

MANUFACTURING

# Commercial market and competitor analysis.



RED-FERN

## Who are we?

A dedicated team of technology, marketing, and creative specialists, focused on helping manufacturers unlock significant commercial returns from their digital investments. We empower manufacturers to drive strategic growth, seize new opportunities, and maximise profitability through a combination of online and offline strategies and solutions.

## Who are you?

You are the UK's largest manufacturer of **industrial machinery**, producing over one million **units** and more than 30 kilometres of **conveyor systems** annually. You specialise in robust and modular **conveyor solutions** products for industries like logistics, manufacturing, and retail. Your solutions include **conveyor systems, automated storage and retrieval systems, and more**, serving both domestic and international markets.

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**How many people search for your solutions, product or knowledge online?**

# Size of your market.

Here we can see data about the number of searches online each month for some of the most popular search terms to do with the products and solutions you offer. This list is less than **5%** of the total searches made but shows a snapshot of your customers online.

Based on these numbers we are going to model the rest of the report based on a global search volume of **500,000** searches a month with the UK taking up **20,000** of those searches.

A lot of these searches will not have direct intent to purchase your product but they will include research towards better understanding the products available and the efficiencies they bring.

## Key Product Search 1

Global search volume ?







11K

 United States	2.0K	18%
 India	1.8K	16%
 Mexico	600	5%
 Philippines	500	4%
 United Kingdom	450	4%
 Canada	350	3%

## Key Product Search 3

Global search volume ?

1.2K

 United States	400	33%
 India	200	16%
 Korea	80	6%
 Russian Federation	60	5%
 United Kingdom	60	5%
 Brazil	40	3%

## Key Product Search 2

Global search volume ?

6.5K

 India	1.2K	18%
 United States	1.2K	18%
 Malaysia	400	6%
 Philippines	300	4%
 Russian Federation	200	3%
 Vietnam	200	3%

## Key Product Search 4

Global search volume ?

