

Your Website Should Be **Generating RFQs.** Is It?

Your site is getting visitors. It's probably not converting them into quote requests. This packet shows you exactly why — and what fixing it is worth in real dollars.

More

RFQs from
existing traffic

Clear

Revenue ROI
in plain numbers

Zero

Ad spend needed —
fix what you already have

How You're **Losing RFQs** Right Now

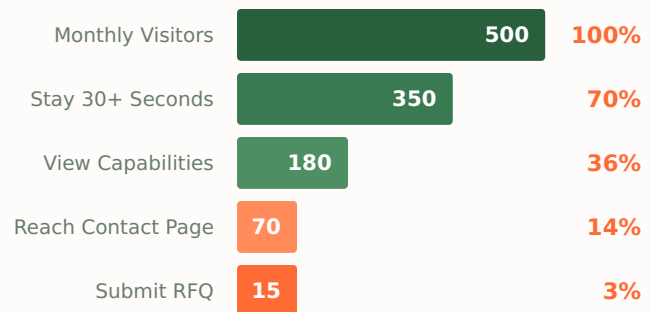
9 in 10 B2B buyers use online channels as their primary way to find new suppliers (Sopro, 2025). Your site is the first filter — and most manufacturer sites fail it quietly, every day.

How Buyers Actually Choose

- 1 They search — your site is the audition**
They type "CNC machining [city]" or "contract fabrication near me." If you don't show up clearly, the conversation never starts.
- 2 They scan for 30-60 seconds**
They're looking for: what you make, what materials and tolerances you handle, and whether you look like a shop that takes quality seriously. Photos of real work, visible certifications, team presence, and signs of recent activity all build confidence before a word is read.
- 3 They look for a reason to trust you**
Certifications (ISO, AS9100, ITAR), real shop photos, and industries served are pass/fail criteria — not extras.
- 4 They need one obvious next step**
A clear, easy RFQ form — visible from every page — is what turns a visit into a conversation. If it takes more than one click to find, most buyers won't bother.
- 5 Then — and only then — they call**
By the time they pick up the phone, they've already pre-qualified you against competitors. A weak site means you never get that call.

Where Visitors Disappear

On a typical unoptimized manufacturer site with 500 monthly visitors:



Manufacturing sites average ~2.2% visitor-to-lead conversion (First Page Sage, 2025). The top 10% of B2B sites convert at 3-5x the industry average — without any new traffic (TurboPress, 2026).

Why Visitors Leave Without Quoting

No Capabilities Detail

Buyers won't dig. If materials, tolerances, and run sizes aren't on one clear page, you're invisible.

Hidden RFQ Button

More than one click to reach a quote form and most buyers give up.

No Trust Signals

Missing certs and no real shop photos make buyers hesitate — even if your quality is excellent.

Broken on Mobile

Purchasing agents review vendors on their phones. A broken mobile site breaks the opportunity.

What That's Costing You

Every visitor who leaves without requesting a quote is a job you didn't bid on. Here's what that translates to in dollars.

The Three Stats That Drive Everything

9 in 10

B2B buyers use online channels as their primary way to find new suppliers — your website is where the evaluation starts (Sopro, 2025)

~2.2%

average visitor-to-lead conversion rate for manufacturing websites — meaning roughly 98 out of 100 visitors leave without making contact (First Page Sage, 2025)

3-5x

higher conversion rate on top-performing B2B sites vs. the industry average — no additional traffic, no ad spend (TurboPress, 2026)

What a Fixed Site Actually Delivers

- ✓ One won job often covers a large share of the total site investment
- ✓ Conversion gains compound — each month builds on the last
- ✓ No ad spend required — this is traffic you already have
- ✓ Rankings improve over time, increasing traffic without paid ads

Revenue You're Walking Past

Conservative real-world numbers: \$10K average job value, 20% close rate (industrial B2B quote-to-order rates average 25-35% per Elogic, 2026 — we've used the low end), 5 RFQs to win 1 job.

Monthly RFQs	Jobs Won / Yr	Annual Revenue	Vs. Today
5 / mo — today	12	\$120,000	— baseline —
8 / mo (+3)	19	\$190,000	+\$70K/yr
12 / mo (+7)	29	\$290,000	+\$170K/yr

+\$170K/yr

Going from 5 to 12 RFQs per month — a realistic outcome when conversion leaks are fixed — adds over \$170,000 in annual revenue at a 20% close rate. No new traffic. No ad spend.

The shops winning work right now don't have better equipment or lower prices. They have websites that **turn browsers into RFQs** — and their competitors' don't.

The Full ROI Breakdown

Every number here is conservative. Run your own job value and close rate — the math still holds.

Assumptions

Industrial B2B quote-to-order close rates average 25–35% (Elogic, 2026). We've used 20% — below the industry floor. Adjust for your shop and the numbers only improve.

