

ACCOUNT ROADMAP BOOKEND

# SEO work tied to Waldoch's eCommerce North Star

WALDOCH CUSTOMS NORTH STAR

## Re-establish eCommerce as a meaningful revenue channel

\$30K/month peak / \$2K/month today / recover and grow. Every epic must move qualified traffic, catalog velocity or discoverability toward revenue.

ROCK 01 / WEBSITE TRAFFIC

### Recover Qualified Traffic

EPIC 01 / PRIORITY SEO AUTOM

Deployed. Product metadata updates are active.

EPIC 02 / ADVANCED SEO ANALYTICS

Deployed and in testing. Data connections are next.

PROPOSED FUTURE EPIC / AGENTIC DISCOVERABILITY

Foundation audit and roadmap complete.

Structured product data, answer-ready content

tactical upgrades and AI referral measurement

ROCK 02 / ITEM ENRICHMENT

### Increase Catalog Velocity

EPIC 03 / ITEM ENRICHMENT AUTOMATION

Specified and built. Refine the workflow, validate it, then deploy at scale.

## Account Objective Progress

4 complete · 2 active · 1 next · 1 queued

COMPLETE  
SEO Automation  
Deployed

COMPLETE  
Analytics Engine  
Deployed

COMPLETE  
Enrichment  
Engine Built

COMPLETE  
Agentic Audit +  
Roadmap

ACTIVE  
Product  
Metadata Live

ACTIVE  
Enrichment  
Refinement

NEXT  
GA4 + GSC  
Access

QUEUED  
AI Upgrades +  
Referrals

Prepared August 5, 2026

Roadmap status recalled from the July 2026 Waldoch eCommerce Growth Alignment. This audit reports progress against that account-level anchor.

EXECUTIVE AUDIT

# The store is visible. Its landing pages leave demand on the table.

2,076

ESTIMATED RANKING KEYWORDS

1,512

ESTIMATED MONTHLY ORGANIC VISITS

979

PRODUCT URLS IN THE LIVE SITEMAP

13

RECORDED REFERRING DOMAINS

WORKING

## Technical Foundation

HTTPS, canonical tags, Shopify sitemaps and crawlable product pages are present. A GA4 tag and ecommerce events are also visible in the storefront code.

MAIN GAP

## Landing-Page Quality

In the 100-page sample, 34 of 64 indexable pages lacked a meta description and 21 pages lacked a main H1

### 1 Van Pages Miss Basic Topic Signals

/collections/van-parts, the shades collection and /pages/vans had no H1 in live HTML. The main van collection also had no meta description.

### 2 Authority Is Narrow

FastSEO recorded 1,639 backlinks, but 1,533 came from waldoch.com. Independent sites provide little support.

### 3 Templates Generate Weak Snippets

The homepage description was 270 characters. Twenty-two sampled descriptions and 20 titles exceeded the audit thresholds.

### 4 Crawl Limits Need a Clean Retest

FastSEO received 429 responses on 34 URLs. Browser-style requests reached sampled pages, so this is a crawl-rate limitation, not proof that Google or shoppers are blocked.

THE NEXT 90 DAYS

# Finish product metadata first. Then strengthen the van journey.

FIRST PRIORITY

## Complete Product Meta Descriptions and Image Alt Text

1

Use the existing system to identify missing, duplicated and truncated product meta descriptions. Start with in-stock and best-selling products.

2

Build each snippet from the product name, vehicle fitment and clearest purchase reason. Keep the copy specific and readable.

3

Write alt text that describes the visible product and relevant fitment. Give alternate images distinct descriptions and leave decorative images blank.

4

NEXT

## Strengthen the Van Shopping Hub

Add one H1 and a useful introduction to /collections/van-parts. Link buyers to shades, windows and model-specific inventory.

THEN

## Publish Fitment Answers

Create selection and installation guides tied to stock: shade measurements, Transit interior parts, replacement switches and legacy conversion-van components.

DAYS 61-90

## Earn Relevant Links

Ask conversion-van clubs, installer partners and model-specific forums to reference the guides they use. One link from a relevant community is worth more here than another sitewide link from waldoch.com.

DIRECTIONAL MARKET COMPARISON

# Three competitors, three different lessons

RealTruck is the primary competitor. AmericanTrucks shows how large retailers organize truck fitment. Upfit Supply is the closer benchmark for van-specific content.

| DOMAIN                                    | WHY IT MATTERS                                                                                              | WALDOCH SHOULD COMPETE                                                                 | WALDOCH SHOULD LEAVE ALONE                                                           |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| RealTruck PRIMARY<br>8 of 10 test queries | Broad category and brand hubs supported by buyer guides, comparisons and a large link profile.              | YES: conversion-van parts, Waldoch products, legacy fitment, installation answers.     | NO: "truck accessories," broad tonneau-cover terms, automotive lifestyle publishing. |
| AmericanTrucks 7 of 10 test queries       | Deep vehicle, model and lift-height navigation with large product counts and technical guides.              | YES: exact model/year fitment where Waldoch has stock and experience.                  | NO: generic truck lift-kit hubs built around hundreds of SKUs.                       |
| Upfit Supply 3 of 10 test queries         | Strong van architecture: vehicle pages, measurement guides, installation videos and trade-specific bundles. | YES: passenger and conversion-van shades, interior trim and hard-to-find replacements. | NO: fleet shelving and commercial upfit terms unless Waldoch expands that inventory. |

## Most Winnable Opening

Own the overlap between model-specific fitment and conversion-van expertise.