5.0K

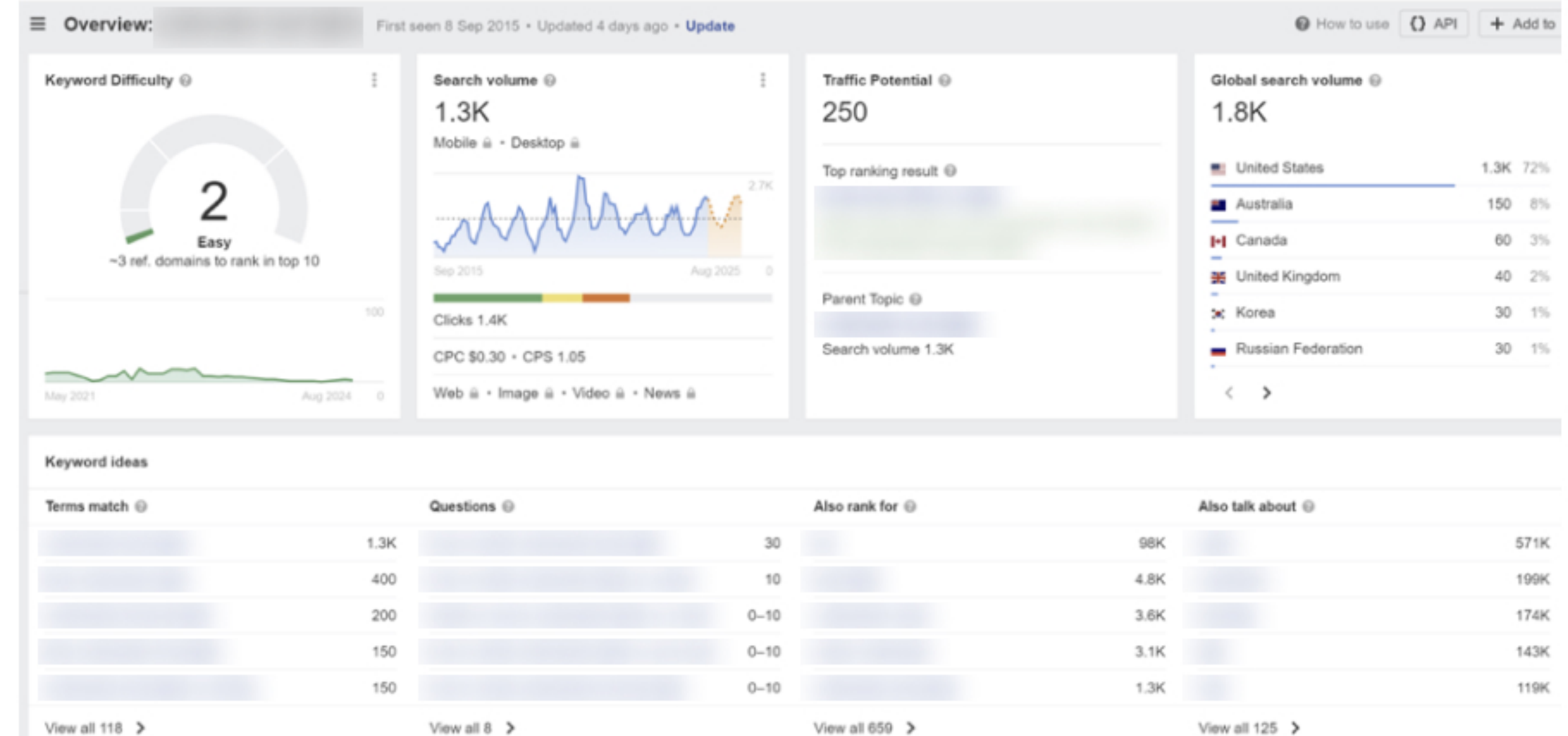
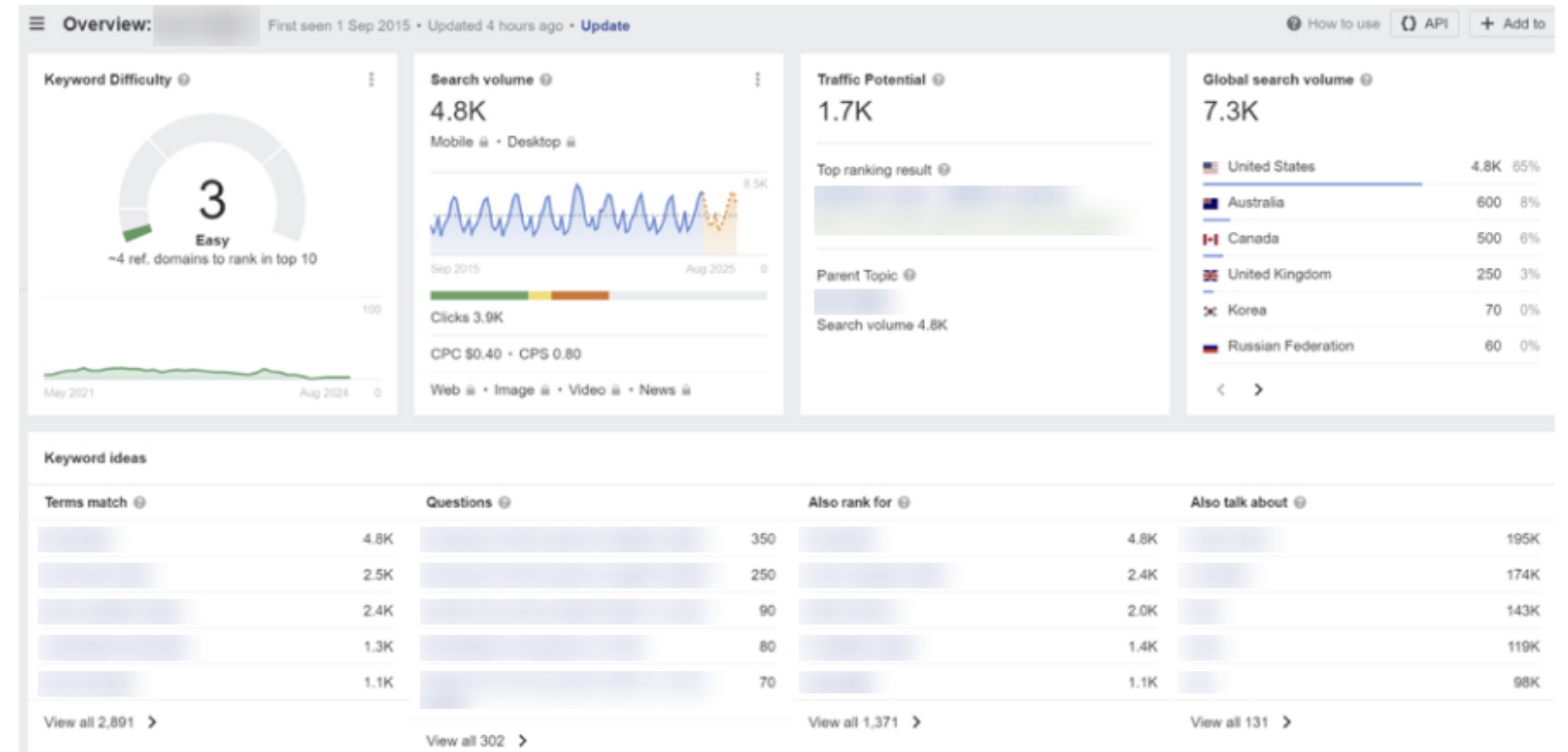
 United States	1.5K	30%
 Russian Federation	350	7%
 United Kingdom	300	6%
 India	250	5%
 Brazil	200	4%
 Canada	150	3%

# Keyword review.

Here we can see 2 keywords with significant intent to find your products and services.

This shows a small snapshot of people using Google to find out more about your products and services. These are people who have decided they want to [redacted] and are starting to explore the process of [redacted] and potentially what the cost would be.

This is the point in the journey where capabilities and price can become a purchasing factor and [redacted] need to educate people on why someone needs to spend more when looking to engage with your business or products.



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How big are your competitors online?

# The data behind your competitors websites.

These numbers tell the story of the online performance of a website.

In summary, Backlink profile values refer to the perceived authority your website has and the better your authority the more likely Google is to rank you highly.

Organic search refers to both the number of keywords you rank for and the traffic those keywords generate. For a keyword to generate you traffic you need to rank on page 1 for it and that search term needs to be searched each month.

