

AI VISIBILITY FOR INDUSTRIAL COMPANIES

Some of your best buyers have stopped Googling. Now they just **ask**.

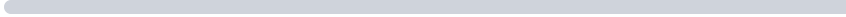
A plant engineer needs a supplier. Instead of opening ten tabs, he types one paragraph into ChatGPT and gets back three company names. The shortlist is written before he visits a single website.

This happens whether you make the part, sell the equipment, or send the crew.

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THE OLD WAY — A PAGE OF LINKS

- 1 
- 2 
- 3 
- 7 

The buyer does the sorting. Rank #7 still gets seen if he scrolls, and a decent page can win the click.

THE NEW WAY — ONE ANSWER

"Who makes stainless conveyor systems for food plants? USDA-compliant, 200 ft of line, installed by Q1."

Three companies fit:

1. Northline Systems
2. **Your Company**
3. Vantage Handling Group

The AI does the sorting. It names three. There is no #7, and there is no page two.

Ask an AI for a supplier. You get **three names**.

Getting onto that shortlist takes three things. They are the same three whether you make parts, sell equipment, or run service crews.

WHAT A BUYER SEES

"Who can machine 316 stainless brackets to ± 0.001 , AS9100, 2,500 pcs, Midwest?"

Three companies fit that spec: **Northline Precision**¹, **Your Company**², and **Vantage Machine Works**³.

MENTION your name in the answer **CITATION** the source links

1. Entity

Does the AI know who you are?

A confirmed company in the model's memory: name, location, certifications, capabilities, stated the same way everywhere.

2. Mention

Does it say your name?

You're on the shortlist. This is the one that turns into a phone call.

3. Citation

Is your page the source?

The footnote link. It sends the click, and it teaches the model to name you next time.

If you aren't one of the three names, **you were never in the running**. You won't see that loss in your analytics.

It's a bullseye, not a billboard.

Google matched two words from a search box. AI matches the whole job, because both sides now say a great deal more.



● "Industrial supplier"

Old SEO reach. Students and job seekers.

● Right industry

Aerospace, food, automotive, energy.

● Right profile

Your region, certs, job size, capabilities.

● Right job, ready to quote

A buyer whose job matches what you actually do.

What the buyer tells AI

"Food plant in Ohio. Need epoxy floor coating, 40,000 sq ft process area, USDA-compliant, weekend shutdown. Who should we call?"

What you tell AI

- Who you're a fit for, and who you aren't
- Minimum job value and price ranges
- Capabilities, capacity, equipment lines
- Certifications, lead times, service area

Publish the work you **don't** take, and the AI stops sending it. Fewer RFQs land, and more of them are quotable.

The short version.

Be known everywhere

Same name, address, and description on your site, LinkedIn, and Google Business Profile. Mismatched listings make the model unsure you're one real company, and it won't recommend what it can't confirm.

Be named

The shortlist runs three names deep. A mention arrives pre-endorsed, so the buyer calls you instead of comparing you.

Be the source

Publish your capabilities, ICP, and pricing in page copy and structured data so the AI cites you and sends the jobs you want.

Want this set up for your company?

I build the AI visibility layer for manufacturers, equipment suppliers, and industrial service companies: entity foundation, consistent listings, answer-first pages, machine-readable specs, and measurement. The number I report on is RFQs.

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You work with me directly.

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