



A Plus Trucking

Wichita, KS
SEO Analysis and Report
Eliana Jacobsen

Summary:

Below is a detailed overview of the Search Engine Optimization effectiveness of the A Plus Trucking website. A Plus Trucking is a regional trucking business located in Wichita, KS. Due to the unique nature of its clients, A Plus Trucking is categorized as a Business to Business operation. Their target audience consists of construction companies, private contractors, and government projects in need of trucking and hauling services within the Midwest region.

SEO, search engine optimization, is a technique of marketing analysts to enhance the accessibility and exposure of a website to potential customers via popular search engines such as Google, Yahoo, and the like. SEO best practices ensures that when a searcher enters in the website name or a related topic into the Google search bar, your company's website is readily available to them, optimally on the front page of the SERP, or search engine results page. In order to ensure that best practices are being met, I will outline two pages, the A Plus Trucking Home Page and the Employment Page, and walk you through the SEO report and my own recommendations. This analysis will be accompanied by visual support.

Google Snippet:

Pictured below is the Google search engine results page for A Plus Trucking. On the right of the page is the Google Snippet. The Google Snippet should give the searcher a brief run down of the basic information regarding your business. This snippet includes the company name, location, hours of operation, phone, and a button to the website. The snippet is also accompanied by a photo. Listed are my recommendations:

1. Change out the featured image. The image displayed is from a previous location. Update the photo with a visual representation of your new location, especially considering the hard-to-find location.
2. Reviews are always tricky. People who are most likely to leave reviews are those with strong negative feelings. However, despite this obvious bias, people still rely on them when considering your services. At this point, you have 16 reviews and a 2.6 star rating. Consider asking customers to leave a positive review by posting a sign at the front desk, attaching a form to your website, and asking for reviews on your printed materials such as your business cards and brochures.

About 286 results (0.55 seconds)

aplustrucking.com ▾

A Plus Trucking, A Plus Trucking delivers large volume orders ...

A Plus Trucking delivers large volume orders in a short amount of time because you require it for your business. Our constant communication with our drivers ...

[Employment](#) · [Contact Us](#) · [Trucking](#) · [About Us](#)

aplustrucking.com › employment2 ▾

Employment - A Plus Trucking

Contact Us. 6015 N. Broadway, Park City, Kansas 67219. Email: info@aplustrucking.com. Give Us a Ring. Phone: 316 945 5757. Professional... Reliable.

www.indeed.com › cmp › A-plus-Trucking › reviews ▾

Working at A-Plus Trucking: Employee Reviews | Indeed.com

Reviews from A-Plus Trucking employees about A-Plus Trucking culture, salaries, benefits, work-life balance, management, job security, and more.

★★★★★ Rating: 4 · 4 reviews

www.yelp.com › biz › a-plus-trucking-wichita ▾

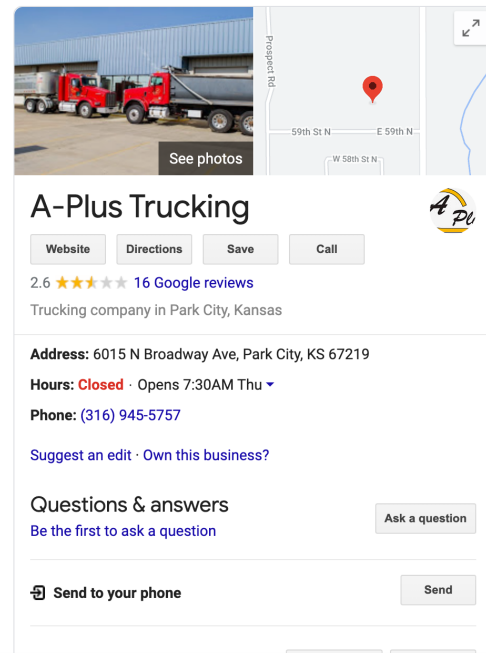
A-Plus Trucking - 3134 S West St, Wichita, KS - Phone ...

Visit Website. <http://www.aplustrucking.com>. Is this your business? Respond to reviews and customer messages. Claiming is free, and only takes a minute.

★★★★★ Rating: 1 · 1 review

pitchbook.com › profiles › company

A Plus Trucking Company Profile: Acquisition & Investors ...



