

## **Content Marketing Example -750 words**

Words in **highlighted bold** were identified as valuable keywords and keyword strings specific to the product that I have incorporated into this article. The company this was prepared for has been blacked out to honor my Non-Disclosure Agreement.

### **Off Road Survival**

**Tips from the [REDACTED] team**

**Off roading** in the snow with [REDACTED] is about as good as it gets. But even with the best equipment, getting stuck is always a possibility. This article is not about how to get unstuck – that’s in another post. This one is about using some common sense.

Having **truck tracks** can make you feel invincible – frankly, my [REDACTED] make my Blazer feel like a tank. Really, they are [REDACTED], in a way. But your **4x4 tracked truck** is not a tank, and it can still get stuck. In many remote areas in the country, cell service is still sketchy if not non-existent. Don’t rely on your cell phone as your only survival tool.

Having the right gear on-board can make a bad (and potentially dangerous) situation, solvable.

### **Keep it running**

First and foremost - If you get stuck, keep your **tracked truck** running – it just became your shelter if you can’t get unstuck. But ensure that the first thing you do when you’ve determined you’re really stuck is to ensure that the muffler is clear of snow – which keeps the rig running and keeps carbon monoxide from collecting at the rear of the vehicle where it can enter the cabin.

### **Snow gear**

Seems like a no brainer, but do you really have some heavy duty **snow gear**? [REDACTED] are heavy duty snow gear for your rig. You need **heavy duty snow gear** for your body too. Just like your vehicle needs rugged **tracked wheels** for cold weather **back country travel**, you need gear that is rated for sub-zero temps at extended periods of time as getting unstuck may take a lot of time out and around your vehicle. Keep a few good blankets in your rig too.

### **Food and Water.**

Pack a kit and keep it in your **tracked truck** at all times. But try to always remember to bring “fresh” water. Not for spoilage reasons, but to ensure it isn’t frozen having sat in your emergency kit in sub-zero temps.

### **Basics**

A **truck mounted winch** is really an essential tool for off-roading, but sometimes, there isn’t a tree or rock close enough to use. Don’t think a winch is all you need.

The no brainers to bring...

- A flashlight that can stand on its own.
- A good shovel.
- A few bags of sand.

The less obvious.

- An air jack
- Four to eight 2x4’s cut to 4 to 6ft lengths that can be placed behind/in front of the tracks.

### **The Last Stand**

Always make sure someone knows where you intend to be during your snowy off road **truck track** trek, and let them know when you will be returning. That ensures a rescue crew will be looking for you at some point.

### Stay Put

If someone knows you're out in the wilderness, then eventually they'll be looking for you. In this event, don't leave your rig. (besides, you have to guard your [REDACTED]!) A common error is to try to walk out of a remote place in cold weather. Even if you have snow shoes with you, and great warm weather gear (which is another good gear addition) walking even a short distance in the cold and snow can result in your getting lost, disoriented, and hypothermic. Additionally, if you leave your **tracked truck**, any rescue crew will have more trouble finding you. Let your friends help you.

But to help them help you, you should at the very least pack a few orange cones to place on the top of your vehicle and enough road flares to last 12 hours (which is as many as 24 to 50 flares). A flashlight with an emergency beacon on it is also a good thing to have. Place that and your flares on top of the **tracked vehicle** too. Use one of the 2x4's under the flare if you don't want to singe that paint job.

Print this review checklist and use it!

### [REDACTED] **Snow Tracks for Trucks** Survival Checklist

Sub-zero rated boots, gloves, coat

- Truck track** lever
- Blankets
- Food and Water
- A flashlight that can stand on its own.
- A good shovel
- A few bags of sand
- An air jack
- 2x4's
- Orange cones
- Flares

[REDACTED] are the ultimate affordable addition to any off roading snow bound trek. But these virtual tank **tracks for trucks** can give you a false sense of invincibility. Plan for a great trip, but prepare for the worst.