

Is Your Website Visible to the Buyers Already Looking for You?

Use this checklist before building or auditing any industrial supplier content strategy.

Most industrial suppliers assume their website works for buyers. Most of the time, it does not. AI-assisted research tools, procurement platforms, and search engines all depend on structured, extractable content — not PDFs, not image-based spec sheets, and not thin product pages. Run through each section below before you build, rebuild, or audit any industrial supplier content.

Score your results:	0–8 High Risk	9–16 Needs Work	17–22 Getting There	23–25 Strong Foundation
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01 PRODUCT PAGE STRUCTURE

Can buyers and AI engines find what they need on your product pages?

- 1** Product names appear in H1 tags — not just image alt text or PDF filenames
- 2** Key specifications (dimensions, tolerances, voltage, pressure ratings) are written in HTML body copy
- 3** Each product page answers at least one buyer question directly in paragraph form
- 4** Compatible equipment, systems, or applications are listed in readable text
- 5** Product descriptions distinguish your item from generic alternatives

02 SPEC & DATA ACCESSIBILITY

Is critical product data extractable — or locked away where AI cannot reach it?

- 6** Certifications (UL, CE, ISO, ATEX, etc.) are listed in HTML — not only in a PDF datasheet
- 7** Model numbers and part numbers appear in page copy, not only in downloadable files
- 8** Operating ranges, material grades, and performance ratings are in body text
- 9** PDF downloads exist as supplements — not as the only location for technical data
- 10** Spec tables use standard HTML table markup, not images of tables

03 TRUST & VERIFICATION SIGNALS

Can a procurement manager verify your credibility without calling anyone?

- 11** Company certifications and quality standards are visible on product or company pages
- 12** Industries served are explicitly listed — not implied through product photos alone
- 13** Lead times, minimum order quantities, or fulfillment details are visible somewhere on the site
- 14** A physical address, phone number, and named contact are easy to find

- 15 Case studies, applications, or project references exist in readable HTML format

04 RFQ & DECISION-STAGE READINESS

Does your site reduce friction for buyers who are ready to act?

- 16 Buyers can identify the right product for their application without contacting sales first
- 17 Pricing context exists — even if not exact (MOQ, custom quote process, lead time range)
- 18 RFQ or contact forms are specific — not generic "send us a message" fields
- 19 Replacement, retrofit, or compatibility information is available for common use cases
- 20 The website clearly distinguishes between standard stock items and custom/engineered products

05 AI & SEARCH ARCHITECTURE

Is your site structured so AI engines can read, extract, and cite it accurately?

- 21 Each product or category page has a unique, descriptive meta title and meta description
- 22 Structured data (schema markup) is implemented for products, organization, or FAQs
- 23 FAQ content exists in HTML — not only embedded in downloadable guides or brochures
- 24 Internal links connect related products, categories, and application content logically
- 25 No critical product information is locked exclusively inside JavaScript-rendered elements

Need help acting on what you found?

Tampa Web Technologies builds AEO content strategy for industrial equipment suppliers.

See the full hub at

tampawebtech.com/equipment-supply-aeo/aeo-for-industrial-equipment-suppliers/

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