



CASE STUDY

Tank Manufacturing Company in the USA



CLIENT OVERVIEW

A U.S.-based industrial tank manufacturer specializing in custom fabrication of steel tanks, storage tanks, mixing vessels, pressure tanks, and turnkey industrial solutions. Their clients span across chemical processing, oil & gas, food & beverage, and pharmaceutical sectors.

PROJECT SCOPE

The objective was to improve visibility for industrial B2B keywords, attract qualified leads from engineers and procurement departments, and position the company as a go-to manufacturer for custom tanks and vessels across the USA.



INITIAL CHALLENGES

- Low presence in organic search for key product terms
- Minimal landing page content and keyword targeting
- Technical SEO gaps: slow site speed, poor indexing, missing schema
- Limited authority in a niche dominated by older industry players
- No blog or educational content for engineers/specifiers



STRATEGY & IMPLEMENTATION

➤ Industrial Keyword Mapping

- Focused on bottom-of-funnel commercial keywords like:
 - Stainless steel tank manufacturer USA
 - ASME pressure vessel fabrication
 - Custom mixing tank for chemicals
- Built product category silos for:
 - Storage Tanks
 - Process Tanks
 - Pressure Vessels
 - Sanitary Tanks
 - Skid-Mounted Systems



➤ **Technical SEO Enhancements**

- Optimized site speed (reduced load time from 6.2s to 2.4s)
- Implemented schema for Product, Organization, and FAQ
- Cleaned crawl paths, added canonical tags, fixed indexation gaps
- Created XML sitemap and submitted through GSC

➤ **Content Development**

- Rewrote product pages with engineering-grade content, specs, and keyword optimized copy
- Developed technical resource articles like:
 - “Choosing the Right Material for Industrial Tanks”
 - “Difference Between Vertical and Horizontal Pressure Vessels”
 - “Regulatory Standards for Food-Grade Tanks in the USA”
- Added case-study style sections with internal linking to services

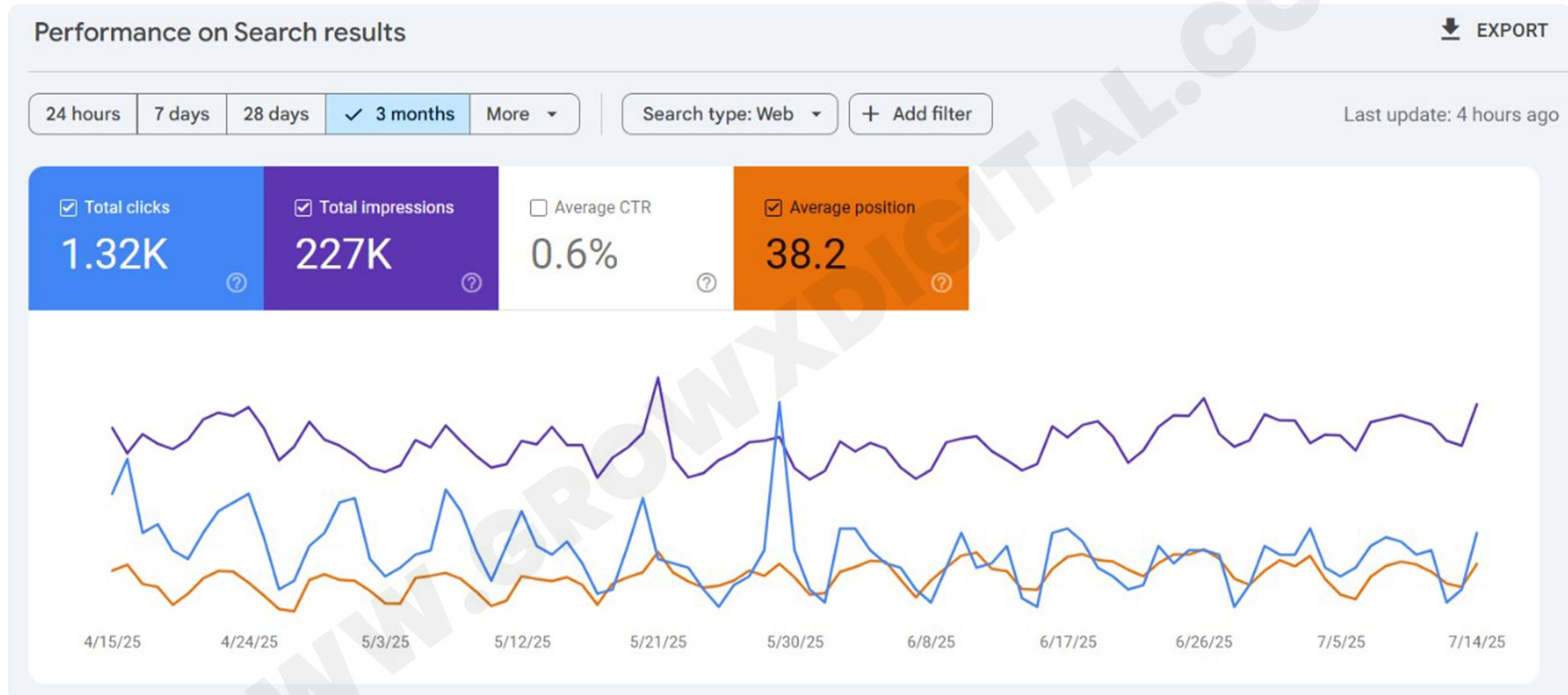
➤ **B2B Authority Building**

- Acquired backlinks from industry directories and trade publications
- Listed company on engineering forums, supplier directories, and business listings
- Promoted technical guides via email outreach for link acquisition



RESULTS (FROM ZERO TO 6 MONTHS)

Metric	Value
Total Clicks	1,320
Total Impressions	227,000
Average Position	0.6%
CTR	38.2





CLIENT FEEDBACK

"We're receiving more qualified traffic than ever – engineers and procurement managers are contacting us directly after reading our tank specification pages and blogs. We're now showing up for key manufacturing search terms, and it's just the beginning."

CONCLUSION

In just 90 days, the SEO campaign successfully elevated a niche industrial brand in the USA's tank manufacturing market. Through smart content structuring, technical optimization, and authority building, the client gained consistent search visibility and industry-specific lead flow.