MARKETING INTELLIGENCE · EXAMPLE REPORT · B2B BRANDS

Northgate Automation Monthly Intelligence

October 2026

KnowYourMarket.ai

WHAT HAPPENED TO LAST MONTH'S ACTIONS

DONE: EMAIL UNIQUE CLICKS

Send the food plant downtime case study to the full list

The case study email drew 548 unique clicks from 6,090 sends, a 9.00% click rate and the best send of the last 13 months.

Owner: Marketing manager

DONE: LINKEDIN LEAD FORM LEADS

Move the Plant Managers campaign from website visits to lead gen forms

The lead gen form campaign produced 38 leads at $113.84 each, against 29 leads in September.

Owner: Paid media agency

ACTION	OWNER	DUE	STATUS	WHAT HAPPENS NOW
Add pricing guidance to the SCADA integration service page	Sales director	31 Oct 2026	OPEN	Carries into November 2026

Owner: who is doing this, as set by your team in the app.

SUMMARY

Website enquiries reached a 13-month high as the case study carried email, LinkedIn and search.

WEBSITE ENQUIRIES

121

Prev month: 97

↑ 24.7%

LINKEDIN LEAD FORM LEADS

38

Prev month: 29

↑ 31.0%

WEBSITE SESSIONS

12,090

Prev month: 11,066

↑ 9.3%

Website enquiries rose to 121 from 97, the highest in 13 months, and LinkedIn lead forms added 38 leads (prev 29), on total ad spend of $15,816.60 (LinkedIn Ads $7,740.00 + Google Ads $8,076.60). Email sessions rose 52.3% in the month the food plant case study went to the full list.

WHAT HAPPENED THIS MONTH

WORK COMPLETED IN OCTOBER 2026

Case study published: 31% less downtime at a food plant WORK COMPLETED

6 Oct 2026 · Website, LinkedIn, Email

Published on the website with a two page PDF, then sent to the full list and posted to the company page.

Plant Managers campaign moved to LinkedIn lead gen forms WORK COMPLETED

8 Oct 2026 · LinkedIn Ads

Website visit objective replaced with a lead gen form offering the case study PDF and a callback.

Webinar: SCADA upgrades without shutdowns EVENT

22 Oct 2026 · Email, LinkedIn

142 registrations, 87 attended live.

Insight article published: PLC vs DCS WORK COMPLETED

13 Oct 2026 · Search and website

Quote follow up email automated WORK COMPLETED

19 Oct 2026 · Email

Every quote now triggers a follow up email three working days after it is sent.

Logged by your team in the app.

LINKEDIN PAGE PERFORMANCE

NEW FOLLOWERS
214
Prev month: 176
↑ 21.6%

TOTAL FOLLOWERS
8,420
Prev month: 8,206
↑ 2.6%

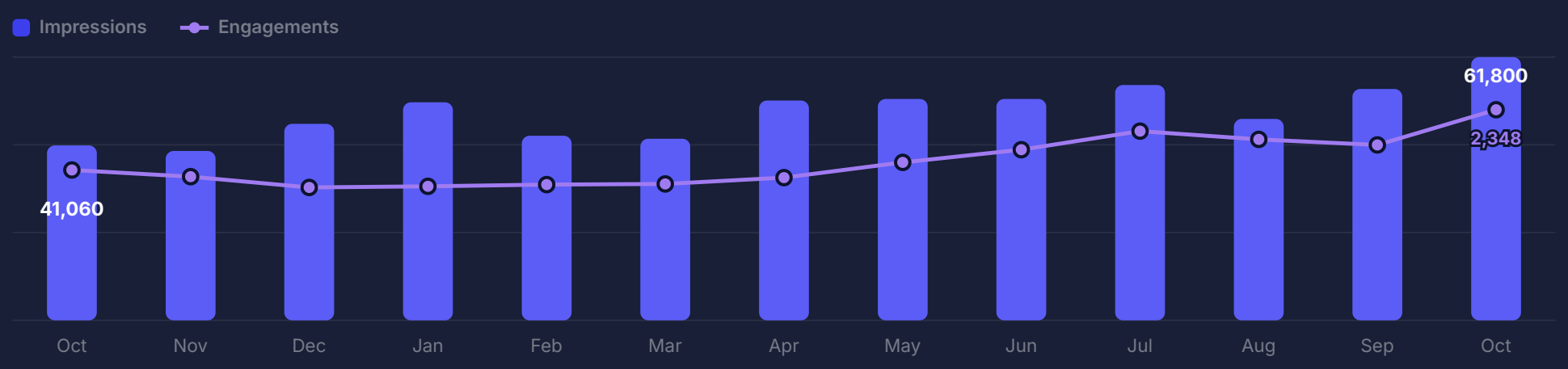
IMPRESSIONS
61,800
Prev month: 54,300
↑ 13.8%

