

Every page your site needs

This is a pre-SEO report. SEO optimises pages that already exist. Pre-SEO decides which pages need to exist in the first place. It does not rank your pages or grade your tags. It says which pages should exist, all of them, so that once they are written there is something for SEO to work on. We read mikroonik.com as a search engine and an AI assistant read it, checked it against what you told us, and the verdict is overleaf. 18 pages the site should have and does not, and 5 questions your buyers ask that it leaves them without.

Domain	mikroonik.com
Prepared for	mikroonik.com
Based on	4 pages read · 4 answers
Date	15 September 2026 · first report for this domain

4 Pages read	3 Named, not found	5 Left unanswered	18 Pages to write
------------------------------------	--	---	---

Contents

The verdict	1
What your site says today	2
What you told us	3
What you sell, and whether your site says so	4
What your buyers ask, and where your site answers it	5
Pages to write	6
Pages you already have	7
Your site, once these exist	8
Risks: contradictions, dead ends and claims you cannot support	9
What to do first	10
Basic housekeeping	11
Five things you can set up yourself this week	12

1 The verdict

Mikroonik is a micro-turning shop that holds $\pm 0,002$ mm on small parts in stainless steel, aluminium, brass and titanium, for medical devices, electronics, horology and precision engineering. The site states that capability once, on /production/, and then answers none of the three things you say every enquiry asks: what it costs, whether you can make the part, and what you are certified to. The References page promises "See what we've produced" and names no customer, no part and no job, so the strongest thing you have, German endoscopy and medical instrument makers buying from you, is invisible to anyone who has not already phoned.



22/100

HOW COMPLETE YOUR CONTENT IS

How much of what a buyer needs before choosing is on the 4 pages we read.

What holds it down, worst first: 3 of the 3 things you told us you sell appear nowhere on the 4 pages we read. On 4 of the 4 pages we read there are fewer than 150 words, which is a heading and a phone number rather than an answer. Not one of the twenty-two things the site names, from the 0,15 mm drilling to "Horology" to the ISO 9001 certification, has a page of its own; they share one page of 147 words. Of the buyer questions listed above, exactly one, the smallest hole diameter, is answered plainly, while price, lead time, certificate details and what you cannot do are answered nowhere. We read all 4 of the 4 addresses we found, with a browser watching what your server answered, so this rating covers the site rather than a sample of it. What to do about any of it is the rest of this report.

The whole shop sits on one page, and nothing says the price.

18 pages to write, and 5 questions your buyers ask that mikroonik.com leaves them without. That is the whole list and not a shortlist: the rest of this report is where each of those pages came from, and what has to be on it.

1. **One page holds the whole shop.** /production/ carries the turning, the drilling, the slide grinding, the ultrasonic cleaning, the measuring equipment, the materials, the batch range, the ISO 9001 claim and four industries in 147 words. Nobody searching for a 0,15 mm hole or for micro turning has a page to land on. Split /production/ into a page per process, a materials page, a machines page and a page per industry, and rewrite /production/ as the page that sends buyers to the right one.
2. **No price, anywhere.** You told us buyers ask "price offer and can we do it or not" first, and nothing we read says what a part costs or what moves the cost. Write /price/ with two or three real anonymised price examples and the list of what moves the price: quantity, diameter, material, tolerance and secondary operations.
3. **References that reference nobody.** /references/ answers "See what we've produced" with "We work with the biggest producers of medical devices and top tier companies of electronics industry as well as horology", and names not one of them. Publish /references/endoscopy-components/ describing one real job for the German endoscopy customer, with the part, the tolerance, the material and the batch size, once they agree to the wording.
4. **Say what you cannot do.** You keep getting asked for "bigger milling parts but we cant do it right now", and the site never states a limit; the home page simply invites drawings. Write /capabilities-and-limits/ stating the envelope in numbers and saying plainly that larger milled parts are outside it today.
5. **A certificate with no number.** /production/ says "Mikroonik is ISO 9001 certified, and we're actively developing ISO 13485 compliance", and the certificate file linked from the home page has nothing in the link saying what it is. Write /quality/ carrying the certificate number, the issuing body, the scope as printed and the date you are working to for ISO 13485.

WHAT THE FIGURE IS MADE OF

Findable

Whether a search engine or an AI crawler can read these pages and build a result out of them.

Clear

Whether the site says, in your own words, what you sell.

Answering

Whether the site answers what a buyer asks before choosing.

Trusted

Whether there is proof on the site a buyer can act on.

Everything above was read off <https://mikroonik.com/> on 15 September 2026 and checked against what you told us. The next section is the measurements it came from.

2 What your site says today

We read 4 pages on `mikroonik.com` and this is what the site says about itself. Nothing here is broken. It is the starting point everything below is measured against.

WHAT WE LOOKED AT	WHAT WE FOUND	WHAT THAT MEANS
Address we read	<code>https://mikroonik.com/</code>	Answered normally
Pages we read	4	Found from your sitemap and your own links
Home page title	Home - Mikroonik	What a search result shows first
Home page description	None	Search engines will write their own
Words across those pages	320	Enough to answer something
Headings on the home page	3	The page has a shape
Language	en-us	Your site is also in et, de. This report covers en only
A price or a range	Found	Found on <code>/production/</code>
A way to reach you	Found	Found on <code>/</code> (home)
Where you work	Found	Found on <code>/</code> (home)

/ (home) : 92 words

└ `/contact/` : 38 words

└ `/references/` : 43 words

└ `/production/` : 147 words

Precision machined components :h1

└ References :h2

└ See what we've produced :h3

Read from <https://mikroonik.com/> on 15 September 2026. We read your sitemap and your own links, then opened the pages most likely to be the ones a buyer lands on: what you told us you sell, what your sitemap says matters, and what has been kept up to date.

WHAT A MACHINE CAN STATE ABOUT YOU

WHAT WE LOOKED FOR	STATED FOR A MACHINE	SAID IN YOUR OWN WORDS	WHAT TO DO
The name of the business	Nothing	Mikroonik OÜ on / (home)	Your pages carry Mikroonik OÜ. State it as the name of the business as well, so it is a fact rather than a line of text.
Where the business is	Nothing	A postal address on / (home)	Your pages carry the address. State it as the address of the business as well, so it is one fact and not five lines of a footer.
The number to call	Nothing	3 numbers, first +372 5845 1225 on / (home)	Say which of the 3 is the number for the business, and state that one. The rest read as one person's line.
The address to write to	Nothing	3 addresses, first info@mikroonik.com on / (home)	Say which of the 3 is the address for enquiries, and state that one. The others are people, not the business.

WHAT WE LOOKED FOR	STATED FOR A MACHINE	SAID IN YOUR OWN WORDS	WHAT TO DO
Who you point at		ahk-balt.org on / (home)	Open each one. Then, where a page this report asks for makes a claim these stand behind, link them there too: a buyer who can follow a claim to the body or the maker behind it does not have to take your word for it.

