

REDACTED CLIENT CASE STUDY

SEO & Internet Visibility Audit

West Texas Truck Equipment Company

 THE LOWREY AGENCY

A sanitized demonstration of the research, prioritization, page planning, technical recommendations, and implementation roadmap included in a full Lowrey Agency audit.

Client, competitor, domain, profile, address, phone, and identifying URL data have been replaced. Strategic findings remain representative of the original audit.

Executive summary

The audit found a strong regional business whose organic visibility was being limited by duplicate site architecture, overlapping service pages, weak entity consistency, and product pages that did not answer buyer questions.

Primary finding

The company website existed on both the preferred domain and a commercial subdomain. Equivalent pages identified themselves as canonical, splitting authority and creating uncertainty about which version search engines should index.

DOMAIN	example-equipment.com
PLATFORM	WordPress
PRIMARY INDEX COVERAGE	Severely limited in source audit
DUPLICATE PAGE PATTERN	Multiple equivalents per product
OPERATING HISTORY	40+ years

Recommended order

1. Establish a Search Console baseline and confirm which domain should win.
2. Redirect equivalent URLs page by page and correct canonical signals.
3. Consolidate overlapping service pages only after mapping their purpose and performance.
4. Strengthen manufacturing pages with approved specifications, real build photography, and quote requirements.
5. Standardize the public business identity and measure results after implementation.

Findings ranked by urgency

Priority 1 findings affect site structure and page competition. Priority 2 findings limit relevance, trust, or market coverage.

P1 Duplicate site across two hosts

The same core site appeared on a preferred domain and a commercial subdomain. Equivalent pages used self-referencing canonical tags.

Recommended response: Choose the preferred domain, preserve earned signals with direct page-level redirects, and verify that internal links and sitemap URLs match.

P1 Several URLs compete for one service query

Two similar liner paths existed on both hosts, creating four near-equivalent destinations.

Recommended response: Inventory purpose and performance first. Merge only equivalent pages and redirect each retired URL to the closest surviving page.

P1 Manufacturing capability is buried

The company makes specialized truck bodies, but the site gives this differentiator less prominence than general accessory installation.

Recommended response: Lead with verified manufacturing capabilities and proof. Avoid exclusivity claims until competitor research confirms them.

P1 Business identity varies by directory

The source audit found multiple public name variants and fragmented review profiles.

Recommended response: Select one approved public name and reconcile major profiles, citations, and website details.

P2 Product pages lack buyer detail

Pages did not consistently explain applications, options, capacities, materials, quote inputs, or lead times.

Recommended response: Add owner-approved specifications and actual build examples. Distinguish company work from supplier imagery.

P2 Regional coverage lacks dedicated content

The business serves several regional markets but did not have useful, distinct market pages.

Recommended response: Create a location page only when the business can provide specific services, proof, logistics, and examples for that market.

P2 Structured data is incomplete

The source audit did not find the desired local and product markup.

Recommended response: Add validated Organization or LocalBusiness data first, then product or FAQ markup only where the page visibly supports it.

Competitive field

Names and identifying domains have been removed. This table preserves the comparison framework without exposing the original client or local competitors.

COMPANY	MODEL	MFG.	E-COMM	OBSERVED EDGE
Client company	WordPress	Yes	No	Long operating history and real manufacturing
Competitor A	Dealer platform	Some	Yes	Deep catalog and broader regional reach
Competitor B	Shopify	No	Yes	Modern brand and multiple locations
Competitor C	Dealer network	No	Partial	City and product landing pages
Competitor D	Franchise	No	No	National search infrastructure
Competitor E	Dealer	No	Yes	High domain authority
Competitor F	Custom site	No	No	Exact-match local domain

Competitive conclusion

The market showed uneven search execution. The strongest defensible asset belonged to the client: genuine manufacturing capability. The opportunity was to make that capability easier to understand, verify, and request a quote for.

This conclusion is a strategy hypothesis from the source audit. It should be rechecked against current search results and owner-approved facts before publication.

Phase 1: stabilize the foundation

Complete these items before investing heavily in new content.

- 01** Choose the preferred host
Use example-equipment.com as the placeholder winner. Redirect the duplicate host page by page to matching destinations. Avoid blanket homepage redirects.
- 02** Map overlapping product pages
Document every duplicate or near-duplicate URL, its purpose, links, available performance data, and intended replacement.
- 03** Correct canonical signals
After approval, ensure every indexable page declares the correct final URL on the selected host.
- 04** Reconcile local profiles
Maintain an accurate profile for each eligible physical location. Use owner-approved categories, hours, services, and imagery.
- 05** Standardize the business identity
Use one approved public name and consistent address and phone data across the website and major directories.

Verification

Capture a baseline before changes. After launch, submit the final sitemap and monitor indexing, impressions, clicks, inquiries, and quote completion over an agreed reporting period. Do not promise a ranking timeline.

Phase 2: page specifications

The source audit included copy-ready page direction. The redacted version retains the structure and replaces identifying language.