ENGAGEMENTS
2,348
Prev month: 1,955
↑ 20.1%

ENGAGEMENT RATE
3.80%
Prev month: 3.60%
↑ 5.5%

POSTS
14
Published this month

13 MONTHS: IMPRESSIONS AND ENGAGEMENTS



13-MONTH RESULTS OVERVIEW

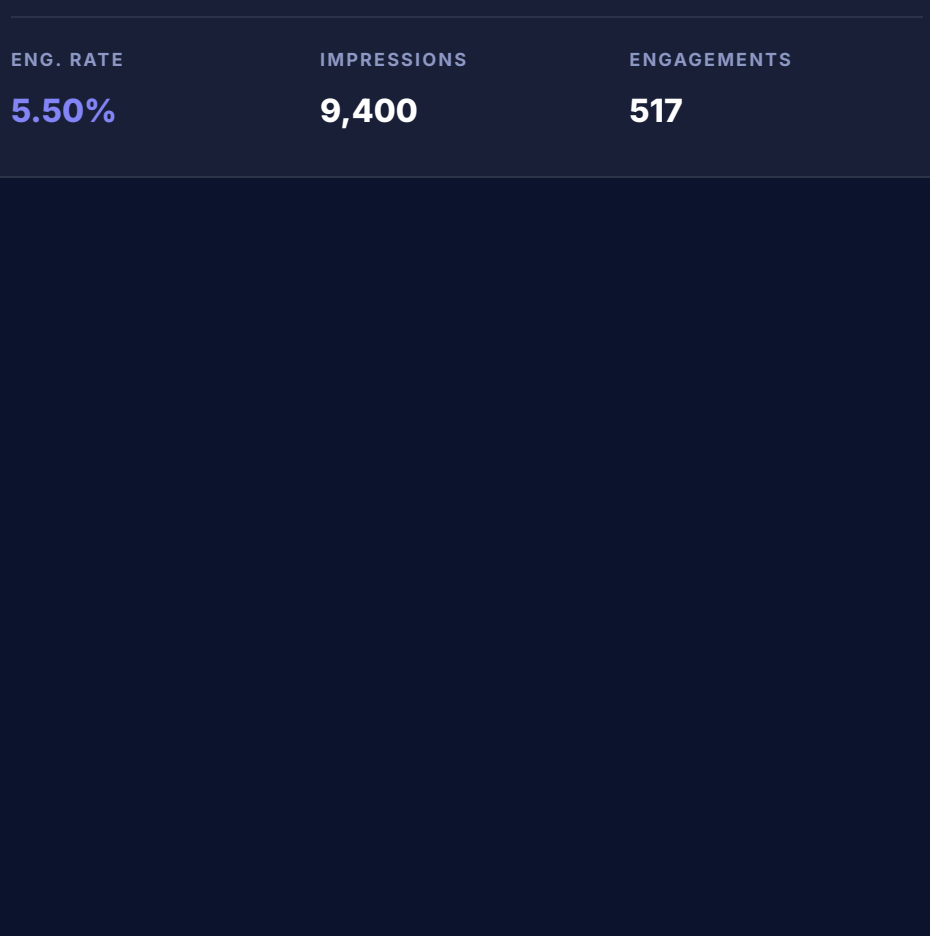
MONTH	NEW FOLLOWERS	IMPRESSIONS	ENGAGEMENTS	ENG. RATE
Oct 2026	214	61,800	2,348	3.80%
Sep 2026	176	54,300	1,955	3.60%
Aug 2026	162	47,290	2,017	4.27%
Jul 2026	203	55,260	2,109	3.82%
Jun 2026	206	51,964	1,903	3.66%
May 2026	126	51,977	1,761	3.39%
Apr 2026	178	51,600	1,591	3.08%
Mar 2026	156	42,643	1,521	3.57%
Feb 2026	135	43,335	1,513	3.49%
Jan 2026	145	51,172	1,494	2.92%
Dec 2025	155	46,138	1,481	3.21%
Nov 2025	147	39,756	1,602	4.03%
Oct 2025	146	41,060	1,676	4.08%

LINKEDIN: KEY LEARNINGS

KEY LEARNINGS

- **Impressions and engagement rate both rose.** The company page delivered 61,800 impressions in October, up from 54,300, and engagements rose to 2,348 from 1,955, lifting the engagement rate to 3.80% from 3.60%.
- **Proof outperformed product.** The food plant case study post led the month with 9,400 impressions and 517 engagements (5.50%), ahead of every product and service post published in October.
- **People posts hold attention.** "Meet the commissioning team" drew 279 engagements from 6,200 impressions (4.50%). Posts showing engineers on site have been the second best format for three months running.

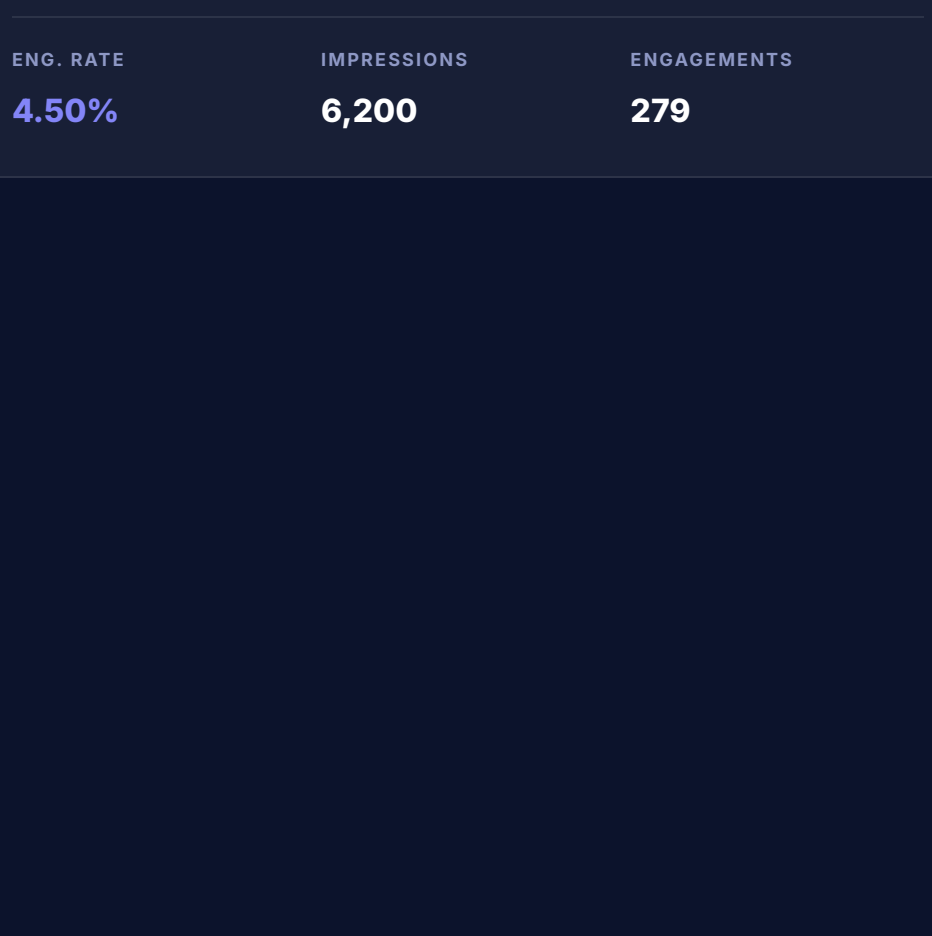
LINKEDIN: TOP PERFORMING POSTS



A food plant running three shifts cut unplanned downtime by 31% in six months. Here is what changed on the line, and what did not.

View Post →

ENG. RATE	IMPRESSIONS	ENGAGEMENTS
5.50%	9,400	517



Fourteen engineers, nine sites this quarter, one rule: nothing goes live on a Friday. Meet the commissioning team.