Whether the site says any of this at all is the table at the top of this section. This one asks the narrower question: whether a machine reading your pages can state it without understanding a sentence, and whether the site gives one answer. All of it is read off your own pages and nothing else. We did not ask a search engine, a directory or an assistant what it holds about you today, and no part of this report does.

WHAT YOUR SITE SAYS IN A FILE RATHER THAN ON A PAGE

THE FILE	WHAT YOUR LINK CALLS IT	LINKED FROM
Mikroonik-ISO-9001-Certificate-EN-2023.pdf	The link has no words in it	/ (home)

We opened none of them: this crawl reads pages, so nothing in this report is measured from what is inside these files. A file can be indexed. What it cannot be is a page, because it carries no title for a result to show, no sentence under it, nothing leading on to the rest of the site, and nothing at the end a reader can act on. Where what one of these says is not also written on a page, that page is one of the ones to write, and the file belongs underneath it as the copy to take away.

WHAT THIS REPORT DOES

It works out what the site needs to say before any of it is optimised.

- Reads what the site says today
- Holds it against what you sell and what buyers ask
- Names the information that is missing
- Says which of it deserves a page of its own
- Writes a brief for each one
- Puts them in the order to write them

WHAT IT LEAVES TO SEO

These become worth doing once the pages exist, and not before.

- Which words people search for, and how often
- What competitors rank for
- Links from other sites
- Rankings and traffic reporting
- Tuning a page that is already written

3 What you told us

Your own words, quoted back. The report is graded against these rather than against what we guessed from your marketing copy.

What do you sell that isn't on your website?

We can do 3D modeling and more complex parts than right now.

What do people ask you before they buy?

They ask price offer and can we do it or not, after this they ask certifications etc

What do customers get wrong before they come to you?

Sometimes they ask bigger milling parts but we cant do it right now.

What do you work with?

Work with all materials that Escomatic, Tornos, etc. can work with.

4 What you sell, and whether your site says so

Your own words, held against the words on the pages we read.

WHAT YOU TOLD US IS MISSING	ON YOUR SITE	WHERE
complex parts	Not found	Nothing on the pages we read says this
modeling	Not found	Nothing on the pages we read says this
right	Not found	Nothing on the pages we read says this

3 things you named are nowhere on your site

That is what you told us, and the crawl agrees. Each one is either a page that does not exist, or a page that exists and does not say the words a buyer would search for. The gap list is where those become pages to write.

WHAT YOU TOLD US YOU WORK WITH	ON YOUR SITE	WHERE
materials	On the site	A heading of /production/
escomatic	Not found	Nothing on the pages we read says this
tornos	Not found	Nothing on the pages we read says this

2 things you work with are nowhere on your site

These are the words a buyer types into a search box, and a page that does not carry them cannot be the page that answers. Each one is either a page that does not exist, or a page that exists and does not say it.

This is a word match against your own answers, across the 4 pages we read. It finds what a page says, not what it means. Naming your offerings properly and

matching each to the page that serves it is the model step that comes next.

5 What your buyers ask, and where your site answers it

These are the questions you told us you get, in the words a buyer would use.

The second column is the finding: a blank is somebody leaving to ask somebody else, and a contradiction is worse than a blank, because they leave believing something about you that is not true. The last column is the page in this report that has to carry the answer.

WHAT THEY ASK	ON YOUR SITE	WHAT THE PAGE SAYS	WHAT ANSWERS IT
What would a part like mine cost?	Nowhere	You told us "They ask price offer" first; nothing we read says what a part costs, what a batch costs, or what moves the price.	/price/
Can you actually make my part, or not?	Partly, on /production/	"CNC turned parts with a diameter of 0,2 - 32,0 mm with a tolerance up to $\pm 0,002$ mm" gives the envelope, but nothing says what falls outside it, so the buyer still has to ask.	/industries/precision-engineering/
What certifications do you hold?	Partly, on /production/	"Mikroonik is ISO 9001 certified, and we're actively developing ISO 13485 compliance" carries no certificate number, no issuing body and no date, and the certificate file linked from / has nothing in the link saying what it is.	/quality/
Can you make bigger milling parts?	Nowhere	You told us "Sometimes they ask bigger milling parts but we cant do it right now"; no page we read says so, while / invites "Submit Your Drawings and Get a Quote" without limits.	/capabilities-and-limits/

WHAT THEY ASK	ON YOUR SITE	WHAT THE PAGE SAYS	WHAT ANSWERS IT
How small a hole can you drill?	/production/	"drill holes with the smallest diameter of 0,15 mm" is stated plainly.	/production/small-hole-drilling/
What is the smallest order you will take, and what does a sample run cost?	Partly, on /production/	"production patches vary from 100 up to 1 000 000 pcs, while sample orders are always possible" does not say how few pieces a sample is or whether it is charged.	/quantities-and-sample-orders/
How long does a quote take, and how long until I have parts?	Nowhere	No lead time of any kind on the pages we read; this one is inferred from the fact that / asks for drawings and never says what happens next.	/quote/
Which materials and grades can you machine?	Partly, on /production/	"stainless steel, aluminium, brass and titanium" with no grades, while you told us you "Work with all materials that Escomatic, Tornos, etc. can work with", which is wider than the page.	/production/materials/
Who have you made parts for?	Partly, on /references/	"We work with the biggest producers of medical devices and top tier companies of electronics industry as well as horology" names nobody, under the heading "See what we've produced".	/industries/medical-devices/

WHAT THEY ASK	ON YOUR SITE	WHAT THE PAGE SAYS	WHAT ANSWERS IT
How do I send my drawing, and in what file format?	Nowhere	"Submit Your Drawings and Get a Quote" is a heading on / with no address, no form instructions and no accepted formats beside it.	/quote/
Will I get a measurement report with the batch?	Partly, on /production/	"We use Mitutoyo and ZEISS measuring tools" says you measure, not what the customer receives; inferred from what a medical buyer has to file.	/production/inspection/
Do you work to ISO 13485, and when will you be certified?	Partly, on /production/	"actively developing" with no date, on the same page that claims medical device work; this follows from your note that buyers ask "certificatons etc" after the quote.	/production/ultrasonic-cleaning/
Can you help if I only have a sample or a sketch, not a finished drawing?	Nowhere	You told us "We can do 3D modeling and more complex parts than right now"; the word modeling appears nowhere on the site.	/services/3d-modelling/

5 questions here are not answered anywhere we read. Each one is a page, or a paragraph on a page that already exists.

6 Pages to write

18 pages, and this is the whole list rather than a shortlist. The first 14 briefs give a page to each thing your site says you sell or do: something named in a sentence on a page it shares with five others is something nobody can search for and land on. The other 4 briefs cover what a buyer reads around those, the comparisons, the guides, the worked examples and the questions. What to write first is a section of its own further down. These are the pages this site needs before SEO, worked out from what the business sells and what its buyers ask. Which of them ends up as its own address, and which as a section of another, is a decision for whoever writes them. Each is a brief rather than a draft: what the page is for, who it is for, and what has to be in it.

