

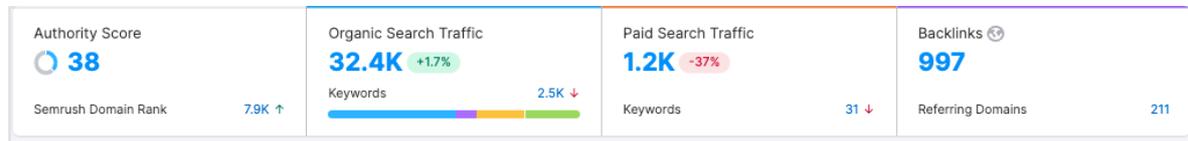
TC BOXES Analysis

Brand Awareness

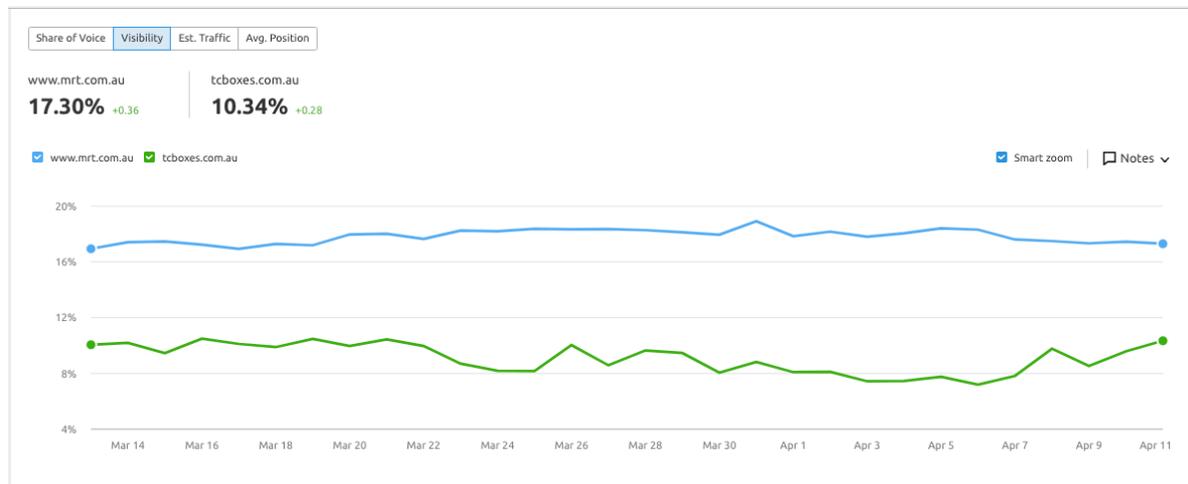
TC Boxes monthly search volume 9,900 per month

MRT search 2,900 times per month

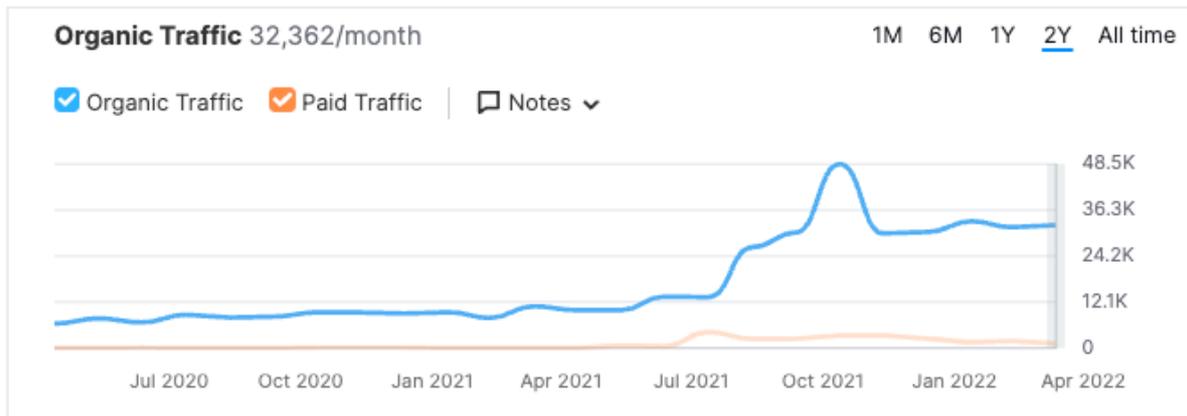
These are estimates from our SEO software. Last month 27,974 sessions for MRT.



We have been tracking TC Boxes and comparing visibility. Here is the last 30 days. Their organic has been increasing since around June last year.



They started doubling traffic from September 2021. August 2021 traffic was 13,393 and then September it went to 26,594.