View Post →

ENG. RATE	IMPRESSIONS	ENGAGEMENTS
4.50%	6,200	279

LINKEDIN ADS PERFORMANCE

TOTAL CLICKS
841
Across all campaigns

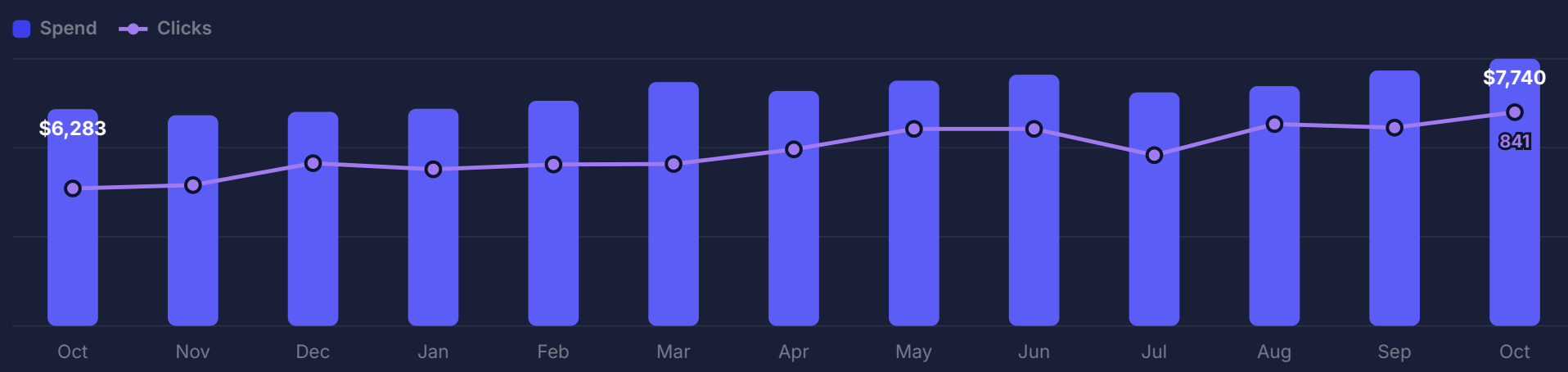
TOTAL IMPRESSIONS
132,700
Across all campaigns

AVG CTR
0.63%
Blended across campaigns

AVG CPC
$9.20
Blended across campaigns

TOTAL SPEND
$7,740.00
Across all campaigns

13 MONTHS: SPEND AND CLICKS



CAMPAIGN	CLICKS	IMPRESSIONS	CTR	AVG CPC	COST	LEADS
Northgate | Lead Gen Form | Plant Managers	412	48,600	0.85%	$10.50	$4,326.00	38
Northgate | Website Visits | Case Study	298	71,200	0.42%	$7.50	$2,235.00	3
Northgate | Retargeting | Demo Request	131	12,900	1.02%	$9.00	$1,179.00	6
Total	**841**	**132,700**	**0.63%**	**$9.20**	**$7,740.00**	**47**

LINKEDIN ADS: KEY LEARNINGS

KEY LEARNINGS

- **Lead gen forms are the cheapest route to a named lead.** The Plant Managers lead gen form campaign produced 38 leads from $4,326.00, or $113.84 a lead, against an account average of $164.68.
- **The website visits campaign bought readers, not enquiries.** The Case Study campaign delivered 298 clicks for $2,235.00 and 3 website enquiries. Paid Social visitors averaged 0m 38s on the site, the shortest of any channel.
- **Retargeting is small and efficient.** The Demo Request retargeting campaign spent $1,179.00 for 6 enquiries ($196.50 each) from an audience of website visitors and webinar registrants.

GOOGLE ADS PERFORMANCE

TOTAL CLICKS
1,303
Across all campaigns

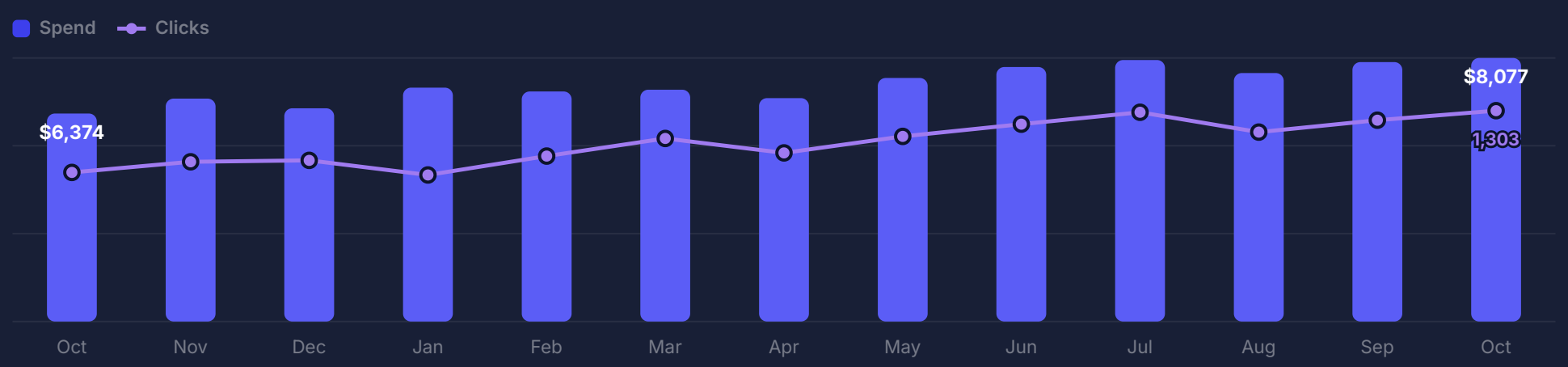
TOTAL IMPRESSIONS
26,440
Across all campaigns

AVG CTR
4.93%
Blended across campaigns

AVG CPC
$6.20
Blended across campaigns

TOTAL SPEND
$8,076.60
Across all campaigns

13 MONTHS: SPEND AND CLICKS



CAMPAIGN	CLICKS	IMPRESSIONS	CTR	AVG CPC	COST	ENQUIRIES
Northgate | Search | PLC and SCADA Integration	624	14,800	4.22%	$8.00	$4,992.00	12
Northgate | Search | Brand	388	1,940	20.00%	$1.20	$465.60	9
Northgate | Search | Conveyor Automation	291	9,700	3.00%	$9.00	$2,619.00	3
Total	**1,303**	**26,440**	4.93%	**$6.20**	**$8,076.60**	**24**

GOOGLE ADS: TOP KEYWORDS

KEYWORD	CLICKS	IMPRESSIONS
northgate automation	352	1,610
scada integrator	118	2,900
plc programming services	104	3,300
industrial automation company	81	2,450
conveyor automation	77	2,800
control panel upgrade	62	1,480
scada upgrade	49	1,120
automation integrator australia	41	960
conveyor control system	38	1,340
plc upgrade cost	27	610

KEY LEARNINGS

- **Integration search produces half the paid enquiries.** The PLC and SCADA Integration campaign recorded 12 of the account's 24 enquiries from $4,992.00, or $416.00 an enquiry.
- **Conveyor Automation is the expensive campaign.** Conveyor Automation spent $2,619.00 for 3 enquiries, or $873.00 each, more than double the account average of $336.53. Its service page holds organic visitors for 1m 36s, the shortest of the service pages.
- **Brand search is cheap and growing.** "northgate automation" drew 352 clicks, the most of any keyword, and the Brand campaign recorded 9 enquiries from $465.60.

