



Wastecycle is a sustainable waste management company wanting to get more business by reaching customers looking for a local skip hire business. Hallam provided **local SEO** to achieve this goal.

“ **Local customers** are important to us so we sought Hallam’s help in improving our **local profile** and local search rankings. We’ve been really pleased with the results and have seen **business improve dramatically**. ”

Daniel Shearstone, Wastecycle

Client Background

Wastecycle provides a total recycling and waste management service, with a strong background in developing new recycling and recovery technologies.

They operate in the highly competitive skip hire market where **online visibility** is essential, and have recently introduced an innovative online skip ordering service.

In December 2012 Wastecycle employed Hallam as a full service digital agency, delivering a **local SEO** campaign, as well as a Google AdWords pay per click campaign.

Key Facts

- **87% increase** in organic visits by searchers located in the target local city for July 2013, year on year
- **150% increase** in clicks for the prime phrase “skip hire”
- 297 different key phrases achieve **top 10 (first page) Google rankings**
- **8.2%** of all visits to their website are as a result of this local campaign
- Local campaign continues to improve with increasing amount of **local keyword traffic** each month
- Occupying 3 different positions for the key phrase on the first page of Google
- **Rankings for all local keywords have improved** since the start of the campaign with them **ranking on the first page for all of their Nottingham phrases**

The Business Challenge

- ✓ Improve search engine rankings for local skip hire keyword searches
- ✓ Deliver the campaign quickly and efficiently to coincide with their busiest skip hire period
- ✓ Increase local search traffic to the website
- ✓ Generate more skip hire sales

How Hallam Helped

Hallam developed a detailed local SEO campaign that included optimising Wastecycle’s Google+ Local page, improving their website with on-page local optimisation and generating high quality mentions and links.

Underpinning this campaign was a comprehensive competitor research project, citation and keyword research analysis.

The Results

The local SEO campaign has been so successful that all of Wastecycle’s skips were fully booked over a period of three weeks.

Wastecycle’s visibility in the search results have increased dramatically for 3 target cities, and the business has experienced a corresponding increase of visitors to the website, and more leads via their website.

An 87% increase in just one month in organic visits by searchers located in the target city .
Source: Google Analytics.

Traffic Type	City	Visits
Non-paid Search Traffic		0.65% 2,778 v. 2,760
1. organic	Nottingham	
01-Jul-2013 - 31-Jul-2013		528
01-Jun-2012 - 30-Jun-2012		334
% Change		87.13%

Find out more.

Call us on 0800 622 6100 or email info@hallaminternet.com for more information on our SEO, PPC, social media, email marketing and digital strategy services. You can also get more information about us at www.hallaminternet.com or follow us on Twitter @hallaminternet.