Re-marketing campaigns

After visit their site I was retargeted with a carousel product ad of Facebook. This wasn't the products I looked at. I only looked at the ute canopies. They haven't nailed the re-targeting yet but they are using it.

T.C BOXES
Sponsored · 🌐

Running out of room on your tray for your tools and equipment? Our range of under tray toolboxes will fix that issue in no time.

T.C BOXES
Tray's Partner

750mm Square Under Tray Toolbox (Pair) - ...
24 Month Warranty

Shop Now

T.C BOXES
Tray's Partner

750mm NTR Square Under Tray Toolbox...
24 Month Warranty

Shop Now

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Like Comment Share

Product video

https://www.youtube.com/watch?v=SON9P_AWtWQ

The fridge slide is something they target with Google ads. We can see this video has received over 15k in views. This is massive compared with other videos they have on their channel. I would assume this ad was promoted through paid social and maybe paid YouTube ads.

Posting on LinkedIn

<https://www.linkedin.com/company/t.c-boxes/?originalSubdomain=au>

This channel will be used for MRT for B2B (fleets, wholesale etc.). More people are using LinkedIn especially corporate people who might have a ute for weekend adventures. This also could be a source for new team members at MRT.

User generated content

<https://www.youtube.com/watch?v=ahRSBs-iNIg>. Over 17k views

<https://www.youtube.com/watch?v=yhIXG9Hs5YI&t=731s> this video is bad but got 10 times more than most of this YouTubers other videos. It shows people are looking for reviews of this canopy.

Competitor Campaign

We can create a google ads campaign to target people that search TC boxes.

Really aggressive would be doing a comparison page on the MRT site. Comparing TC boxes Ute canopies and other products to MRT's. Doing this would enable us to have TC boxes in our ad copy, increase quality score and be more relative for people searching TC boxes. **Please note this is basically an act of war.**

On page SEO wise the one thing we should implement based on what they have on their page is the FAQs.

FREQUENTLY ASKED QUESTIONS

Below are some of the most commonly asked questions we get, if you havent found the answer you need, [get in touch](#).

HOW MUCH DOES IT COST TO PUT A CANOPY ON A UTE? +

HOW MUCH WEIGHT CAN YOU PUT ON A UTE CANOPY? +

ARE UTE CANOPIES EASY TO REMOVE? +

SHOULD I GET AN ALLOY UTE CANOPY? +

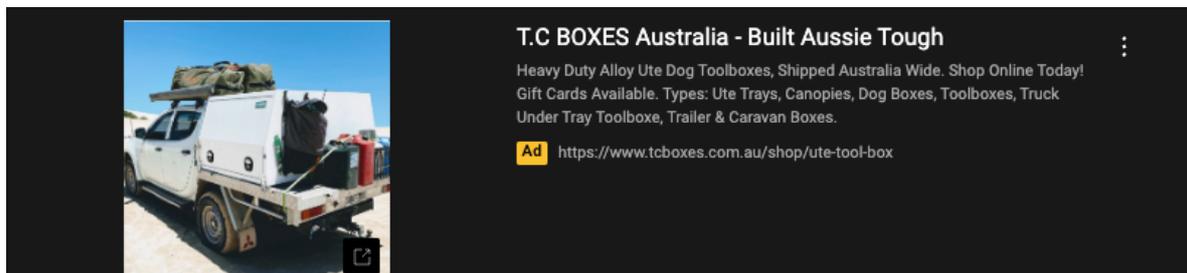
HOW DO I CHOOSE A UTE CANOPY? +

WHICH ALUMINIUM UTE CANOPY IS THE BEST? +

Product Video

The product video on the tc boxes ute canopy page is much more visual and to the point than the current product video for MRT canopies. We should have both a quick intro video such as that and the more extended version as we currently do.

Youtube brand awareness ads



T.C BOXES Australia - Built Aussie Tough

Heavy Duty Alloy Ute Dog Toolboxes, Shipped Australia Wide. Shop Online Today!
Gift Cards Available. Types: Ute Trays, Canopies, Dog Boxes, Toolboxes, Truck Under Tray Toolbox, Trailer & Caravan Boxes.