EMAIL MARKETING

EMAILS SENT

18,374

Prev month: 12,150

↑ 51.2%

OPEN RATE

35.7%

Prev month: 34.1%

↑ 4.7%

UNIQUE CLICKS

1,297

Prev month: 742

↑ 74.8%

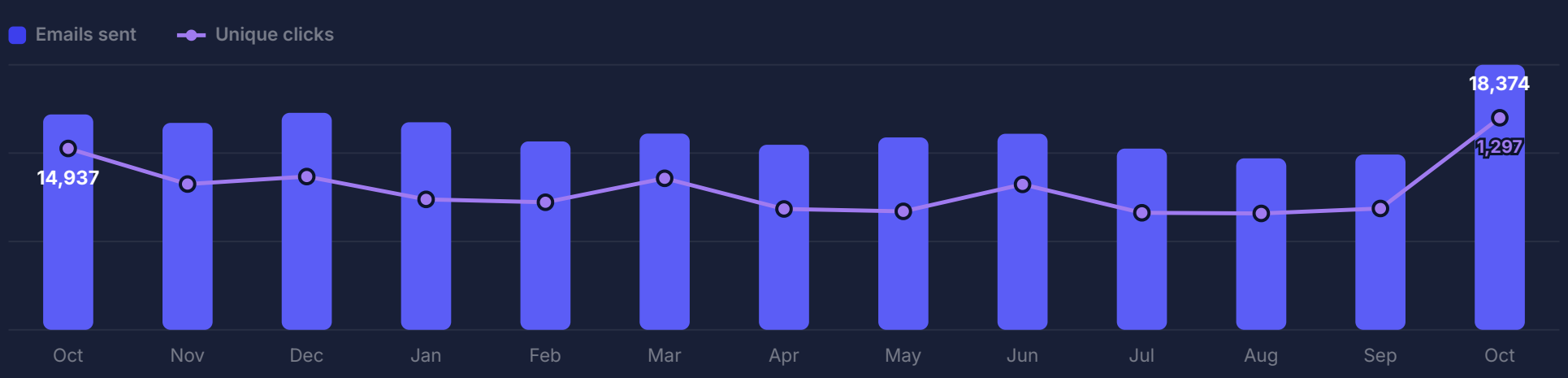
CLICK RATE

7.06%

Prev month: 6.11%

↑ 15.6%

13 MONTHS: EMAILS SENT AND UNIQUE CLICKS



CAMPAIGN	SENT	OPENS	OPEN RATE	UNIQUE CLICKS	CLICK RATE
Case study: 31% less downtime at a food plant	6,090	2,375	39.0%	548	9.00%
Plant Notes: October	6,120	2,142	35.0%	398	6.50%
Webinar invite: SCADA upgrades without shutdowns	5,980	1,914	32.0%	305	5.10%
Quote follow up (automation)	184	127	69.0%	46	25.00%

EMAIL: KEY LEARNINGS

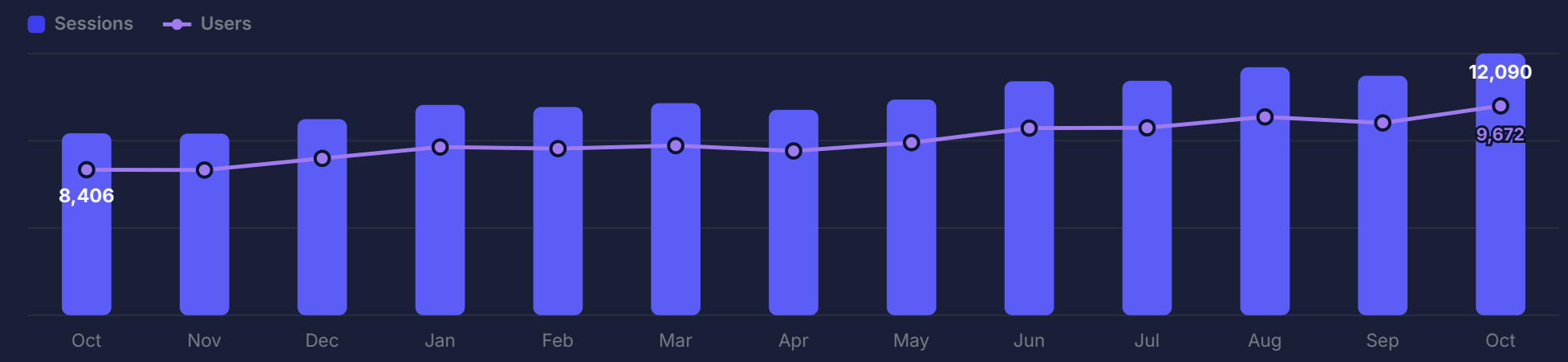
KEY LEARNINGS

- **The case study was the best send in 13 months.** The case study email was opened by 39.0% of recipients and drew 548 unique clicks, a 9.00% click rate, against 6.50% for the monthly Plant Notes newsletter.
- **The quote follow up is small and converts.** The automated quote follow up went to 184 people for 46 unique clicks (25.00%). Email sessions recorded 18 website enquiries in October.
- **Three sends lifted clicks without lifting unsubscribes.** Email sent 18,374 messages against 12,150 in September and unique clicks rose to 1,297 from 742.

