

## Client Background

Our client is a husband and wife operated junk removal service located in Las Vegas. They offer waste and recycling services, as well as public dump services for a charge. Their target audience includes non-Hispanic homeowners, landlords, apartment complexes, foreclosed homes, and those needing eviction services.

Currently they have 2-3 trucks to meet their customer's needs for various sizes of junk removal. Their goal is organic growth, which includes gaining new customers, adding more trucks to the fleet, and ultimately hiring employees.

## Problem/Challenge

The problem facing Junk Removal services in Las Vegas is the over-saturation of franchise corporations. The business model surrounding Junk Removal is a lucrative one, as labor, fuel, dump/recycling costs and truck space used for hauling can all be charged for. However, franchises have the advantage of many trucks available to them, allowing them to reduce prices dramatically – leaving smaller companies to fight for the scraps left behind.

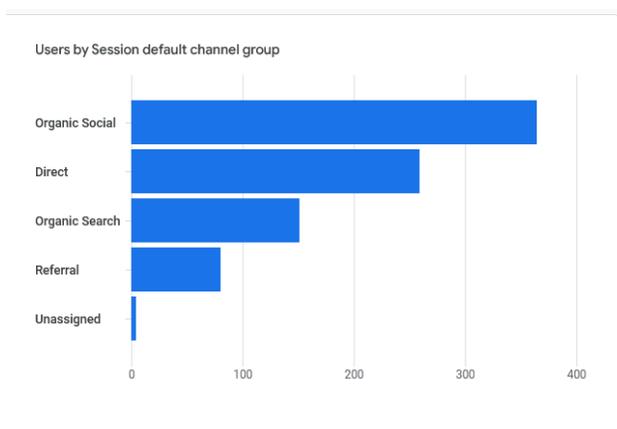
The challenge presented to us was increasing keyword rankings on Google as franchises don't own all related keywords. We needed to identify longer-tailed keywords that accurately describe this business as both affordable and friendly yet still taking an eco-sensitive approach.

## Solution

The solution was to increase traffic from social media outlets such as Instagram, Facebook and Google Business. We targeted relevant keywords which showed our client to be a friendly, eco-conscious and efficient junk removal company. Social media highlighted the husband and wife team at work in Las Vegas, providing time lapse videos of various junk removals - ranging from garages, hot tubs and backyards

## Results

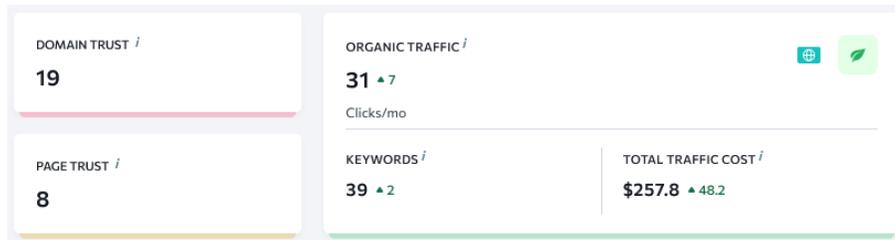
After 12 months of Social Media Marketing/SEO/and Keyword Research, we see that Social Media is the strongest source of traffic.



- **Organic Social** (Instagram, Facebook)
- **Direct** (Returning Users, direct website access)
- **Organic Search** (Keywords, Backlinks, Domain Authority)
- **Referral** (clicks on links from posts or ads)

## Results

This is the current Organic Traffic, Keywords, and Domain/Page Trust for this client.



- 31 visitors per month
- 39 industry keywords

## Conclusion

The Junk Removal Industry in Las Vegas is largely dominated by a handful of franchise corporations, who own most of the important keywords and have large monthly ad spends to stay visible on Google Search. This means that small junk removal companies may find it difficult or impossible to rank for the most competitive keywords. However, there is still hope - the company that performs the 'little things' well can take advantage of their competition's missteps. Good reviews, testimonials, videos, long-tail keywords and a fast loading website are all good ways to stand out from competitors; as they often make mistakes like having slow call centers with long wait times and unexpected additional charges added to invoices.