www.industrynet.com
847-864-7590
results@mni.net
1633 Central St.
Evanston, IL 60201

INDUSTRYNET® MARKETING SOLUTIONS

OUR EXPERTISE BRINGS BUYERS TO YOU

Attracting millions of users per year IndustryNet.com is serious about driving qualified traffic and leads to featured and preferred suppliers. Home to 360,000 verified suppliers across 11,000 product & service categories, there's a reason why 12,000 preferred & featured suppliers say IndustryNet is the place to be.

ANNUAL TRAFFIC TO INDUSTRYNET.COM

2.0 million User Sessions

3.3 million Supplier Listing Views

3.8 million Searches for Products & Services

ANNUAL SUPPLIER LEADS & INQUIRIES:

290,000+ Phone Number Views

35,000+ Quote Requests & Emails

78,000+ Website Click-Thrus



MULTIPLE WAYS FOR YOU TO STAND OUT:

Your enhanced IndustryNet listing Includes critical information about your company to help aid the purchasing process:

- PHONE, FAX, EMAIL
- DIRECT LINK TO YOUR WEBSITE
- COVER PHOTO AND LOGO
- SOCIAL MEDIA LINKS
- SEO BENEFITS
- PRODUCT CATALOG
- PHOTO LIBRARY
- VIDEO LIBRARY
- YOUR COMPANY'S NEWS
- DEEP LINKS

★★★★★

Your guide has helped us generate contact with customers, old and new, and expand our client demographic!"

--Miller Lighting Products

4 SIMPLE STEPS FOR BUYERS TO FIND YOU:

SEARCH	Buyers search IndustryNet for either company, brand, or capabilities.
NARROW	Users narrow their search to a specific product or service from 11,000+ distinct industrial categories.
CHOOSE	Buyers review available options and choose qualified companies for their needs.
CLICK & QUOTE	Users can reach out directly to the supplier, contact them through a web form, or send RFQs directly.

INDUSTRYNET® HIGH-AUTHORITY BACKLINKS

Backlinks from high-authority sites like IndustryNet.com can give your site the boost it needs to appear higher on search engine results pages (SERPS).

> *Google only loves you when everyone else loves you first.*
>
> *-SEO expert Wendy Piersall*

BE MORE VISIBLE

WITH HIGH-AUTHORITY BACKLINKS

QUALITY BACKLINKS HELPS IMPROVE SEARCH RANK



A backlink is created when one website links to another. Every backlink you acquire is like a vote of confidence for your website. These "votes" for your website signal to search engines that **other sites vouch for your content.**

BETTER SEARCH RANK MEANS MORE TRAFFIC



The more trusted a site is, the more valuable its backlink. Backlinks from trusted sites with a high domain authority like IndustryNet are extremely valuable. **The more valuable the backlink, the more influence it has on rank.**

MORE TRAFFIC MEANS MORE BUSINESS



When your site ranks high in search engine results pages, more people encounter your site. **That means more visitors & more business.**

> *To us, the value lies in a backlink from your website. I'm personally interested in the link equity which can be derived as a result of a well-placed backlink on your website.* ***I looked into the metrics of your website, and they're very impressive.***"
>
> *– Andrew P., IndustryNet Advertiser*

GO DEEPER WITH DEEP LINKS

Deep Links/Backlinks take buyers from your IndustryNet listing directly to the product and service pages that matter most, not just your homepage.

- **Preferred Listings**: up to **10** Deep Links **($1,000 value)**
- **Featured listings**: up to **20** Deep Links **($1,500 value)**

Each Deep Link is an additional high-authority backlink from IndustryNet to a specific page on your site, multiplying the SEO power of your listing, routing buyers to exactly what they came to find, and increasing the chances your products and services surface in AI-driven search.