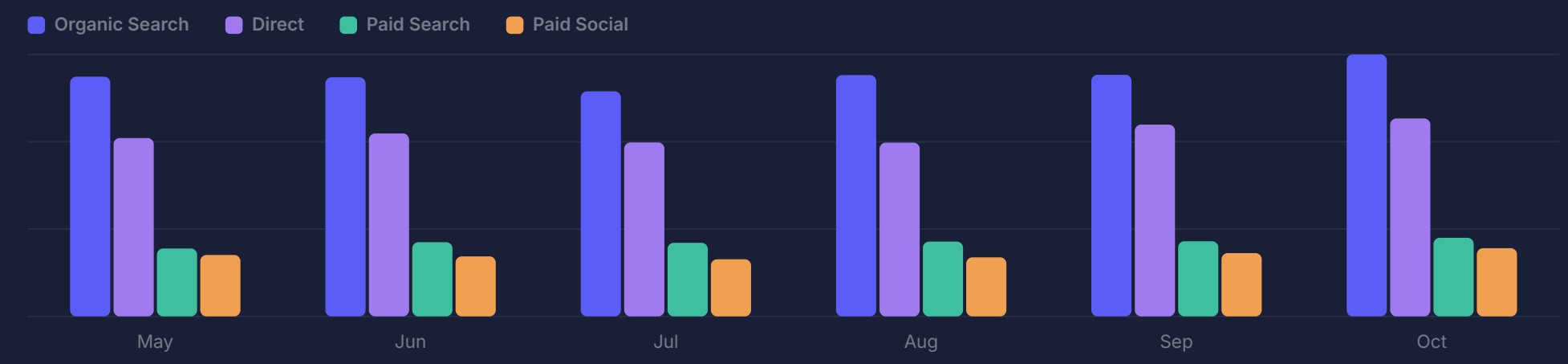
WEBSITE TRAFFIC

USERS	SESSIONS	NEW USERS	ENQUIRIES
9,672	12,090	6,190	121
Prev month: 8,888	Prev month: 11,066	Prev month: 5,631	Prev month: 97
↑ 8.8%	↑ 9.3%	↑ 9.9%	↑ 24.7%

13 MONTHS: SESSIONS AND USERS, EVERY CHANNEL



SESSIONS BY CHANNEL, LAST 6 MONTHS (TOP 4 CHANNELS)



TRAFFIC BY CHANNEL

CHANNEL	SESSIONS	SHARE	VS PREV MONTH	USERS	NEW USERS	AVG ENGAGEMENT	ENQUIRIES
Organic Search	4,210	34.8%	↑ 8.4%	3,368	2,223	1m 52s	34
Direct	3,180	26.3%	↑ 3.2%	2,417	1,257	1m 35s	22
Paid Search	1,262	10.4%	↑ 4.6%	1,035	725	1m 14s	24
Paid Social	1,096	9.1%	↑ 7.9%	964	810	0m 38s	9
Email	1,048	8.7%	↑ 52.3%	755	151	2m 21s	18
Organic Social	742	6.1%	↑ 12.1%	623	374	1m 6s	6
Referral	388	3.2%	↓ 4.8%	310	186	1m 42s	5
AI Assistant	164	1.4%	↑ 36.7%	148	126	2m 6s	3
Total (whole site)	**12,090**	**100.0%**	↑ 9.3%	**9,672**	**6,190**	-	**121**

Share is of sessions. One person can arrive through more than one channel, so users by channel can add up to more than the site total. Channels with fewer than 10 sessions are not listed.

KEY LEARNINGS

- **Organic Search is the largest source of enquiries.** Organic Search sent 4,210 sessions (34.8% of the site) and 34 of the 121 website enquiries, at no media cost.
- **Email had its strongest month.** Email sessions rose 52.3% to 1,048 and recorded 18 enquiries, one for every 58 sessions, with the longest average engagement on the site at 2m 21s.
- **Paid Social visits are short.** Paid Social sent 1,096 sessions with 0m 38s average engagement and 9 enquiries. Most LinkedIn leads now arrive through lead gen forms instead, so the website figure understates the channel.

SEARCH & SITE PERFORMANCE

ORGANIC SEARCH CLICKS

Google Search Console: clicks from Google search results to the site

3,640

Prev month: 3,310

↑ 10.0%

SEARCH IMPRESSIONS

Google Search Console: times the site appeared in Google search results

142,600

Prev month: 131,900

↑ 8.1%

AVG CTR

Google Search Console: clicks as a share of impressions

2.55%

Prev month: 2.51%

↑ 1.7%

AVG POSITION

Google Search Console: average ranking in Google search results

14.2

Prev month: 15.1

↑ 6.0%

ORGANIC USERS

GA4: people who visited from any search engine

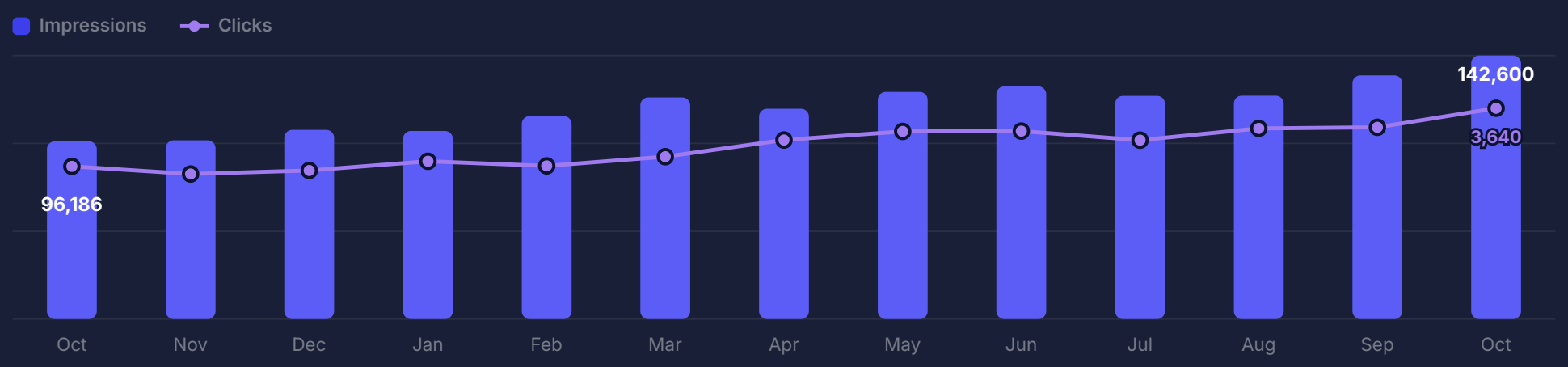
3,368

Prev month: 3,107

↑ 8.4%

Clicks and organic users come from two different tools. Search Console counts every click from Google's results; GA4 counts the people who arrived from any search engine (Google, Bing and others), each person once however many times they click. That is why the two can move in opposite directions in the same month.

