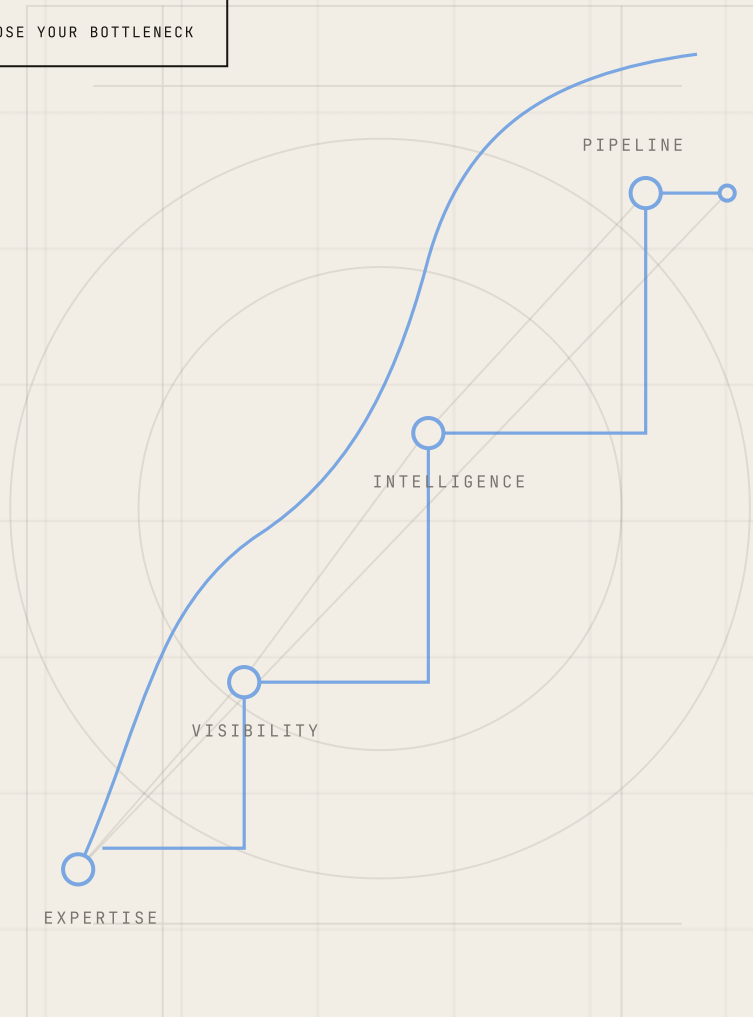


INDUSTRIAL B2B DIGITAL AND AI GROWTH

Set the growth *system.*

Visibility, intelligence, and commercial systems that turn industrial expertise into market advantage.

[TALK WITH SHIFTNODE →](#)[CHOOSE YOUR BOTTLENECK](#)

Be found

Make expertise visible to buyers, search, and AI-assisted discovery.

Be understood

Turn technical depth into proof, confidence, and a clear buying path.

Be chosen

Connect intent, intelligence, and follow-up to commercial action.

INDUSTRIAL DEMAND CHANGED

The shortlist now forms *before* the call.

Industrial buyers still care about proof, specifications, reliability, and timing. What changed is where they form the first opinion.

