

HOW TO DRIVE MORE DUMPSTER RENTAL LEADS TO YOUR WEBSITE



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INTRODUCTION

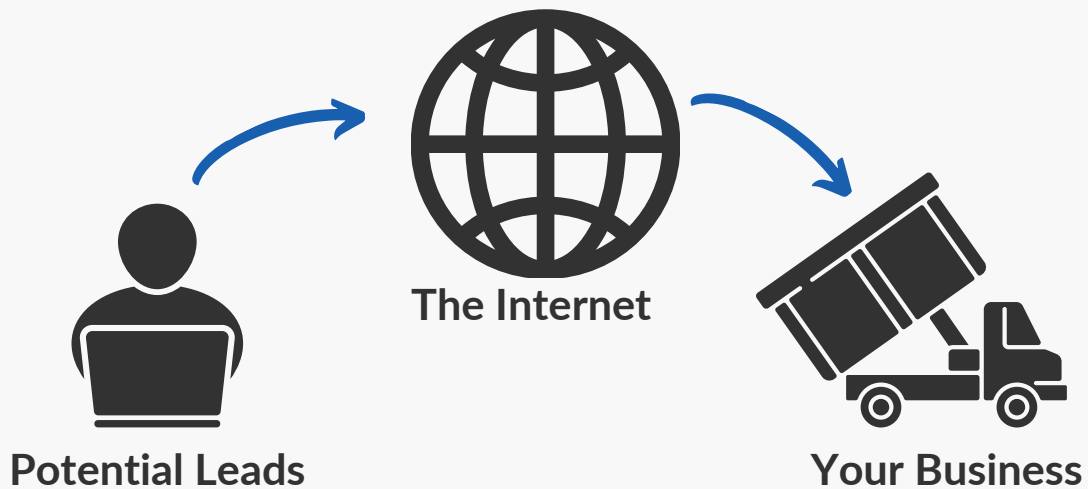
Welcome to our guide on getting more customers for your roll-off dumpster rental business using the internet! In this guide, we'll cover:

- Simple, practical tips to make your business stand out in the digital world.
- How to encourage your customers to leave positive reviews.
- Strategies to make your business easily findable on Google.
- Using paid ads effectively to reach more customers.
- Making your website a powerful lead magnet.

Let's dive in!



UNDERSTANDING THE BASICS OF ONLINE MARKETING



Online marketing is all about using the internet to get more people interested in your roll-off dumpster rental business. Here's why it's so important for your business.

- Many people look online first when they need a dumpster. We want to make sure they find you!
- If your business is easier to find online than your competitors, more people will choose you!

Common Misunderstandings

- **"It's Too Complicated"**: It might seem tricky at first, but once you know the basics, it's not that hard.
- **"It's Only for Big Companies"**: Not true! Even small businesses can see big results from a little online marketing.

Knowing Where To Start

- There's a lot out there, but we'll guide you through the most important parts.
- Just like any part of your business, online marketing takes regular effort. But don't worry, the results are worth it!

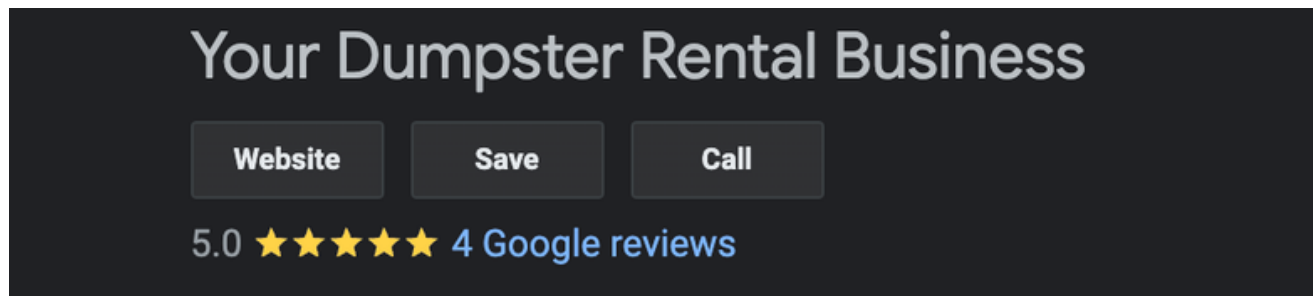
Remember, the goal of online marketing is to make your dumpster rental service the first choice for customers. In the next sections, we'll go over specific strategies to help you do just that!

LEVERAGING CUSTOMER REVIEWS FOR BUSINESS GROWTH

Customer reviews are like gold for your dumpster rental business. They help more people find and trust your services, and good reviews help your business show up when people search for dumpsters in your area.

Getting More Reviews

- **Just Ask:** Don't be shy to ask your customers for a review. After you've delivered your dumpster or completed a service, politely ask them to share their experience online.
- **Make It Easy:** Send them a direct link to where they can leave a review, like on Google or your Facebook page. You can do this through a quick email or a text message.
- **Reminders Can Help:** Sometimes people forget, so it's okay to send a friendly reminder a few days later if they haven't left a review yet.
- **Show Appreciation:** Let your customers know how much their feedback means to you and your business. A simple thank you can go a long way.



