FIRST TAKE · WEBSITE REVIEW · SAMPLE

Contractors win more jobs. CAT wins the contractor.

A First Take on cat.com, through your best customer's eyes.
Prepared by PIC, October 30, 2026. Sample only.

PIC: Found, Chosen, Trusted

WHERE CAT STANDS TODAY

276K
estimated US search visits a month

#1
for "mini excavator cost"

#4
for "skid steer," 201K a month

Meet Contractor Carl

Contractor Carl, achieving more jobs won with the crew he has.

As a	owner of a small excavation and site-prep company, running jobs with a crew of eight
When I	we turn down work because we're short a machine, or an old one keeps breaking down
I want	to take on more and bigger jobs without hiring more people
So I	can grow the business and stop leaving money on the table

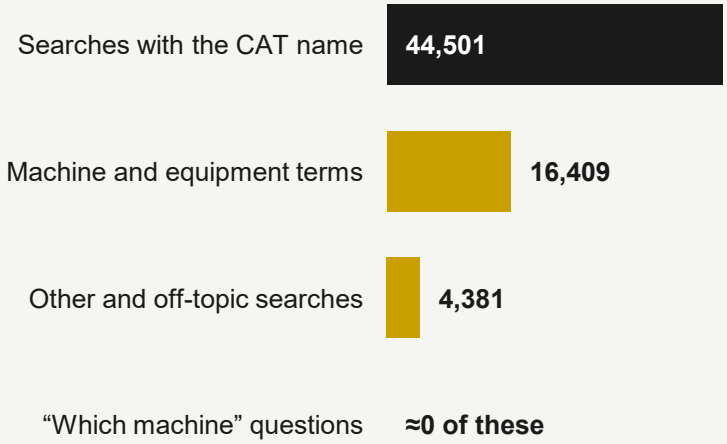
"I need the right machine before the next bid."

The next five chapters follow Carl from his first search to his banker's yes.

Carl asks which machine. CAT isn’t there.

Visits from your top 200 search terms

Estimated US visits; these 200 terms bring 65,291 of 276,248



Terms you’re close to winning

Search term	Google rank	Per month
skid steer	#4	201,000
mini skid steer	#8	40,500
skid steer attachments	#18	18,100
used skid steer for sale	#16	10,800
equipment loan	#4	2,900

You win “how much does a mini excavator cost” (#1). “Track loader vs skid steer” sits at #24, on page three.

Source: SE Ranking (seranking.com), US Google organic search, October 2026. Visits are estimates, grouped by PIC.

Carl asks Google which machine to buy. Bobcat answers. CAT.com doesn’t.

What Carl searches

“track loader vs skid steer,” about 590 searches a month.

What Carl finds

A plain comparison from Bobcat, written for a buyer like him. CAT’s version lives on a dealer’s blog.

What Bobcat can’t copy

A CAT dealer near Carl and CAT Financial under one roof. Neither shows up in this search.

GOOGLE RANK FOR THIS SEARCH

#1

Bobcat

#3

Thompson Tractor (CAT dealer)

#24

cat.com

Sources: Google search, US, October 30, 2026; SE Ranking (seranking.com), October 2026; thompsontractor.com/blog/skid-steer-vs-track-loaders/

Carl looks for a fit. He finds pumpkins.

What Carl is looking for

- Which machine fits my jobs
- What it will cost each month
- A dealer who’ll show me one
- Proof it pays for itself

What your homepage leads with

- An AI assistant for current owners
- Genuine parts and less downtime
- Harvest season equipment
- Free pumpkin carving templates

Source: https://www.cat.com/en_US.html, reviewed October 30, 2026.

Carl wants to buy. The tools are buried.

01	**Build & Price**	Carl can configure and price a machine himself, but the tool sits in the footer under Buying Tools.
02	**Limited-time offers**	Current deals sit in the footer under Finance. No homepage tile points Carl to them.
03	**Leases and loans**	CAT Financial answers “can I afford it.” On the homepage it’s one tile in a row with repairs.
04	**Job site consultation**	Help matching a machine to the work exists, listed only in the footer under Support.
05	**Rent before you buy**	Carl could try a machine through CAT Rental first. The homepage files rental under Shop Now.

Source: https://www.cat.com/en_US.html (page, menus and footer), reviewed October 30, 2026.

Carl has to make the case to his banker

His banker will ask: will it pay off, what does it cost a month, and will it hold value?

Will it pay off

The homepage talks about parts and downtime. Carl needs the math on what a machine earns him per job.

What it costs a month

CAT Financial offers leases and loans, but no payment estimate appears on the homepage.

Will it hold value

CAT's used equipment pages could answer this. Pointing Carl to them shows what a CAT machine is worth later.

#1

"mini excavator cost"

#4

"equipment loan"

#16

"used skid steer for sale"

Sources: https://www.cat.com/en_US.html, reviewed October 30, 2026; SE Ranking (seranking.com), October 2026.

Let’s talk

Want one for your site?

Sources: SE Ranking (seranking.com), US Google organic search, October 2026 (estimates). https://www.cat.com/en_US.html, reviewed October 30, 2026. Google search “track loader vs skid steer,” US, October 30, 2026. https://www.bobcat.com/eu/en/buyers-guides/product-comparisons/skid-steer-loaders-vs-compact-track-loaders-which-is-right-for-you. https://thompsontractor.com/blog/skid-steer-vs-track-loaders/. Sample only: PIC is not affiliated with Caterpillar Inc. CAT and Caterpillar are trademarks of Caterpillar Inc.

6

chapters of Carl’s journey

1

rival answering first

5

buying tools to bring forward

412-453-3371 / walkwithpic.com