SEO Effectiveness

Home Page:

URL: <http://aplustrucking.com/>

Below is an image of the A Plus Trucking Home Page and the summary findings from Google's SEO Meta extension. In terms of website optimization, A Plus' website is well set up, if not a little overdone. The meta description is brief, to the point, and well optimized for keyword searches. The title, however, is lengthy and includes the same information as the description. The title should be no more than 50 characters so as not to spam the SEO algorithm. I suggest something along the lines of "A Plus Trucking Wichita, KS; Quality Trucking Services"

Further, the website is optimized with keywords pertaining to A Plus's target demographic. Those keywords are listed within the summary. Although these keywords are niche and unlikely to be searched by a regular searcher, they are specific to A Plus's target industry. The searcher that A Plus is looking for, namely someone involved within the construction business, will likely use the word "hauling" in their vocational vocabulary. These keywords will ensure that A Plus is accessible to searchers and shows up at the top of the search results page for target demographics.

Similarly, the website includes a clearly defined search menu to facilitate meaningful interactions with the website viewer. Upon landing on the Home Page, the viewer is able to choose from Trucking, About Us, Employment, and Contact Us. Above this menu is the company logo, a contact number, a dispatch number for drivers, and the updated address. Having moved locations over a year ago, I suggest removing the banner "We Have Moved!" and

updating all photos of the previous location with photos of the current location. Because the office is hard to get to by street view, I suggest adding specific instructions as to the location along with the photos. I suggest, “Make a left off Broadway at the A Plus sign and take the dirt road to our trucking campus, tucked among the small businesses of Park City’s industrial sector.”

Another best practice to include within the website’s SEO is the use of alternative tags or “alt tags” for photos. These tags will also be used by search engines to decide the relevance of your website to the searcher’s inquiry. This is an easy method to increase keyword usage within the website without spamming. Think of the alt tag as an explanation as to what is going on in the photo for a person with impaired vision. For example, an alt tag for the featured image on this page would look like “The signature A Plus red semi truck picks up a white “insert name of vehicle” to be delivered to a construction location in Park City.” Add these tags to each photo for a simple boost in search-ability. Add this step to each page on the website.

This is also where you want to make any and all social media links available to the viewer. Consider adding a social icon block to the website with the company’s Facebook page and LinkedIn profile. This way viewers have easy access to like your pages and commit to a long term relationship with your company via social networks. Both Facebook and LinkedIn will target potential hires and potential clients.

My recommendations Summary:

1. Replace the featured image with an updated version of the new office building and remove the “We’ve Moved!” banner
2. Break down the title and include location “A Plus Trucking; Wichita, KS”
3. Add image alt tags
4. Add social icons with links to Facebook and LinkedIn

The screenshot shows the A Plus Trucking website in a browser. The website has a red header with the text "We have Moved! Check us out at our new lo". Below the header is the A Plus Trucking logo and the office phone number: 316 945 5757. The navigation menu includes Home, Trucking, About Us, Employment, and Contact Us. The main content area features a large image of a white and yellow truck. A SEO meta tool overlay is visible on the right side of the page, displaying the following information:

SUMMARY	
Field	Value
Title	A Plus Trucking. A Plus Trucking delivers large volume orders in a short amount of time because you require it for your business., 130 characters
Description	A Plus Trucking delivers large volume orders in a short amount of time because you require it for your business. Our constant communication with our drivers allows our dispatchers to Read More, 224 characters
Keywords	HAULING, CONSTRUCTION HAULING, BULK MATERIALS, TRANSPORTATION, Fly Ash, Cement, Salt, Rock, Sand, Dirt, Asphalt, Rip Rap, Ag Lime, Landscape Materials, Agricultural Read More, 17 values
URL	http://aplustrucking.com/
Canonical	http://aplustrucking.com/
Robots Tag	Robots meta tag is not defined.
Author	lidplussdesign
Publisher	Publisher is missing.
Lang	en-US

At the bottom of the overlay, there are tabs for H1, H2, H3, H4, H5, H6, Images, and Links.

Employment Page:

URL: <http://aplustrucking.com/employment2/>

Considering A Plus's difficulty with finding and hiring new drivers, I suggest we improve this page so as to increase the page's search-ability and accessibility to potential new hires. This hiring stalemate might be due to a lack of website traffic or a PR problem when it comes to truck driving. Despite the plentiful benefits, decent salary, and dynamic opportunities within this professional, most people do not consider truck driving a viable career path. Let's change that. First, the website includes detailed instructions for the application process plus a comprehensive list of benefits included within A Plus's employment package. This is great and comes with many potential keywords. I suggest keywords such as,

1. Employment Opportunities Wichita
2. Truck Driving
3. A Plus Hiring
4. 3J Fuel Carriers Hiring
5. CDL Licensing

Adding these keywords will increase the website's search-ability when it comes to individuals searching for employment opportunities within Wichita, Ks. For good measure, I would add a complete list of safety precautions that A Plus is taking in terms of the national Coronavirus pandemic. Include that you are compliant with CDC guidelines, require masking, and are taking additional precautions to ensure driver safety during this unprecedented time.

