

# DOZR US Keyword Gap Analysis

February 13, 2026 | Equipment We Rent But Don't Target

## Summary: Equipment Sizes We Rent But Don't Target in Google Ads

Total GMV at Risk: \$824,774

### SCISSOR LIFT - Size Keywords Missing

**Total: \$221,145**

Note: Keywords exist in "Search-Demand-Scissor-Lifts" campaign but it is PAUSED. Active campaign has no size keywords.

Height	GMV	Rentals	Status
19ft Electric	\$70,801	104	NOT TARGETED
26ft Electric	\$55,408	61	NOT TARGETED
32ft Electric	\$44,633	40	NOT TARGETED
40ft Electric	\$28,601	22	NOT TARGETED
40ft Rough Terrain	\$11,360	9	NOT TARGETED

Action: Enable paused campaign OR add size keywords to active campaign

### FORKLIFT - Capacity Keywords Missing

**Total: \$332,534**

Note: "Reach forklift" has some capacity keywords, but regular warehouse/cushion/pneumatic forklifts have NONE.

Capacity / Type	GMV	Rentals	Status
5,000lbs Cushion	\$102,466	76	NOT TARGETED
5,000lbs Pneumatic	\$21,392	24	NOT TARGETED
10,000lbs Pneumatic	\$18,335	7	NOT TARGETED
6,000lbs Cushion	\$17,263	14	NOT TARGETED
25-35,000lbs Cushion	\$17,116	5	NOT TARGETED
40,000lbs Cushion	\$16,004	2	NOT TARGETED
25-35,000lbs Pneumatic	\$14,178	3	NOT TARGETED
5,000lbs Other	\$11,304	9	NOT TARGETED
15,000lbs Cushion	\$9,774	6	NOT TARGETED
8,000lbs Pneumatic	\$9,266	3	NOT TARGETED
10,000lbs Other	\$9,002	2	NOT TARGETED
15,000lbs Pneumatic	\$7,723	4	NOT TARGETED
5,000lbs Electric	\$7,008	3	NOT TARGETED

Action: Add "5000 lb forklift rental", "6000 lb forklift rental", etc.

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### DOZERS - Weight Keywords Missing

Total: \$138,636

Note: Current keywords are generic (dozer rental, bulldozer rental). No weight-specific keywords exist.

Weight	GMV	Rentals	Status
80,000lbs	\$71,473	2	NOT TARGETED
20,000lbs	\$44,179	7	NOT TARGETED
15,000lbs	\$22,984	9	NOT TARGETED

Note: 80,000lb dozers have the HIGHEST avg GMV (\$35,737/rental) of ANY equipment!

Action: Add "large dozer rental", "80000 lb dozer rental", "D8 dozer rental"

### EXCAVATOR - Large Sizes Missing (13+ ton)

Total: \$132,459

Note: Mini excavator sizes (1-6 ton) are covered. Large excavators (13+ ton) are NOT.

Size (tons)	GMV	Rentals	Status
15 ton	\$42,856	13	NOT TARGETED
30 ton	\$33,561	3	NOT TARGETED
13 ton	\$24,018	3	NOT TARGETED
25 ton	\$18,775	4	NOT TARGETED
50 ton	\$13,250	1	NOT TARGETED

Action: Add "15 ton excavator rental", "30 ton excavator rental", etc.

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## Revenue Impact Summary

Category	GMV at Risk	10% Capture	25% Capture
Scissor Lift	\$221,145	\$22,114	\$55,286
Forklift	\$332,534	\$33,253	\$83,134
Dozers	\$138,636	\$13,864	\$34,659
Excavator	\$132,459	\$13,246	\$33,115
<b>TOTAL</b>	<b>\$824,774</b>	<b>\$82,477</b>	<b>\$206,194</b>

**Potential Additional Quarterly Revenue: \$82,477 - \$206,194**

## Priority Actions

### 1. Enable Scissor Lift Campaign (Quickest Win)

Keywords already exist - just enable "Search-Demand-Scissor-Lifts" campaign

### 2. Add Forklift Capacity Keywords (Biggest Gap - \$332K)

Add: 5000 lb forklift rental, 6000 lb forklift rental, 10000 lb forklift rental

### 3. Add Dozer Weight Keywords (Highest Avg GMV)

Add: large dozer rental, 80000 lb dozer rental, heavy bulldozer rental

### 4. Add Large Excavator Keywords

Add: 15 ton excavator rental, 30 ton excavator rental, 25 ton excavator rental

*Data verified from: Keywords Data.xlsx (836 rentals, \$1,642,886 total GMV)*

*Keywords verified against: Google Ads API (682 keywords checked)*

*Report generated: February 13, 2026*