

{Company name}: Your Premier Truck Rental Pickup Center



No matter what your truck rental need, we at {Company name} are here to help! We're available 7 days a week and the only rental company in town with guaranteed reservations. Even though we have a wide range of vehicles and renting options, making the choice to rent a pickup truck shouldn't be a hassle. While this article is meant to help you learn all you need to know before renting from us, we're just a phone call away at ###-###-#### if you have any more questions.

#### Top reasons to rent a pickup truck

##### *Save Money*

Renting equipment equals less maintenance costs. Since we have a designated maintenance team responsible for keeping our vehicles in top condition, you can concentrate on the job at hand without worrying about the cost of upkeep. Pickup truck rentals are also popular with local businesses that don't want the added expense of owning a pickup and just need the truck for a short duration of time.

##### *Durability*


Pickup trucks are incredibly strong and durable. They are adjusted to be able to carry even the heaviest of objects that my normally cause damage to your personal vehicle.


##### *Moving assistance*


With the ability to load up to 1500 lbs, pickup trucks are a great way to assist with small moves from apartments and condominiums.

#### Our Pickup Truck Inventory

Truck	Description/Dimensions	Dimensions	Cost
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<p><a href="#">Elliot G85</a></p> 	<p>This truck acts as your own personal lifting equipment and provides a versatile solution to a wide range of industries.</p>	<ul style="list-style-type: none"> <li>• 87' working height</li> <li>• 40" x 60" two person work platform</li> <li>• <b>Lift:</b> 500 lb capacity</li> </ul>	<p><b>Per hour:</b> \$45 <b>Per day:</b> \$350</p>
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Truck	Description	Dimensions	Cost
<p><a href="#">Ford F-150</a></p> 	<p>With a high-strength, military-grade aluminum-alloy body and steel frame, you have the ability to haul what you need for work and for play.</p>	<ul style="list-style-type: none"> <li>• <b>Vehicle:</b> 230" x 75"</li> <li>• <b>Cargo bed:</b> 67.1" x 50.6" x 21.4"</li> <li>• 2,320 lb capacity</li> </ul>	<p><b>Per hour:</b> \$25 <b>Per day:</b> \$250</p>

Truck	Description	Dimensions	Cost
<p><a href="#">Dodge Ram 1500</a></p> 	<p>With the most towing and hauling capability for a Dodge, this truck has the grit to take on any task.</p>	<ul style="list-style-type: none"> <li>• <b>Vehicle:</b> 200" x 68"</li> <li>• <b>Cargo bed:</b> 55" x 45" x 20"</li> <li>• 2,000 lb capacity</li> </ul>	<p><b>Per hour:</b> \$20 <b>Per day:</b> \$225</p>

### Our fees

So that there are no surprises, here are some common fees and charges you may encounter when renting from us.

Fee type	Description	Fee amount
Taxes	We will automatically add on the required sales taxes to your bill.	7% of your bill
Early or late return	Please call us first if you must return the pick-up truck early or are running a little late. While we offer a 30-minute grace period for either, you may be subject to a charge for bringing back a truck really early or late.	<b>Early:</b> \$25 per hour <b>Late:</b> \$50 per hour
Fuel charge	Be sure to fuel your tank back up to the capacity it was at before you drove off the lot. Otherwise,	\$4.00 per gallon

	we will have to charge you for gas and time it took to refill the tank.	
Mileage	We offer unlimited mileage on our vehicles, however, you are required to let us know if you're leaving the state.	No charge!

#### Before you pick up your pickup

The safety of our customers and other drivers on the road is our priority. Please note that you may be disqualified from renting one of our vehicles if your driving record includes the following violations:

- Reckless driving
- Seat belt law violations
- Accidents, regardless of fault
- Leaving the scene of an accident
- Convictions for driving while intoxicated (DWI) or driving under the influence (DUI)
- Driving with an invalid, suspended, or revoked license

More questions? You can call us in advance so that we can do everything we can to help you ahead of time. ###-###-####

#### Hours of operations

Day	Hours
Monday - Friday	7:00AM – 5:00PM
Saturday – Sunday	6:30AM – 7:00PM

## Description of techniques

My main goal for this project was to utilize headings, pictures, chunking, and tables to create a linear path through bulk amounts of information. While the information we were provided was generally helpful, there was no real rhyme or reason to how it was presented. Text and pictures were out of order and generally vague and ambiguous.

The first step was to think like a business owner and create a narrative. I asked myself questions like:

- What is the first thing I want potential customers to see?
- What would potential customers ask?
- In which order should I deliver information to the customer?

I decided to go with the following general outline:

1. Who are we?
2. Why should you rent a truck?
3. What trucks we offer to rent
4. Clearly list our fees
5. What to know before you rent
6. Hours and operation

Once I established this outline, my task was to fill in the blanks using information from the original document as well as do my own digging online. I tried to establish a friendly tone while also being super clear and direct. I also made sure to find opportunities to reference the company name and phone number.

## SEO

Aside from finding opportunities to mention the business name and number, I also link the style of vehicle to the manufacturing website. Not only is this a strategic SEO move, but it also gives customers an opportunity to dive deeper into vehicle specs.

## Plain English

Much of the text in the original document was all over the place and often said a lot without saying anything at all. I did a lot of editing, snipping, removing, and updating in order to get right to the point. Personally, I prefer websites/articles that help me find the information that I need and do not spend too much time with background stories.

## Accessibility

For accessibility purposes, I tried to organize my charts and tables using both pictures, data, and bullet points. Readers should be able to easily glance over the document and quickly find the information they need.

I also included two sections that focus on what customers should know about before they come in. It is good business practice to be transparent about pricing, fees, and of course proactively showcasing disqualifications from renting. The hope is that this will save both customer and renting company alike, time when it comes time to exchange and pay the bill.