THE PAGE	ADDRESS	WHERE IT IS TODAY	A QUESTION IT ANSWERS
What a turned part costs, and what moves the price	/price/	Nowhere yet	What would a part like mine cost?
Send your drawing and get a quote	/quote/	Nowhere yet	How do I send my drawing, and in what file format?
What we can machine, and what we cannot	/capabilities-and-limits/	Nowhere yet	Can you make bigger milling parts?
Quantities: from 100 pieces to 1 000 000, and sample orders	/quantities-and-sample-orders/	/production/	What is the smallest order you will take, and what does a sample run cost?
CNC turning from 0,2 to 32,0 mm	/production/cnc-turning/	/production/	Can you actually make my part, or not?
Small-hole drilling from 0,15 mm	/production/small-hole-drilling/	/production/	How small a hole can you drill?
Slide grinding for surface treatment	/production/slide-grinding/	/production/	Can you actually make my part, or not?
Ultrasonic cleaning and packing	/production/ultrasonic-cleaning/	/production/	Do you work to ISO 13485, and when will you be certified?

THE PAGE	ADDRESS	WHERE IT IS TODAY	A QUESTION IT ANSWERS
Measurement and inspection: Mitutoyo and ZEISS	/production/inspection/	/production/	Will I get a measurement report with the batch?
Materials we machine	/production/materials/	/production/	Which materials and grades can you machine?
Our machines: Swiss machining, Escomatic and Tornos	/production/machines/	/production/	Can you actually make my part, or not?
Parts for medical devices and endoscopy	/industries/medical-devices/	/production/	Who have you made parts for?
Turned components for the electronics industry	/industries/electronics/	/production/	What would a part like mine cost?
Components for horology	/industries/horology/	/production/	Can you actually make my part, or not?
Precision engineering: parts outside our three main industries	/industries/precision-engineering/	/production/	Can you actually make my part, or not?
Quality and certification	/quality/	/production/	What certifications do you hold?
Turned parts for a German endoscopy manufacturer	/references/endoscopy-components/	/references/	Who have you made parts for?
3D modelling and help with your drawing	/services/3d-modelling/	Nowhere yet	Can you help if I only have a sample or a sketch, not a finished drawing?

These addresses are in one of your site's languages

Your site publishes in et and de as well as en, and this report read en, so every address above is a page in that tree. We did not read the other ones, so nothing here says what they hold today. What each of these pages needs settled before it is written is whether it is written once or once per language, and the address for each language follows whatever your site already does for the et and de pages it has.

/quote/

Send your drawing and get a quote

The home page asks for drawings and never says where to send them, in what format, or what happens next, so every enquiry starts with an email asking how to enquire. This page turns your most-asked question into something the buyer can settle alone.

WHO IT IS FOR A design engineer with a finished drawing and a deadline, deciding this evening whether to send it to you.

QUESTIONS IT ANSWERS

1. How do I send my drawing, and in what file format?
2. How long does a quote take, and how long until I have parts?
3. What would a part like mine cost?
4. Can you actually make my part, or not?

PUT IN THE PAGE

- The file formats you can open, and what to send if the drawing is on paper
- What to put in the enquiry so the quote comes back first time: quantity, material, tolerance, surface finish and required delivery date
- How many working days a quote takes, and that it is free
- Whether you sign a non-disclosure agreement before receiving drawings, and who signs it
- What happens after the order: first article, series production, inspection, packing, delivery terms
- Who handles the enquiry: Tönis Keel for production questions, Kirsti Fischer for international enquiries on +49 162 8711986
- At the bottom: the enquiry form with drawing upload, or info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- The drawing file formats you can accept and open
 - How many working days a quote takes
 - Whether you sign non-disclosure agreements, and who signs them
 - Delivery terms and typical shipping method and transit time to Germany
-

Quantities: from 100 pieces to 1 000 000, and sample orders

Two very different buyers are hidden in that one sentence: the engineer who wants five sample pieces and the purchaser placing a million-piece call-off. Neither can tell from the current line whether you want their job.

WHO IT IS FOR A development engineer who needs a handful of pieces to test before a series order, and does not know whether a shop quoting a million pieces will take the call.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. What is the smallest order you will take, and what does a sample run cost?
2. How long does a quote take, and how long until I have parts?
3. What would a part like mine cost?

PUT IN THE PAGE

- What a sample order means here: how few pieces, on which machines, and whether they are made the same way as the series
- What a sample run costs and how long it takes, against a series batch
- How series batches are scheduled, and whether call-off or stocked delivery is possible
- What changes between a 100 piece batch and a 1 000 000 piece batch: price per piece, lead time, packaging
- Repeat orders: what you keep on file so a reorder does not start from scratch
- At the bottom: ask for a sample quote by email to info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- The smallest sample quantity you have actually accepted
- Whether samples are charged, and roughly how much
- Lead time for a sample run and for a series batch
- Whether you hold stock or run call-off deliveries for repeat customers

CNC turning from 0,2 to 32,0 mm

This is the core of the business and it currently gets one sentence on a shared page, so there is nothing for somebody searching for micro turning to land on. It needs its own page carrying the diameters, the tolerance and the proof behind them.

WHO IT IS FOR A design engineer with a drawing of a small turned component, checking whether anyone can hold his diameter tolerance in the quantity he needs.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. Can you actually make my part, or not?
2. What would a part like mine cost?
3. Will I get a measurement report with the batch?

PUT IN THE PAGE

- The diameter range and what part shapes and lengths fit inside it
- Which dimensions the $\pm 0,002$ mm tolerance applies to, and what the normal tolerance is when it is not needed
- The part families already produced, by industry, with diameter and material for each
- Secondary operations that go with turning here: small-hole drilling, slide grinding, ultrasonic cleaning
- What the customer sends and what comes back: drawing, first article, batch, inspection record, packing
- Batch sizes from 100 up to 1 000 000 pcs and what that does to price and lead time
- At the bottom: send the drawing to info@mikroonik.com for a quote

WHAT YOU HAVE TO SUPPLY

- The tolerance band per dimension and feature type, not only the best figure
- The list of turning machines with make, model and bar capacity
- Photographs of actual turned parts with diameter and material stated
- Typical lead time for a first batch

Small-hole drilling from 0,15 mm

A 0,15 mm hole is the kind of thing a buyer searches for by name after a normal shop has told him no, and it is currently one clause inside a paragraph. It is also the specification most likely to win an endoscopy or watch component enquiry.

WHO IT IS FOR An instrument designer who needs a cross hole or a channel in a small turned part and has already been refused once.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. How small a hole can you drill?
2. Can you actually make my part, or not?
3. Will I get a measurement report with the batch?

