



CASE STUDY

Manor Tool & Manufacturing

Rebuilding Digital Authority After a Platform Crisis — And Driving Record Growth Across the Board

INDUSTRY

Manufacturing /
Industrial

SERVICES

SEO / AEO
Website Services
Website Rebuild

ENGAGEMENT

Started Apr 2025
Ongoing

The Situation

Manor Tool & Manufacturing is a full-service metal stamping and manufacturing company with decades of experience serving industrial clients across the country. Their reputation was built on precision, reliability, and deep expertise — but their digital presence told a different story.

For years, Manor Tool relied on a third-party platform provider for website management and online lead generation. When the relationship ended, the fallout was immediate and severe: the provider revoked access to critical infrastructure, breaking lead capture forms, resource pages, and key website functionality. Featured placements that had been driving traffic were removed. Overnight, Manor Tool's website went from a functioning lead engine to a liability — with broken pages, lost traffic, and a digital presence that no longer represented the caliber of their work.

TMC Marketing was brought in to repair the damage and rebuild Manor Tool's digital foundation from the ground up.

What TMC Identified

- Broken lead forms and resource sections across the website — left non-functional after platform access was revoked
- Significant traffic loss from removed featured placements and degraded SEO authority
- No SEO strategy in place — the site had never been properly optimized for organic search
- An outdated website that hadn't been redesigned in over a decade, creating credibility gaps with prospective clients
- Zero analytics infrastructure — no way to track what was working or measure ROI

489%	447%	190%	13
Active User Growth	Session Growth	Search Click Growth	Keywords in Top 3

Growth percentages reflect the 6-month period (Sep 2025 – Feb 2026) compared to the prior equivalent period.

SEO & Search Performance

TMC Marketing implemented a comprehensive SEO and AEO (Answer Engine Optimization) strategy to rebuild Manor Tool's organic search authority. The focus was on targeting high-value commercial keywords in the metal stamping and manufacturing space, optimizing existing pages, and building new content designed to rank.

Google Search Console (6 Months)

Metric	Result	Growth
GSC Clicks	2,935	+190%
GSC Impressions	774,000	+125%
Click-Through Rate (CTR)	0.38%	+31%
Average Position	22.1	+36% (improved)

Google Analytics 4 (6 Months)

Metric	Result	Growth
Active Users	10,944	+489%
Sessions	12,360	+447%
Engaged Sessions	4,989	+299%
Avg Session Duration	1 min 29 sec	+33%
Event Count	54,174	+389%

All growth figures compare the engagement period (Sep 2025 – Feb 2026) to the prior equivalent period. Data sourced from Google Search Console and Google Analytics 4.

Keyword Rankings & Industry Context

Semrush Keyword Performance

30	22	19	13
Keywords in Top 100	Keywords in Top 20	Keywords in Top 10	Keywords in Top 3

Notable Keyword Movements

Keyword	Search Volume	Starting Rank	Current Rank	Improvement
Abandoned Steel	20	12	#1	+11 positions
Full Service Metal	40	32	#1	+31 positions
Die Maintenance	70	1	#1	Maintained
Manor Tool (branded)	70–110	1	#1	Maintained

14	11	12
New Keywords	Improved Rankings	Lost Rankings
+27%	+22%	-7.69%

Industry Context

For context, B2B manufacturing websites typically see 800–6,000 organic sessions per month depending on company size. Manor Tool's 12,360 sessions in this 6-month period — growing at 447% — places them well above average for their segment. The 489% growth in active users is especially notable given that the site was recovering from a significant traffic loss caused by the platform transition.

In B2B industrial search, combined search (organic + paid) drives approximately 76% of total website traffic. Having 63% of tracked keywords ranking in the top 10 reflects strong organic authority for a company that had no SEO strategy prior to engaging TMC.

Sources: Agency Analytics (2025), First Page Sage CTR Report (2025), B2B Digital Marketers SEO Benchmarks (2025).

Why TMC Marketing?

TMC Marketing didn't just patch the problems — the team built a new digital foundation designed for long-term growth. Here's what set the engagement apart:

- **Crisis Recovery:** TMC stepped in after a platform provider revoked critical website infrastructure, restoring functionality and rebuilding lost traffic from the ground up.
- **SEO & AEO Strategy:** A comprehensive organic search strategy was implemented from scratch — targeting high-value commercial keywords and building authority in the metal stamping space.
- **Full Website Rebuild:** Beyond SEO, TMC is leading a complete website redesign and rebuild — the first in over a decade — creating a modern digital presence that matches the quality of Manor Tool's work.
- **Analytics Infrastructure:** GA4 was implemented to give Manor Tool visibility into their performance for the first time, creating a data-driven foundation for every decision.
- **Partnership-Driven Growth:** What started as a rescue mission has evolved into a long-term strategic partnership, with Manor Tool trusting TMC to lead their entire digital presence.

“Manor Tool's digital presence went from a liability to a growth engine. What started as crisis recovery turned into one of our most rewarding partnerships.”

— TMC Marketing Team

Ready to Rebuild Your Digital Presence?

Whether you're recovering from a platform change, launching a new strategy, or ready for a website that reflects the quality of your work — TMC Marketing builds digital foundations that last.

marketingtmc.com