Waste Rentals Website

CASE STUDY | Custom website, SEO, and PPC strategy drive visibility, leads, and growth.

CLIENT OVERVIEW

Waste Rentals is a local, woman-owned family startup that provides portable restroom solutions in the Arizona Valley, which includes Phoenix and the surrounding area. Their mission is to not only supply clean and easy-to-use equipment but also outstanding customer service to match.

THE CHALLENGE

We've been a partner of Waste Rentals from the beginning of their company's existence. We met the owner in late 2022 and were hired to design their logo. As a brand-new business, they also needed us to build them a website. We accepted this task knowing their ambitions included becoming the preferred portable sanitation equipment rental provider throughout the competitive Arizona Valley service area.

Our mission was to create a user-friendly, SEO-optimized website that would rank highly on Google and translate into sales.

PRO Porta Potty Marketing, which we developed with fellow client and portable sanitation industry leader PolyJohn, was the ideal solution. 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 first had to determine the design of the new Waste Rentals website. So, we had the owner choose from our library of great-looking, conversion-centric, mobile-friendly website templates. They picked a template for us to customize to their brand, but they also opted to take it a step further by having us create custom-designed hero images and 10 additional blog posts.

The hero images required extensive Photoshop work. We started by downloading royalty-free stock background images of outdoor areas that fit the expected scenery of the Arizona Valley. Because Waste Rentals was still in the process of acquiring portable sanitation equipment for their business at that time, we had to improvise to be able to incorporate product photos before the site launch. The portable toilets they ordered had red corners and vent screens and would have custom decals applied to them. Our designer utilized stock images of PolyJohn's products and edited them as necessary to replicate the products Waste Rentals would be offering.

Once that part of the process was complete, our designer combined the background and product images to create a unique hero image for each page. It took a lot of work, but the images add great visual appeal to the site and help promote Waste Rentals as "The Valley's Best Porta-Potty & Sink Rental Provider."

For the copywriting portion, our copywriter got insights from the Waste Rentals team to write copy for the entire site — regular page content and blogs.

After the images and copy were all approved by the client, our web development team implemented everything, tested and made the site live.

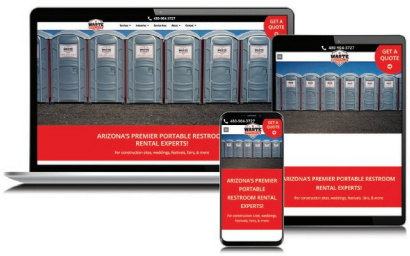
Waste Rentals also hired us to create and manage pay-per-click (PPC) ads. This would allow for a comprehensive approach to search, enabling them to be found organically at the top of the search engine results page (SERP) and in the paid results section.

We implemented on-page and off-page tactics to benefit the site's organic search ranking and set up and optimized the company's Google Business Profile (GBP). To get the most out of the GBP, we provided the customer with a review request dashboard to encourage satisfied customers to leave reviews.

We also wrote copy for the PPC ads and got them set up and running. From there, it was a matter of analyzing the reporting data and making optimizations to get the best possible results.

The new website went live early in 2023. In early 2024, we went through a "phase 2" design and development phase to update the site and make it even better.

The website template Waste Rentals selected



The completed Waste Rentals website after "phase 2" updates

THE RESULTS

As a new business, it took time for Waste Rentals to build a digital presence and climb the Google rankings. However, as the tactics we implemented had time to take effect, the results were extremely positive.

As with Local Search Grid, the tactics we implemented for Waste Rentals eventually paid off in a big way, with several keywords ranking at or near the top.

From no digital presence to having multiple high-ranking keywords in just a year, it's safe to say that our work has made a major positive difference for Waste Rentals. They are reaping the rewards by building their customer base and becoming a go-to service business throughout the Arizona Valley.