

PREPARED FOR

North Monsen Company

dry-bulk solids handling equipment supplier · Salt Lake City, UT · <https://www.northmonsen.com>**3 / 25**buying questions where AI
named you**10**

competitors named instead

10

fixes, in priority order

How to read this report

We wrote 25 questions the way a real customer in Salt Lake City, UT would type them into an AI assistant such as ChatGPT, Claude or Gemini when they are ready to hire a dry-bulk solids handling equipment supplier. **These are not questions for you to answer.** We asked each one to an AI assistant, let it research the web live, and recorded exactly what it told the customer.

For each question you will see: the answer the customer received, the businesses it named, and whether **North Monsen Company** was one of them. **NAMED** means a customer asking that question would have been pointed to you. **not named** means they were pointed to someone else.

The questions are spread across the ways people actually buy: "best" and "top rated", "near me", price, speed, reviews, comparisons, and specific services. A business is often visible for one kind of question and invisible for another, and those are different customers. AI answers change over time; this is a snapshot of the day it was run.

What the 25 questions show

North Monsen was named in 3 of 25 live buyer questions, and it was named first in all three: broad dry-bulk equipment, general supplier, and pneumatic-conveying searches. That is a real positive: the website clearly communicates pneumatic conveying, dust collection, mechanical conveyors, feeders, rotary air locks, silos, and installation capability, with a Salt Lake City contact address. [northmonsen.com](https://www.northmonsen.com) The main gap is not core capability; it is that the site is much easier for a broad product search to understand than for high-intent questions about pricing, turnkey design, on-site assessments, replacement parts, troubleshooting, bulk bags, and specific

industries. Competitors were repeatedly named where they publish more buyer-shaped proof, such as application engineering, named customer industries, case studies, discovery calls, product-specific pages, parts, and service language. annikengineering.com North Monsen also has a strong, specific vendor line card that supports many capabilities, but it is currently better as evidence for a technical buyer than as a set of simple answers for search and AI systems. northmonsens.com

Engine: OpenAI (gpt-5.6-terra research; gpt-5.6-terra analysis) with live web search. Each question was researched live on 9/30/2026. AI answers change; this is a snapshot.

Who gets named instead of you

BUSINESS	NAMED IN	WHY THEY SURFACE
Millcreek Engineering	13 of 25	Named in 13 transcripts. Its dedicated bulk-material-handling page directly lists conveying, stacking and reclaiming, crushing and screening, blending, weighing, sampling, and loading, alongside a Salt Lake City office address; that is closely aligned with broad project, upgrade, and turnkey-style questions. millcreekeng.com
Annik Engineering	8 of 25	Named in 8 transcripts. Its site states that it provides system application engineering, service, and sales, displays recognizable industry customer logos, offers case studies and a plant-visit/discovery-call path, and has manufacturer pages for bulk bag unloading, flexible screw conveyors, tubular drag conveyors, dust collection, pneumatic conveying, and custom systems. annikengineering.com
Cambelt International	8 of 25	Named in 8 transcripts. Its Salt Lake City site is highly focused on conveyor systems and includes distinct product pages, engineering services, parts and service, a quote request, customer testimonials, and clearly repeated local contact details. cambelt.com
Ingenium Design	6 of 25	
Kimball Equipment Company	3 of 25	

Atlas Copco	3 of 25
Powder Process- Solutions	3 of 25
Conveyors & Equipment	2 of 25
Filter Technologies	2 of 25
Golden Eagle Technologies	2 of 25

The patterns behind it

Broad capability is visible; buying scenarios are weaker

North Monsen appeared for the three questions closest to its homepage wording: dry-bulk handling, general equipment supply, and pneumatic conveying. The site explicitly covers dense- and dilute-phase pneumatic systems, mechanical conveyors, dust collection, storage, feeders, valves, and installation, but most pages describe a category rather than answering a buyer situation such as an upgrade, repair, pricing request, or plant assessment. northmonsen.com

Turnkey capability is not being translated into turnkey answers

The transcripts did not name North Monsen for design-and-install, outdated-line upgrade, on-site assessment, or turnkey system questions, despite the site saying its team sizes equipment and delivers and installs complete systems. The likely issue is wording and proof: the service page is short and does not visibly walk a buyer through survey, design, installation, commissioning, service, or a completed project. northmonsen.com