	Backlink profile	UR <sup>i</sup>	Backlinks <sup>i</sup>	Ref. domains <sup>i</sup>	Organic search	Traffic <sup>i</sup>
<b>Your Website</b>	 DR <sup>i</sup> <b>31</b> AR 4,017,784 ▼29,050	 UR <sup>i</sup> <b>17</b> -2	<b>999</b> -54 All time 8.4K	<b>145</b> +5 All time 861	Keywords <sup>i</sup> <b>322</b> +15 Top 3 38 +2	<b>579</b> +44 Value \$1.3K -29
<b>Competitor 2</b>	 DR <sup>i</sup> <b>45</b> -1 AR 1,117,693 ▼22,299	 UR <sup>i</sup> <b>22</b> -1	<b>1.8K</b> +287 All time 61.8K	<b>463</b> +25 All time 1.7K	Keywords <sup>i</sup> <b>1.2K</b> -122 Top 3 132 -24	<b>4.2K</b> -549 Value \$6K -679
<b>Competitor 3</b>	 DR <sup>i</sup> <b>59</b> AR 300,958 ▲2,277	 UR <sup>i</sup> <b>36</b>	<b>2.4M</b> +10.1K All time 10M	<b>1.3K</b> +54 All time 6.6K	Keywords <sup>i</sup> <b>5.4K</b> +219 Top 3 183 +6	<b>15.5K</b> +1.4K Value \$12.5K +1.4K
<b>Competitor 4</b>	 DR <sup>i</sup> <b>29</b> +1 AR 5,030,943 ▲849,610	 UR <sup>i</sup> <b>27</b>	<b>2.9K</b> +60 All time 10.6K	<b>323</b> +22 All time 1.6K	Keywords <sup>i</sup> <b>1.6K</b> +51 Top 3 41 -9	<b>2K</b> -863 Value \$2.1K -738
<b>Competitor 5</b>	 DR <sup>i</sup> <b>7</b> AR 30,211,867 ▲174,398	 UR <sup>i</sup> <b>3.7</b> -0.4	<b>21</b> All time 60	<b>1</b> All time 1	Keywords <sup>i</sup> <b>2</b> Top 3 1	<b>3</b> -1 Value \$3

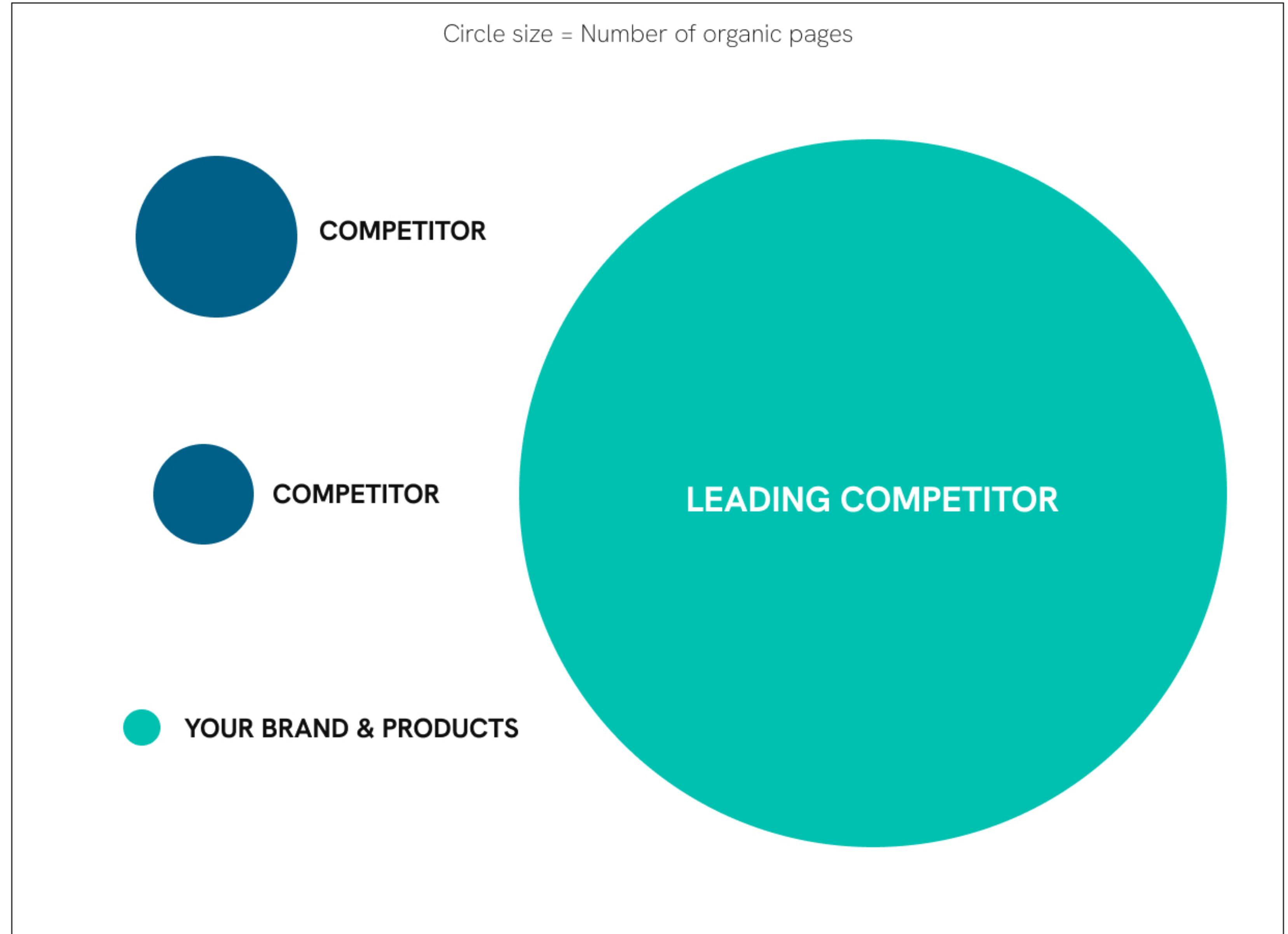
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**How big is my business online compared to my competitors?**



# How you and your competitors fit in the market.

To give scale to your business we need you to imagine this slide is the total monthly search volume to do with your sector. If every person looking at your product came only to your site then your circle would be the exact size of this slide.



