

Basic Website Plan – OTR Garage Tools

1. Company Name

OTR Garage Tools

2. Mission Statement

At OTR Garage Tools, we empower diesel truck owners and mechanics with reliable, easy-to-use diagnostic tools and support, helping them keep engines running without dealership downtime.

3. Types of Products

- Diagnostic Tools
- Reset Tools (e.g., Forced Regen, SCR Reset)
- Adapters and Cables
- Digital Service Guides

4. Target Audience

- Owner-operators of diesel trucks
- Fleet maintenance managers
- Independent repair shop technicians
- DIY truck enthusiasts

5. Marketing Strategy

- SEO-optimized blog posts on diesel maintenance
- Social media promotions (Facebook, YouTube, Instagram)
- Email campaigns featuring how-to guides and promotions
- Video tutorials and customer success stories

6. Payment Systems

- PayPal
- Credit/Debit Cards (Stripe)
- Apple Pay (optional)

7. Order Fulfillment

- Orders shipped within 24 hours via UPS/FedEx
- Real-time order tracking
- Digital delivery for service guides

8. Website Security

- SSL encryption via hosting provider
- Secure payment gateway (Stripe, PayPal)
- WordPress security plugins (e.g., Wordfence or Sucuri)