D03 · PHASE 1 DELIVERABLE

Digital Authority:
EKU is visible only to those who already know it.

Digital Authority assessment · EKU Power Drives · Kanbina Lumina

Day 0 baseline · verified data · July 2026

v1.0 · Ready version · Verified data

Kanbina Lumina

THE CENTRAL FINDING

El 99.2% of EKU's visits comes from three searches for its own name.

Those who don't know EKU don't find it. And in the categories where EKU wants to grow, it doesn't appear.

18	3	7	0
keywords where EKU ranks	are its own name	are Vulcan (heating)	for multi-OEM, packager, or data center

The opportunity: EKU's commercial category is empty in search: no one occupies it yet.

Source: Google Search Console (Google's real data) · 643 queries · data since Nov 2025. Also confirmed by a second dataset.

VERIFIED WITH GOOGLE SEARCH CONSOLE

Google confirms the pattern:
only those already searching for the name arrive.

Real searches in Google: dataset expanded to 643 queries. Not estimates from external tools.

1,189	55,282	2.2%	99.2%
cumulative clicks	impressions	click-through rate	of clicks are branded

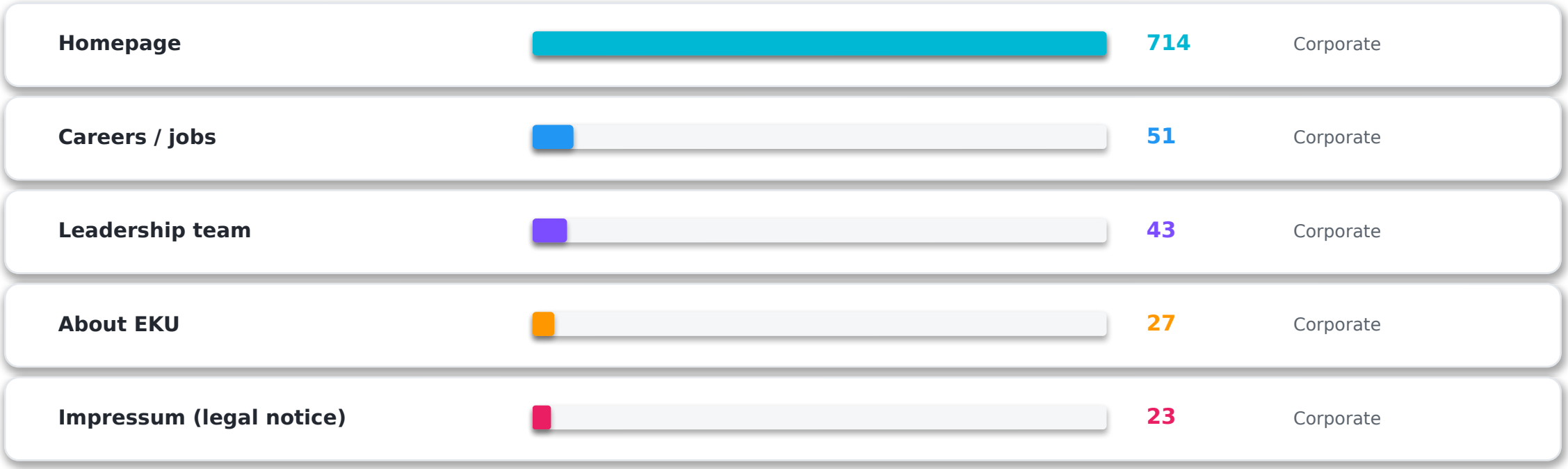
The five queries that bring traffic are: **eku power drives · eku power drives gmbh · ekupd · eku · eku power drives inc.**

Source: Google Search Console, ekupd.com property, as of July 21, 2026 · 643 queries. Includes all searches recorded by Google, regardless of origin; a marginal share may correspond to internal or supplier queries, without altering the observed pattern.

WHAT THEY FIND WHEN THEY ARRIVE

The most-visited pages explain who EKU is, not what it solves.

Ranking of pages by clicks in Google, last data since Nov 2025. No Power Generation product page appears near the top.



Those who arrive want to know **who EKU is**: they are not yet arriving in search of **what problem it solves.**

Source: Google Search Console · pages by clicks, last data since Nov 2025 as of July 21, 2026.

WHERE EKU RANKS TODAY

The 18 real keywords, grouped by what they mean.