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**What are your competitors doing online?**

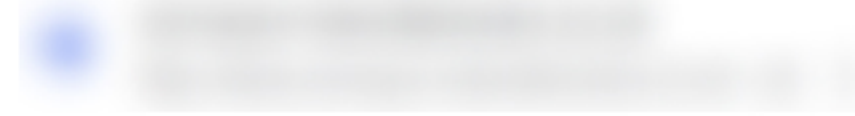
# Whose paying to win on Google?

Your competitors are running Google Ads for key search terms to do with yours services.

They would only be doing this if they realised some commercial benefits from doing this.

## Search 1 Manufacturers

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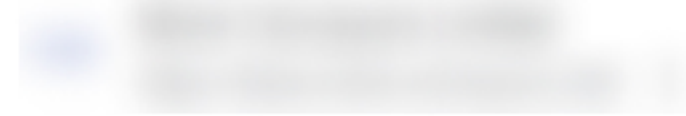
### Conveyor Manufacturers

All About **Conveyors** C-Trak Ltd — **Conveyor** Designs and **Manufacture** of all Types of **Conveyors** fabricated in UK. 100% Satisfaction. Aluminium. Bespoke solutions. Great after sales service. Full Warranty.

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 Call us

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### UK-Based Conveyor Company | Leading Conveyor Manufacturer

From individual **conveyors** to complete factory installations, we deliver bespoke solutions

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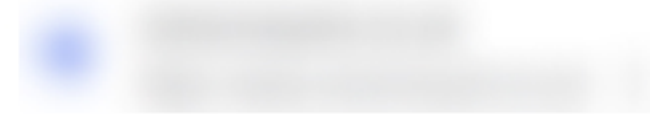


### UK Conveyor Manufacturers | Conveyor Systems Manufacturer

Specialising in Bespoke **Conveyor** Systems to Meet Your Unique Requirements. Leading...

[Custom Conveyor Solutions](#) · [Contact Us](#)

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### UK Manufacturer - Conveyor Systems

We design, **manufacture**, and install **conveyors** for every Industry. **Conveyors** and...

## Search 2 Manufacturers

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### Conveyor Solutions | UK Conveyor Manufacturer

has many year's experience in the design & manufacture of **conveying** systems. We offer a wide variety of Standard and Bespoke **Conveyor** Systems to Suit All Applications.

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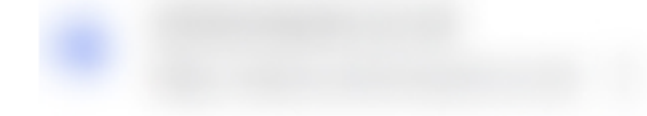
— Reliable belt **conveyors** for efficient material transport.

**Conveyors** for optimizing productivity and minimizing downtime. Rely on Montech. Extensive know-how. Worldwide Delivery.

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 Learn more - Get expert help today!

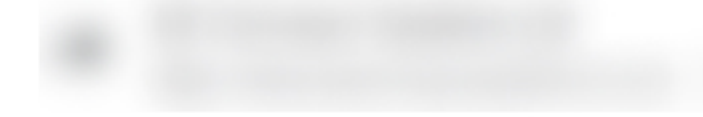
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### Conveyor Systems | UK Manufacturer | Central Conveyors Ltd

We design, manufacture, and install **conveyors** for every Industry. **Conveyors** and Automation Specialists. Explore Projects. View Case Studies. Browse Services.

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### UK suppliers & manufacturers of belt conveyors & roller

Roller Tables & **Conveyors**. Gravity+ Powered+ UK Suppliers With 100's Of Options!

## So what does that mean commercially?

Looking at Google and researching your industry it appears the average value of a project is between £X and £Y.

So the value of winning a customer from one of your competitors is significant.

When a potential customer decides to look at other manufacturers it is likely they will search to find other people in the market and that narrow window is when you have the chance to win their business.

**Project Win = Cost of lead x Internal conversion rate**

### Google Ads Lead Cost

£2 per click x 1% conversion rate = £200 per lead

### Internal Conversion Rate

10%

### Cost Of A New Customer

Project Win = £200 x 10%  
= £2000

Above is an indicative model of the potential cost of generating a lead online. This is only a model and the conversion rates (%) and the costs (£) are based on market averages and are not specific.

To increase conversion rates online a company needs to focus on providing a website that sells your service as well as your sales team. To decrease the cost of a click you need to ensure your website content is relevant to the search terms you are ranking for.

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Has online helped our competitors win online?