PUT IN THE PAGE

- The smallest hole diameter and how deep it can go at that diameter
- Which materials the small diameters are achievable in, out of stainless steel, aluminium, brass and titanium
- Positional tolerance on the hole and how it is held
- How the hole is checked and deburred, and what cleaning follows
- Examples of parts with these holes, by industry
- At the bottom: send the drawing to info@mikroonik.com and ask specifically about the hole

WHAT YOU HAVE TO SUPPLY

- Maximum drilling depth at 0,15 mm, and how that changes with diameter
- Which materials the smallest holes have actually been drilled in
- How hole size and position are inspected, and on which instrument
- A photograph or micrograph of a drilled part

Slide grinding for surface treatment

Finish is a pass or fail criterion for watch parts and for anything going inside a body, and the site names the process without saying what it achieves. A buyer cannot tell whether his finish requirement is met.

WHO IT IS FOR A buyer whose drawing carries a surface roughness requirement and a no-burr note, deciding whether the parts will arrive ready to use.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. Can you actually make my part, or not?
2. What would a part like mine cost?
3. Will I get a measurement report with the batch?

PUT IN THE PAGE

- What slide grinding does to a turned part here: deburring, edge break, surface improvement
- The surface roughness typically achieved, per material
- Which part geometries suit it and which do not
- Whether it is done in house, and on what batch sizes
- How the finish is checked and what is recorded
- At the bottom: send the drawing with the finish requirement marked, to info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- The surface roughness figures achieved, per material
- Before and after photographs of a slide ground part
- Whether the process is in house, and the batch sizes it runs in

Ultrasonic cleaning and packing

For a German medical instrument maker, how the part is cleaned and how it arrives is part of the specification, not an afterthought, and the site gives it two words. This is also the page that makes the ISO 13485 work visible before the certificate arrives.

WHO IT IS FOR A quality engineer at a medical device maker checking whether incoming parts will pass his goods-in inspection.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. Do you work to ISO 13485, and when will you be certified?
2. Will I get a measurement report with the batch?
3. Can you actually make my part, or not?

PUT IN THE PAGE

- What the ultrasonic cleaning removes, and where it sits in the sequence after turning and grinding
- Whether cleanliness is tested, and against what
- How parts are packed after cleaning, and the options available for small components
- Batch identification and traceability on the packaging
- What a medical or horology customer can specify here
- At the bottom: ask for the cleaning and packing specification by email to info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- The cleaning agents and cycle used
- Whether cleanliness is measured or tested, and how
- The packaging specification and options, with a photograph of a packed batch
- Whether batches carry traceable identification

Measurement and inspection: Mitutoyo and ZEISS

A $\pm 0,002$ mm claim is only worth what the measurement behind it is worth, and the site names two brands without saying what the customer receives. This page turns the tolerance claim into something a quality engineer can accept.

WHO IT IS FOR A quality engineer who has to file an inspection record for every incoming batch and needs to know what you will send with it.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. Will I get a measurement report with the batch?
2. Can you actually make my part, or not?
3. What certifications do you hold?

PUT IN THE PAGE

- The measuring equipment, by make and model, and what each is used for
- How a first article is measured and approved before series production starts
- Sampling during the run: how often, how many, what is recorded
- What documentation comes with a batch, and what can be supplied on request
- How the instruments are calibrated and how that is recorded
- At the bottom: ask for a sample inspection report by email to info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- The ZEISS and Mitutoyo model names
- A sample inspection report, anonymised, that can be shown on the page
- Calibration records or the calibration interval for the measuring equipment
- Your first article approval procedure, in outline

Materials we machine

The site lists four material names with no grades, while you told us the real limit is whatever the machines will run, which is a much stronger statement and appears nowhere. A buyer with a specified grade cannot tell from the current line whether you machine it.

WHO IT IS FOR A buyer whose drawing specifies a particular stainless or titanium grade and who needs to know before he sends it.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. Which materials and grades can you machine?
2. Can you actually make my part, or not?
3. What would a part like mine cost?

PUT IN THE PAGE

- A table: material, the grades actually machined, typical applications, and the smallest diameter run in each
- Your own wider statement, that the limit is what the Escomatic and Tornos machines will run, written for buyers
- Titanium and stainless for medical work, brass for electronics and horology, said with the parts to back it
- What material certificates can be supplied with a batch
- Whether a customer can free-issue material, and on what terms
- How material choice moves the price and the lead time
- At the bottom: ask about a specific grade by email to info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- The grade designations actually machined, per material
- Which material certificates you can supply with a batch
- Whether customer free-issue material is accepted, and the terms
- Minimum and maximum bar stock diameters you can run

Our machines: Swiss machining, Escomatic and Tornos

Escomatic and Tornos are the two names a sourcing engineer recognises and searches for, and neither is anywhere on your site. Publishing the machine list is the cheapest piece of proof you have, because it already exists on your shop floor.

WHO IT IS FOR A sourcing engineer who knows what an Escomatic can do and is looking for a shop that runs one.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. Can you actually make my part, or not?
2. Which materials and grades can you machine?
3. What is the smallest order you will take, and what does a sample run cost?

PUT IN THE PAGE

- The machine list: make, model, bar capacity, number of axes, and what each is used for
- Which machine suits which diameter band, from 0,2 mm upward
- What Swiss type machining means for long slender parts, and why it matters for the tolerance
- Capacity: how many machines, what shift pattern, what that means for lead time on a large batch
- Photographs of the machines in the shop
- At the bottom: tell us your diameter and quantity and we will say which machine it runs on, info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- The full machine list with make, model and bar capacity
- Number of machines and the shift pattern you run
- Photographs of the shop floor and the machines

/industries/medical-devices/

Parts for medical devices and endoscopy

Your strongest customers are German endoscopy and medical instrument makers, and that fact lives in one clause on the home page with nothing behind it. A medical buyer needs tolerance, material, cleaning, traceability and the ISO 13485 position answered in one place.

WHO IT IS FOR A buyer at a German endoscopy or surgical instrument maker, qualifying a second source for small turned components.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. Who have you made parts for?
2. Do you work to ISO 13485, and when will you be certified?
3. Will I get a measurement report with the batch?
4. Can you actually make my part, or not?

PUT IN THE PAGE

- What has been made for endoscopy and instrument makers: part type, diameter, tolerance, material
- Why stainless steel and titanium work here, and what finishing and cleaning follow
- Where the ISO 13485 work stands today, said plainly with a date, and what is already in place under ISO 9001
- Traceability and documentation supplied with each batch
- Volumes and repeat supply: what a long running medical part looks like here
- Who to speak to for German language enquiries: Kirsti Fischer, +49 162 8711986
- At the bottom: send the drawing under a non-disclosure agreement to info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- Permission from the German endoscopy customer to be named, or agreed anonymous wording
 - The ISO 9001 certificate number, issuing body and scope wording
 - The target date for ISO 13485 certification
 - A photograph of a medical component you are allowed to show
 - The cleaning and packing specification used for medical parts
-

Turned components for the electronics industry

Electronics is the sector where your 1 000 000 piece capability matters most, and it currently appears as two words in a list. An electronics buyer asks about volume, consistency and packaging, which are different questions from the medical buyer's.

