



SUCCESS STORY | INDUSTRIAL

How a Capital Equipment Manufacturer Turned AI Search Into a Lead Source



INDUSTRY

Industrial

COMPANY GOALS

Continue scaling visibility in a niche market by producing keyword-driven content that earns trust and traction across both traditional and AI-powered search platforms.

Introduction

When a capital equipment manufacturer first partnered with Kuno, they were focused on basic SEO: optimizing on-site pages and addressing technical elements. The company knew they needed to scale these efforts to stay visible to the right audiences in a highly specialized industry corner and be seen as a trusted source by both search platforms and potential buyers.

Kuno stepped in to connect traditional SEO with an AI-driven focus designed to help the brand earn visibility in the era of modern search. This combination approach has strengthened the manufacturer's authority, improved rankings across channels and brought in more business.

The Challenge

The manufacturer is well known across its field and ranked for many relevant keywords, but the pace of change in search made it increasingly important to refine their approach.

Their in-house team was already producing a steady stream of blog content on a monthly basis that aligned with their core focus areas in technologies, industries and materials. They wanted to be sure those efforts were keyword-driven and fully optimized for traditional and AI search.

While optimizing for AI platforms, the manufacturer also recognized that a lot of searches are happening within environments like ChatGPT and Perplexity. If they could start to create content within them, they could build brand associations within those platforms and extend their reach.

Their main goal was to understand how their efforts were contributing to leads generated through AI platforms and to see that engagement translate into real business opportunities.

The Partnership

The strategy, as it always does, started with building a strong SEO foundation together.

Kuno developed keyword-driven topics and detailed outlines for every blog post. Each outline included keyword recommendations, secondary terms and structural guidance to help their in-house writers create content that aligns with both search intent and brand expertise.

We also introduced a glossary strategy on the manufacturer's website that captured additional search opportunities. Glossary pages were structured to include elements like tables, FAQs and schema to support how AI platforms analyze data and increase the odds of earning AI overviews (AIOs). Links to supporting pillar pages helped to create a connected framework.

In terms of AI-focused initiatives, dedicated Perplexity pages were developed to mirror existing pillar content, associating the brand with important industry terms. We also developed custom GPTs around those same topics. They were trained with guidance on how to answer questions, details to include and where to direct people to on their website for more information.

The strategy extended into social channels as well to strengthen credibility and earn citations:

- **Reddit:** Our SEO team analyzed industry-related keywords that were ranking within Reddit threads, assessed which discussions were most relevant and joined those conversations with thoughtful, brand-aligned comments and links to useful resources.
- **YouTube:** We optimized video titles, descriptions, hashtags and timestamps to align with SEO priorities and improve visibility across traditional and AI-driven search experiences.
- **LinkedIn:** We engaged professional audiences through educational blog content, later repurposing the blogs into YouTube videos to reinforce brand authority across channels.



Key Wins

Since combining search engine optimization (SEO), answer engine optimization (AEO) and generative engine optimization (GEO) strategies, the manufacturer has seen growth across the board.

Organic traffic has increased year-over-year by 21.56%. Organic leads, meanwhile, have increased year-over-year by 16.59%.

ChatGPT has proven to be a legitimate lead-generator for the business. In the past six months, 583 sessions came from the AI platform. **Six of these sessions turned into new contacts with active quotes sent out** — a clear sign of the channel's impact on sales pipeline growth.

Meanwhile, pillar pages have started earning AI overview placements for top-priority products. One technology-related page now appears in the #1 position in AIOs, alongside two cited videos from the manufacturer's YouTube channel. The result is comprehensive coverage on key topics.

To date, the manufacturer has earned 22 AI overviews.

Quick Stats



583 Sessions

from ChatGPT in six months



6

ChatGPT sessions that turned into quotes



22 AIOs

earned



21.56% increase

in organic traffic YOY



16.59% increase

in organic leads YOY

99

"Kuno has transformed the way we approach search. Their ability to blend traditional SEO with AI-driven tactics has made our content more visible across every platform, including ChatGPT, where we're now seeing sessions convert directly into quotes. Their strategic guidance, from keyword-driven outlines to AI-optimized content, has strengthened our authority and ensured we stay ahead in a rapidly changing search landscape."

Marketing Manager

Miller Weldmaster

The Vision

With a Kuno-led website redesign in the works, the manufacturer is taking an SEO-first approach. Before design begins, our SEO team is outlining the content structure and formatting every section for maximum search and AI visibility. With these search everywhere optimization initiatives leading the way, the manufacturer is set up to be and stay competitive in search.

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