01 Discovery is assisted

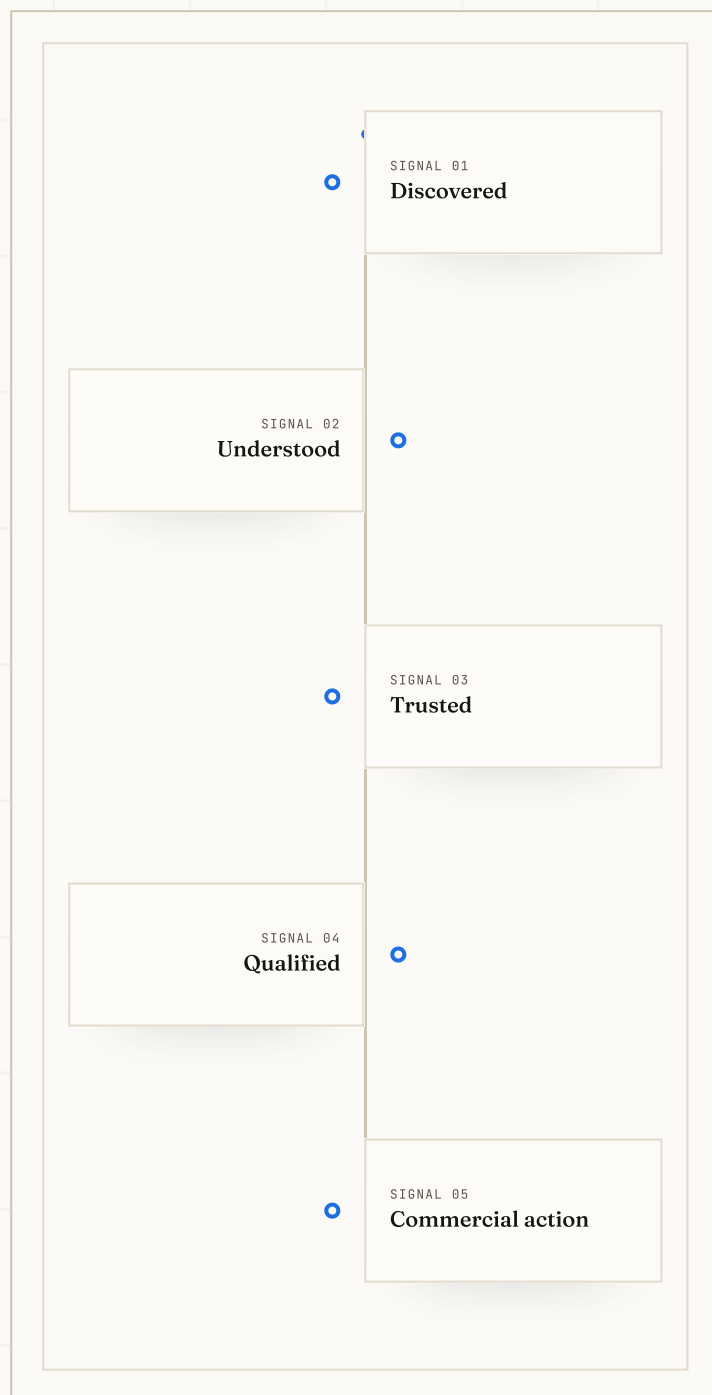
Search results, AI summaries, and technical content increasingly frame who makes the shortlist.

02 Trust is assembled early

Positioning, proof, security, and technical clarity are evaluated before sales enters the room.

03 Speed decides momentum

Weak intake, slow routing, and lost CRM context can erase demand after a buyer acts.





SHIFTNODE DIGITAL

Built for complex B2B markets where *trust takes work.*

ShiftNode Digital is a Czech industrial B2B digital marketing and AI transformation agency serving companies across Europe and global markets.

ShiftNode Digital helps industrial B2B companies turn expertise into advantage in the AI era - building the visibility, intelligence, and commercial systems that help them lead their markets.

Audit first

Find the commercial constraint before committing implementation budget.

Proof, not promises

Make evidence, limits, and next steps visible enough to inspect.

Senior led

The person who replies is the person who leads the work.



Michaela Dudová · Founder and Managing Director

Industrial positioning, CRM, AI-ready growth systems, and practical digital transformation.

INDUSTRIAL EXPERTISE,
TRANSLATED INTO ADVANTAGE

CORE MARKETS MANUFACTURING CONSTRUCTION ENERGY INFRASTRUCTURE
INDUSTRIAL SERVICES TECHNICAL SUPPLIERS

ONE CONNECTED COMMERCIAL SYSTEM

Expertise only creates advantage when the market can *act on it*.

We connect the four layers that turn technical credibility into qualified demand and earlier commercial action.

01 / Clarify

Position

Define the offer, buyer, proof, and decision path before multiplying pages or tools.

OFFER HIERARCHY

BUYER JOURNEYS

PROOF INVENTORY

02 / Be found

Make visible

Build technical authority that buyers, search engines, and AI answer systems can understand.

TECHNICAL CONTENT

GEO AND SEO

ENTITY CLARITY

03 / Convert

Make useful

Turn complexity into a clear digital journey, useful proof, and a qualified next step.

WEB AND LANDING PAGES

DECISION TOOLS

SMART INTAKE

04 / Act

Make commercial

Give sales better signals, cleaner context, and faster workflows without removing human judgment.

CRM AND FOLLOW-UP

AI WORKFLOWS

MARKET INTELLIGENCE

Start with the constraint. Build the smallest system that changes the next commercial decision.

VISIBILITY → CONFIDENCE → INTENT → ACTION

CHOOSE BY BOTTLENECK

Not sure where to *start*?

Pick the commercial problem your team feels now. The right route should become obvious before the proposal does.

Hard to find or explain

AI Growth Audit + AI visibility / GEO / SEO

Buyers visit, but do not act

Industrial Web Design + decision tools + landing pages

Leads lose speed or context

Smart intake + CRM + industrial sales automation

Projects arrive after the spec

EM3A capital-project signal intelligence

AI GROWTH AUDIT

Find where AI belongs before you *fund the wrong thing*.

