog posts together and blending them into one large article offered an authoritative piece of information. As you recall from [Dominate Search](#) that E-A-T plays a critical role in earning respect from Google in order to earn top rankings.

In this case, the Resource Guide was titled "[Wire Harness Manufacturing: A Wire Harness Assembly Guide](#)". The headline on the post: "Wire Harness Manufacturing Terms, Tools and Tips of the Trade."

These Resource Guides provided the necessary tools to engage with potential customers by offering valuable and helpful information to make buying decisions. Above all, Google seemed extremely pleased with our efforts by rewarding the company with dozens of first page rankings.

In addition, many keywords earned the first page rankings on Google.

Google Keyword Planner

When determining your keyword strategy, check out Google Keyword Planner which is an excellent resource and provides helpful insight to assist you with the process.

FREE still rules as one of our favorite words, right?

Well, you guessed it, Google offers Google Keyword Planner as a free tool. Simply create a Google Ads account, which is also free. Google Keyword Planner provides a section to "Discover New Keywords".

When you type in a keyword, Google reports back with a large list of suggestions for you. Dozens or even hundreds of keywords. You might find a number of keywords irrelevant. However, hopefully you also discover plenty of keywords that were not on your radar.

Google also provides monthly search traffic results for each keyword. Most likely, you will be surprised by the number of searches for particular keywords.

3 Step Approach

While exploring our keyword strategy at Falconer Electronics, an exciting opportunity presented itself. Ground Straps kept appearing with our keyword research.

So we applied the "Scale Your Proprietary Process" concept to their Ground Straps.

Next, we implemented the **3 Step Approach To Scaling eCommerce for Manufacturers**

1. Make a Great Webpression
2. Dominate Search
3. Get Offensive

Starting with our keyword strategy pointed Falconer Electronics in a direction for creating content. Therefore, along with offering a new line of ground straps as part of their eCommerce strategy, a number of blog posts supported the mission as well.

Blog topics for Ground Straps included:

- "You Will Find Ground Straps in Planes, Trains and Automobiles"
- "Falconer Electronics Lands #1 for Braided Ground Straps on Amazon"
- "We Love the Smell of Ground Straps in the Morning"
- "Making Ground Straps That Customers Can't Refuse"
- "Not Using Ground Straps Can Be a Shocking Experience"
- "Eliminating the Dreaded RFQ for Ground Straps"

If you search Google for "Ground Straps", Falconer Electronics ranks extremely well. They show up on Google's organic results typically on the first page. In many cases, they hold the #1 position. Falconer Electronics also ranks in the #1 or #2 position on paid search for Google.

Their ground straps also appear on search results for Google Shopping and Google images.

In addition, Falconer Electronics holds the #1 position on Amazon for Ground Straps.

They are on a mission to Dominate the keyword category of "Ground Straps".

Keyword Strategy for Ground Strap category

Below includes a wide range of targeted keywords for Ground Straps:

(who knew there were so many names for Ground Straps?)

- Bonding Straps
- Braided Bonding Strap
- Braided Copper Strap
- Flat Braided Copper Ground Strap
- Braided Earth Strap
- Flat Braided Ground Wire
- Flat Copper Ground Strap
- Ground Strap Wire
- Neutral Bonding Strap
- Ground Straps Flat Braid
- Ground Wire Strap
- Braided Ground Strap
- Braided Ground Strap Wire
- Copper Ground Strap
- Braided Ground Straps
- Braided Ground Wire
- Tinned Copper Braided Ground Strap
- Braided Grounding Strap
- Braided Grounding Straps
- Flat Braided Ground Strap
- Ground Strap
- Ground Strap Cable
- Grounding Straps
- Heavy Duty Ground Straps
- Braided Copper Ground Wire
- Braided Copper Ground Wire
- Ground Wire Strap
- Braided Copper Strap
- Braided Copper Strap
- Earthing Straps
- Braided Ground Strap
- Earth Straps
- Braided Ground Straps
- Electrical Grounding Straps
- Braided Ground Wire
- Braided Ground Wire
- Tinned Copper Braid
- Braided Grounding Strap
- Braided Grounding Straps

- Ground Straps

Most importantly, think about ALL of the keywords that a potential customer could use in order to find your company.

Going wide and deep with your keyword strategy dramatically helps improve conversions as well as reduces costs per click on these targeted keywords.

All it takes is one 6 or 7 figure customer to type a key phrase that you find as obscure to change your mind. The more details on a dating profile, the more likeliness of finding your true soulmate.

THANK YOU!

Thanks so much for stopping by to check out the B2Btail Keyword Strategy Guide.

We have one goal here at B2Btail: **Help you achieve your eCommerce Goals!**

Go to B2Btail.com for additional information on Manufacturing eCommerce Strategies.

Drop a line with any questions to Curt@B2Btail.com. I would love to hear from you.

Your friends at B2Btail wish you tremendous success with your eCommerce journey!

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