



CASE STUDY

Manor Tool & Manufacturing

How a repeatable search workflow nearly quadrupled top-three Google rankings in six months.

INDUSTRY

Manufacturing /
Industrial

SERVICES

SEO / AEO
Website Rebuild
WordPress Migration

RESULTS PERIOD

May 2026 to
October 2026

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. In May 2026, the search program moved onto TMC's updated workflow. This case study measures the six months that followed.

Results at a Glance

69

Keywords in Google's top 3

Up from 18 in May (3.8x)

144

Keywords on page one of Google

Up from 42 in May (3.4x)

42

Searches where Google's AI Overview cites Manor Tool

Up from 11 in May (3.8x)

+87%

Estimated monthly organic traffic

518 to 969 visits per month

+54%

Keywords the site ranks for

470 to 723

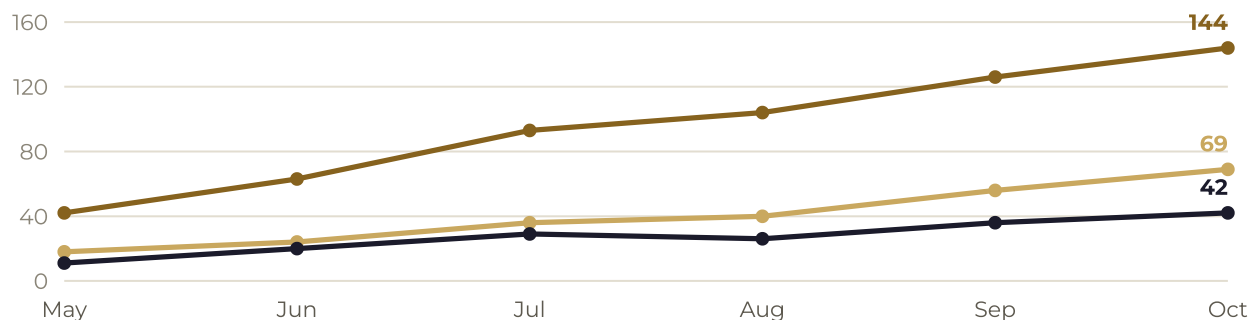
100%

Site health, zero errors

Up from 70% in September

Rankings and AI Overview citations, May to October 2026

— Page one — Top 3 — AI Overview citations



Rankings, AI Overview citations and estimated traffic: Semrush, US database, May 15 to October 21, 2026. Estimated traffic is a Semrush model, not site analytics. Site health: Semrush site audit, September 22 to October 19, 2026.

The Workflow Behind the Growth

1 Measure the same way every time

Google Analytics, Search Console and Semrush in one report every two weeks, covering the same measures each period, including visits from AI assistants. Quote-request tracking was added in October.

3 Stop pages competing with each other

Where a video page or blog post was competing with a service page for the same search, the right page was strengthened and the other retitled, so Google has one clear answer.

5 Write for AI answers

Pages are built to give clear, direct answers that Google's AI Overviews and assistants like ChatGPT can cite. Citations in AI Overviews rose from 11 searches to 42.

2 Clean up the foundation

Duplicate web addresses were consolidated and broken links left over from the blog migration were fixed. Site health went from 70% to 100%, with zero errors.

4 Publish on a steady cadence

New technical articles, such as FEA die simulation and 2026 material costs for steel, aluminum and copper, each with FAQs marked up so Google can show them in results.

6 Rebuild the site

Service, industry and resource pages were rebuilt in a new design, and the site was moved to WordPress.

Notable Ranking Gains

SEARCH TERM	BEFORE	AFTER
Precision die stamping	51	#1
Stamping tool repair	31	#1
Progressive die stamping services	14	#2
AS 9100 certified metal stamper	New	#3

Semrush organic positions, October 7 to October 20, 2026.

The Latest 30 Days

MEASURE	RESULT	CHANGE
Search clicks	332	+62.7%
Average Google position	11.0	from 15.1
Website sessions	1,820	+95.9%
Visits from AI assistants	76	+24.6%

Google Search Console and Google Analytics 4, September 21 to October 20, 2026, compared with the previous 30 days.

Put the same workflow to work for you

If your rankings have stalled, or a platform change left your site behind, TMC Marketing can show you what this process would look like for your business.

marketingtmc.com | (262) 204-7411 | info@marketingtmc.com