A focused decision product for industrial B2B teams that need a ranked growth roadmap, not another generic AI report.

5	10+	30
BUSINESS DAYS	PRIORITIZED OPPORTUNITIES	DAY ACTION ROADMAP
Website and positioning Buyer clarity, offer hierarchy, proof, CTAs, and conversion friction.		AI discoverability Crawlable evidence, entity clarity, structured support, and answer readiness.
Lead capture Forms, qualification assets, high-intent pages, and next-step logic.		CRM and follow-up Where context disappears, response slows, or qualified demand goes dark.
AI opportunity map Calculators, smart forms, sales helpers, workflows, and internal support.		Executive decision pack Priority matrix, executive summary, roadmap, and walkthrough.

FOUNDING-CLIENT PILOT

€1,500

FIXED FOR ACCEPTED PILOT CLIENTS

Executive summary and revenue-leak diagnosis

10+ opportunities ranked by impact, speed, confidence, and effort

AI visibility and buyer-journey review

CRM and lead follow-up gap analysis

30-day roadmap and executive walkthrough

If ShiftNode cannot identify at least 10 concrete, commercially relevant opportunities within scope, the audit fee does not apply.

No payment is required to apply. Standard range after the pilot phase: €2,500-€3,500 by scope. Public pricing remains subject to written fit and scope confirmation.

APPLY BEFORE PAYMENT →

EM3A / CAPITAL-PROJECT INTELLIGENCE

Show up before the *spec is written.*

EM3A finds early capital-project signals, connects cited evidence and stakeholders, and recommends the next commercial move before procurement.

01 Detect

Monitor permits, filings, board agendas, registries, documents, and local-language sources.

02 Verify

Connect source URLs, evidence status, confidence context, organizations, and project records.

03 Map

Identify stakeholder roles, buying committees, specification windows, and commercial context.

04 Act

Prepare governed, stakeholder-specific next actions tied to the evidence behind them.

Evaluate EM3A through a tailored demo or sourced sample brief. It does not forecast outcomes or guarantee procurement. Signal quality, timing, fit, market access, and sales execution still matter.

BOOK AN EM3A DEMO →

REQUEST A SOURCED BRIEF



SIGNAL NEXUS /
ILLUSTRATIVE

REVIEWABLE

Planning-stage grid expansion

EVIDENCE

PUBLIC FILING +
BOARD AGENDA

COMMITTEE

DEVELOPER + EPC +
ENGINEER

WINDOW

SPECIFICATION
STILL OPEN

NEXT MOVE

REVIEW CITED
PROJECT BRIEF

INDUSTRIAL WEB DESIGN

Websites that *set the spec.*

Cinematic, high-performance websites that turn technical depth into clarity, confidence, and qualified action for industrial buying committees.

01 / The Sheet

Discovery and content spec

Positioning, buyer journeys, proof inventory, sitemap, and a written content specification.

02 / The Lift

Art direction and prototype

A distinct visual world proven in a high-fidelity interactive experience before production.

03 / The Works

Motion and conversion engineering

Responsive frontend, performance budget, analytics, accessibility, and CRM mapping.

04 / The Delivery

Staging and handover

Device review, version-controlled source, optimized media, and an integration blueprint.

INNOVATION SPOTLIGHT / 3-4 WEEKS

CORE FLAGSHIP SUITE / 6-8 WEEKS

ENTERPRISE COMPONENT LIBRARY / 10-12 WEEKS

FIXED FEE BY SCOPE

EXPLORE WEB DESIGN →

SCOPE A BUILD

INDUSTRIAL BRAND WORLD / FLAGSHIP
EXPERIENCE

Make the site feel as
credible as the work.



FIND AND FRAME DEMAND

Make the market understand *why you matter.*

Strategy, authority, and audit services that clarify the offer and make technical expertise discoverable.