## Biggest Barrier

Waldoch has 13 recorded referring domains. RealTruck has 9,975.

### Query Set Used

conversion van accessories; van window shades; Ford Transit interior accessories; truck accessories; truck lift kits; truck running boards; truck bed covers; truck wheels; truck suspension kits; truck floor mats.

#### Use the Competitor Set as a Boundary

Copying their breadth would spread Waldoch thin. Study their fitment navigation, guide-to-product links and page structure, then apply those patterns only where Waldoch has credible inventory and firsthand knowledge.

PRIMARY COMPETITOR / FASTSEO EVIDENCE

# RealTruck wins with scale across categories, brands and editorial

1.78M

ESTIMATED MONTHLY ORGANIC VISITS

204,183

ESTIMATED RANKING KEYWORDS

236K

RECORDED BACKLINKS

9,975

RECORDED REFERRING DOMAINS

| KEYWORD                 | RANK | VOLUME  | EST. TRAFFIC | 204183 keywords / sorted by estimated traffic<br>CPC | RANKING URL                             |
|-------------------------|------|---------|--------------|------------------------------------------------------|-----------------------------------------|
| t-rail                  | 2    | 246,000 | 74,784       | \$1.46                                               | /blog/what-is-t-slot-rail/              |
| squatted truck          | 3    | 74,000  | 22,496       | \$0.81                                               | /blog/what-is-a-squatted-truck/         |
| truck parts             | 4    | 40,500  | 12,312       | \$2.00                                               | Homepage                                |
| bushwacker              | 2    | 33,100  | 10,062       | \$0.84                                               | /b/bushwacker/                          |
| pickup truck bed covers | 7    | 90,500  | 5,964        | \$4.73                                               | /c/exterior-accessories/tonneau-covers/ |
| truck box cover         | 6    | 90,500  | 5,964        | \$4.73                                               | /c/exterior-accessories/tonneau-covers/ |
| bakflip mx4             | 1    | 18,100  | 5,502        | \$5.06                                               | /p/bakflip-mx4-tonneau-cover/           |

SCALE ADVANTAGE

## 98x the Keyword Footprint

RealTruck ranks for about 98 times as many keywords as Waldoch. Its 9,975 referring domains are about 767 times Waldoch's recorded count.

PLANNING INSIGHT

## Traffic Is Broader Than Business Fit

Large traffic drivers include T-slot rail and squatted-truck explainers. Waldoch should study the content system without copying topics that sit outside its inventory and expertise.

WHERE TO COMPETE NOW

# Let RealTruck keep broad truck demand. Pursue conversion-van depth.

RealTruck's authority and catalog make broad truck terms expensive to challenge. Waldoch has a more credible path where fitment knowledge, legacy parts and conversion-van inventory answer a specific buyer problem.

LET REALTRUCK WIN FOR NOW

### Scale-Driven Truck Terms

| QUERY                   | REALTRUCK | VOLUME |
|-------------------------|-----------|--------|
| truck parts             | Rank 4    | 40,500 |
| pickup truck bed covers | Rank 7    | 90,500 |
| truck box cover         | Rank 6    | 90,500 |
| BAKFlip MX4             | Rank 1    | 18,100 |

These SERPs reward broad inventory, brand authority and thousands of referring domains. Waldoch can revisit them after its focused categories produce revenue and links.

WALDOCH CAN PURSUE NOW

### Conversion-Van Demand

| QUERY                             | DIFFICULTY | VOLUME |
|-----------------------------------|------------|--------|
| van window shades                 | 0 / 100    | 170    |
| Ford Transit interior accessories | 0 / 100    | 140    |
| conversion van accessories        | 2 / 100    | 70     |
| conversion van parts catalog      | 0 / 100    | 50     |

The volumes are smaller, but the intent matches Waldoch's inventory and experience. Better fitment answers can win qualified traffic that broad retailers underserve.

## The Working Boundary

Waldoch competes where a specific conversion-van answer can lead to an in-stock product.

## RealTruck's Moat

About 98x more keywords and 767x more referring domains.

EXECUTION ORDER

### Use RealTruck's Structure Inside Waldoch's Lane

Complete product meta descriptions and image alt text, then improve the van-parts and window-shades collections. Borrow RealTruck's fitment navigation and guide-to-product links, while keeping Waldoch's subjects tied to conversion vans and hard-to-find replacement parts.

