

KNOX TRAILERS · KNOXVILLE, TENNESSEE

WALKAROUND OF NOVEMBER 22, 2026

THE FRONT DOOR REPORT

What Strangers See When They *Look Us Up*

Our own trailer shop, checked the way we check a client's. Every place we looked, what it says, the exact fix, and the order to do it in. This is what a Walkaround report looks like.

SUMMARY

The short version

3 of 17	0 of 5	2	3
places that show the shop correctly	buyer questions where AI search named our website	sets of hours on our own website (fixed the same day)	old web addresses found (all now forward to the real site)

The shop is real, busy and well reviewed. The outside of it is scattered. Different directories show different phone numbers, addresses, categories and hours, and one lists us as a snow plow dealer. When the internet disagrees about who you are, customers hesitate and AI tools name someone else.

THE TEN FIXES, IN ORDER

01 **Settle the facts first.** One fact sheet (the last page). Everything below gets copied from it.

02 **Set Google's hours to match.** Open 24 hours, always on call. Google feeds most of the others.

03 **Claim Apple Maps.** Change "Trailer Dealer" to Trailer Repair and add the website.

04 **Fix Yellow Pages.** Remove "MOVED," correct the address to 2607 Middlebrook Pike, and confirm the phone.

05 **Claim Birdeye.** Replace the old web address with knoxtrailers.com, add the phone, fix the hours.

06 **Fix the Facebook category.** Truck Repair Shop, not Trailer Dealership.

07 **Remove the snow plow listing,** unless the shop sells plows.

08 **Claim Bing Places.** It can import from Google in a few minutes.

09 **Add the missing listings** that trucking customers use: the BBB (free listing) and Trucker Guide.

10 **Re-check in 30 days:** the search for the shop's own name, and the five AI search questions.

01

CHECK 1

The Google listing

The strongest piece of the shop's front door. Owner access is in the family, reviews are steady, the name, address and phone are right.

ITEM	STATUS	NOTE
Name, address, phone	RIGHT	Matches the website.
Category	RIGHT	Trailer repair shop.
Hours	FIX	Set to open 24 hours, to match the owner's decision and the website.
Website field	CHECK	Confirm it points to knoxtrailers.com and not the shop software's booking page.
Reviews and replies	RIGHT	Owner replies are happening now. Keep the weekly rhythm.

Why Google comes first: many of the directories in Check 2 copy their data from Google. Get Google right and several of the others correct themselves over the following weeks.

02

CHECK 2

The directories

Seventeen places a customer, or an AI tool, might find the shop. Three are right.

PLACE	STATUS	WHAT IT SHOWS NOW	EXACT FIX
Google Business Profile	RIGHT	Correct name, address, phone.	Hours, see Check 1.
Yelp	RIGHT	Correct address, phone, website.	Claim it (free) and set hours.
FindTruckService	RIGHT	Correct name, address, phone.	Confirm hours.
Apple Maps	WRONG	Category "Trailer Dealer." No website.	Claim. Category to Trailer Repair. Add knoxtrailers.com.
Bing Places	WRONG	Old company description.	Claim. Replace the description with the website's own line.
Birdeye	WRONG	Old web address, no phone, hours "7am to midnight."	Claim. Website, phone, hours.
Yellow Pages	WRONG	Marked "MOVED." Wrong address. Different phone. RV categories.	Claim. Address 2607 Middlebrook Pike. Confirm phone. Remove MOVED and RV categories.
Manta	WRONG	A different phone number.	Confirm which number is right, then correct it.
Facebook	WRONG	Category "Trailer Dealership."	Add Truck Repair Shop, remove Trailer Dealership.
Trucker Path	WRONG	Name "Knox Trailer," singular.	Name to Knox Trailers, Inc. Confirm phone and hours.
MapQuest	WRONG	Describes the sister tank shop's work.	Correct the description at the source.
BBB	MISSING	No listing.	Request the free listing.
Trucker Guide	MISSING	Not listed for Knoxville trailer repair.	Add the listing.
etrailer installers	MISSING	Not listed.	Owner decision: only if the shop wants install work.

Knoxville Chamber	MISSING	Not a member.	Owner decision: membership is paid.
Dealer locator	CHECK	"A full-service snow plow and salt spreader dealer."	Request removal if the shop doesn't sell plows.
Roadside directory	CHECK	Site blocked our check.	Check by hand; listings appear to be paid.

03

CHECK 3

AI search

Five questions trucking customers ask, put to an AI search tool. The shop's own website didn't come up for any of them. Directories and forums did.

THE QUESTION	NAMED?	WHO WAS NAMED INSTEAD
DOT trailer inspection, Knoxville	NO	Government inspection pages and a carrier records site
Mobile trailer repair on I-40 / I-75	NO	Roadside service directories
Is a bent trailer frame worth repairing?	NO	Trucker and equipment forums
Reefer trailer not holding temperature	NO	Trucker forums
Trailer brake repair, Knoxville	NO	Installer listings, the BBB, trucker directories

The shop's website has a page answering every one of these questions, and it welcomes AI tools to read it. What's missing is the rest of the internet agreeing about who the shop is. That's why Check 2 comes before any new page.

> **Limits, said plainly:** we tested one AI search tool. Each tool picks sources a little differently, and they change often. Treat this as where you stand today, and re-check in 30 days.

04

CHECKS 4 TO 6

Website, old addresses, front door

CHECK 4: THE WEBSITE

ITEM	STATUS	NOTE
Hours, page to page	FIXED	Two different sets of hours on two pages. Corrected the same day.
AI tools allowed to read it	RIGHT	Open to the major AI tools, with a site map and a plain summary file.
Phone in the summary file	FIXED	Was one digit off; corrected earlier this month.
"At your yard" inspections	FIX	The summary file promises this more broadly than the owner does. Narrow it to the owner's wording.

CHECK 5: OLD WEB ADDRESSES

Three old web addresses carried the shop's name, and two once outranked the real site on a search for the shop's own name. One was a "coming soon" page with the shop's phone and address on it. And the shop's own mobile service truck, the one on the cover, still has an old web address painted on its side. **Status:** checked during this walkaround, all three now forward to knoxtrailers.com. **Fix:** re-check the search for the shop's own name in 30 days. Keep the old address forwarding for as long as the truck carries it, and update the lettering at its next repaint.

CHECK 6: THE FRONT-DOOR TEST

For a client, we'd send one real question through the website form and note what happens and how long it takes. **Not run for this sample,** because it's our own shop. When we do it for you, we ask first.

YOUR FACT SHEET

The one page everything copies from

FACT	EXACTLY AS IT SHOULD APPEAR
Name	Knox Trailers, Inc.
Address	2607 Middlebrook Pike, Knoxville, TN 37921
Phone	(865) 523-1115
Website	https://knoxtrailers.com
Hours	Open 24 hours. Always on call.
Primary category	Trailer repair shop
One-line description	Box van and trailer repair in Knoxville, Tennessee: DOT inspections, brake repair, reefer service, structural repair, paint and refinishing, and mobile repair for fleets and owner-operators.
Never say	Prices. A mileage radius. "Free." Guarantees.

> The shop is the real thing. Now make the outside say so.
>
> STEVE AND MELISSA FULTZ

Sample report. Checked November 22, 2026. Listings change; every status above reflects what each place showed that day. We changed nothing on any listing while checking; every fix is the owner's to make or approve.