13 MONTHS: SEARCH DEMAND (IMPRESSIONS) AND ORGANIC CLICKS



13-MONTH RESULTS OVERVIEW

MONTH	CLICKS	IMPRESSIONS	CTR	POSITION	ORGANIC USERS
Oct 2026	3,640	142,600	2.55%	14.2	3,368
Sep 2026	3,310	131,900	2.51%	15.1	3,107
Aug 2026	3,293	120,887	2.72%	15.4	2,911
Jul 2026	3,088	120,784	2.56%	15.7	2,821
Jun 2026	3,244	125,952	2.58%	16.2	2,931
May 2026	3,240	122,963	2.63%	15.9	2,974
Apr 2026	3,093	113,785	2.72%	16.5	2,957
Mar 2026	2,804	119,895	2.34%	17.0	2,585
Feb 2026	2,645	109,879	2.41%	17.0	2,571
Jan 2026	2,725	101,764	2.68%	16.5	2,644
Dec 2025	2,565	102,434	2.50%	17.1	2,529
Nov 2025	2,506	96,716	2.59%	17.0	2,386
Oct 2025	2,636	96,186	2.74%	17.8	2,228

TOP SEARCH QUERIES

QUERY	CLICKS	IMPRESSIONS	CTR	POSITION
northgate automation	612	1,480	41.35%	1.0
scada integrator australia	188	4,900	3.84%	6.3
plc programming services	164	6,200	2.65%	8.8
what is scada	141	22,400	0.63%	12.4
plc vs dcs	122	9,100	1.34%	7.2
industrial automation companies australia	109	7,800	1.40%	11.9
conveyor automation systems	96	5,300	1.81%	9.4
control panel upgrade cost	84	2,100	4.00%	4.1
scada upgrade	71	3,600	1.97%	10.2
northgate automation careers	66	240	27.50%	1.0

TOP LANDING PAGES (ORGANIC)

PAGE	SESSIONS	USERS	NEW USERS	AVG ENGAGEMENT	ENQUIRIES
/	980	764	588	1m 28s	9
/insights/plc-vs-dcs	512	399	307	2m 51s	1
/services/scada-integration	446	348	268	2m 4s	8
/services/plc-programming	398	310	239	1m 57s	6
/case-studies/food-plant-downtime	301	235	181	3m 16s	5
/insights/what-is-scada	288	225	173	2m 22s	0
/industries/food-and-beverage	214	167	128	1m 49s	3
/services/conveyor-automation	187	146	112	1m 36s	1
/contact	142	111	85	1m 4s	1
/careers	121	94	73	0m 58s	0

KEY LEARNINGS

- **Organic clicks and impressions both reached 13-month highs.** Clicks rose to 3,640 from 3,310 and impressions to 142,600 from 131,900, while average position improved to 14.2 from 15.1.
- **Insight articles bring readers, service pages bring enquiries.** "/insights/plc-vs-dcs" drew 512 organic sessions and 1 enquiry, while the SCADA integration service page drew 446 sessions and 8 enquiries. The article links to no service page.
- **The case study converts readers at the highest rate.** The food plant case study drew 301 organic sessions and 5 enquiries, one for every 60 sessions, with 3m 16s average engagement.

KEYWORD RANKINGS & SHARE OF VOICE

SHARE OF VOICE	KEYWORDS TRACKED	RANKING (TOP 30)
9%	12	10
Prev month: 8%		

PAGE 1 (TOP 10)	TOP 3	MONTHLY SEARCHES (AU)
6	1	7,750
		Google searches a month across the list

SHARE OF VOICE ACROSS THE KEYWORD LIST

BUSINESS	VISIBILITY	SHARE	PAGE 1 KEYWORDS
Halvorsen Controls		27%	8
Kestrel Industrial		16%	5
Northgate Automation YOU		9%	6
Brightwater Systems		7%	2
Dunmore Automation		3%	1

KEYWORD	MONTHLY SEARCHES (AU)	POSITION	LOCAL PACK	ADS ON PAGE
industrial automation company	1,300	14	-	4
conveyor automation	1,000	11 ↑ 3	-	3
scada integrator	880	6 ↑ 2	-	3
robotic palletising	880	not in top 30	-	4
plc programming services	720	9 ↑ 1	-	4
industrial iot platform	720	not in top 30	-	3
plc vs dcs	590	7 ↑ 2	-	0
machine safety audit	480	17	-	2
control panel upgrade	390	4 ↑ 1	-	2
scada upgrade	320	10 ↓ 1	-	2
automation integrator australia	260	12	-	3
food plant automation	210	3 ↑ 5	-	1

Positions are Google Australia mobile results (top 30) checked weekly; the month shows the latest check. Share of voice weights each keyword by the click share its position earns and by its monthly search volume, so a #1 on a busy search counts for more than a #1 on a quiet one. Monthly searches are Google Ads averages for Australia.

AI SEARCH VISIBILITY

AI SHARE OF VOICE
24%
Answers that name you (prev month: 19%)

RECOMMENDED FIRST
9%
Answers where you are the top pick

YOUR SITE CITED
21%
Answers that link to your website

QUESTIONS COVERED
13 / 22
Named on at least one AI surface

UNBRANDED SHARE
15%
Leaving out questions that name you

AVERAGE PLACE
2.6
Among the businesses an answer names

AI SHARE OF VOICE VS COMPETITORS / PEERS



WHERE YOU ARE NAMED, BY AI SURFACE



WHERE YOU ARE NAMED: QUESTION TYPE BY AI SURFACE (ANSWERS NAMING YOU / ANSWERS)

QUESTION TYPE	CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AI OVERVIEW	GOOGLE AI MODE	ALL
Best for	1 / 4	1 / 4	2 / 4	0 / 3	1 / 4	26%
Comparison	1 / 3	2 / 3	2 / 3	1 / 2	1 / 3	50%
Use case	0 / 4	1 / 4	1 / 4	0 / 3	0 / 4	11%
Technical	0 / 3	0 / 3	1 / 3	0 / 3	0 / 3	7%
Alternatives	1 / 2	1 / 2	1 / 2	-	1 / 2	50%
Brand direct	3 / 3	3 / 3	3 / 3	2 / 3	3 / 3	93%
Local	0 / 3	1 / 3	1 / 3	0 / 2	0 / 3	14%

