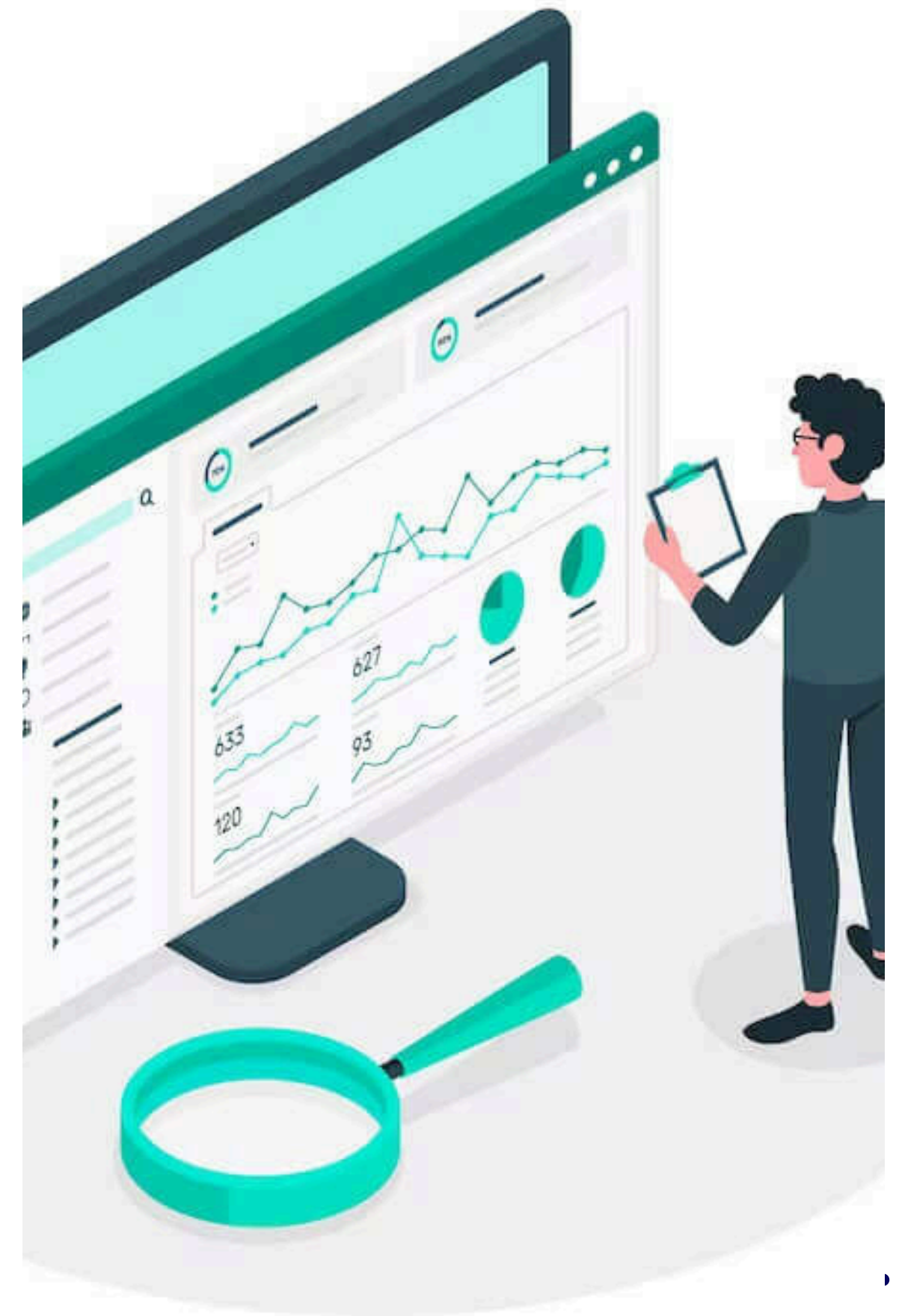


SEO Case Study

PRECISION DIESEL CALIFORNIA

PREPARED BY:
Eunilaine Guado | Eunie SEO Specialist



ROLE:

Marketing Specialist (SEO) / Elementor
Web Designer

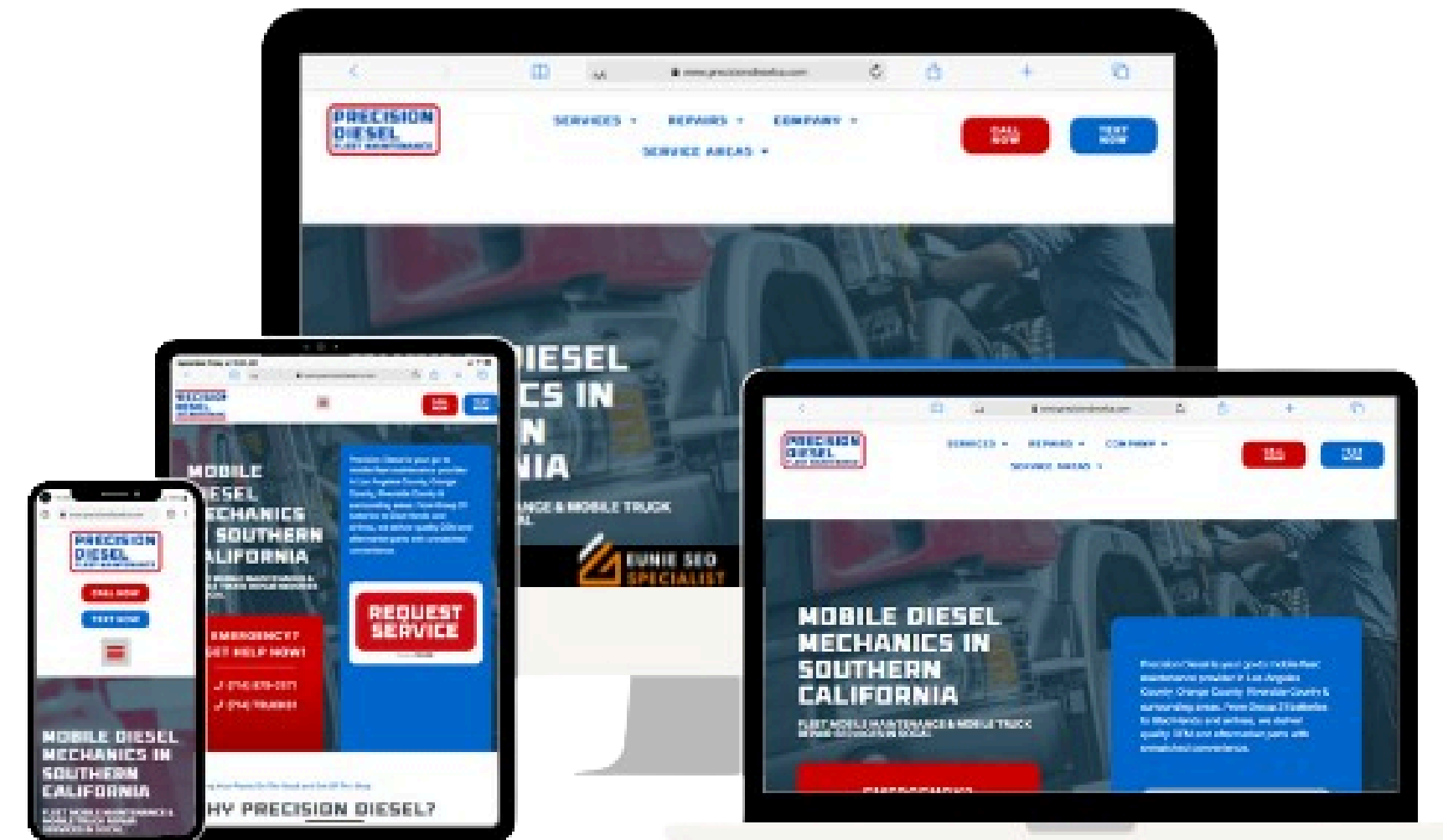
Company: Precision Diesel

Duration: May 3, 2025 – ONGOING

Website: precisiondieselca.com

Project Type: Update Website SEO
(Location Pages, Blog, GBPs)

Industry: Mobile Diesel Mechanics
Southern California



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WEBSITE UPDATE:

I took over the websites from the agency and was responsible for executing a full SEO strategy, including publishing location pages and blog posts for a mobile diesel mechanics website in Southern California. This is a highly competitive local niche (mobile truck, heavy-duty & trailer repair, and fleet maintenance).

When I started in May 2025, the website had only 209 keywords and 38 visits (with no mobile traffic).

As of April 2026, the performance has improved significantly:

