

WEEKLY GEO PLAYBOOK · WEEK OF SEPTEMBER 28, 2026

Ridgeway Tools

How Ridgeway Tools is showing up inside AI answers

38 /100

-4 pts this week

GEO SCORE · LOSING GROUND THIS WEEK

The last old URLs left the index this week and visibility followed the citations down. Redirects are the whole plan.

BIGGEST WIN

The warranty pages kept their URLs and are still cited by Family Handyman and This Old House: the URLs, not the content, broke.

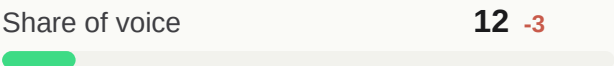
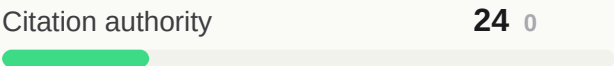
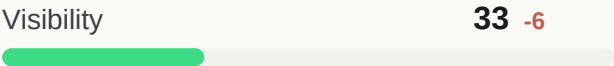
BIGGEST RISK

ridgewaytools.com and the ToolGuyd review have been out of every cited source for four weeks; the stale index entries have expired too.

THE #1 MOVE

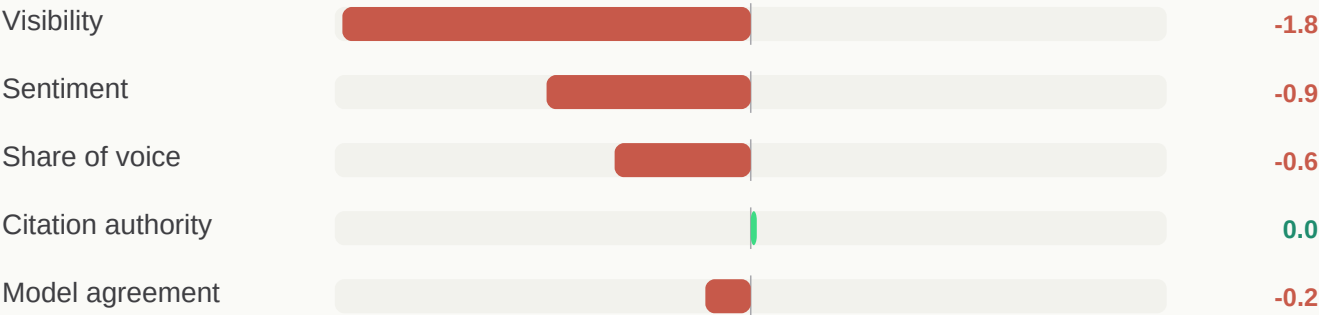
Ship the 301 map for the old catalogue URLs (#1 in this week's plan).

THE FIVE SIGNALS BEHIND THE SCORE



WHAT MOVED THE SCORE THIS WEEK

Each signal's contribution to the -4-point change.



WHAT CHANGED THIS WEEK

- The last stale index entries for the old catalogue URLs expired this week, so the answers that were still quoting them stopped.
- Correlates with: Halbrook's placements in two new impact-driver roundups.

Confidence: High

Claude: "Ridgeway's five-year warranty is among the longest in the category..."

WHAT'S WORKING AND WHAT NEEDS ATTENTION

WHAT'S WORKING

The warranty cluster survived the replatform with its URLs intact and is still cited by Family Handyman and This Old House, proof the URLs, not the content, are the problem.

NEEDS ATTENTION

The week-5 migration moved every catalogue URL with no redirects. The brand's own domain and the ToolGuyd review have both stopped appearing in any cited source.

THIS WEEK'S PLAN

3 page edits this week, 1 high priority. Hand these to a writer or agency on Monday. Each is measured over the following 28 days.

01 **HIGH** /catalogue

Ship a 301 redirect map from every old catalogue URL to its new address, product by product, and resubmit the sitemap. The old URLs are what ToolGuyd, Reddit threads and the brand's own spec pages linked, and every one of them answers 404 today.

Restructure page · Effort Medium · Owner Dev · Confidence 86% · Measured over 28 days

toolguyd.com: Deep-linked the old product URLs; cited 9 times in the week before the migration, 0 since

02 **MEDIUM** /support/warranty

Add four FAQ entries to the warranty page: how to file a claim, what the 5-year cover excludes, how long a claim takes, and whether registration is required. Each answer 60 to 100 words with the number in the first sentence; this is the one cluster still cited, so it is the cheapest place to widen coverage.

Add FAQ entry · Effort Small · Owner Writer · Confidence 71% · Measured over 28 days

familyhandyman.com: Cites the warranty page in 6 of 7 warranty answers; FAQ-shaped sections are quoted most often

03 **MEDIUM** /press

Write to ToolGuyd and Pro Tool Reviews with the new product URLs and the spec changes, and ask them to update the deep links in the brushless-drill and impact-driver reviews. Both reviews still name the brand; their links are what broke.

Earn external citation · Effort Small · Owner PR · Confidence 64% · Measured over 28 days

protoolreviews.com: Cited in 8 of 9 impact-driver answers; its Ridgeway links now 404

CONTENT BRIEFS TO WRITE

Pieces that close the gaps above, ready to brief to a writer.

COMPARISON

Ridgeway Tools vs Halbrook Tool: brushless drills under \$200, side by side

Target query: Ridgeway Tools vs Halbrook Tool

- Torque, battery range and warranty length in one table
- Price at the two most-asked configurations
- Where each brand is the better pick, stated plainly

MENTION Halbrook Tool, Ironvale

PITCH TO Pro Tool Reviews · ToolGuyd

The comparison prompt is the one high-intent question the brand still wins; a page it can cite keeps it that way.

HOW TO

How to choose a cordless tool platform by battery range

Target query: cordless tool platform with the widest battery range

- Count the tools that share one battery, not the marketing number
- What voltage classes mean for runtime
- A checklist for a first platform purchase

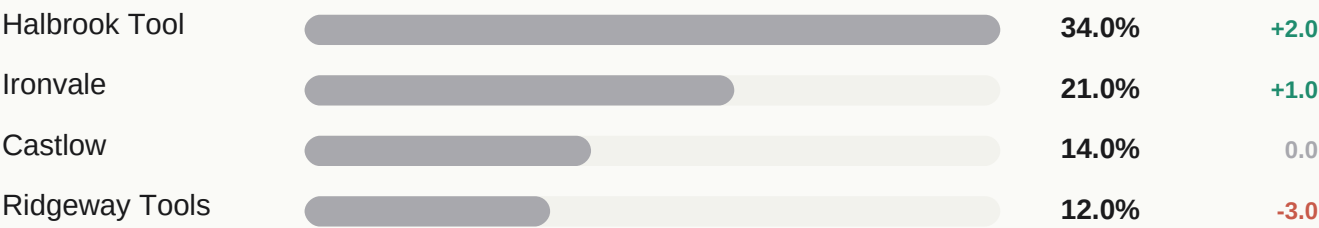
MENTION Halbrook Tool, Castlow

PITCH TO Family Handyman

Platform questions are answered from roundups today; a first-party guide gives the assistants a source that names the brand.

THE COMPETITIVE FIELD

Share of voice among tracked rivals, week over week.



Move of the week: Halbrook Tool gained the most ground this week, up 2 points of share.

PROMPTS YOU WON AND LOST

WON · YOU SHOW UP

which tool brands have the best warranty

Ridgeway Tools vs Halbrook Tool

LOST · A RIVAL SHOWS UP

best cordless impact driver for professional use

Taken by Halbrook Tool

most reliable brushless drill under \$200

Taken by Ironvale

Ridgeway Tools torque specifications