Homepage

SLUG	/
TITLE	Truck Beds & Truck Equipment [Primary Market] [Company]
PAGE REQUIREMENTS	Lead with verified manufacturing capability, operating history, and the split between fabrication and accessory installation

Manufacturing hub

SLUG	/manufacturing/
TITLE	Custom Truck Bed Manufacturer [Primary Market] [Company]
PAGE REQUIREMENTS	Explain what the company builds, how a custom project works, price variables, material options, lead times, fleet orders, and

Oilfield truck beds

SLUG	/oilfield-truck-beds/
TITLE	Oilfield Truck Beds & Service Bodies [Region]
PAGE REQUIREMENTS	Describe real operating conditions and approved design choices. Link to manufacturing, service bodies, and relevant market

Bed liners

SLUG	/spray-in-bed-liners/
TITLE	Spray-In Bed Liners [Primary Market] [Company]
PAGE REQUIREMENTS	State product, installation process, timing, warranty, price guidance if approved, and a useful spray-in versus drop-in comparison

About

SLUG	/about/
TITLE	About [Company] Truck Equipment Since [Year]
PAGE REQUIREMENTS	Explain the company history, credentials, ownership, shop, team, and what each certification means to a buyer.

Regional pages and content plan

Regional pages should contain genuine local evidence. A city-name substitution creates weak pages and may look manipulative.

Location page pattern

URL: /[city]-[state]/

Title: Truck Beds & Accessories in [City], [ST] | [Company]

H1: Truck Beds and Truck Equipment for [City], [ST]

Each page should explain what the company actually delivers or services there, relevant industries, realistic logistics, and an owner-approved job or customer example. Publish only when the page has enough distinct information to help a buyer.

Initial article topics

- What does a custom flatbed cost?
- Flatbed versus service body: which setup fits the job?
- Steel or aluminum truck beds in regional conditions
- How long does a custom truck bed take to build?
- What a truck needs before a gooseneck hitch installation
- What an industry certification means to a truck bed buyer

Content should answer the question directly in the opening sentences, then support the answer with owner-approved facts, examples, and photographs.

Phase 3: structured data framework

This sanitized example shows the intended structure. The implementer must insert accurate owner-approved values and validate eligibility before publishing.

```
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "AutoPartsStore",
      "@id": "https://example-equipment.com/#retail",
      "name": "[REDACTED COMPANY]",
      "url": "https://example-equipment.com/",
      "telephone": "+1-000-000-0000",
      "address": { "@type": "PostalAddress", "streetAddress": "[REDACTED]", "addressLocality": "[CITY]", "addressRegion": "[ST"
    ]
  },
  {
    "@type": ["LocalBusiness", "Manufacturer"],
    "@id": "https://example-equipment.com/#manufacturing",
    "name": "[REDACTED MANUFACTURING DIVISION]",
    "url": "https://example-equipment.com/manufacturing/",
    "telephone": "+1-000-000-0000",
    "address": { "@type": "PostalAddress", "streetAddress": "[REDACTED]", "addressLocality": "[CITY]", "addressRegion": "[ST"
  ]
}
]
```

Use Product or FAQ markup only when the visible page contains the matching product or question-and-answer information. Structured data does not guarantee a rich result.

Phase 4: local and off-site visibility

Business profiles

Complete every accurate field, use real hours, upload recent company-owned photographs, and list verified products and services.

Reviews

Create a consistent request process after completed work. Follow platform policies and avoid incentives tied to positive sentiment.

Citation cleanup

Use the same approved public name, address, phone, hours, and primary URL across major directories.

Supplier relationships

Request accurate dealer or installer listings from relevant suppliers and trade organizations.

Local authority

Pursue legitimate chamber, trade, supplier, community, and editorial opportunities based on real business involvement.

Human review remains essential

The owner should approve every identity, category, service-area, credential, specification, warranty, capacity, and experience claim before it appears online.

Implementation sequence

WEEK 1

Stabilize

Capture the baseline. Approve the winning domain. Implement direct redirects and canonical corrections. Map overlapping pages. Reconcile approved local profiles and public business identity.

WEEKS 2-4

Strengthen manufacturing pages

Rewrite the homepage and manufacturing hub around verified capabilities. Add real specifications and examples. Build the priority industry page. Validate structured data.

MONTHS 2-3

Expand useful coverage

Publish distinct market pages with proof. Improve the About page. Launch the first educational articles. Pursue supplier and local links.

ONGOING

Proof and reputation

Request reviews through a policy-compliant process. Publish real project photography. Monitor search visibility and qualified inquiries.

Success means the approved technical fixes are implemented and verified, the most important pages answer buyer questions, and measurement is in place. Rankings, traffic, and revenue depend on factors outside any audit or implementation engagement.

Redaction register and usage

This version is designed for portfolio demonstrations and sales conversations. It does not reveal the original client or its local competitive set.

REMOVED OR REPLACED	TREATMENT
Client name and name variants	West Texas Truck Equipment Company / [Company]
Client domains and subdomains	example-equipment.com / commercial.example-equipment.com
Street addresses and postal codes	[REDACTED] / [CITY] / [ST]
Phone numbers	+1-000-000-0000
Social profile identifiers	Removed
Competitor names and domains	Competitors A-F
Supplier or product brand identifiers	Generic supplier or product wording
Identifying page paths	Generic equivalent paths where useful
Source links and account identifiers	Removed

Important context

This document preserves the strategic ideas from the supplied audit. It is not a fresh verification of the underlying claims. Search conditions, platform rules, business facts, directory records, and technical configurations can change. Re-audit before implementing recommendations for another business.

Prepared by The Lowrey Agency

Website strategy, SEO and internet visibility for small businesses and home-service companies.