Specific equipment searches favor specialists

North Monsen was not named for screw conveyor urgency, bulk bag unloading, rotary valves/feeders, replacement parts, or flexible-screw-versus-drag-conveyor questions. Its

mechanical-conveying page does name screw, belt, drag, and bucket equipment, and its vendor list supports rotary airlocks and valves, but the site does not turn those capabilities into individual, purchase-ready local pages. northmonsens.com

Competitors show more visible proof for their niches

Millcreek was named 13 times, Annik 8 times, and Cambelt 8 times in the transcripts. Millcreek publishes a dedicated bulk-material-handling page with detailed capabilities and a Salt Lake City office; Annik presents system application engineering, service, customer-industry logos, case studies, and plant-visit language; Cambelt has product, engineering, parts, service, customer-testimonial, and Salt Lake City information. millcreekeng.com

Local business facts are available but need wider corroboration

North Monsen's contact page and downloadable vendor list consistently show 252 Orchard Place, Salt Lake City, UT 84101 and the same main phone number. An external company listing also shows the Salt Lake City location and phone number, which is useful corroboration; extending this consistency across major relevant directories would give systems more independent signals. northmonsens.com

What to fix, in order

- 1 Publish a turnkey-system page built around the full project path**
Create one strong page for "turnkey dry bulk storage and conveying systems in Salt Lake City". State the work North Monsen already says it performs—equipment sizing, complete-system delivery, installation, engineers, and project managers—then add a clear sequence: site review, process design, equipment selection, installation, startup, and follow-up support. northmonsens.com

Effort: a day · Fixes: obvious-answer

- 2 Create an on-site assessment and system-upgrade service page**
Make it easy for a plant manager to request an on-site assessment for a clogged line, outdated equipment, capacity limit, dust issue, or safety concern. Use a short intake form that asks for material, throughput, current equipment, plant location, photos, and the problem; this gives AI systems a direct answer for assessment and upgrade searches.

- 3 Build individual local pages for the highest-intent equipment categories**
- Start with screw conveyors, rotary airlocks and valves, bulk bag unloading, dust collectors, storage silos, feeders, and replacement parts. Each page should say what North Monsen supplies, the materials and industries it fits, the Salt Lake City/Intermountain service area, relevant represented manufacturers, and a request-for-quote call to action. The existing vendor list gives source material for these pages, including screw and drag conveyors, rotary airlocks, dust collection, bulk storage, and loading equipment. northmonsens.com

Effort: a week · Fixes: obvious-answer

- 4 Add a transparent project-cost guide**
- Publish a non-binding guide explaining what changes dry-bulk system cost: material behavior, capacity, distance, equipment type, dust control, controls, structural work, installation, and commissioning. Do not promise a universal price; give budget ranges only if North Monsen is comfortable supporting them, and end with the information needed for a practical estimate.

Effort: a day · Fixes: obvious-answer

- 5 Turn the pneumatic-versus-mechanical decision into a comparison guide**
- Publish a practical comparison covering pneumatic conveying, screw conveyors, belt conveyors, drag conveyors, and bucket elevators. North Monsen already describes dense and dilute pneumatic conveying and explains basic use cases for each mechanical conveyor type; organize that knowledge around distance, material fragility, dust, contamination, throughput, elevation, and maintenance. northmonsens.com

Effort: a day · Fixes: obvious-answer

- 6 Publish completed-project proof by industry**
- Add short, permission-based project stories for food, grain, mining, cement, chemicals, and plastics. Each should identify the operating problem, material, equipment supplied, scope of North Monsen's work, installation involvement, and measurable result where approval is available; this gives the broad industry list on the homepage real-world evidence. northmonsens.com

Effort: a week · Fixes: corroborated

7 Make parts, troubleshooting, and service requests explicit

Create a page and form for replacement parts, rotary airlocks, conveyor components, dust-collection support, and pneumatic-conveying troubleshooting. The current site establishes relevant equipment and installation capability, but a buyer with downtime needs a clearly labeled route to urgent help and needs to know what model, serial number, photos, and process details to provide. northmonsens.com

Effort: a day · Fixes: obvious-answer

8 Add LocalBusiness, Product, Service, and FAQ structured data

Add machine-readable schema to the home, contact, equipment, service, and new FAQ pages. Use the consistent business name, Salt Lake City address, phone, service area, equipment categories, and page-specific questions; the contact page and vendor-list PDF provide a consistent foundation for those facts. northmonsens.com

