



Wastecycle

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.



Wastecycle Key Facts:

87%

Increase in organic visitors located in target local cities.

150%

Increase in clicks for the prime phrase "skip hire."

297

Different key phrases achieving first page Google rankings.



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

The challenge

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

Wastecycle had recently introduced an innovative online skip ordering service, and they needed a digital marketing partner to deliver on their goals of generating more skip hire sales.

The management team had identified 3 key requirements.

Their marketing had to be highly focused on and limited to only the physical locations they served.

Seasonal demand meant they had to be found at the exact moment a customer wanted to hire a skip, with nimble and flexible campaigns to flex according to demand.

And they wanted to smooth out their utilisation by increasing awareness of their skip hire at off peak hire times.

Our approach

Hallam developed a detailed **local SEO campaign** that included optimising Wastecycle's visibility in Google My Business, 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.

87% increase in local traffic

