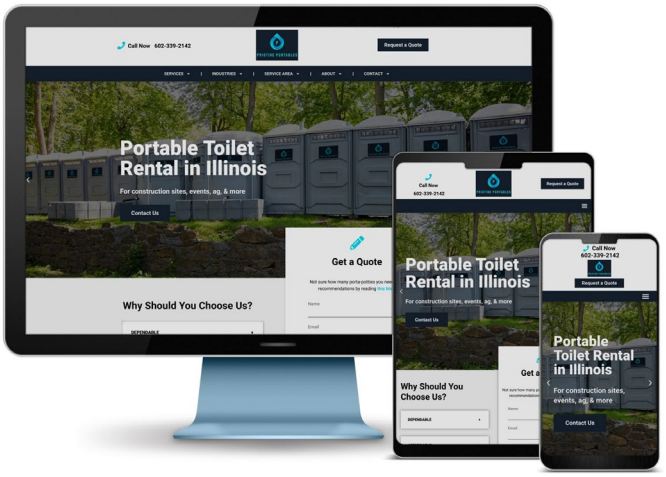
Pristine Portables Digital Marketing

CASE STUDY | Website redesign and ongoing SEO strengthen presence, driving leads and growth.

CLIENT OVERVIEW

Pristine Portables is a leading provider of portable toilet rentals throughout Illinois and eastern Iowa. With locations in Galva, Illinois, and East Moline, Illinois, they provide their customers with high-quality portable toilets, luxury portable restroom trailers, portable sinks, and more.



THE CHALLENGE

The Pristine Portables team wanted to strengthen their online presence to generate more leads and increase sales for their business.

One of the primary challenges they faced was that their website was outdated and lacked content. This makes it very difficult to be found on Google.

Their situation is an example of why we partnered with fellow client PolyJohn to develop PRO Porta Potty Marketing. It is designed to take the burden of website and SEO management and optimization from portable restroom operators and put it into the hands of marketing experts who know the ins and outs of the portable sanitation industry and its customers.

STRATEGY EXECUTION

We started by having the owner of Pristine Portables choose from our library of great-looking, conversion-centric, mobile-friendly website templates. Once the template was selected, we customized it to the Pristine Portables brand. We incorporated the brand's unique color palette, and our graphic designer created branded hero images to use throughout the site. The images consisted of royalty-free stock background images and images of the products Pristine Portables offers. The product photos were Photoshopped onto the backgrounds and company branding was added.

Our creative services also included copywriting. Our copywriter wrote copy for the entire site, which included rewriting and expanding upon copy from the existing site, as well as writing copy for the new pages.

After the images and copy were all finalized, our web development team got everything implemented, tested, and live. But that's not all we did…

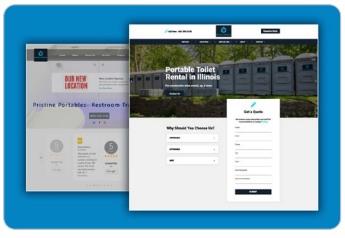
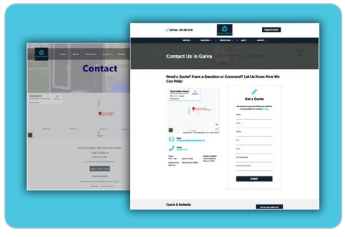
The marketing package Pristine Portables selected also included:

- **Ongoing website maintenance**
- **Monthly search engine optimization**
- **Google Business Profile setup/optimization**
- **Google review request services**
- **Monthly analytics & SEO reports**

Getting the new website up and running was a major milestone, but we have tasks to continue working on over the next year.

THE RESULTS

Comparing the new Pristine Portables website to the old one, the difference is night and day. The new site looks better, is more user-friendly, and is better designed to achieve conversions.

Our SEO work for Pristine Portables to drive traffic to the new website is in the early stages. We will follow up with an update to this case study once our SEO efforts have had ample time to make an impact. Check back later for details…

If you want more information on how a Porta Potty Marketing Package can make a positive difference in your operation, check out proportapottymarketing.com.