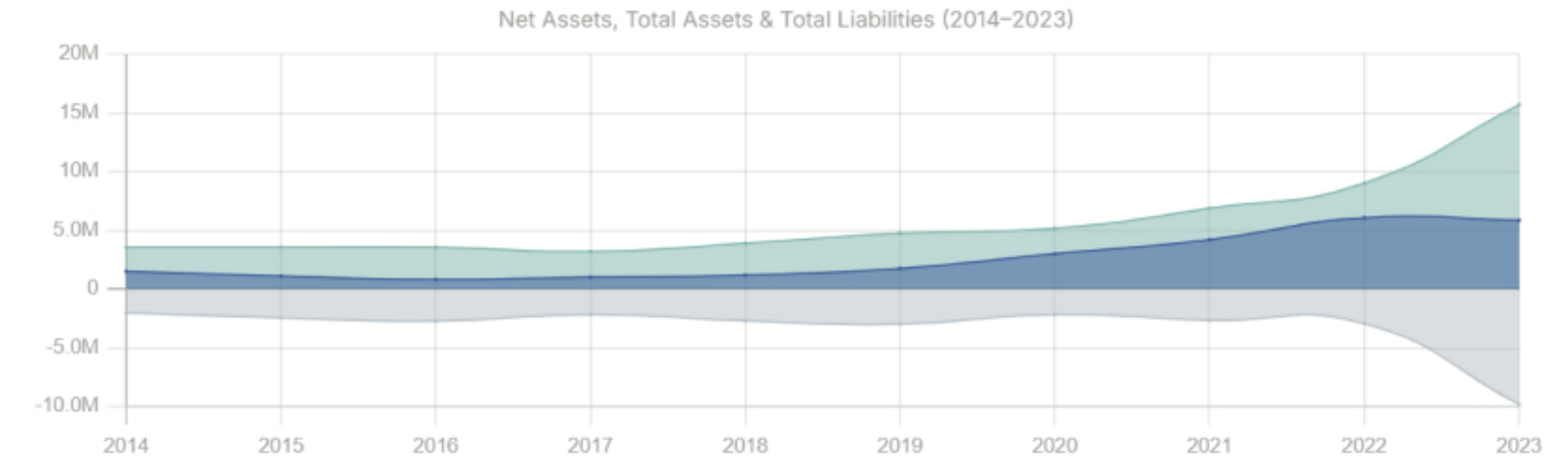
# Summary.

Looking at your sector online it is obvious that your competitors are significantly investing on online in order to generate new business.

The likes of [redacted] are winning online and that can be seen by their website traffic. If you want to start the journey of competing online then you need to start by creating a digital version of your website that answers the questions your customers have. Highlighting your expertise and show casing the solutions that you can provide. Doing this will reduce the time it takes to complete a sale as you will face less questions and you should also see an improved conversion rate as people will perceive your business as being digitally as good as it is physically.

Once the website goes live then channels like Search Engine Optimisation (SEO) need to be used to increase your organic monthly website traffic and Google Ads (PPC) can be used to generate new leads straight away. Your competition are investing in these services and if you look at competitor 3's companies house data and cross reference it against their digital investment you can see that a direct correlation can be drawn. They are leveraging online to drive growth and have been since 2020.

## Financials



<b>Period Ended</b> <b>31 Dec 2023</b> For period 31 Dec → 31 Dec 2023 Traded for 12 months	<b>Cash in Bank</b> <b>£5.64M</b> ▲ Increased by £3.88M (+221%)	<b>Turnover</b> <b>£24.03M</b> ▲ Increased by £2.76M (+13%)
<b>Employees</b> <b>23</b> ▶ Same as previous period	<b>Total Assets</b> <b>£15.69M</b> ▲ Increased by £6.66M (+74%)	<b>Total Liabilities</b> <b>-£9.83M</b> ▲ Increased by £6.88M (+233%)
<b>Net Assets</b> <b>£5.85M</b> ▼ Decreased by £218K (-4%)	<b>Debt Ratio (%)</b> <b>63%</b> ▲ Increased by 29.94% (+91%)	

## Digital Performance

- Referring domains
- Avg. Domain Rating
- Avg. URL Rating
- Avg. organic traffic
- Avg. organic traffic value
- Organic pages
- Avg. Impressions
- Avg. paid traffic
- Avg. paid traffic cost
- Crawled pages



# RED-FERN

Request your report today.

t: 01282 926 000

e: sean@red-fern.co.uk

or

[Click here](#) and book a free 30  
minute discovery call with Sean.



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## Case studies.

Manufacturers who are succeeding through our gateways and capabilities.