- Desktop: 2,359 keywords; 1,869 visits
- Mobile: 266 keywords; 1,108 visits

Data included up to: April 21, 2026

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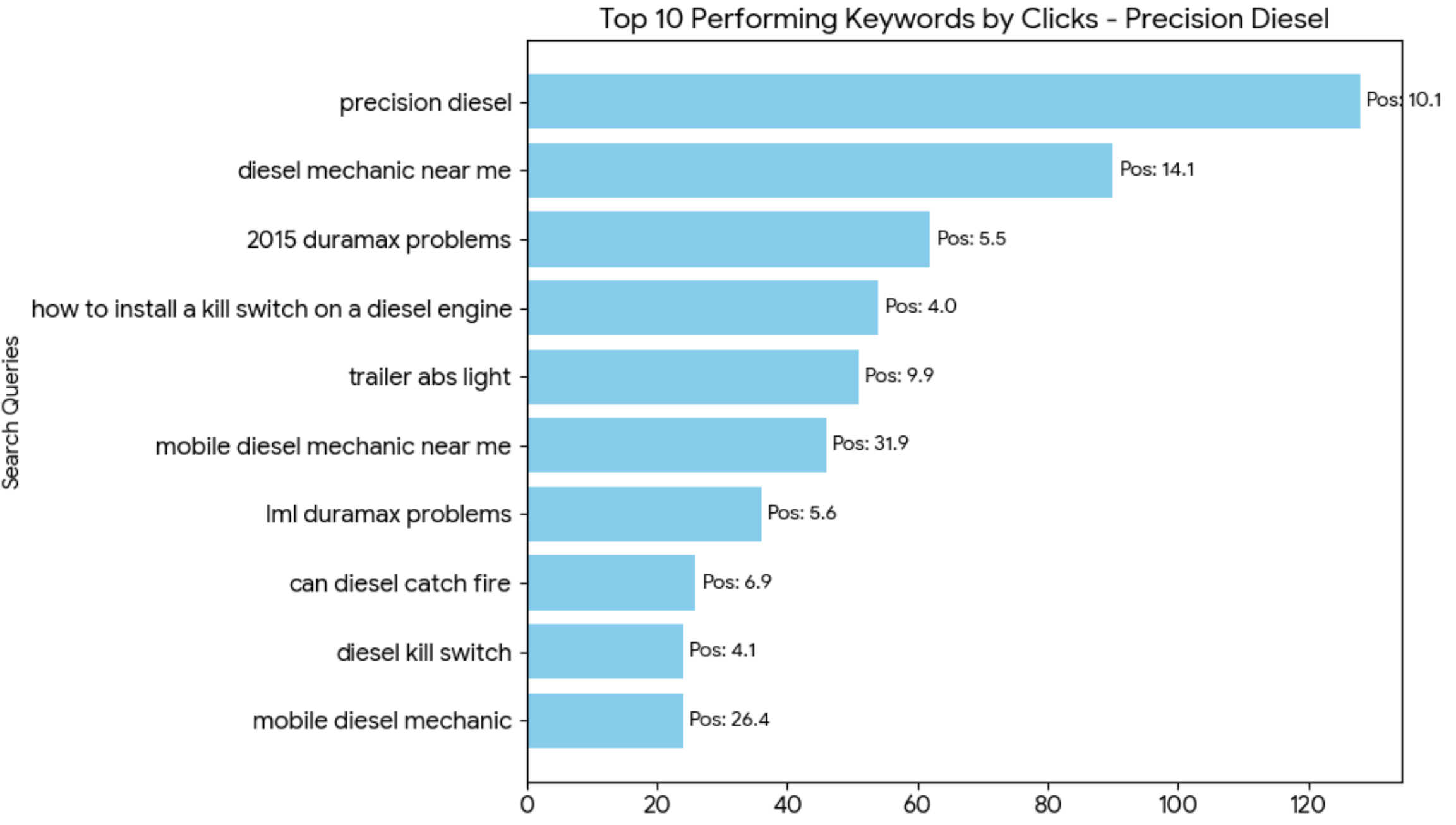
WHAT I DID:

1. Performed full SEO keyword research focused on commercial, transactional, and local search intent using Semrush and GSC data.
2. Created and optimized high-converting service pages only, including:
 - > mobile-truck-repair-in-orange-county/
 - > mobile-truck-repair-in-los-angeles-county/
3. Wrote custom metadata for every page based on keyword targeting.
4. Manually added LocalBusiness schema markup.
5. Submitted XML sitemap and ensured full indexation via GSC.
6. Set up event tracking via GTM for phone calls, form submissions, and scroll depth.
7. Monitored performance in Semrush, Google Analytics (GA4) and Google Search Console.

EXECUTION:

IMPROVED DISCOVERABILITY – GOOGLE SEARCH CONSOLE

I secured Top 3 positions for high-intent technical keywords like 'kill switch for diesel truck' and 'diesel engine kill switch', while scaling monthly visibility from 5,000 to over 360,000 impressions in just 14 months. This growth drove a steady stream of highly qualified traffic for specialized services and competitive local searches.

