

DIGITAL REACH · MANUFACTURING SEO

The Manufacturing Query Worksheet

11 query patterns that surface how buyers actually search for what you make.



ORIENTATION

What this is, and *how to use it*.

Eleven query patterns industrial buyers use, grouped by where they sit in the buying job. Low-volume queries with real intent — the ones keyword tools round down to zero.

What it is

The paper twin of the query family worksheet on the Digital Reach manufacturing keyword research post. Same eleven patterns, same four families, in the same order — with room to write your own version of each.

Who it is for

Anyone building a content plan for a manufacturer and finding that the keyword tool returns almost nothing. Specificity is the intent signal in industrial search, and specificity destroys reported volume.

How to use it

Write the part, process or material you actually sell into the box on the next page. Then write each of the eleven patterns out in full using your own term, on the ruled line under it. The worked example running through this worksheet is **stainless steel enclosures** — swap it out; the eleven patterns are the point, not the example.

These are patterns, not a keyword export. No volumes are claimed for them here.

STEP ONE

Your part, process or material.

One thing you actually make or do. Reuse it on every line in this worksheet.

STEP TWO · FAMILY 1 OF 4

Discovery

3 PATTERNS

They do not know you exist yet. They are naming the thing and looking for anyone who makes it.

01 · CORE MANUFACTURER QUERY

[your term] manufacturer

Example — stainless steel enclosures manufacturer

02 · PROXIMITY SOURCING

[your term] supplier near me

Example — stainless steel enclosures supplier near me

03 · PLAIN-LANGUAGE ASK

who makes [your term]

Example — who makes stainless steel enclosures

FAMILY 2 OF 4

Specification

3 PATTERNS

An engineer is pinning down what the part has to be. These queries decide whether you are technically capable.

04 • CUSTOM BUILD

custom [your term] fabrication

Example — custom stainless steel enclosures fabrication

05 • TOLERANCE + SPEC

[your term] tolerance spec

Example — stainless steel enclosures tolerance spec

06 • MATERIAL CHOICE

[your term] material selection

Example — stainless steel enclosures material selection

FAMILY 3 OF 4

Comparison

2 PATTERNS

Two or three options are on the table and one is getting cut. This is where vetting language shows up.

07 • HEAD-TO-HEAD

[your term] vs [alternative]

Example — stainless steel enclosures vs [alternative]

Replace [alternative] with the material, process or competitor you actually lose deals to — aluminium, fibreglass, an off-the-shelf NEMA box.

08 • QUALIFICATION FILTER

ISO certified [your term] manufacturer

Example — ISO certified stainless steel enclosures manufacturer

FAMILY 4 OF 4

Procurement

3 PATTERNS

The decision is close to made. These queries have the shortest path to an RFQ landing in your inbox.

09 • SCHEDULE RISK

[your term] lead time

Example — stainless steel enclosures lead time

10 • DIRECT QUOTE INTENT

[your term] RFQ

Example — stainless steel enclosures RFQ

11 • SCALE-UP PATH

[your term] prototype to production

Example — stainless steel enclosures prototype to production

NOTES

Terms you heard from a buyer, an RFQ or a sales call that are not on this sheet.

WHAT TO DO WITH THIS

Check each one *against your own site.*

Run every pattern you have written through your own site search and your Search Console query report before you build anything. The gap between "we have a page for that" and "a buyer can find that page" is where the work is.

Most manufacturers are missing a page for at least four of the eleven. The families are not interchangeable — a Discovery query and a Procurement query want different pages, so do not answer both with one Capabilities page.

Keep the sheet. Add to the Notes block every time a real buyer uses a word you had not written down.

The full keyword research post this worksheet came from — including the five evidence sources that beat the tools — is on our site.

digitalreach.co