01	Industrial positioning	Clarify offers, buyer journeys, proof, and technical value so the market sees why your company is the credible choice. OFFER HIERARCHY BUYER JOURNEY TECHNICAL VALUE BUYER PROOF
02	Technical content production	Build authority with content that explains capabilities, applications, specifications, sector expertise, and buyer evidence. INDUSTRIAL CONTENT CASE STUDIES APPLICATION PAGES SALES ASSETS
03	AI visibility, GEO, and SEO	Improve how search engines, AI answer systems, and industrial buyers interpret, verify, and recommend your company. ENTITY CLARITY ANSWER-FIRST PAGES CITATIONS SCHEMA SEARCH FOUNDATIONS
04	AI Visibility Audit	Review entity and offer clarity, answer coverage, citations, crawl health, structured support, and buyer routing. ISSUE MAP QUERY-TO-PAGE MATRIX TECHNICAL FIXES 30-DAY BACKLOG
05	GEO Audit for B2B	Test intent-to-page fit, answer quality, source layers, entity consistency, and machine-readable support for AI-assisted discovery. GEO GAP REPORT QUERY BENCHMARK REWRITE BACKLOG SCHEMA PLAN
06	B2B Manufacturing AI Audit	Find practical AI use cases across product knowledge, technical buying, quote paths, CRM handoff, governance, and first-pilot selection. PRODUCT-DATA READINESS RFQ FRICTION USE-CASE MAP FIRST SPRINT

Free public-signal diagnostic

A fast first signal across clarity, AI visibility, proof, lead capture, and buyer-journey friction.

Growth Gap Calculator

An illustrative sensitivity estimate for conversion, response time, sales cycle, and commercial bottlenecks. Not a forecast.

CONVERT AND ACTIVATE DEMAND

Turn buyer intent into *commercial momentum*.

Build and implementation services that connect the digital journey to sales, operations, and governed AI workflows.

01	Websites and landing pages	Turn complex industrial offers into clear, fast, credible paths from first visit to qualified next step. CONVERSION ARCHITECTURE HIGH-INTENT PAGES LEAD CAPTURE FLAGSHIP EXPERIENCES
02	Smart lead capture and buyer tools	Help buyers self-qualify and give sales more useful context through progressive forms, calculators, selectors, and diagnostics. SMART FORMS CALCULATORS PRODUCT SELECTORS QUALIFICATION FLOWS
03	CRM and follow-up systems	Close the manual gaps between web demand, sales qualification, routing, response, and pipeline visibility. CRM WORKFLOWS ROUTING CONTEXT ENRICHMENT SALES HANDOFFS
04	Industrial Sales Automation Audit	Map intake, ownership, CRM context, follow-up, and AI boundaries before automation amplifies a broken process. FRICTION MAP ROUTING SCORECARD OPPORTUNITY BACKLOG 30-DAY SPRINT
05	AI Quote and RFQ Automation Audit	Improve quote readiness across intake completeness, product rules, pricing boundaries, CRM handoff, and human approval. RFQ SCORECARD RULE INVENTORY QUOTE WORKFLOW SAFE PILOT BACKLOG
06	Custom AI decision systems	Build focused co-pilots, simulators, workbenches, and governed decision layers around approved data and real workflow ownership. TECHNICAL SALES SCENARIO TOOLS DECISION DASHBOARDS GOVERNED AI
07	Digital transformation consulting	Help leadership choose practical digital and AI moves without buying platforms before the business case, governance, and operating model are clear. ROADMAPS USE-CASE SELECTION GOVERNANCE IMPLEMENTATION SUPPORT

Capital-project intelligence

EM3A connects early signals, cited evidence, stakeholders, and the next commercial action.

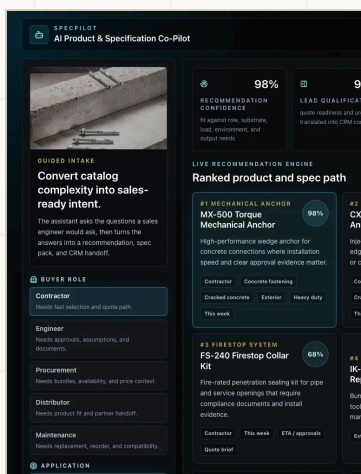
Scoped after the roadmap

Pages, tools, CRM workflows, automations, and support are scoped separately when the first build has a clear business reason.

REFERENCE BUILDS

Inspectable before we ask you to *believe*.

Working reference builds make the workflow, inputs, outputs, controls, and production path concrete before a focused pilot.

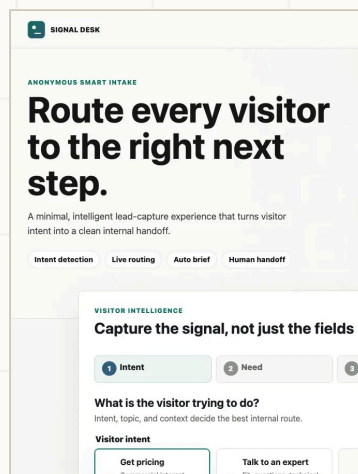


TECHNICAL SALES CO-PILOT

SpecPilot

Turns representative buyer requirements into ranked product options, tradeoff context, a spec pack, and a sales-ready brief.