WHO IT IS FOR A purchasing engineer at an electronics manufacturer sourcing high volume brass or stainless turned parts with consistent dimensions.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. What would a part like mine cost?
2. What is the smallest order you will take, and what does a sample run cost?
3. Who have you made parts for?
4. Will I get a measurement report with the batch?

PUT IN THE PAGE

- The part families produced for electronics customers, with diameter, material and volume
- Brass and stainless steel work, and what the tolerance means for assembly and contact fit
- Running batches up to 1 000 000 pcs: scheduling, consistency across the run, sampling during production
- Packaging and delivery options for high volume small parts
- How the price steps with volume
- At the bottom: send a drawing and an annual quantity to info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- Permission from an electronics customer to be named, or agreed anonymous wording
- A photograph of a typical electronics part with diameter and material stated
- Packaging options for high volume batches
- A real example of an annual volume you currently run

Components for horology

Watch part buyers are the people for whom 0,2 mm diameters and $\pm 0,002$ mm are ordinary requirements rather than impressive ones, and they will not find you from a one word list entry. This page is where the Swiss type machining and the slide ground finish are worth the most.

WHO IT IS FOR A watch component buyer sourcing small brass or steel parts outside Switzerland without losing the tolerance.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. Can you actually make my part, or not?
2. Which materials and grades can you machine?
3. Who have you made parts for?
4. What is the smallest order you will take, and what does a sample run cost?

PUT IN THE PAGE

- The watch components produced here, with diameter, material and tolerance
- Working at the small end of the range, from 0,2 mm, and what holds the tolerance there
- Finish: slide grinding and ultrasonic cleaning on components this size
- Batch sizes typical for horology work, and how samples are handled
- Handling, packing and delivery of parts that cannot be scratched
- At the bottom: send the drawing to info@mikroonik.com for a sample quote

WHAT YOU HAVE TO SUPPLY

- Examples of watch components made, with dimensions, and permission to show them
- The surface finish achieved on horology parts
- Whether any horology customer will allow their name to be used

Precision engineering: parts outside our three main industries

Your own page lists precision engineering as an industry, which tells buyers outside medical, electronics and horology that they are welcome, and then says nothing to them. This is the page that catches the laboratory, instrument and general engineering enquiries that fit the machines.

WHO IT IS FOR A development engineer at an instrument or equipment maker whose part is not medical, not a watch and not electronics, wondering whether he is in the right shop.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. Can you actually make my part, or not?
2. Can you make bigger milling parts?
3. What would a part like mine cost?
4. How long does a quote take, and how long until I have parts?

PUT IN THE PAGE

- The machining envelope stated for a general engineering reader: diameters, hole sizes, tolerance, materials
- Examples of parts made outside the three named industries
- Prototype through to series: how a one-off sample becomes a repeat order here
- What falls outside, pointing to the limits page
- At the bottom: send the drawing to info@mikroonik.com and we will tell you yes or no

WHAT YOU HAVE TO SUPPLY

- Examples of parts made for customers outside medical devices, electronics and horology
- Whether any of those customers can be named

Quality and certification

You told us buyers ask about certifications right after the price, and the answer today is a claim with no number and a file whose link does not say what it is. A quality page with the certificate number, the issuing body and the scope is what a purchasing department needs before it can open a supplier account.

WHO IT IS FOR A purchasing or quality officer filling in a supplier approval form who needs the certificate number and scope today.

BURIED IN TODAY /production/

QUESTIONS IT ANSWERS

1. What certifications do you hold?
2. Do you work to ISO 13485, and when will you be certified?
3. Will I get a measurement report with the batch?

PUT IN THE PAGE

- The ISO 9001 certificate: number, issuing body, valid dates, and the scope exactly as it is printed
- The certificate available to download, with the link saying in words what it is and which year it is from
- Where ISO 13485 stands, what has already been put in place, and the date you are working towards
- How quality is controlled in practice: first article, in process sampling, final inspection on Mitutoyo and ZEISS equipment
- How a complaint or a nonconforming batch is handled
- At the bottom: request the certificate or a supplier questionnaire from info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- The ISO 9001 certificate number, issuing body and expiry date
- The certified scope, word for word as printed on the certificate
- The target date for ISO 13485 certification and the name of the certification body
- Your nonconformance and complaint handling procedure, in outline

/price/

What a turned part costs, and what moves the price

Price is the first question on every enquiry you get and no page we read answers it, so the buyer phones you for a number or phones somebody else. A page that explains what moves the price also filters out the enquiries you cannot serve before they reach you.

WHO IT IS FOR A buyer comparing two or three turning shops before sending a drawing, who wants to know whether Mikroonik is in the right range at all.

QUESTIONS IT ANSWERS

1. What would a part like mine cost?
2. What is the smallest order you will take, and what does a sample run cost?
3. Can you actually make my part, or not?

PUT IN THE PAGE

- The things that move the price on a turned part here: quantity, bar diameter, material, how tight the tolerance is, whether slide grinding and ultrasonic cleaning are needed, and how many features are on the drawing
- Worked price examples: two or three real anonymised parts with quantity, material, diameter and what they cost per piece
- Where the price steps: what changes between a 100 piece batch and a 100 000 piece batch
- Whether setup and tooling are charged separately, and whether they are charged again on a repeat order
- Currency, payment terms and whether there is a minimum order value
- What a quote costs and how long it takes, pointing to the quote page
- At the bottom: send the drawing to info@mikroonik.com or call +372 5845 1225 for a price indication

WHAT YOU HAVE TO SUPPLY

- Two or three real anonymised price examples, each with quantity, material, diameter and price per piece
 - Whether setup and tooling are charged separately, and roughly how much
 - The minimum order value, if there is one
 - Payment terms and currency
-

What we can machine, and what we cannot

The site says what you do and never what you do not do, so enquiries for larger milled parts keep arriving and you turn each one down by hand.

Written down once, this page stops those enquiries and makes every other page more believable.

WHO IT IS FOR A buyer with a mixed job list who is about to send you a milled housing along with the small turned parts you actually want.

QUESTIONS IT ANSWERS	PUT IN THE PAGE
1. Can you make bigger milling parts? 2. Can you actually make my part, or not? 3. Which materials and grades can you machine?	• The envelope in plain numbers: turned diameters from 0,2 to 32,0 mm, holes from 0,15 mm, tolerance to $\pm 0,002$ mm, batches from 100 up to 1 000 000 pcs • What sits outside it today, said plainly, starting with larger milled parts • What you will do with an enquiry that falls outside: refer it on, or quote the turned parts only • What is coming: more complex parts, and drawing work from a sample or sketch • A short checklist a buyer can run against their own drawing before enquiring • At the bottom: if in doubt, send the drawing to info@mikroonik.com and we will say yes or no within a stated number of days

WHAT YOU HAVE TO SUPPLY

- The exact wording you want used for work you refuse, so it does not read as weakness
- Whether any milling capacity exists at all, and up to what size
- Whether there is a partner shop you refer larger milling work to

Turned parts for a German endoscopy manufacturer

You have a second-generation family shop supplying German medical instrument makers and not one page describes a single job you have done. One worked example, with the part, the tolerance and the volume, does more for a medical enquiry than every capability sentence on the site put together.