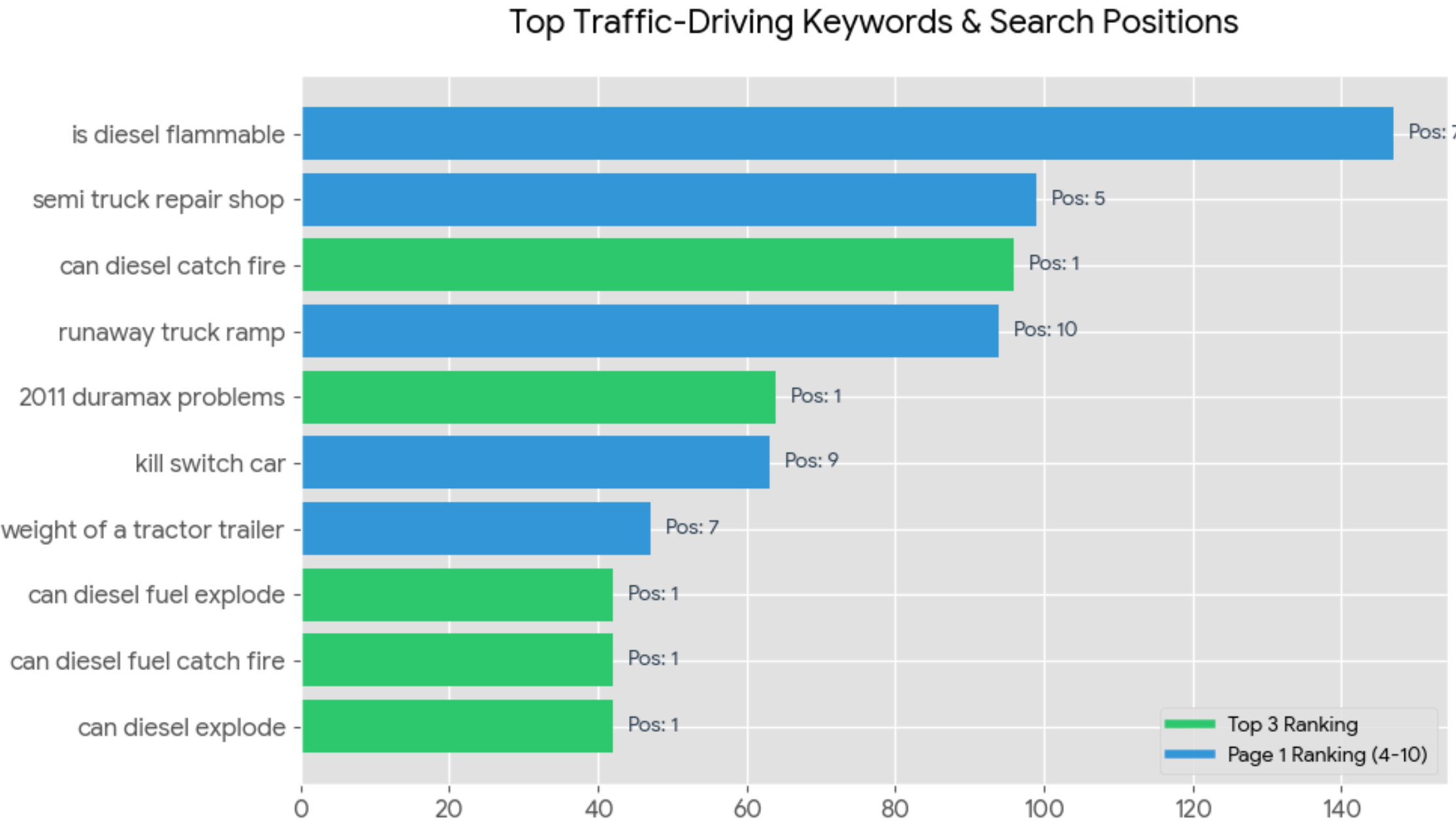


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EXECUTION:

RANKING GROWTH – SEMRUSH POSITION TRACKER

My SEO strategy focused on capturing high-intent commercial terms and establishing authority through technical guides. This approach led to a significant surge in Top 3 rankings, driving a 14.3% increase in organic traffic and a 47.6% improvement in traffic value. Notably, localized commercial terms like "semi truck repair shop" now hold strong page-one positions, significantly scaling the brand's reach without increasing paid media spend.