IRVINGQ 

The Senator Group

 Biological Preparations

**IDEX**  
FIRE & SAFETY

 **evoke**<sup>®</sup>





## Results.

**63.8%**

Increased website engagement

**+10%**

Increase in website conversions

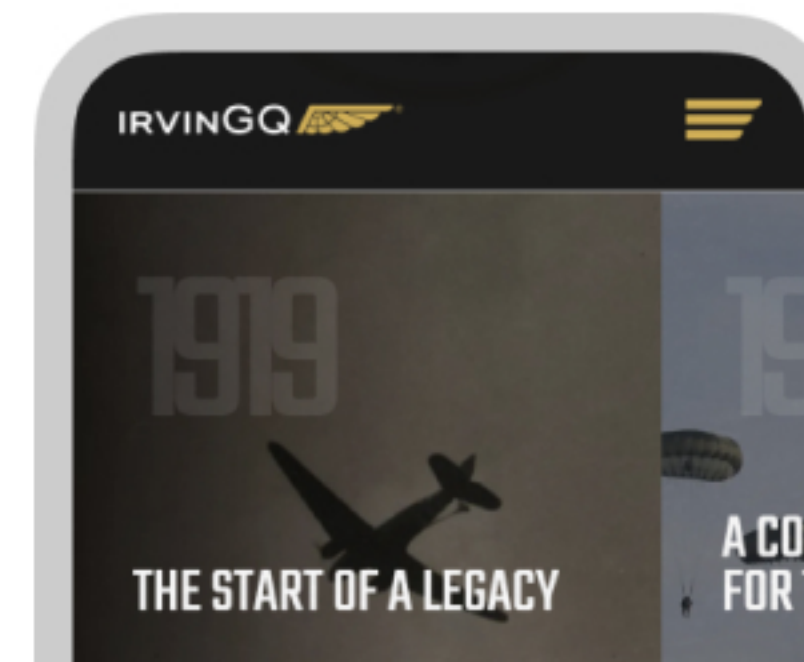
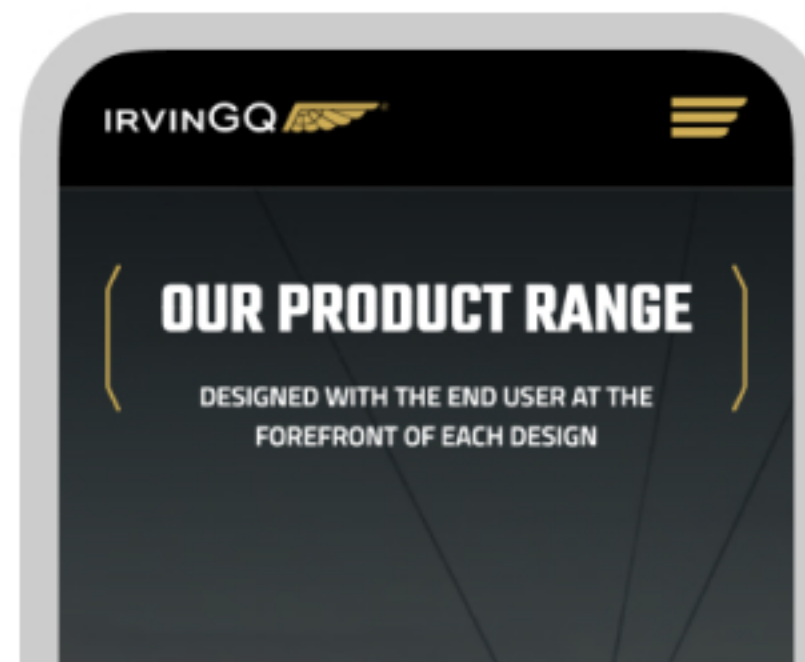
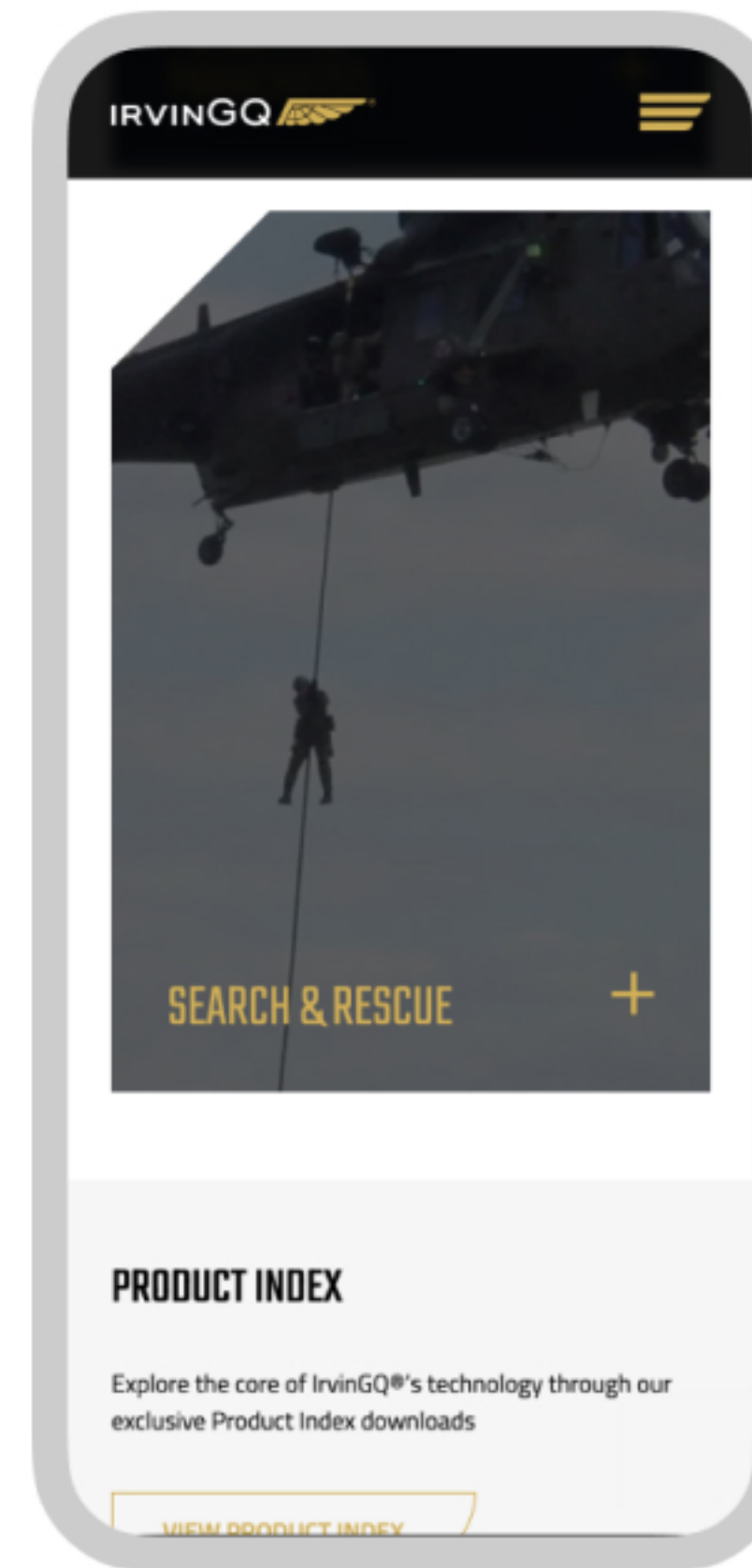
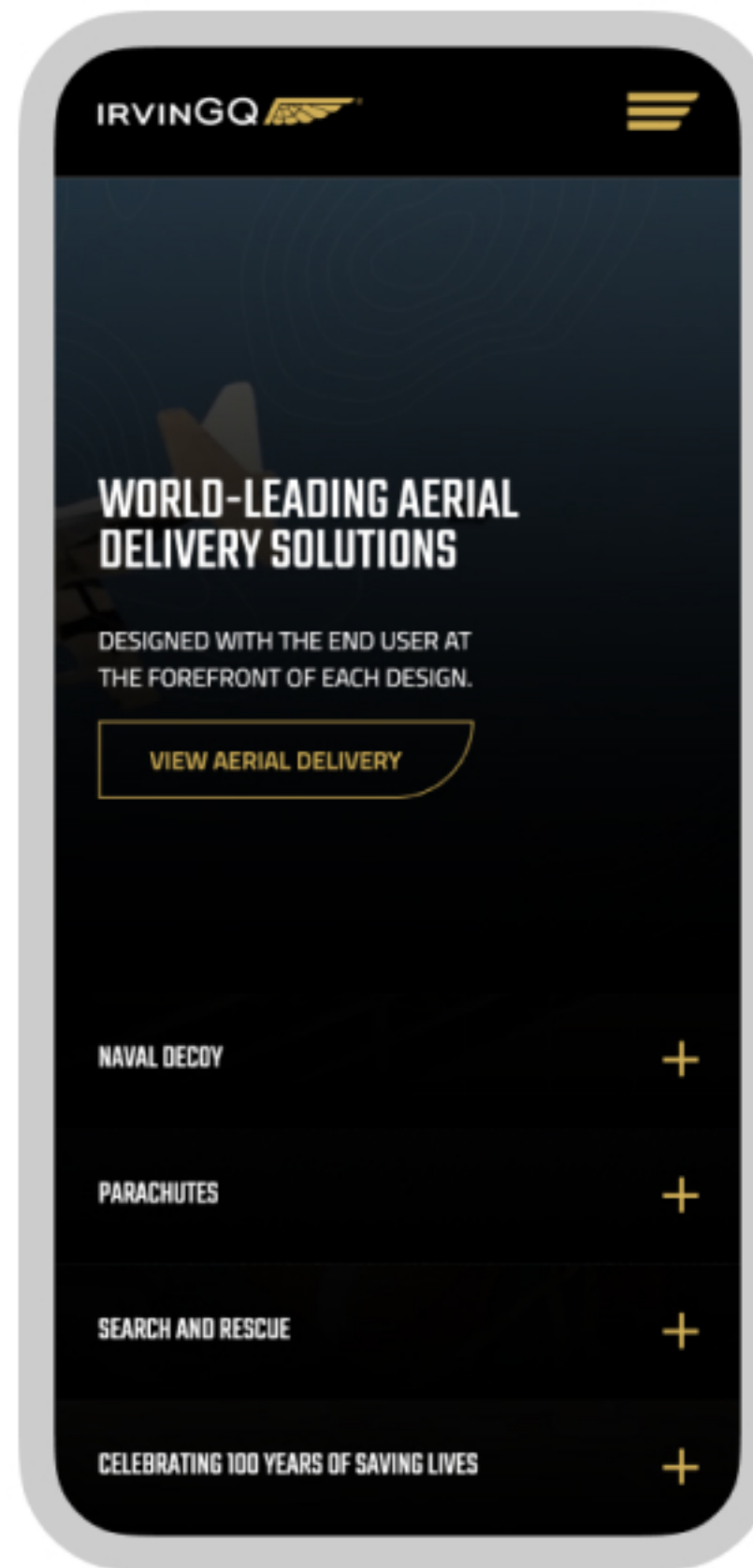
**+5k**