WHO IT IS FOR A buyer who has read the medical devices page and now wants to see that somebody like him has already trusted you.

BURIED IN TODAY /references/

QUESTIONS IT ANSWERS

1. Who have you made parts for?
2. Can you actually make my part, or not?
3. Will I get a measurement report with the batch?
4. Do you work to ISO 13485, and when will you be certified?

PUT IN THE PAGE

- What the customer needed, and what was difficult about it
- The part: diameter, length, material, the tolerance held and on which dimension
- How it is made: which machine, what drilling, what grinding, what cleaning
- How it is inspected and what documentation goes with each delivery
- Batch size, repeat frequency and how long the relationship has run
- A photograph of the part, or of the machining, that the customer allows
- At the bottom: if you make instruments like these, send a drawing to info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- The customer's permission to be named, or the anonymous wording they will accept
- A photograph you are allowed to publish
- The actual diameter, tolerance and batch figures for the part
- How many years the part has been in production

3D modelling and help with your drawing

You told us you can do 3D modelling and the site does not contain the word, so every buyer who has a sample or a sketch instead of a finished drawing assumes you cannot help and goes elsewhere. This is capability you already have and have never sold.

WHO IT IS FOR A product developer holding a physical sample or a hand sketch, who thinks he needs a CAD bureau before he can approach a machine shop.

QUESTIONS IT ANSWERS

1. Can you help if I only have a sample or a sketch, not a finished drawing?
2. How do I send my drawing, and in what file format?
3. What would a part like mine cost?

PUT IN THE PAGE

- What you will work from: a sample part, a sketch, an old paper drawing
- What you produce: the model, the output formats, and who owns it afterwards
- Changes suggested to make the part cheaper or possible to turn, before it goes into production
- Whether modelling is charged separately, or included when the part is ordered
- How this feeds straight into the quote and the first sample run
- At the bottom: post or photograph the sample and send it to info@mikroonik.com

WHAT YOU HAVE TO SUPPLY

- The CAD software used and the file formats you deliver
- Whether modelling is charged, and at what rate
- An example of a part modelled from a sample or a sketch, with permission to show it

A page earns its place here because a specific person needs the information and this site does not have it. Whether people search for it in those words is the next stage, not this one.

7 Pages you already have

Before writing anything new: these exist, and each one is either helping, in the way, or one edit from helping. Rewriting is cheaper than writing, and a page that says nothing is still competing with the pages below it. There are five verdicts and no others: Expand, Rewrite, Merge, Split up, Leave alone.

PAGE	DO WHAT	WHY, AND WHAT TO CHANGE
/production/	Split up	One page of 147 words carries the turning, the drilling, the slide grinding, the ultrasonic cleaning, the measuring equipment, the ISO 9001 claim, four materials, the batch range and four industries. Every one of those is a paragraph where it should be a page, and "Medical devices Electronics industry Horology Precision engineering" is a bare list that answers nothing for any of the four. Break it into the process pages (turning, small-hole drilling, slide grinding, ultrasonic cleaning, inspection, machines), the materials page, the quantities page, the quality page and the four industry pages, then rewrite /production/ as the page a buyer lands on to choose between them: two or three lines on each, with the diameters and the tolerance kept at the top.
/references/	Rewrite	The heading says "See what we've produced" and the page says only "We work with the biggest producers of medical devices and top tier companies of electronics industry as well as horology". It names no customer, no part and no job. It is also the most image-heavy page we read, and almost none of those images carry words describing them, so a search engine and a blind visitor get nothing from them either. Turn it into an index of worked examples, starting with the German endoscopy component, one per industry as permission comes in, and write a description for every photograph on it saying what the part is, its diameter and its material.

PAGE	DO WHAT	WHY, AND WHAT TO CHANGE
/	Expand	It does the identifying job well: "Since 1997, Mikroonik has been an Estonian leader in precision micro-components", a second-generation family business, with Rein Keel and Tõnis Keel named. But "Submit Your Drawings and Get a Quote" leads nowhere that explains how, and the ISO 9001 certificate file it links to has nothing in the link saying what it is. Point "Submit Your Drawings and Get a Quote" at the new /quote/ page, label the certificate link so it reads as the ISO 9001 certificate with its year, add short routes to the four industry pages, and write the one-line summary that appears under the title in a Google result for /, /production/, /references/ and /contact/, because none of the four pages we read gives Google one and it is writing its own.
/contact/	Leave alone	It names Tõnis Keel as CEO, Kirsti Fischer for International Business Development with both an Estonian and a German number, and Rein Keel as founder, with the address at Pärnu mnt 499. A buyer knows exactly who to call and in which country. Nothing, beyond adding the summary line under the title mentioned above.

ONE PAGE TODAY

Every subject on the right is on this one address today, so not one of them is a page a buyer can arrive on.

- /production/

THE PAGES IT BECOMES

One subject each, and the page that was split becomes where a buyer chooses between them.

- /quantities-and-sample-orders/
- /production/cnc-turning/
- /production/small-hole-drilling/
- /production/slide-grinding/
- /production/ultrasonic-cleaning/
- /production/inspection/
- /production/materials/
- /production/machines/
- /industries/medical-devices/
- /industries/electronics/
- /industries/horology/
- /industries/precision-engineering/
- /quality/

1 page on this list needs nothing done to it. That is deliberate. A report that finds fault with everything is not read as a report that found fault.

8 Your site, once these exist

Every address we read, and every one this report proposes, in the shape they make. Nothing here is deeper than it needs to be: a page four clicks from the home page is found by nobody.

```
/ (home) : have it
├ capabilities-and-limits/ : to write
├ contact/ : have it
├ industries/ : a section, not a page
|   ├── electronics/ : to write
|   ├── horology/ : to write
|   ├── medical-devices/ : to write
|   └─ precision-engineering/ : to write
├ price/ : to write
├ production/ : have it
|   ├── cnc-turning/ : to write
|   ├── inspection/ : to write
|   ├── machines/ : to write
|   ├── materials/ : to write
|   ├── slide-grinding/ : to write
|   ├── small-hole-drilling/ : to write
|   └─ ultrasonic-cleaning/ : to write
├ quality/ : to write
├ quantities-and-sample-orders/ : to write
├ quote/ : to write
├ references/ : have it
|   └─ endoscopy-components/ : to write
└─ services/ : a section, not a page
    └─ 3d-modelling/ : to write
```

What a buyer can answer for themselves once these exist

"What would a part like mine cost?" "Can you make bigger milling parts?" "How long does a quote take, and how long until I have parts?" "How do I send my drawing, and in what file format?" Those are 4 of the 5 questions your site answers nowhere today, and every one of them lands on a page above. Today the only way to get any of these answers is to ask you.