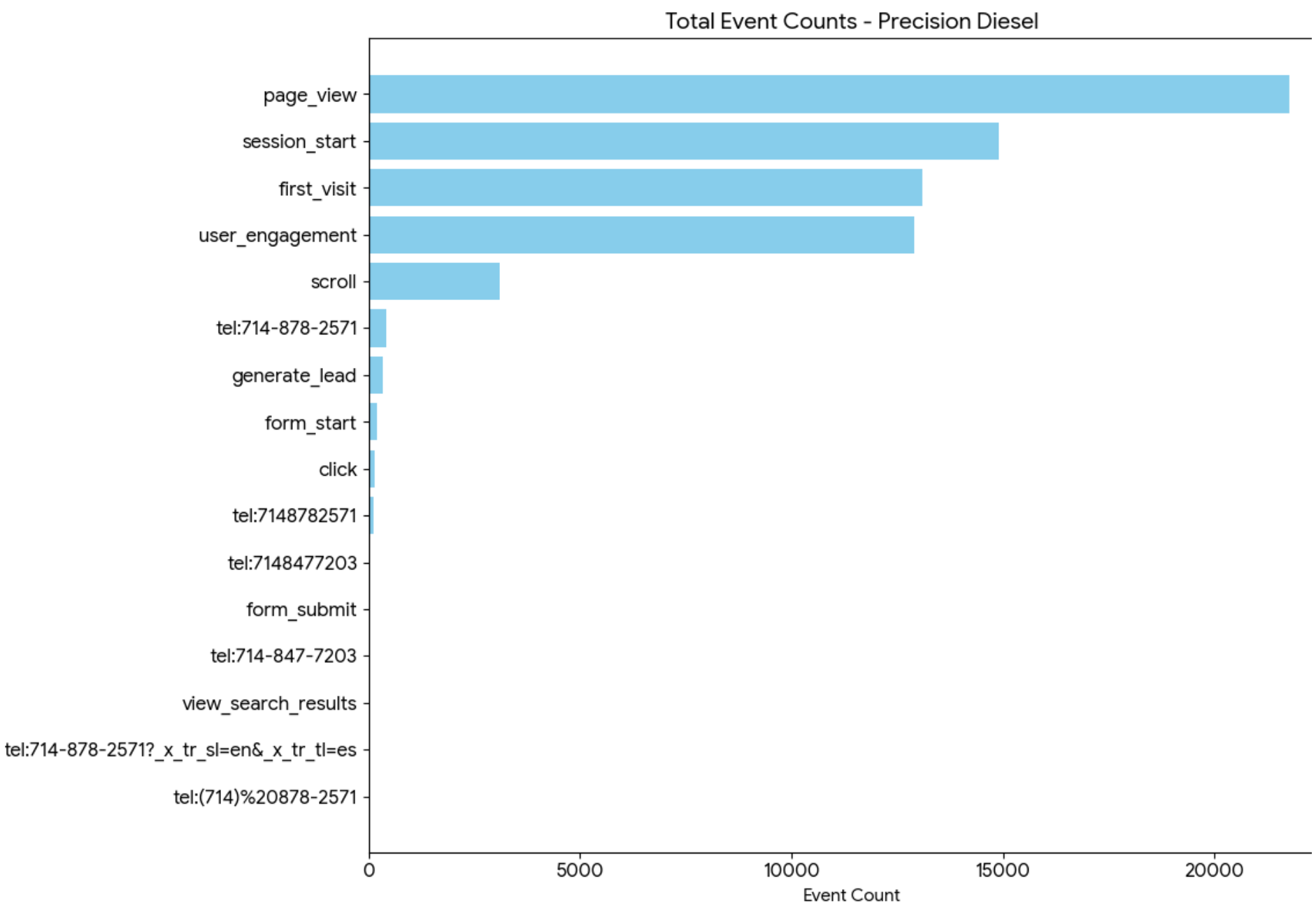
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EXECUTION:

ENGAGEMENT GROWTH – EVENT TRACKING

Events like 'page_view', 'first_visit', and 'user_engagement' saw steady growth, indicating that organic visitors found the content relevant and interacted deeper