GUIDED SELECTION / SPEC PACK / CRM HANDOFF

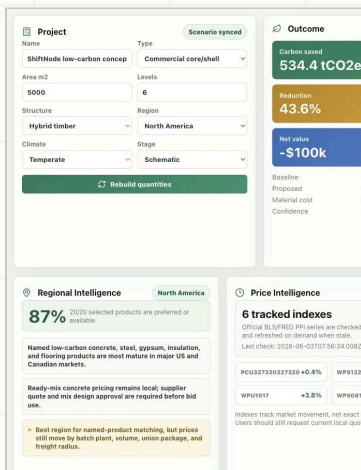


COMMERCIAL INTAKE AND ROUTING

Signal Desk

Captures intent progressively, reveals relevant questions, recommends routing, and prepares a cleaner CRM handoff.

PROGRESSIVE QUALIFICATION / DYNAMIC ROUTING

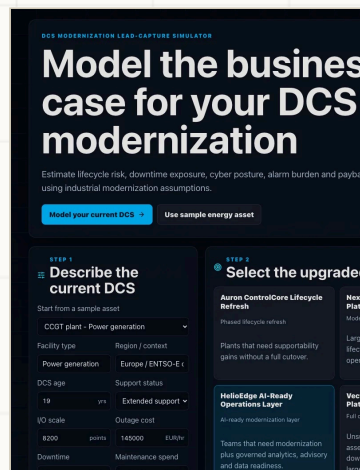


BUILDING-MATERIAL INTELLIGENCE

Material Carbon Lab

Explores carbon, cost, availability, documentation, and specification tradeoffs with representative scenario data.

EPD READINESS / SPEC SUPPORT / PROCUREMENT EVIDENCE



INDUSTRIAL CONTROL MODERNIZATION

DCS Modernization Twin

Guides a readiness conversation across lifecycle exposure, upgrade paths, and illustrative business-case assumptions.

DCS READINESS / OT MODERNIZATION / BUSINESS CASE

These are ShiftNode reference builds and capability labs using representative data. They are not named client outcomes, certified analyses, or production promises. A client pilot connects approved data, systems, controls, acceptance criteria, and review ownership.

ROADMAP FIRST

Build only when the next move has a *clear business reason.*

The operating model keeps strategy, implementation, and evidence connected from the first review to the next release.

- 01 **Map the buyer and market**
Clarify sectors, buying committees, visibility gaps, project signals, and the proof buyers need.
- 02 **Prioritize the entry point**
Use the Audit, EM3A, or Web Design based on the highest-value current constraint.
- 03 **Build the support layer**
Create content, pages, tools, CRM workflows, and automations around the validated priority.
- 04 **Improve with evidence**
Use performance, market signals, sales feedback, and buyer behavior to decide what changes next.

LEGAL ENTITY ShiftNode Digital s.r.o.	COMPANY ID / ICO 249 06 123
SERVICE AREA Europe and global	PROCUREMENT CONTACT legal@shiftnodedigital.com

PROCUREMENT-READY DELIVERY

Trust is part of the system.

Security-minded review

Access, data handling, vendor risk, and production exposure considered before implementation.

Privacy by default

Forms, analytics, AI workflows, and handoffs scoped with data minimization in mind.

Quality assurance

Responsive layouts, broken states, accessibility basics, and form behavior checked before handover.

Plain-language documentation

Key decisions, assumptions, controls, and operating notes documented for the people who own them.

Public diligence routes

Trust Center, DPA, SLA, privacy, terms, method, and legal entity details are open for review.

Practices are inspired by recognized ISO/IEC 27001:2022 Annex A controls and SOC 2 Trust Service Criteria. ShiftNode does not claim formal ISO 27001 or SOC 2 certification.

[OPEN TRUST CENTER →](#)

START WITH THE BOTTLENECK

Make your industrial company easier to *find, trust, and choose.*

The next step should be smaller than the problem and clearer than the pitch. Bring the commercial constraint. ShiftNode will help identify the route.

TALK WITH SHIFTNODE →

SALES@SHIFTNODEDIGITAL.COM

VIEW THE LIVE DOSSIER →

**Michaela Dudová**

Founder and Managing Director
Direct reply within 1 business day

AI Growth Audit →

Visibility and growth roadmap

EM3A →

Project and market intelligence

Industrial Web Design →

Sites that set the spec

Agency support →

Positioning, content, conversion, CRM, and AI systems

Offer, pricing, service, and trust statements reflect shiftnodedigital.com as reviewed on 29 July 2026. Reference builds use representative data and do not imply named customer outcomes. Final scope, price, controls, and delivery terms are confirmed in writing before work begins.

**SHIFTNODE.**