BRAND · 3 keywords

eku power drives inc · eku frac · eku power drives

Position 1 on all three. They generate 99.2% of estimated visits.

It only appears to those already searching for it by name.

VULCAN / HEATING · 7 keywords

vulcan heater · volcano heater · vulcan radiator · tuscan electric heating…

Positions 3 to 97. They generate 2.1% of traffic.

Legacy visibility from a line that is not the current focus.

POWER GENERATION · 8 keywords

maximus controller (18) · smart power distribution unit (28) · idle management (4)

Estimated traffic: 0. It ranks, but off the first page in nearly all of them.

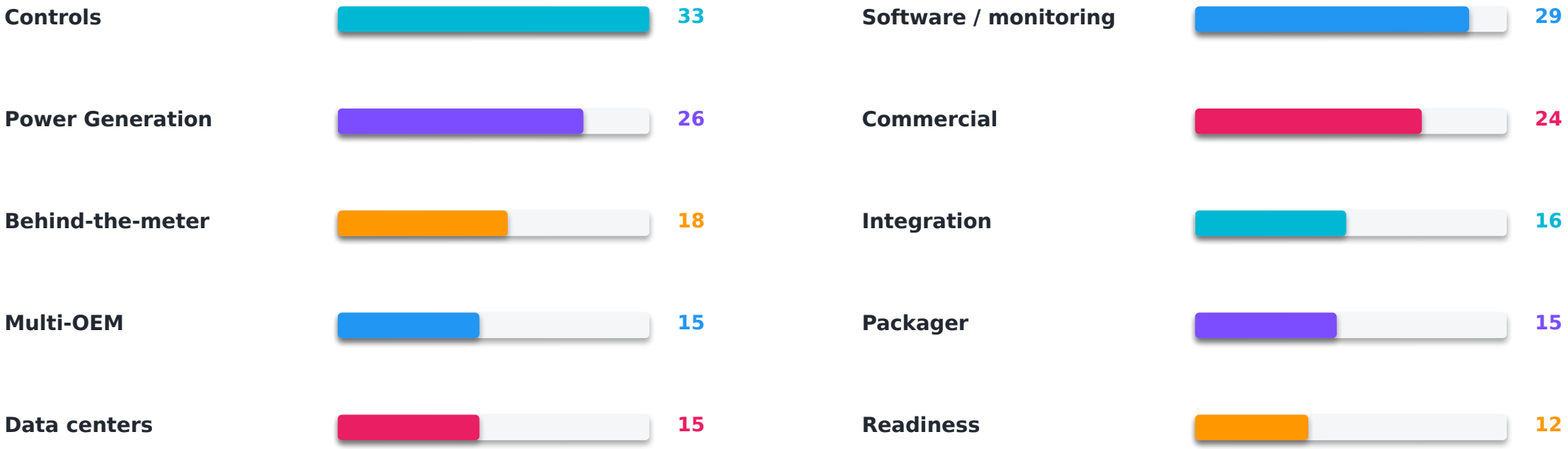
The core business is the least visible.

Source: Google Search Console (Google's real data) · 643 queries · data since Nov 2025. Also confirmed by a second dataset.

THE EMPTY CATEGORY

We defined 120 category terms. EKU appears in none of them.

These are the vocabulary groups where Power Generation customers buy: and where EKU is not yet visible.



None of these 120 terms appears in the 18 keywords where EKU ranks today. **The category is available.**

Source: Universe of 120 category keywords, 17 tags · market dataset, July 16, 2026. Tags overlap.