SEARCH BEYOND THE BLUE LINK

# Waldoch already exposes an agent-ready storefront. Improve the facts agents receive.

ALREADY LIVE

Agent Discovery

- ☐ /agents.md is published
- ☐ Shopify UCP and MCP endpoints are advertised
- ☐ Product JSON endpoints are available
- ☐ Product and Offer metadata appears on canonical product HTML

CURRENT WEAKNESS

Generic Merchant Context

The agent instructions mostly describe Shopify's protocol. They say little about Waldoch's fitment expertise, product specialties, shipping rules or how to choose among similar parts.

1 / DISCOVER

Merchant and catalog endpoints

2 / UNDERSTAND

Fitment, inventory and policies

3 / TRUST

Evidence, reviews and expert answers

Recommend or start buyer-approved checkout

- Create Answer Blocks on Priority Collection Pages**  
Use real support questions: fitment, measurements, material, installation time, shipping and returns. Keep the answer visible to shoppers.
- Make Product Data Consistent**  
Align SKU, brand, price, availability, images and vehicle fitment across Shopify, Merchant Center and on-page structured data. Validate the output after theme or app changes.
- Publish Proof an Assistant Can Cite**  
Write measurement tables, compatibility notes and installation steps. Add reviewer evidence where products have real reviews.

## ACCESS GUIDE

# Google Search Console

Search Console is not connected to the Waldoch FastSEO project. Connecting it gives us real queries, clicks, impressions, click-through rate and Google position, plus URL inspection.

## FASTEST CONNECTION

## Connect the Property Inside FastSEO

1

Open Waldoch Search Performance in FastSEO.

2

Click Connect with Google. Sign in as ryan@isotrp.com or adam@isotrp.com after access is granted.

3

Approve FastSEO's read-only Search Console request. FastSEO cannot change the Search

Console property.

## If the Google Account Needs Access First

1

Select the domain property for waldochcustoms.com, then save it.

2

A verified owner opens the waldochcustoms.com property in Search Console.

3

Verify the connection by loading queries for the last 28 days and inspecting one known product URL.

4

Add ryan@isotrp.com as a Full user, then repeat for adam@isotrp.com.

5

Confirm that both accounts can open the property. One of them can then complete the FastSEO connection above.

## What We Study Next

Near-ranking queries, low-CTR pages, query cannibalization, indexing failures and content decay.

## Cadence

Weekly opportunity review and monthly trend report.



## ACCESS GUIDE

# Google Analytics 4

The storefront loads GA4 measurement ID G-BYJHJD1VSM and ecommerce event mappings.

We still need property access to confirm data quality and use revenue in SEO decisions.

## RECOMMENDED ACCESS

## Add a Property-Level Viewer

1

Open Google Analytics and select the property that contains measurement ID G-BYJHJD1VSM.

2

Open Admin > Property Access Management.

3

Click +, then Add users.

4

Enter ryan@isotrp.com and adam@isotrp.com. Assign both accounts the Viewer role and

## WHAT WE STUDY

- ☐ Organic landing pages and engagement
  - ☐ Add-to-cart and purchase rate by landing page
  - ☐ Revenue by category, product and device
  - ☐ Internal site search and checkout leakage
- Click Add. We will verify Realtime, acquisition and ecommerce reports.

## FIRST VALIDATION

- ☐ One page-view per page load
- ☐ View-item, add-to-cart and purchase fire once

ACCESS GUIDE

# Shopify

The local SEO workspace has Shopify integration code but no active store credentials.  
Collaborator access is the cleanest way to inspect and implement changes with a limited role.

PREFERRED CONNECTION

## Approve a Shopify Partner Collaborator

- 1
- In Shopify admin, open Settings > Users. Open Security and copy the four-digit collaborator code.
- 2
- Send the code securely to ryan@isotrp.com and adam@isotrp.com. The Isotropic Shopify Partner organization submits a request for waldoch-truck-accessories-store.myshopify.com.
- 3

### Minimum Useful Permissions

Confirm that both email addresses are active members of the requesting Partner organization and assigned to the Waldoch store.

| PERMISSION AREA        | WHY                                                              | LIMIT                                                        |
|------------------------|------------------------------------------------------------------|--------------------------------------------------------------|
| Products               | Review titles, descriptions, media, alt text and product status. | Allow edits only when implementation begins.                 |
| Online Store / Content | Review navigation, pages, collections and theme output.          | Theme edits require separate approval and a duplicate theme. |
| Analytics / Reports    | Compare product and channel performance.                         | View access is enough.                                       |
| Orders                 | Connect organic landing pages to product revenue.                | View only. No fulfill, refund or cancel rights.              |

#### Do Not Grant by Default

Customer exports, payouts, billing, gift cards, domains, users, order changes or unrestricted app management.

### What We Study Next

Revenue by SKU, stale products, collection merchandising, inventory status, fitment fields and product-data consistency.