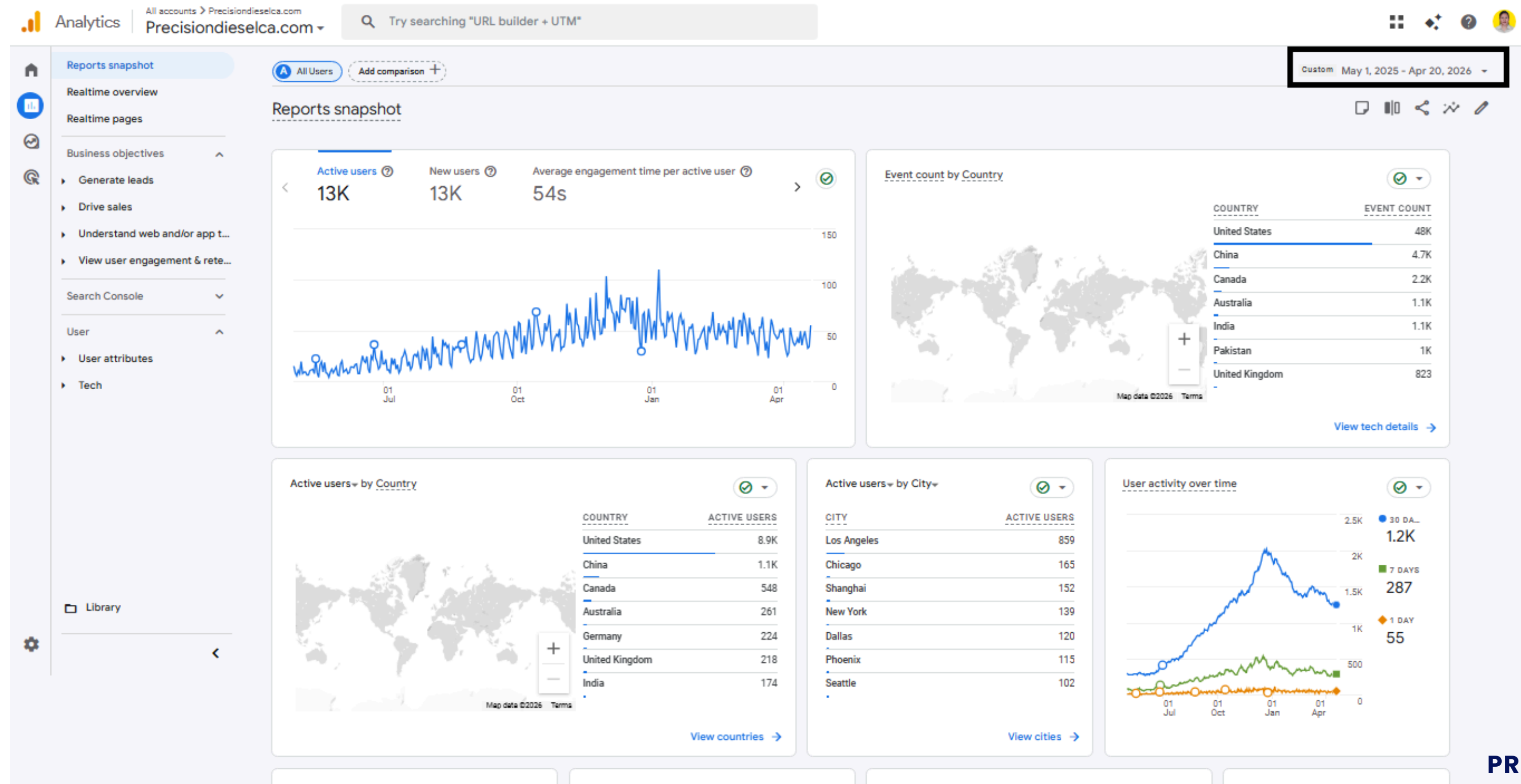
Event Name	Event Count	Total Users	Event Count per Active User
page_view	21,782	13,152	1.66
session_start	14,909	13,154	1.13
first_visit	13,091	13,139	1
user_engagement	12,893	7,876	1.65
scroll	3,092	1,992	1.55
tel:714-878-2571	408	206	1.99
generate_lead	343	191	1.8
form_start	191	158	1.22
click	141	100	1.41
form_submit	14	10	1.4



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GOOGLE ANALYTICS DATA:

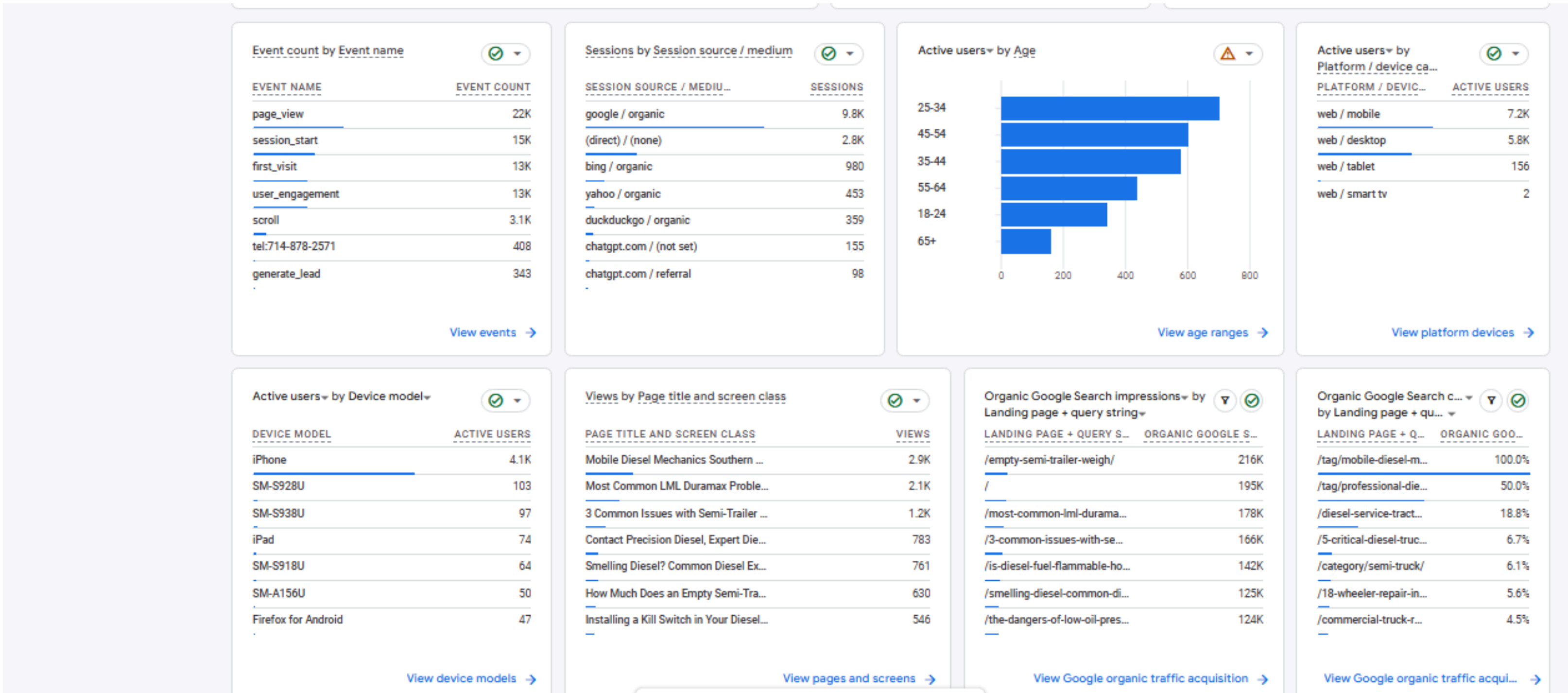
REPORTS SNAPSHOT



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GOOGLE ANALYTICS DATA:

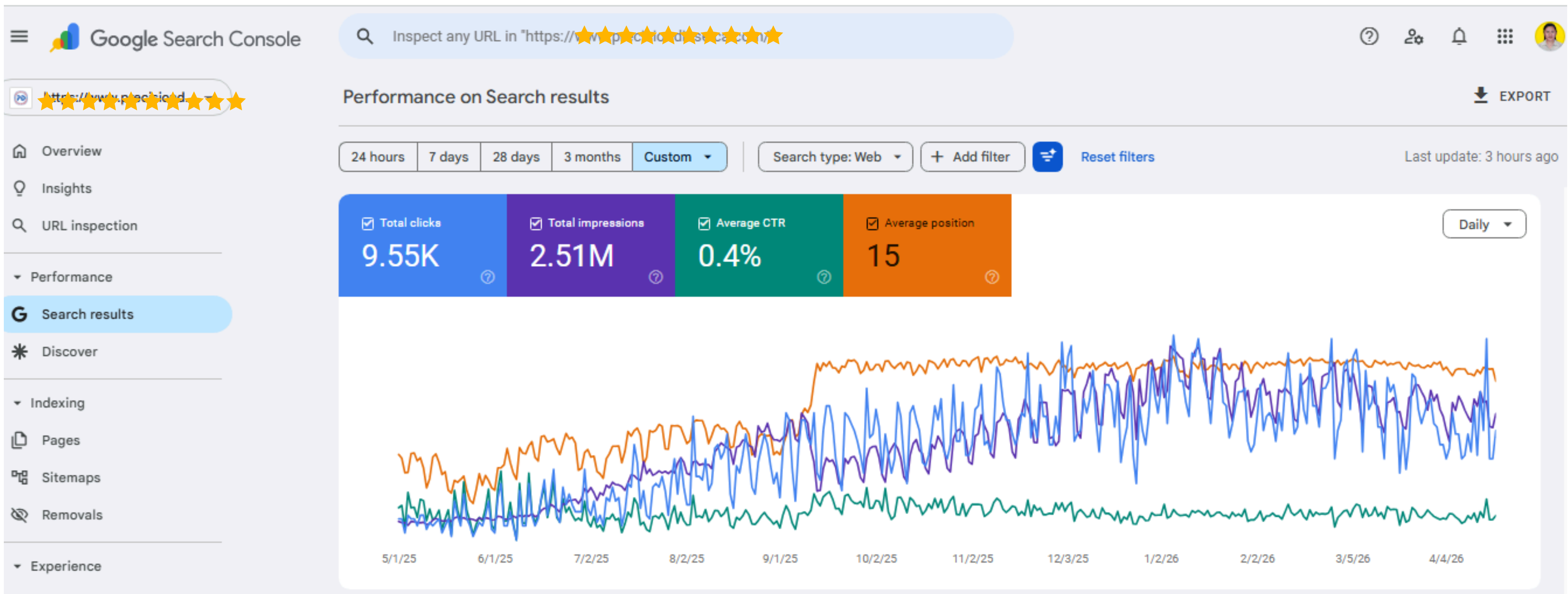
REPORTS SNAPSHOT



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GOOGLE SEARCH CONSOLE DATA:

PERFORMANCE SEARCH RESULTS



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SEMRUSH DATA:

Home > SEO > Domain Overview

Domain Overview: precisionlaser.com

Worldwide US UK DE Desktop Apr 20, 2026 USD

Overview Growth report Compare by countries

AI Search

Today

AI Visibility	Mentions	Cited Pages
22	31	244
ChatGPT	11	142
AI Overview	2	47
AI Mode	6	105
Gemini	12	40

SEO

Authority Score 11 Fine	Organic Traffic 2K +13%	Paid Traffic 0	Ref.Domains 138
Traffic Share 24%	Organic Keywords 2.8K +1.6%	Paid Keywords 0	Backlinks 345

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SEMRUSH DATA:

AI Search Google Search

1M 6M 1Y 2Y All time

Days Months [Export](#)

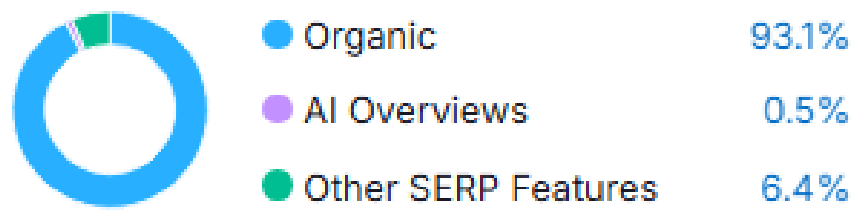
Distribution by Country

Countries	Visibility	Mentions
Worldwide	22	31
US	20	28
CA	24	3
AE	0	0

Top Cited Sources

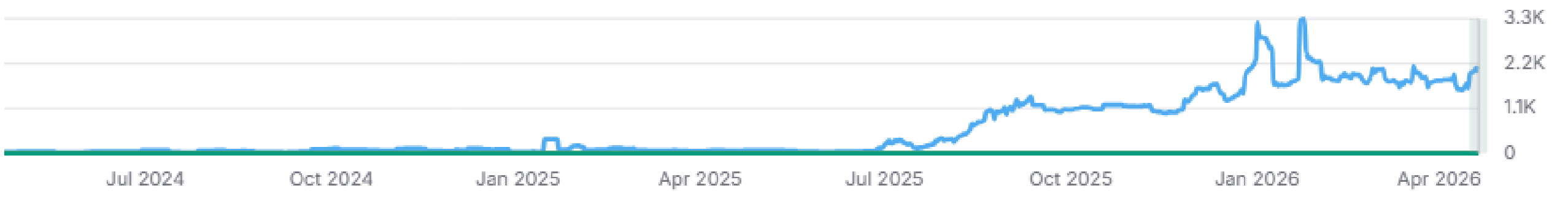
Domain	Mentions
budsdiesel.com	5
facebook.com	4
reddit.com	4

Google SERP Positions Distribution



Traffic

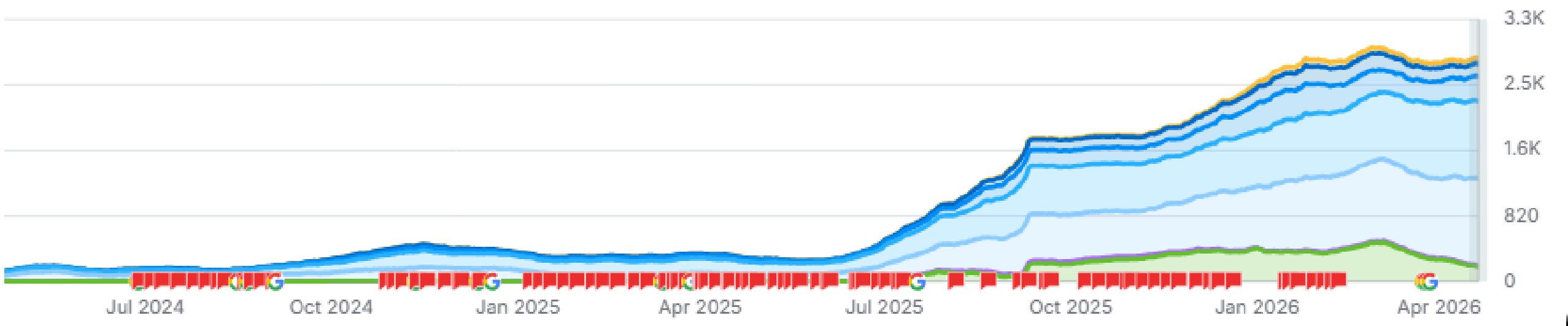
Organic Traffic Paid Traffic Branded Traffic | [Notes](#)



Keywords

Organic Paid

Top 3 4-10 11-20 21-50 51-100 AI Overviews Other SERP Features



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AHREF DATA:

Overview: [www.precisiondiesel.com/](#) [Mobile Diesel Mechanics Southern California](#) | [Precision Diesel](#) How to use API

Monthly volume United States Best links: Off Changes: Don't show

AI citations ⁱ			Backlink profile		Search	
AI Overview	ChatGPT		DR ⁱ	UR ⁱ	Organic keywords ⁱ	Organic traffic ⁱ
13	42		5	5	324	1.2K
Pages 10	Pages 13		AR 26,612,461		Top 3 49	Value \$246
Perplexity	Gemini	Copilot	Backlinks ⁱ	Ref. domains ⁱ	Paid keywords ⁱ	Paid traffic ⁱ
10	19	3	127	50	0	0
Pages 8	Pages 9	Pages 2	All time 880	All time 93	Ads 0	Cost N/A

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