18 addresses on this list do not exist yet. The paths are suggestions in the shape your site already uses, and a line marked as a section is a grouping rather than a page: nobody has to write it. What matters is that one idea lives at one address, so nothing you write competes with itself: one important subject, one clear destination, unless you are deliberately splitting it by language or by the kind of buyer it is written for.

9 Risks: contradictions, dead ends and claims you cannot support

Four different problems are gathered here and each has its own fix: two pages that disagree, a claim with nothing behind it, work you do not do that the site never rules out, and a page promising what the rest of the site does not deliver. Every one of them is on the site today and every one costs more than a missing page does, because a visitor who catches one stops believing the pages that were true. Read the boundary group even if you read nothing else: saying plainly what you do not do is the thing no owner thinks to ask for, and it is what stops the enquiries you have to price and turn down by hand.

TWO PAGES THAT DISAGREE

Your site does not sell what you told us you sell **Will bite**

You said "We can do 3D modeling and more complex parts than right now", and the word modeling appears nowhere on the site, nor does any mention of complex parts. The site's only capability text, on /production/, describes turning, drilling, grinding and cleaning. Buyers who need help turning a sample into a drawing never learn that you can do it.

CLAIMS WITH NOTHING BEHIND THEM

The ISO 9001 claim has no number behind it **Will bite**

/production/ says "Mikroonik is ISO 9001 certified, and we're actively developing ISO 13485 compliance" with no certificate number, no issuing body and no date. The certificate file linked from the home page has nothing in the link saying what it is, and we did not open it. A purchasing department filling in a supplier form cannot use any of that.

WHAT YOU DO NOT DO, UNSAID

Nothing says what you will not machine Will bite

You told us "Sometimes they ask bigger milling parts but we cant do it right now", and no page we read says so. The home page invites "Submit Your Drawings and Get a Quote" with no limits, and /production/ lists "Precision engineering" as an industry, so the site reads as open to any drawing. Every one of those enquiries costs you a reply and gives the buyer a no.

PAGES THAT PROMISE WHAT THEY DO NOT DELIVER

The references page shows no references Wrong today

Both / and /production/ invite the reader to "See what we've produced", and /references/ then says only "We work with the biggest producers of medical devices and top tier companies of electronics industry as well as horology". No customer, no part, no photograph with words attached. A buyer who followed that link has been told you have proof and then shown none, which reads worse than never claiming it.

10 What to do first

WHEN	DO THIS	WHY HERE
First	The four pages that answer what you are already asked on the phone: /price/, /quote/, /quantities-and-sample-orders/ and /capabilities-and-limits/.	You told us buyers ask price and "can we do it or not" before anything else, and that milling enquiries you cannot serve keep arriving; these four work from the next enquiry onward.
Then	Split /production/: write /production/cnc-turning/, /production/small-hole-drilling/, /production/slide-grinding/, /production/ultrasonic-cleaning/, /production/inspection/, /production/materials/ and /production/machines/, then rewrite /production/ as the page that sends people to them.	Everything you make is currently one paragraph on one page, so there is nothing for a buyer searching for micro turning or a 0,15 mm hole to land on.
Once those are live	/quality/, with the ISO 9001 certificate number, the issuing body, the scope and the ISO 13485 date.	Certifications are the third thing you are asked, and the answer today is a claim with no number behind it.
Next	The four industry pages: /industries/medical-devices/, /industries/electronics/, /industries/horology/ and /industries/precision-engineering/.	They can now point down into the process, material and quality pages instead of repeating them, which is what makes each one worth reading.
After that	Rewrite /references/ as an index and publish /references/endoscopy-components/, then /services/3d-modelling/.	The worked example needs a customer's permission, which takes the longest to get, and the modelling page sells something the site has never mentioned.
Last	Publish the new pages in the Estonian and German versions of the site, starting with the medical devices and quality pages.	Your medical customers are German instrument makers and Kirsti Fischer already answers a German number, so an English-only page reaches the wrong reader.

WHAT WE NEED FROM YOU BEFORE THESE CAN BE WRITTEN

WHAT WE NEED FROM YOU

NEEDED FOR

Two or three real anonymised price examples, each with quantity, material, diameter and price per piece

/price/

Whether setup and tooling are charged separately, and roughly how much

/price/

The minimum order value, if there is one

/price/

Payment terms and currency

/price/

The drawing file formats you can accept and open

/quote/

How many working days a quote takes

/quote/

Whether you sign non-disclosure agreements, and who signs them

/quote/

Delivery terms and typical shipping method and transit time to Germany

/quote/

The exact wording you want used for work you refuse, so it does not read as weakness

/capabilities-and-limits/

Whether any milling capacity exists at all, and up to what size

/capabilities-and-limits/

Whether there is a partner shop you refer larger milling work to

/capabilities-and-limits/

The smallest sample quantity you have actually accepted

/quantities-and-sample-orders/

Whether samples are charged, and roughly how much

/quantities-and-sample-orders/

Lead time for a sample run and for a series batch

/quantities-and-sample-orders/

Whether you hold stock or run call-off deliveries for repeat customers

/quantities-and-sample-orders/

WHAT WE NEED FROM YOU	NEEDED FOR
The tolerance band per dimension and feature type, not only the best figure	/production/cnc-turning/
The list of turning machines with make, model and bar capacity	/production/cnc-turning/
Photographs of actual turned parts with diameter and material stated	/production/cnc-turning/
Typical lead time for a first batch	/production/cnc-turning/
Maximum drilling depth at 0,15 mm, and how that changes with diameter	/production/small-hole-drilling/
Which materials the smallest holes have actually been drilled in	/production/small-hole-drilling/
How hole size and position are inspected, and on which instrument	/production/small-hole-drilling/
A photograph or micrograph of a drilled part	/production/small-hole-drilling/
The surface roughness figures achieved, per material	/production/slide-grinding/
Before and after photographs of a slide ground part	/production/slide-grinding/
Whether the process is in house, and the batch sizes it runs in	/production/slide-grinding/
The cleaning agents and cycle used	/production/ultrasonic-cleaning/
Whether cleanliness is measured or tested, and how	/production/ultrasonic-cleaning/
The packaging specification and options, with a photograph of a packed batch	/production/ultrasonic-cleaning/
Whether batches carry traceable identification	/production/ultrasonic-cleaning/
The ZEISS and Mitutoyo model names	/production/inspection/