QUESTION A BUYER ASKED	TYPE	CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AI OVERVIEW	GOOGLE AI MODE	WHO AI PICKED
Is Northgate Automation a good systems integrator?	Brand direct	top pick	top pick	top pick	named #1	top pick	Northgate Automation
Northgate Automation vs Halvorsen Controls for a SCADA upgrade?	Comparison	named #2	named #1	top pick	named #2	named #2	Halvorsen Controls, Northgate Automation
Who are the best PLC and SCADA integrators in Australia?	Best for	absent	named #3	named #2	absent	absent	Halvorsen Controls, Kestrel Industrial
Which automation company should a food manufacturer use to cut downtime?	Use case	absent	named #2	top pick	absent	absent	Halvorsen Controls, Northgate Automation
How do I upgrade a SCADA system without shutting the plant down?	Technical	absent	absent	named #3	absent	absent	Kestrel Industrial, Halvorsen Controls
What are alternatives to Halvorsen Controls for conveyor automation?	Alternatives	named #2	named #1	named #2	no answer	named #3	Kestrel Industrial, Northgate Automation, Brightwater Systems
Automation integrators near Brisbane for a packaging line?	Local	absent	named #2	named #3	absent	absent	Kestrel Industrial, Dunmore Automation
PLC or DCS for a mid sized process plant?	Technical	absent	absent	absent	absent	absent	Halvorsen Controls
Who installs robotic palletising systems in Australia?	Use case	absent	absent	absent	absent	absent	Halvorsen Controls, Brightwater Systems

WEBSITES AI ANSWERS CITE MOST (WHERE TO EARN A MENTION)

WEBSITE	CITATIONS
linkedin.com	41
halvorsencontrols.example	36
processonline.example	24
youtube.com	19
kestrelindustrial.example	17
northgateautomation.example	12
manufacturersmonthly.example	9
reddit.com	7

BUSINESSES AI RECOMMENDS THAT YOU DO NOT TRACK

BUSINESS	ANSWERS
Ardent Controls	11
Meridian Process	8
Tasman Robotics	7
Corvus Integration	5
Ironwood Systems	4
Selby & Marsh	3

VISITS FROM AI ASSISTANTS

164

Prev month: 120

Sessions referred by ChatGPT, Perplexity, Gemini, Copilot, Claude

↑ 36.7%

ENQUIRIES FROM AI VISITS

3

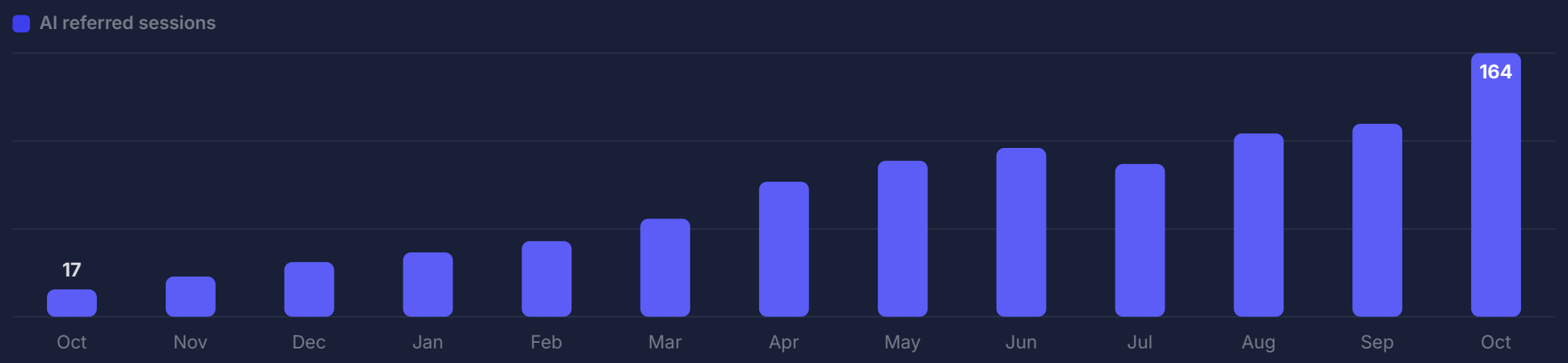
Conversions on those sessions

CHATGPT.COM

131

sessions this month

13 MONTHS: WEBSITE SESSIONS REFERRED BY AI ASSISTANTS



WHAT AI ASSISTANTS SAY

- **Named in under a quarter of AI answers.** Northgate Automation appears in 24% of 105 AI answers, up from 19%, or 15% leaving out questions that name it, and is the top pick in 9%. Perplexity names it most (31%) and Google AI Overview least (16%).

- **Technical and use case questions are almost empty.** Northgate Automation is named in 93% of brand direct answers but in only 7% of technical answers and 11% of use case answers, the questions a plant manager asks before choosing an integrator.

- **AI referrals convert like a senior buyer.** AI assistants referred 164 sessions (prev 120) with 2m 6s average engagement and 3 enquiries.

WHO AI RECOMMENDS INSTEAD

1 Halvorsen Controls is the default answer

Halvorsen Controls is named in 58% of answers and Kestrel Industrial in 37%. Among untracked businesses, Ardent Controls (11) and Meridian Process (8) are recommended most.

THE ONE MOVE

1 Turn the case study into answers to the use case questions

The food plant case study is the one page AI answers cite for a use case question. Publishing the same format for packaging and conveyor projects, and linking each from the PLC vs DCS and What is SCADA articles, gives the technical questions a page to cite. linkedin.com (41 citations) is the most cited source, so each case study should also run as a LinkedIn article.

Each question on the list is put to ChatGPT, Gemini, Claude and Perplexity (web search on) and to Google AI Overview and Google AI Mode (Australia, mobile) once a month; answers are read for every tracked business; latest check 2026-11-02. Share of voice is the share of answers that name a business.

TECHNICAL SEO

HEALTH SCORE
84%
Pages with no serious issue (prev month: 84%)

PAGES CHECKED
148
148 in the sitemap

ISSUES FOUND
90
across 62 pages

ISSUE	PAGES	EXAMPLES
Broken pages (error or no answer) Fix or remove them from the sitemap: Google and visitors hit a dead end.	2	/downloads/scada-brochure-2023.pdf (HTTP 404) /events/automation-expo-2025 (HTTP 404)
Missing meta description Google writes its own snippet, often a worse one.	31	/services/conveyor-automation /industries/food-and-beverage /insights/plc-vs-dcs
Missing H1 heading The main heading tells Google and readers what the page is about.	8	/case-studies/ /industries/ /about/our-team
Pages with images missing alt text Alt text helps image search and accessibility.	44	/case-studies/food-plant-downtime (7 of 9 images) / (5 of 12 images)
Slow server response (over 2 s) Slow first byte drags down speed scores and rankings.	5	/case-studies/ (2.9 s) /insights/ (2.4 s)

No issues: pages set to noindex, canonical points to another page, missing page title, duplicate page titles, redirect chains.