Effort: a day · Fixes: machine-readable

9 Strengthen independent business-profile consistency

Audit and claim the major industrial, mapping, and local business profiles that matter to North Monsen, then keep the business name, address, phone, website, categories, and description consistent. The company website and vendor PDF agree on the Salt Lake City address and phone, and an external listing shows the same location and number; use that consistency as the source of truth. northmonsens.com

Effort: a week · Fixes: corroborated

10 Ask completed customers for specific public feedback

After successful delivery or installation, ask customers for honest feedback that names the type of project when they are comfortable doing so, such as pneumatic conveying, dust collection, conveyor replacement, or system installation. Do not script ratings or claims; the goal is credible, customer-authored proof that helps answer review-oriented buyer questions.

Effort: a day · Fixes: corroborated

Full transcripts: what a customer was told

What these are. Each entry below is one question a customer might ask an AI assistant, followed by the assistant's real answer. You do not need to answer them; they were asked on your behalf so you can see what a buyer in Salt Lake City, UT is being told right now.

How to use them. Click a question to expand it. Read the answer as if you were the customer. The line "About North Monsen Company" explains, in the assistant's own words, why you were or were not in that answer, and it usually points at the exact listing, page or directory that decided it. These transcripts are also the "before" picture for your 30-day re-scan, when the same questions are asked again.

- ▶ Q1. Who supplies dry bulk solids handling equipment in Salt Lake City, UT? **NAMED**
- ▶ Q2. Best dry bulk material handling equipment suppliers in Salt Lake City, UT? **NAMED**
- ▶ Q3. Where can I find pneumatic conveying equipment near Salt Lake City, UT? **NAMED**
- ▶ Q4. How much does a dry bulk solids handling system cost in the Salt Lake City area? **not named**
- ▶ Q5. Who can design and install a bulk powder handling system in Salt Lake City, UT? **not named**
- ▶ Q6. Top-rated bulk material handling equipment companies near Salt Lake City, UT? **not named**
- ▶ Q7. Need a screw conveyor supplier fast in Salt Lake City, UT—who should I call? **not named**
- ▶ Q8. Who has good reviews for dry bulk handling equipment in Salt Lake City, UT? **not named**
- ▶ Q9. Should I use pneumatic conveying or mechanical conveyors for my Salt Lake City, UT facility? **not named**
- ▶ Q10. Who sells industrial dust collection systems for bulk solids in Salt Lake City, UT? **not named**

► Q11. Can a Salt Lake City, UT supplier help with silo, hopper, and bin design? **not named**

► Q12. Who should I hire in Salt Lake City, UT to upgrade an outdated powder handling line? **not named**

► Q13. Where can a small food manufacturer in Salt Lake City, UT buy bulk ingredient handling equipment? **not named**

► Q14. What local companies in Salt Lake City, UT provide bulk bag unloading stations? **not named**

► Q15. Who supplies rotary valves and feeders near Salt Lake City, UT? **not named**

► Q16. Need a custom dry powder conveying system in Salt Lake City, UT—what suppliers do that? **not named**

► Q17. Who can troubleshoot a clogged pneumatic conveying system in the Salt Lake City, UT area? **not named**

► Q18. Are there dry bulk equipment suppliers in Salt Lake City, UT that handle installation and service? **not named**

► Q19. What is the best supplier for cement and aggregate handling equipment near Salt Lake City, UT? **not named**

► Q20. Who can help a Salt Lake City, UT brewery or food plant handle bulk grain and powders? **not named**

► Q21. Where can I get replacement parts for screw conveyors and rotary airlocks in Salt Lake City, UT? **not named**

► Q22. Which is better for a Salt Lake City, UT plant: a flexible screw conveyor or a tubular drag conveyor? **not named**

► Q23. Who offers bulk solids handling equipment for small manufacturing businesses in Salt Lake City, UT? **not named**

► Q24. Can I get an on-site assessment for a bulk material handling project in Salt Lake City, UT? **not named**

► Q25. Who should I hire for a turnkey dry bulk storage and conveying system in Salt Lake City, UT? **not named**

Get Cited Local · hello@getcitedlocal.com · Nobody can guarantee a specific AI output. This report shows what the assistants said on the day it was run and the checkable reasons behind it.