Increase in LinkedIn impressions

**82%**

Increase in LinkedIn engagement

[CLICK TO READ THE FULL CASE STUDY →](#)



## Our Process.

### Discovery.

- Audience mapping
- Industry research
- Product immersion

### Strategy.

- UX strategy
- Content strategy
- Social media strategy
- Creative strategy

### Implementation.

- Brand refresh
- Website design and development
- Content development
- Augmented reality experiences
- Video editing

### Partnership.

- Website design and development
- Content development
- Social media marketing
- Exhibition stands
- Printed material
- Video editing
- Client services

## Journey.

### Discovery. (4 weeks)

Understanding the required outcomes, target audience, sales journey, brand, products.



### Strategy. (2 weeks)

Defining the digital assets required, outputs, document the plan, roles and responsibilities.



### Implementation. (4 months)

Creation of the digital assets to support the agreed strategy.



### Partnership. (12 months and beyond)

Continued management, reporting and development partnership for continued growth.

## Results.

**+35%**

Increase in user sessions

**+12x**

Increase in organic keywords

**32%**

Increase in website session length

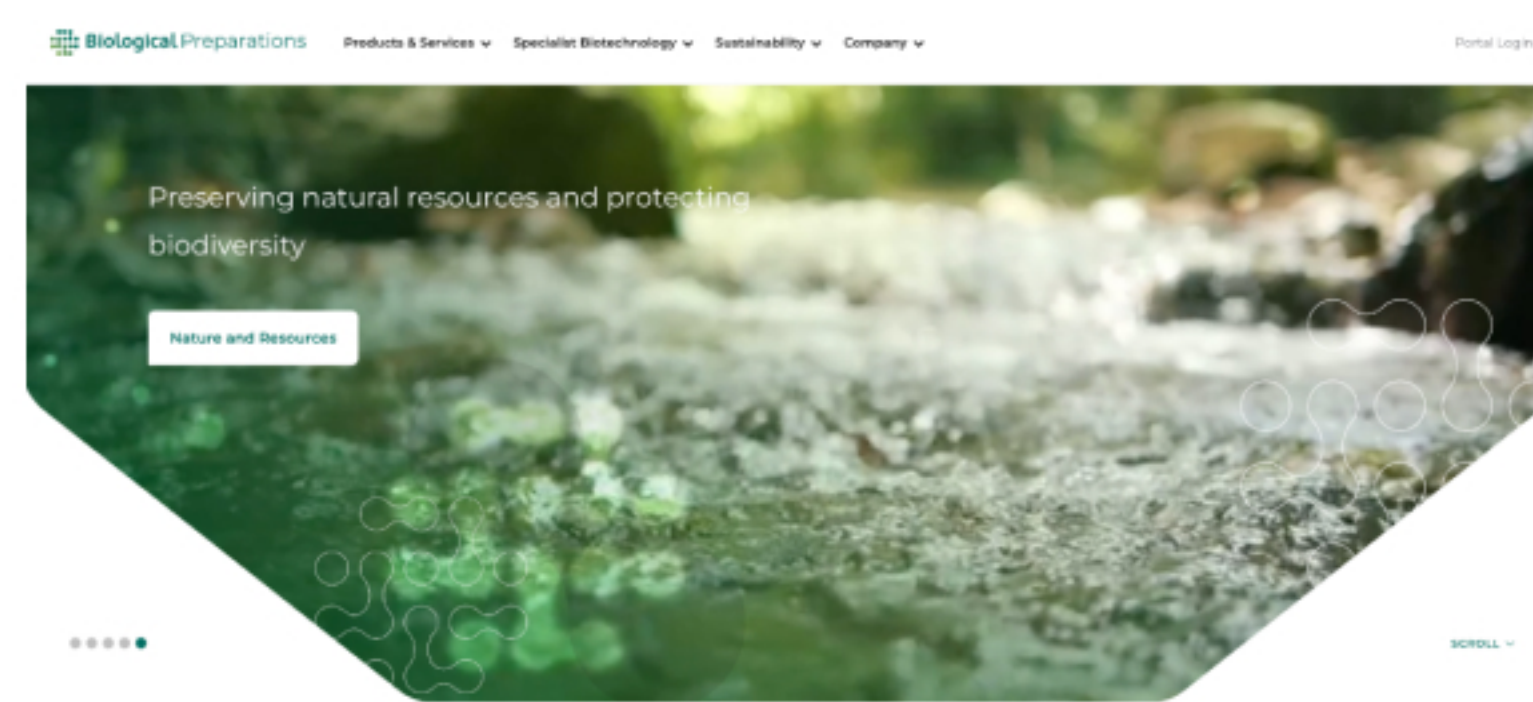
**27%**

Increase in leads generated

**+10x**

Increase in sales performance

[CLICK TO READ THE FULL CASE STUDY →](#)



Replacing harmful, non-renewable chemicals with Environmental Biotechnology

We are Biological Preparations, an industry leader in environmental biotechnology. We replace harmful, non-renewable chemical technology with environmentally, socially, and commercially beneficial solutions that meet the needs and demands of the modern world.

Creating a bright, sustainable future with minimal impact from human activity is our top priority.

[Our Environmental Biotechnology](#)



"Gone are the days where being sustainable means higher costs and poor performance."



Trusted by Thousands of Businesses Around the World

## Our Process.

### Discovery.

- Audience mapping
- Industry research
- Product immersion
- Technology audit

### Strategy.

- UX strategy
- Content/SEO strategy
- Social media strategy
- Creative strategy
- HubSpot strategy

### Implementation.

- Brand refresh
- HubSpot website design and development
- Content development
- Creative asset design and development
- HubSpot sales and data implementation

### Partnership.

- HubSpot development
- Content/SEO development
- Social media marketing
- Printed material
- Video editing
- Client services

## Journey.

### Discovery. (4 weeks)

Understanding the required outcomes, target audience, sales journey, brand, products.



### Strategy. (2 weeks)

Defining the digital assets required, outputs, document the plan, roles and responsibilities.



### Implementation. (4 months)

Creation of the digital assets to support the agreed strategy.



### Partnership. (12 months and beyond)

Continued management, reporting and development partnership for continued growth.



European rebrand.

European product launch.

Enablement of the marketing team for social channels.

Global digital strategy for multiple websites

[CLICK TO READ THE FULL CASE STUDY →](#)



## Our Process.

### Discovery.

- Audience mapping
- Industry research
- Product immersion

### Strategy.

- UI/UX strategy
- Content/SEO strategy
- Social media strategy
- Creative strategy

### Implementation.

- Brand refresh
- Website design and development
- Content development
- Interactive product tool
- Augmented reality education tool

### Partnership.

Global digital strategy for group website and multiple brand websites.

## Journey.

### Discovery. (4 weeks)

Understanding the required outcomes, target audience, sales journey, brand, products.



### Strategy. (2 weeks)

Defining the digital assets required, outputs, document the plan, roles and responsibilities.



### Implementation. (4 months)

Creation of the digital assets to support the agreed strategy.



### Partnership. (12 months and beyond)

Continued management, reporting and development partnership for continued growth.