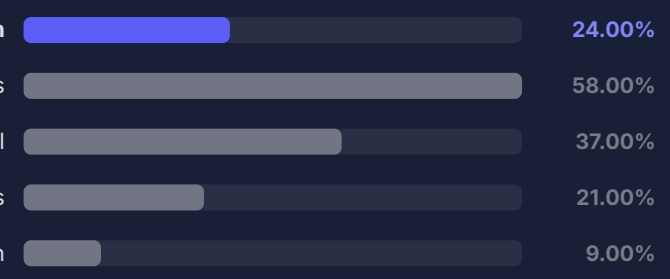
Weekly scan of the homepage and up to 200 sitemap pages; latest scan 2026-11-01.

COMPETITORS / PEERS

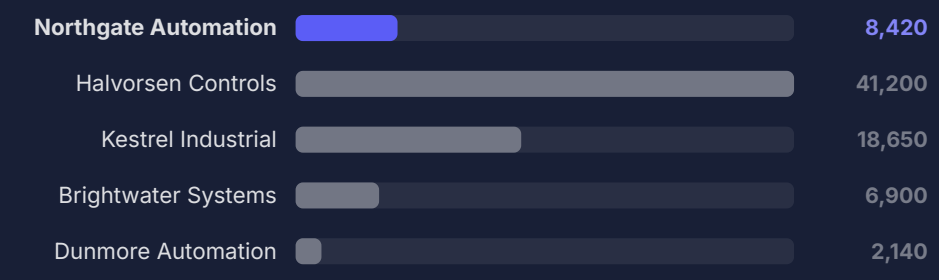
SHARE OF VOICE ON TRACKED KEYWORDS



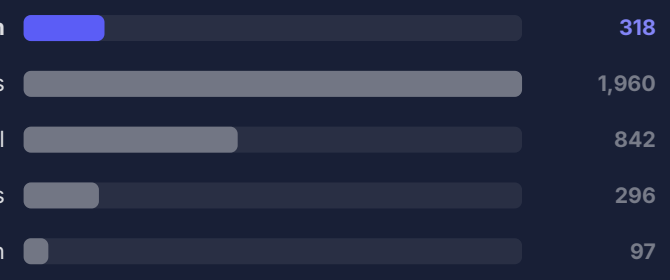
AI SHARE OF VOICE (ANSWERS THAT NAME THE BUSINESS)



LINKEDIN FOLLOWERS



REFERRING DOMAINS (WEBSITES LINKING IN)



BUSINESS	LINKEDIN FOLLOWERS	POSTS / 30D	GOOGLE RATING	REVIEWS	GOOGLE ADS (AUSTRALIA, THIS MONTH)	NEW PAGES THIS MONTH	REFERRING DOMAINS	AI SHARE OF VOICE
Northgate Automation YOU	8,420	14	4.8	46	running	6	318	24%
Halvorsen Controls	41,200 ↑ 1.1%	22	4.4	212	64 18 new	19	1,960	58%
Kestrel Industrial	18,650 ↑ 2.4%	17	4.6	88	31 4 new	8	842	37%
Brightwater Systems	6,900 ↑ 0.6%	6	4.7	29	12	2	296	21%
Dunmore Automation	2,140 ↓ 0.3%	2	4.9	11	0	0	97	9%

WHAT THE COMPETITION DID

- **Halvorsen Controls is advertising robotics.** Halvorsen Controls showed 64 Google Ads creatives in Australia this month with 18 new, most of the new ones for robotic palletising, a term Northgate Automation does not rank for in the top 30.

- **Kestrel Industrial is the fastest growing on LinkedIn.** Kestrel Industrial added 2.4% to reach 18,650 followers on 17 posts, against 14 posts for Northgate Automation.

- **Halvorsen Controls published the most new pages.** Halvorsen Controls added 19 pages this month against 6 for Northgate Automation, and holds 1,960 referring domains against 318.

THE ONE THING TO TAKE FROM IT

1 Lead with proof where the larger firms lead with range

Halvorsen Controls wins on breadth: 19 new pages, 64 ads and 58% of AI answers. Northgate Automation's best performing asset on every channel this month was one case study, so a second and third case study is the fastest way to close the gap on the questions buyers ask.

COMMERCIAL IMPLICATIONS AND ROADMAP

WHAT THIS MONTH MEANS COMMERCIALLY

- **One case study moved four channels.** The food plant case study produced the best email send in 13 months (548 unique clicks), the top LinkedIn post (517 engagements), 5 organic enquiries and the lead gen form offer that returned 38 leads at $113.84 each.

- **Paid search enquiries cost three times a LinkedIn lead.** Google Ads returned 24 enquiries at $336.53 each against $113.84 for a LinkedIn lead gen form lead. The two are different stages of intent, so the test is how many of each become quotes.

- **Organic search is the cheapest source of enquiries.** Organic Search produced 34 of 121 website enquiries at no media cost, and its two best converting pages are the SCADA integration service page and the case study.

UNDER-OWNED

1 Robotic palletising and conveyor demand

"robotic palletising" (880 searches a month) and "conveyor automation" (1,000) are the two largest product terms on the list. Northgate Automation is outside the top 30 for the first and at position 11 for the second, and is absent from every AI answer about palletising.

NEXT MONTH'S ACTIONS

ACTIONS FOR NOVEMBER 2026

1 Publish a packaging line case study in the food plant format

The food plant case study drew 548 email clicks, 517 LinkedIn engagements and 5 organic enquiries from 301 sessions in October, and it is the only page AI answers cite for a use case question.

→ Measured on: Website enquiries

→ Owner: Unassigned

→ Due: 30 Nov 2026

2 Link the PLC vs DCS and What is SCADA articles to the SCADA integration service page

The two articles drew 800 organic sessions and 1 enquiry between them, while the service page they do not link to converted 446 sessions into 8 enquiries.

→ Measured on: Website enquiries from Organic Search

→ Owner: Unassigned

→ Due: 30 Nov 2026

3 Move the Conveyor Automation budget into the Plant Managers lead gen form campaign

Conveyor Automation spent $2,619.00 for 3 enquiries ($873.00 each) while the lead gen form campaign returned 38 leads at $113.84 each.

→ Measured on: LinkedIn lead form leads

→ Owner: Unassigned

→ Due: 30 Nov 2026

Owner: who is doing this, as set by your team in the app.