\$10,000

AVERAGE JOB VALUE

20%

CLOSE RATE ON QUOTES

5 → 1

RFQS TO WIN ONE JOB

What Increasing RFQ Volume Does to Annual Revenue

Monthly RFQs	Annual RFQs	Jobs Won / Year	Annual Revenue	Added vs. Baseline
5 / month (baseline)	60	12	\$120,000	— baseline —
8 / month (+3)	96	19	\$190,000	+ \$70,000 / yr
12 / month (+7)	144	29	\$290,000	+ \$170,000 / yr
20 / month (+15)	240	48	\$480,000	+ \$360,000 / yr

+\$170K

Going from 5 to 12 RFQs per month is a realistic outcome when conversion leaks are fixed — not a stretch goal. At 20% close, that's over **\$170,000 in additional annual revenue** with no new ad spend.

Why These Numbers Are Realistic

- ✓ Your traffic is already there — no ads required
- ✓ An optimized RFQ form turns interested visitors into actionable leads
- ✓ Visible trust signals (certs, shop photos) move more visitors to act

The Investment Case

- ✓ A single website investment scales with every RFQ you receive — the more leads it generates, the greater the return
- ✓ Returns compound monthly as rankings and conversion both improve
- ✓ No ongoing ad budget required once the site is set up correctly
- ✓ Low maintenance — built to run without constant attention

Projections use conservative, real-world inputs. Actual results vary by traffic volume, industry, and close rate. A free walkthrough will estimate realistic impact for your specific situation.

Before vs. After: What a Buyer Actually Sees

What changes when a site is built around how buyers evaluate vendors — not just how it looks.

× TYPICAL UNDER-PERFORMING SITE

- × "Your Partner in Excellence" — vague homepage, no specifics in sight
- × Stock photos that could belong to any manufacturer anywhere
- × Services page lists "machining" and "fabrication" — no materials, tolerances, or run sizes
- × No certifications visible anywhere
- × Contact form asks only for name, email, and message
- × No way to attach a drawing or spec sheet
- × Loads in 6–8 seconds; broken layout on mobile
- × Navigation has 8 items with unclear labels
- × "Request a Quote" buried in the footer

~2.2%

Average conversion rate for manufacturing sites (First Page Sage, 2025)

✓ SEED DIGITAL OPTIMIZED SITE

- ✓ Homepage states what you make, who you serve, and what sets you apart — in 5 seconds
- ✓ Real photos of your equipment, your team, and your finished parts
- ✓ Capabilities page listing specific machines, materials, tolerances, and run sizes
- ✓ Certifications displayed prominently — ISO, AS9100, ITAR, whatever you hold
- ✓ RFQ form built for manufacturing: part description, material, quantity, lead time, drawing upload
- ✓ File attachment for DXFs, drawings, and spec sheets
- ✓ Loads in under 2 seconds on any device
- ✓ Clean navigation: Home, Capabilities, RFQ, About, Contact
- ✓ "Request a Quote" visible at the top of every page

3–5×

Improvement on top-performing B2B sites (TurboPress, 2026)

The goal isn't a better-looking website. The goal is a website that **converts more of your existing traffic into RFQs** — and hands qualified leads directly to your team.

Why Seed Digital

Most web developers build websites. We build RFQ conversion tools for manufacturers — by someone who works inside manufacturing every day.

About Seed Digital

FOUNDED BY JONATHAN VANDUYNE · LEAD FRONT END DEVELOPER · SPRING HILL, TN

Seed Digital was built around one focus: helping manufacturers turn their websites into tools that actually generate work.

Jonathan is a professional front end software developer who specializes in building websites that perform — not just look good. Working alongside manufacturers has given him a genuine appreciation for the industry and how buyers evaluate suppliers online. That perspective shapes everything Seed Digital builds.

The goal is straightforward: your shop does the manufacturing. Seed Digital makes sure your website communicates that clearly enough to win the first conversation.

How It Works

- Discovery Call** — We learn your shop, your goals, and where you're losing work.
- Content Intake** — You share your capabilities and photos. We write everything else.
- We Build** — Copy, design, RFQ form, and full technical setup. You keep running your shop.
- Review** — You review the draft and we refine it until it's right.
- Launch** — Site goes live, RFQ form is active, and you start capturing leads.

EMAIL

info@seeddigital.tech

WEBSITE

seeddigital.tech

Rooted in the Manufacturing Belt

Based in Spring Hill, TN — and with deep roots in Ohio, Michigan, and Indiana. Seed Digital works with manufacturers across the Midwest and Mid-South, where the industry is concentrated and the competition for new customers is real.

Manufacturing-Specific Knowledge

- ✓ Understands RFQ workflows and how quotes actually flow through a shop
- ✓ Familiar with certifications buyers look for: ISO, AS9100, PPAP, ITAR
- ✓ Writes capabilities pages the way a buyer actually reads them

Built for Small & Mid-Sized Shops

A well-built site doesn't just generate one lead — it works around the clock, scales with your capacity, and gets more effective over time. One investment, compounding returns.

What You're Evaluating	Typical Agency	Seed Digital
Understands manufacturing sales process	✗	✓
RFQ form built for part specs & drawings	✗	✓
Copy written for procurement buyers	✗	✓
Understands manufacturing geography	✗	✓