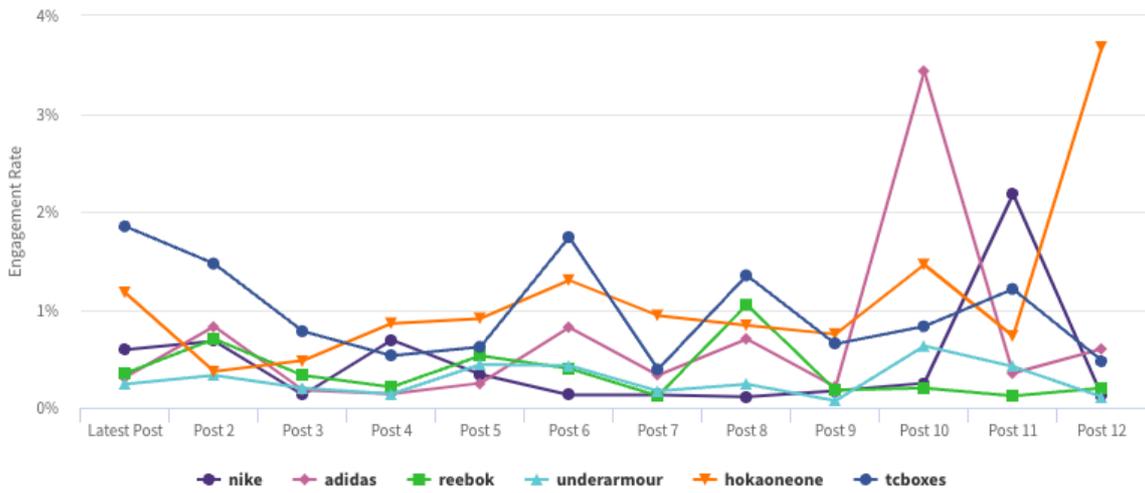
Ad <https://www.tcboxes.com.au/shop/ute-tool-box>

Engagement rate peaks at around 1.85%. Average 0.99% which is decent compared with some larger companies.



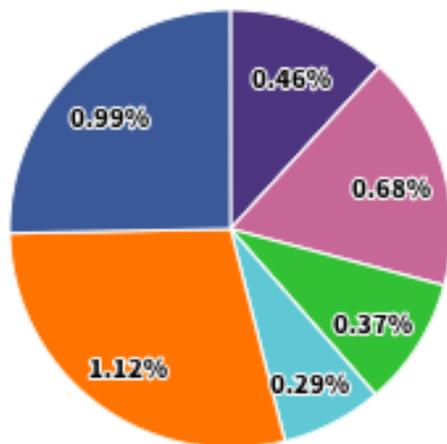
Instagram Engagement Rate Comparison

Source Phlanx.com



Average Engagement Rate

Source Phlanx.com



- nike
- adidas
- reebok
- underarmour
- hokaoneone
- tcboxes

I have added TC Boxes into our SEO software and will start tracking them as if they are a client. This will enable us to bring in more data.

The screenshot displays a comprehensive SEO dashboard with the following sections:

- Position Tracking:** Shows progress for "Gathering keywords data" at 12/29. A note states: "Data collection will take up to 5 minutes. We'll send you an email once it's finished."
- Site Audit:** Shows progress for "Crawling pages" at 4/10000. A note states: "Data collection will take up to 5 minutes. We'll send you an email once it's finished."
- Brand Monitoring:** Displays "New mentions" for "T.C Boxes AU" as 0.
- PPC Keyword Tool:** Includes a "Set up" button and text: "Create a keyword list for your ad campaigns."
- Backlink Audit:** Shows progress for "Auditing backlinks" at [7-8]/8 steps. A note states: "Checking if referring domains are indexed by search engines... Data collection will take a while. We'll send you an email once it's finished."
- Domain Analytics:** Features several metrics:
 - Authority Score: 38
 - Organic Traffic: 32.4K (+1.68%)
 - Organic Keywords: 2.5K (-1.68%)
 - Paid Keywords: 31 (+22.5%)
 - Ref. Domains: 211 (-3.21%)
 - Semrush Rank: 7.9K
 - Paid Traffic: 1.2K
 - Backlinks: 1K
- Traffic Analytics:** Displays key performance indicators for "Historical data: Mar 2022":
 - Visits: 14.1K (-58.13%)
 - Unique Visitors: 9.2K (-61.69%)
 - Pages / Visit: 2.22 (-35.32%)
 - Avg. Visit Duration: 00:06:51 (-54.49%)
 - Bounce Rate: 54.77% (+23.17%)A line chart below shows traffic trends from April 17 to October 21, 2022, with a notable spike in "Unaffiliated mobile traffic" in late 2022. A legend includes Direct, Referral, Search, Social, and Paid.
- Keywords:** Shows a bar chart for "New", "Improved", "Declined", and "Lost" keywords from March 11, 2022, to April 10, 2022.
- Backlink Analytics:** Features a line chart for "Referring Domains" over the "Last 12 months" with a scope of "Root Domain".