OUR SEO STATS

Over **1.2 million backlinks** from more than **3,700 referring domains**. This extensive link network reinforces IndustryNet's position as a widely referenced source for industrial supplier information.*

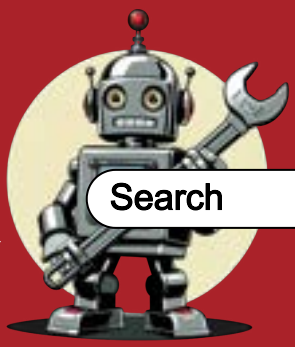
AI visibility score of 31 IndustryNet is actively cited in AI-generated supplier answers across industrial categories, reflecting growing visibility in AI-driven buyer research.**

A domain rating of 65 places IndustryNet among the stronger, well-established domains in the industrial sector.*

*Aref website authority checker, February 2026
** SEMRush, February 2026

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INDUSTRYNET®
AI VISIBILITY



If AI is Answering the Question...

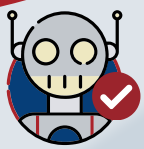
IS YOUR COMPANY THE ANSWER?

Supplier discovery no longer starts with search engines alone. More buyers now begin by asking AI tools to research companies and narrow their options. In many cases, they review only a small shortlist before ever visiting a website.

An enhanced listing on IndustryNet helps your chances of your company being surfaced in these inquiries. Here's how:

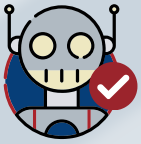
HOW INDUSTRYNET INCREASES YOUR AI VISIBILITY

STRUCTURED, RICH COMPANY PROFILES



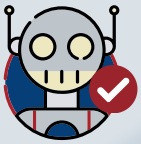
AI systems rely on clear, factual, well-organized information. IndustryNet presents your capabilities, contact details, and operational data in a **structured format that AI tools can easily interpret and reference**.

PRECISE CAPABILITY LANGUAGE



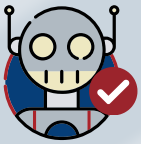
Specific processes, materials, certifications, and specialties are clearly categorized on IndustryNet. AI tools like this because it **makes your capabilities easy to interpret, match, and confidently recommend** when buyers ask sourcing questions.

MULTIPLE CATEGORY SIGNALS



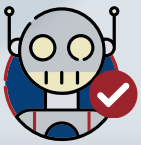
IndustryNet classifies companies across relevant product and industry categories. This structured categorization **creates more pathways for AI tools to surface your company** when buyers ask targeted supplier questions.

AUTHORITATIVE INDUSTRY CONTENT



From our **"Top Suppliers" blog and LinkedIn series** to **publishing your company updates**, IndustryNet increases your digital footprint by delivering structured, third-party content that AI systems prefer and trust.

VERIFIED, TRUSTED INDUSTRIAL DATA



AI systems increasingly **prioritize trusted, third-party sources**. IndustryNet's verified industrial data strengthens your credibility signals and improves how your company is validated online.

VIEW EXAMPLES

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INDUSTRYNET® SPONSORED CONTENT

*"It's not the best content that wins. It's the **best promoted** content that wins."*

-Andy Crestodina, Orbit Media

Share your content with relevant, engaged contacts in your industrial niche

PUBLISH

We publish your company's news and insights on the IndustryNet blog, reaching millions of engaged readers already on the hunt for your products and services.

PROMOTE

We promote your content with a dedicated social post for each of your articles, reaching nearly 40,000 followers across Twitter, LinkedIn, Facebook and Instagram.

DELIVER

Your story is featured in the IndustryNet Insider newsletter, delivered every Tuesday with more than 30,000 subscribers in industrial procurement and purchasing.

THE AUDIENCE

- **2.3 million** visitors to IndustryNet annually
- **3.8 million** IndustryNet category searches annually
- **75,000** IndustryNet blog visitors per year
- **38,000+** social media followers
- **30,000+** subscribers to the IndustryNet insider



HOW IT WORKS

- To prepare your content for publication on IndustryNet, email your blog post as a Word document to Jennifer Ratcliff: jratcliff@mni.net.
- Your content can include new product announcements, company news, technical advice or thought leadership.
- You may alternatively email a link to an an existing blog post you would like to republish.
- Our Digital Media Department will create a final draft to send back for your approval prior to publication.

"IndustryNet has helped our company gain a profitable customer base through their marketing tactics and we couldn't be more pleased with their service. Highly recommend!"

-Neway Packaging