

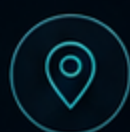


RECHKEMMER
MARKETING

MICRO CASE STUDY | TRUCK MAINTENANCE

FROM COMPETITOR CRAWL TO 34-PAGE SEO CONTENT PLAN

How competitor research, keyword data, and business relevance became an actionable SEO roadmap.



Truck Maintenance
Fort Wayne, Indiana



45

IDENTIFIED
COMPETITOR
PAGES



Mobile Truck Repair
SERVICE PAGE



Fleet Maintenance
SERVICE PAGE



DPF Repair
SERVICE PAGE



Trailer Repair
SERVICE PAGE



34

PRIORITIZED
CONTENT
OPPORTUNITIES



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THE OPPORTUNITY

THE WEBSITE WASN'T REFLECTING THE FULL BUSINESS

Truck Maintenance offers comprehensive truck maintenance and repair services, but the website represented only a fraction of what the business could actually provide and what customers were searching for.

WHAT THEY ACTUALLY DO

Many real services. One experienced team.



Mobile Truck Repair



Fleet Maintenance



DOT Inspection



Trailer Repair



DPF & Emissions Repair



Tire Service



Engine Repair



+ more

WHAT THE WEBSITE COVERED

Limited pages. Limited visibility.



Home



About Us



Services Overview



Contact Us



Many important services were not represented individually.

THE GOAL

- Uncover high-value opportunities competitors rank for
- Validate search demand and business relevance
- Build a prioritized content roadmap to drive growth



FROM COMPETITOR RESEARCH TO QUALIFIED OPPORTUNITIES

A leading Dallas truck-repair competitor was crawled using **Screaming Frog** to identify service-page opportunities. The competitor was used as market intelligence, **not** as a template to copy.

TIER 1 DISCOVERY

What the market shows



TIER 2 QUALIFICATION

What actually drives value



45 COMPETITOR PAGES
IDENTIFIED

REPRESENTATIVE COMPETITOR PAGES / SERVICES



MOBILE
TRUCK REPAIR



FLEET
MAINTENANCE



DOT
INSPECTION



TRAILER
REPAIR



DPF
REPAIR



THE GOAL WASN'T TO COPY THE COMPETITOR.
**THE GOAL WAS TO IDENTIFY WHAT THE MARKET
WAS ALREADY VALIDATING.**

THE RESULT: A 34-PAGE SEO CONTENT ROADMAP

34 | CONTENT
OPPORTUNITIES
MAPPED

The strongest opportunities were validated against search demand, current rankings, actual services, and commercial relevance before being added to the roadmap.

	OPPORTUNITY	KEYWORD	SEARCH DEMAND	CURRENT RANK	PRIORITY
	Trailer Repair	trailer repair near me	5,341	18	HIGH
	Commercial Truck Tire Service	commercial truck tire service	2,663	22	HIGH
	DPF Repair	dpf repair near me	2,519	16	HIGH
	Mobile Truck Repair	mobile truck repair service	1,289	27	MEDIUM
	Fleet Maintenance	fleet maintenance program	871	31	MEDIUM
	Diesel Engine Repair	diesel engine repair	736	24	MEDIUM
34 TOTAL CONTENT OPPORTUNITIES IDENTIFIED					
				Sorted by: Priority	

DATA-BACKED
Validated with search demand.

BUSINESS-ALIGNED
Mapped to real services.

PRIORITIZED
Focused on business relevance.

READY TO BUILD
Clear page-level execution plan.



From Guesswork to a Prioritized SEO Plan

Truck Maintenance now has a structured roadmap showing what pages to build, what each page should target, and which opportunities deserve priority.

**45**

COMPETITOR
PAGES
IDENTIFIED

**34**

CONTENT
OPPORTUNITIES
MAPPED

**1**

PRIORITIZED
SEO
ROADMAP



IMPLEMENTATION

The roadmap is complete and content development is underway. Organic performance will be measured as the new pages go live.

[Read the Full Case Study](#)

Rechkemmer Marketing

SEO + AI SEARCH VISIBILITY

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