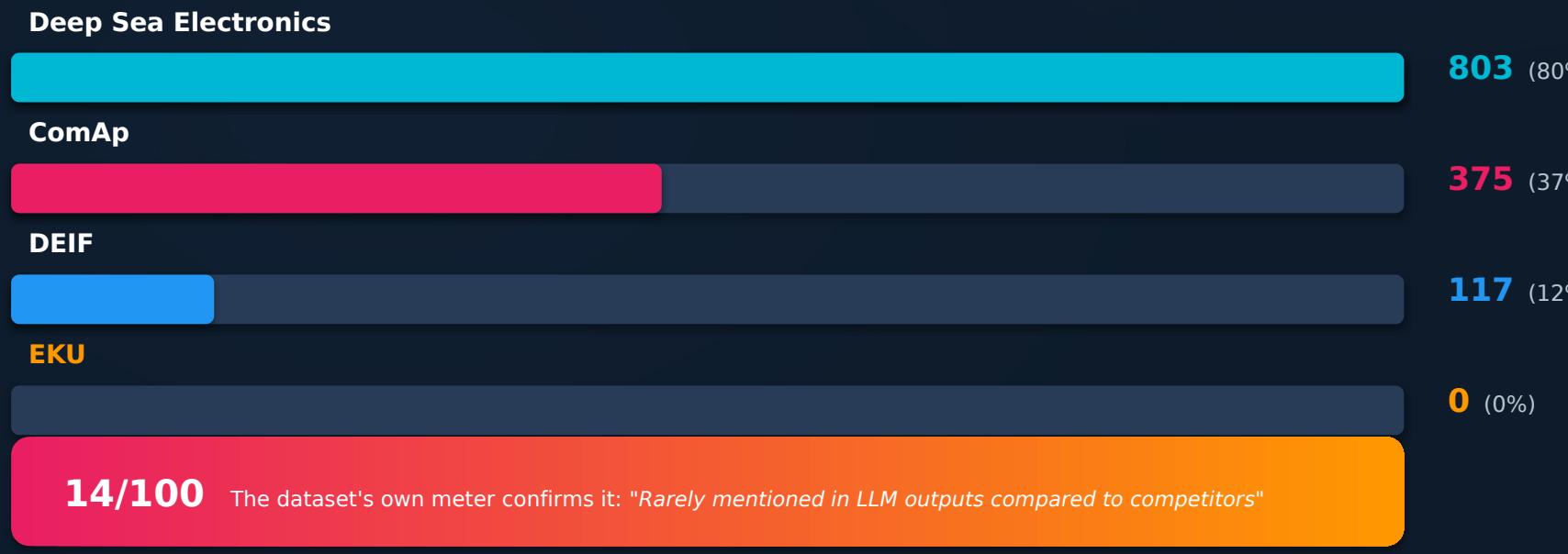
ARTIFICIAL INTELLIGENCE VISIBILITY · VERIFIED DATA

When someone asks an AI, EKU doesn't exist.

We analyzed 1,000 real questions in ChatGPT, Gemini and Google AI about generators, control and monitoring. We counted how many times each brand appears in the answer.

0

times EKU appeared
in 1,000 AI answers



14/100 The dataset's own meter confirms it: "*Rarely mentioned in LLM outputs compared to competitors*"

Source: AI visibility dataset · 1,000 prompts across ChatGPT, Gemini, Google AI Overview and AI Mode · verified Jul 22, 2026.

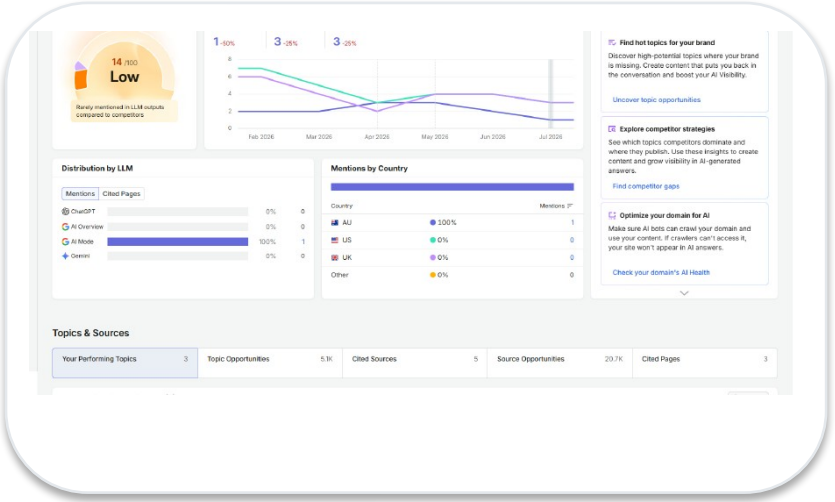
The cost of being invisible to AI: and how to reverse it.

Why it matters: more and more buyers start by asking an AI "which brands do you recommend?". If EKU isn't in that answer, it's off the list from the first second (and across 183 sector attributes, AI associates 0 with EKU): before any conversation exists.

How it gets fixed

AI cites what it finds written and structured on the web. EKU doesn't appear because its content isn't shaped for AI to understand and cite it. Building that layer: content structured by problem and category: is part of Phase 2. It's a new and still lightly contested space.

