Project Spotlight

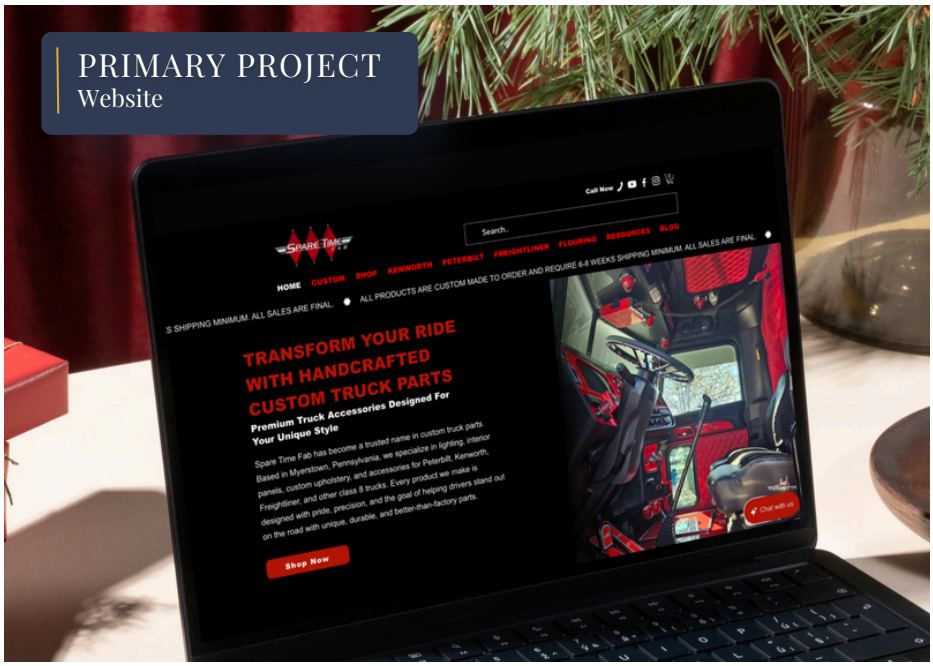
K MARKETING CO.

SPARE TIME FAB

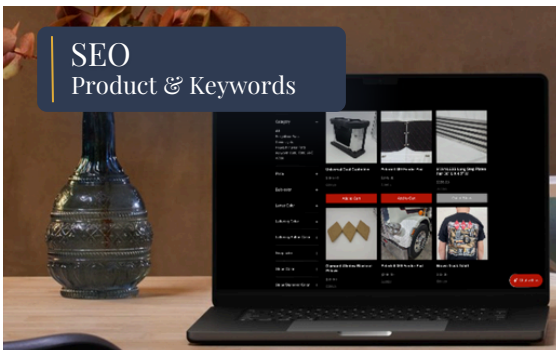
INDUSTRY
Automotive & Transportation

PROJECT TYPE
Website

PROJECT SCOPE
Marketing Management







ABOUT
THE PROJECT

Operating out of a 7,500 sq. ft. facility in Myerstown, PA, Spare Time Fab crafts custom semi-truck interiors, billet parts, and lighting for Peterbilt and Kenworth rigs nationwide. K Marketing Co. leads their ongoing SEO and content strategy.

THE
CHALLENGE

Competing against massive national chrome retailers and parts aggregators, Spare Time Fab needed to stand out for its American-made craftsmanship and capture high-intent owner-operators searching for custom interior upgrades.

OUR
SERVICES

- Monthly SEO Blog Writing & Publishing
- Product & Keyword Research Optimization
- AI Search (GEO) & Google Business Updates
- Weekly KPI Tracking & Monthly SEMrush Reporting

RESULTS AT A GLANCE

WEBSITE TRAFFIC
2,500+ Weekly Sessions

SEARCH RANKINGS
45+ Google #1 Rankings

PRODUCT SALES
150+ Monthly Sales

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