Next, consider adding a driver's blog and/or testimonials from drivers. What's going on within the trucking industry right now? What aspects of this industry are dynamic, interesting, and fun? Where do drivers travel? What are drivers doing during the pandemic? What is business like? What does a day in the life of a driver look like? The list of interesting topics regarding the trucking industry is endless. Consider answering some of these questions in a Frequently Asked Questions page, FAQ page, or a driver's blog. A blog would be helpful to both current drivers and potential hires. Contrary to popular belief, blogs do not have to be extensive and difficult to sustain. The posts can consist of 300 word snippets that not only highlight your team, the company atmosphere, and A Plus opportunities, but provide critical information during a time of crisis. This task need not be your own. If willing, assign small submissions to drivers or members of your team. Ask for a photo from home and highlight a team member who's been working on new safety protocols or taking their son or daughter with them on long hauls. The monetary benefits are clearly defined on the page, but what does it mean to be a truck driver? What does it mean to work for *A Plus* as a truck driver?

In addition to a blog or testimonial page to coincide with the employment page, consider including links to educational resources. It is important that people know the necessary licensing and education needed to apply for a driver's position at A Plus. Not only will these links to CDL licensing and educational resources be helpful to potential hires and possibly increase the likelihood of their willingness to apply, these links will signal to the search engine that your page is legitimate and relevant to material potential hires are searching for. Consider reaching out to licensing schools and have them feature your website on their own platform and promote your company to their students. This will create both inbound links, their website linking to yours, and

outbound links, your website linking to theirs. Your page will then be considered one of authority.

This page in particular is missing outbound and inbound links, which optimizes search-ability in boosting the authority and relevance of your website. Who else in the area would consider recommending employment opportunities for A Plus? Reach out to online websites, blogs, and publications regarding trucking, employment in Wichita, Kansas, and small business in Wichita, Kansas. Request a collaboration with the author, a review, or a “plug” in which that publication could promote job opportunities for your company. Linking to other sights will not only signify to Google that your website is legitimate and helpful, but bring in alternative routes of traffic from other sources. This task may seem daunting, but considering the need for A Plus in the community it never hurts to ask.

My Recommendations Summary:

1. Begin a Driver’s Dispatch Blog - Suggested name, “The Dispatch”
2. Insert keywords for employment purposes
3. Include worker’s testimonials
4. Include links to educational resources
5. Create alt tags for images
6. Reach out to local and national publications to create meaningful links between your website and theirs

10:30 AM Thu Oct 22

aplustrucking.com

100%

We have Moved! Check us out at our new location at 6015 N Broadway Ave in Park City.

[Home](#) [Trucking](#) [About Us](#) [Employment](#) [Contact Us](#)

Employment

Business Hours

MONDAY: 7:30am to 5pm

TUESDAY: 7:30am to 5pm

WEDNESDAY: 7:30am to 5pm

THURSDAY: 7:30am to 5pm

FRIDAY: 7:30am to 5pm

Title

Contact Us



NOW HIRING TRUCK DRIVERS!!!!

A Plus Trucking is currently hiring drivers for its growing operations. There are many opportunities for advancement within our company and our sister company, **3J Fuel Carriers**

We are currently looking for Class A and Class B Drivers for dump trucks, end dumps, and pneumatics.

We offer competitive wages and benefits including:

– Health Insurance

– 401(k)

– Vacation Time

We have Moved! Check us out at our new location at 6015 N Broadway Ave in Park City.

– Paid Holidays

– Continuing Education

– Safety Incentives

– Career Opportunity

– **Driver Advancement** (We will provide training to get you trained. You can drive a dump truck and be trained to drive a fuel tank, for our sister company, **3J Fuel**, if you have the passion and the *drive!*)

We have a career and a place on our team for you!

A Plus Trucking is always looking for drivers, and occasionally, we will hire for other office positions. We are a family-oriented company that takes care of its customers and employees. Come join our family!

Please fill out the **Employee DOT Application** and bring it to our shop today to talk to Jason Reevey, Operations Manager.

6015 N. Broadway
Park City, KS 67219

A Plus Trucking is an Equal Opportunity Employer and Affirmative Action Employer. It is the policy of the Company to provide equal employment opportunity in employment to all employees and applicants for employment. All qualified individuals are encouraged to apply and will receive consideration for employment without regard to race, religion, color, sex, age, national origin, disability, military status or veteran status as established by Federal and State law.

Contact Us

Give Us a Ring

6015 N. Broadway, Park
City, Kansas 67219

Phone: 316 945 5757

Email:
info@aplustrucking.com