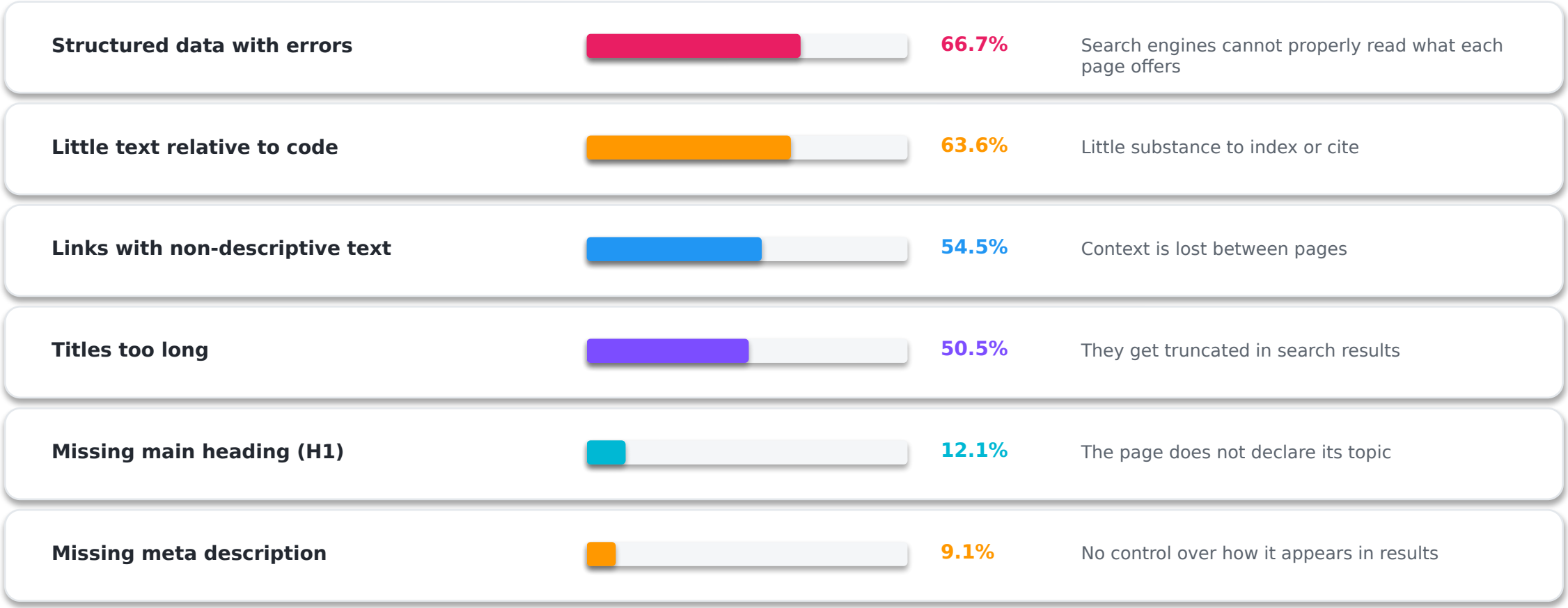
THE EVIDENCE (AI visibility dataset)



Source: AI visibility dataset · 1,000 prompts across ChatGPT, Gemini, Google AI Overview and AI Mode · verified Jul 22, 2026.

What currently makes it harder for search engines and AI to understand the site.

Technical audit across 99 structured pages. Each point is an obstacle to being found and correctly interpreted.



Source: Site audit, Jul 22, 2026. Site health 86% · AI health 80% · Markup only 30% · 67 errors, 135 warnings. 100 pages crawled.

WHAT IT MEANS AND WHAT COMES NEXT

The gap is real, measurable, and actionable.

What we confirmed with data

- Google confirms: 99.2% of clicks are branded
- The top pages are corporate, not product
- The commercial category is empty in search
- The site has concrete technical obstacles

What is still needed to complete D03

- GA4 data (conversions and behavior)
- EKU's own AI-visibility baseline
- Reconcile 99 vs. 299 site pages
- Structured national Position Tracking

CONCLUSION

EKU has a technical capability that its digital presence does not yet communicate. **The category is available and the gap is closable through content architecture and technical remediation.**

Source: Google Search Console (Google's real data) · 643 queries · data since Nov 2025. Also confirmed by a second dataset.