WHAT WE NEED FROM YOU	NEEDED FOR
A sample inspection report, anonymised, that can be shown on the page	/production/inspection/
Calibration records or the calibration interval for the measuring equipment	/production/inspection/
Your first article approval procedure, in outline	/production/inspection/
The grade designations actually machined, per material	/production/materials/
Which material certificates you can supply with a batch	/production/materials/
Whether customer free-issue material is accepted, and the terms	/production/materials/
Minimum and maximum bar stock diameters you can run	/production/materials/
The full machine list with make, model and bar capacity	/production/machines/
Number of machines and the shift pattern you run	/production/machines/
Photographs of the shop floor and the machines	/production/machines/
Permission from the German endoscopy customer to be named, or agreed anonymous wording	/industries/medical-devices/
The ISO 9001 certificate number, issuing body and scope wording	/industries/medical-devices/
The target date for ISO 13485 certification	/industries/medical-devices/
A photograph of a medical component you are allowed to show	/industries/medical-devices/
The cleaning and packing specification used for medical parts	/industries/medical-devices/
Permission from an electronics customer to be named, or agreed anonymous wording	/industries/electronics/

WHAT WE NEED FROM YOU	NEEDED FOR
A photograph of a typical electronics part with diameter and material stated	/industries/electronics/
Packaging options for high volume batches	/industries/electronics/
A real example of an annual volume you currently run	/industries/electronics/
Examples of watch components made, with dimensions, and permission to show them	/industries/horology/
The surface finish achieved on horology parts	/industries/horology/
Whether any horology customer will allow their name to be used	/industries/horology/
Examples of parts made for customers outside medical devices, electronics and horology	/industries/precision-engineering/
Whether any of those customers can be named	/industries/precision-engineering/
The ISO 9001 certificate number, issuing body and expiry date	/quality/
The certified scope, word for word as printed on the certificate	/quality/
The target date for ISO 13485 certification and the name of the certification body	/quality/
Your nonconformance and complaint handling procedure, in outline	/quality/
The customer's permission to be named, or the anonymous wording they will accept	/references/endoscopy-components/
A photograph you are allowed to publish	/references/endoscopy-components/
The actual diameter, tolerance and batch figures for the part	/references/endoscopy-components/

WHAT WE NEED FROM YOU	NEEDED FOR
How many years the part has been in production	/references/endoscopy-components/
The CAD software used and the file formats you deliver	/services/3d-modelling/
Whether modelling is charged, and at what rate	/services/3d-modelling/
An example of a part modelled from a sample or a sketch, with permission to show it	/services/3d-modelling/

None of this is on the site today, which is how it came to be on this list, and none of the pages beside it can be finished until you send it. It is the fastest thing you can do to unblock the writing, and most of it is minutes of your time rather than anybody's afternoon: a figure off a drawing, a photograph of your own work, a certificate number, a customer saying yes to being named. Everything else the pages need is already on the site.

BEFORE THE SEO STAGE IS WORTH PAYING FOR

- 1. Every thing you sell has a page.** 14 briefs in the map are there for exactly that, one page per thing your own site names. Optimising is work done to a page, so until each of those exists there is nothing carrying the subject to work on.
- 2. Every question a buyer asks is answered somewhere.** 5 questions in the buyer questions have no answer on any page we read. A buyer who has to ask leaves to ask somebody else, and no amount of tuning a page fixes a page that does not say it.
- 3. The contradictions are corrected.** Nothing we read disagreed with what you told us or with another page, so this one is true today.
- 4. The claims the site cannot support are evidenced or removed.** 1 thing in the risks list is on the site today and wrong today. Back it with something a reader can check, a photograph, a certificate number, a named customer, or take it off the page.

Start paying for SEO once the pages that carry what you sell are live, which is the first group of the pages to write. Optimising is work done to a page, and until those exist there is little for it to work on.

11 Basic housekeeping

None of this is why a business is or is not found. That is the rest of this report. These are the short fixes on the way there, and they are last because they are the least of it.

WHAT WE CHECKED	PAGES	WHAT TO DO
Pages with no summary	4 of 4	Write the sentence you want under your name in a Google result
Titles cut off, or too short to say anything	4 of 4	Aim to fill the line: what the page is for, then the business name
Photographs with no words behind them	9 of 63	Describe each picture in a few words. It is all a search engine, or a blind visitor, ever gets
Pages too short to answer anything	4 of 4	Either say enough to be worth landing on, or fold the page into one that does

Checked across the 4 pages we read, not across your whole site. 18 of the 22 checks we ran came back clean and are not listed.

12 Five things you can set up yourself this week

None of this is why a business is found. The pages above are that. These are the parts of being found that need no page written: all five are free, none of them needs whoever built the site, and between them they are an afternoon. Do them while the pages are being written rather than instead of them.

1. **Set up Google Search Console.** It is free, it is Google's own, and it takes ten minutes: <https://search.google.com/search-console/about>. It is the only place that tells you whether Google has your pages at all, which of them it is showing, and the words people typed before they landed on you. Everything in this report is a page to write, and this is how you find out whether writing it worked. While you are in there, open Sitemaps and submit your sitemap address, usually `/sitemap.xml`, so a new page is announced rather than waited for.
2. **Claim your business on Google Maps, and then finish the profile.** Free, at <https://business.google.com/>. Claiming it is half the job and the half most businesses stop at. Finished means the right primary category, because that one field decides which searches you are eligible for at all, and then your opening hours, the area you actually cover, a phone number that rings, and photographs of your own work rather than stock. For a business with a handful of pages this listing is often read more often than the site is, and it is the one place you can be found without writing anything.
3. **Ask your last ten customers for a review.** Your Google profile gives you a short link for exactly this, and it is the only thing you should send: a review has to be written by the customer from their own account, so anything bought or written in-house is worth less than nothing. Ask one person at a time, by name, a few days after the work is finished, and start with the ones who already said something kind on the phone. Somebody choosing between you and two others reads these before they read a word you wrote.
4. **Put your address and phone number in the footer of every page.** As text rather than inside a picture, and written identically everywhere: the same street line, the same number format, matching your Google profile to the character. This report looked for both across every page it read, in the rows called "A way to reach you" and "Where you work". A phone number that only exists on the contact page is one most visitors never reach, and two spellings

of one address is how a search engine ends up unsure that the listing and the site are the same business.

5. **Check the site answers on one address, and that it is the secure one.** There are four ways into a site: your domain with `www.` and without, each of those over `http://` and over `https://`. All four should end up on exactly one of them, with a padlock in the address bar. We knocked on all four while we were reading your site, and where they did not agree, “Addresses of yours that should be sent to one of the others” is a row in Basic housekeeping above. Until they do, your pages are competing with copies of themselves for the same searches, and some visitors are shown a “Not secure” warning before they read a word. The certificate costs nothing and on most hosting it and the redirect are two switches in one panel, or one message to whoever hosts the site.

None of these writes a page, and none of them makes up for a page that is missing. They are the plumbing around the list above: Search Console tells you whether the new pages landed, the Maps listing catches the people who never reach the site at all, and the footer and the single address are what let a search engine read the listing and the site as one business.

When the pages are live, run the report again

A follow-up review of `mikroonik.com` is €49. It reads the site again once the pages are live and says which of the 5 questions your buyers ask have an answer now, and what has moved to the top of the list.