Dealing with Negative Reviews

- **Stay Calm and Professional:** It's important to respond to negative reviews calmly and professionally. Thank them for their feedback and apologize for any issues they faced.
- **Offer Solutions:** If there's a problem, let them know how you plan to fix it. This shows you care about your customers and their experiences.
- **Take it Offline:** For complicated issues, invite them to discuss the matter privately, either through a phone call or email.
- **Learn from Feedback:** Use negative reviews as a chance to improve. They can give you valuable insights into what needs to get better.

Reviews and Google Rankings

- **Boost Your Visibility:** The more positive reviews you have, the more likely Google will rank your business higher in search results.
- **Local SEO Power:** Good reviews boost your local SEO, making it easier for people in your area to find your dumpster rental services when they search online.
- **Trust Signals:** A higher number of positive reviews can be a strong signal of trust to potential customers, making them more likely to choose your service.
- **Stay Active:** Regularly getting new reviews can signal to Google that your business is active and relevant, helping maintain a strong online presence.

By focusing on these strategies, you can effectively use customer reviews to grow your business and improve your online presence, which is crucial for attracting more leads.



OPTIMIZING GOOGLE MY BUSINESS PROFILE

Your Google My Business (GMB) profile is like your business's online front door. It's the first thing many customers see, so let's make it great! Here's how to make your GMB profile really work for your dumpster rental business.

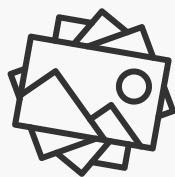
Why a Great GMB Profile Matters

- **First Impressions Count:** A complete and accurate profile helps customers get the right info about your business.
- **Easy to Find:** The more information you provide, the easier it is for Google to show your business in searches.

Essential Elements to Include

- **Logo and Images:** Add clear photos of your dumpsters, trucks, and team. This helps customers recognize your business.
- **Contact Information:** Make sure your phone number and email address are up to date.
- **Hours of Operation:** List your business hours so customers know when they can reach you.
- **Frequently Asked Questions (FAQs):** Answer common questions upfront. This saves time for you and your customers.

Customers Want to Know



What your business looks like.



When you are open.



How to contact you.



What others are asking.

Showcasing Your Services

- **Use the Products Section:** List your dumpster types and services here. Describe each one so customers know their options.
- **Photos and Descriptions:** Add photos of your different dumpsters and a brief description of each service.

Setting Your Service Area

- **Local SEO Advantage:** Setting your service area helps you show up in searches in those locations.
- **Be Specific:** Include all the areas where you offer services. This helps attract customers from all those places.

By optimizing your Google My Business profile with these steps, you're making it easier for potential customers to find and choose your dumpster rental service. A great GMB profile can really boost your visibility and attract more leads.



CONTENT MARKETING THROUGH BLOGGING

Blogging isn't just for writers; it's a powerful tool for your dumpster rental business too! Writing blogs can help more people find your website and learn about your services. Let's dive into how blogging can boost your business.

Why Blogging is Important

- **Better Search Engine Rankings:** Regular blogging helps your website show up higher in Google searches in your local area.
- **Attracting More Leads:** When people read your helpful blogs, they're more likely to use your service.

Tips for Creating Great Blog Content

- **Choosing Topics:** Write about what your customers are curious about. This could be tips on choosing the right dumpster size, what type of materials commonly go inside rented dumpsters, etc.
- **The Right Amount of Words:** Aim for blogs that are long enough to be informative (about 500-800 words), but not so long that readers lose interest.
- **Using Images:** Include pictures in your blogs. Photos of your dumpsters or jobs you've completed add a nice touch and make the blog more engaging.
- **Consistency is Key:** Try to post regularly, like once a week or a couple of times a month. This keeps your website fresh and interesting, and Google loves fresh content!

Understanding Your Audience

- **Address Their Needs:** Think about the questions your customers often ask and answer them in your blogs. This shows you're an expert and builds trust. For example, "what types of material can I put in the dumpster?"

Need a head start? [Download 2 free blog article templates here.](#)

By following these steps and consistently creating blog content, you can greatly improve your website's visibility, attract more potential customers, and establish your business as a go-to source in the dumpster rental industry.



WEBSITE OPTIMIZATION FOR HIGHER CONVERSION

Your website is like a digital welcome mat for your dumpster rental business. It's important that it not only looks good but also works well to turn visitors into customers. Let's explore how to make your website a powerful tool for your business.

Key Elements of an Effective Website

- **Clear Call-to-Action (CTA):** This is a clear message telling visitors what to do next, like "Call Now" or "Get a Free Quote." Make sure it stands out!
- **Build Trust:** Include testimonials from happy customers, awards, or certifications to show you're reliable and good at what you do.
- **Use of Color:** Colors can make your website more appealing. Use colors that match your logo and business style, but don't go overboard.

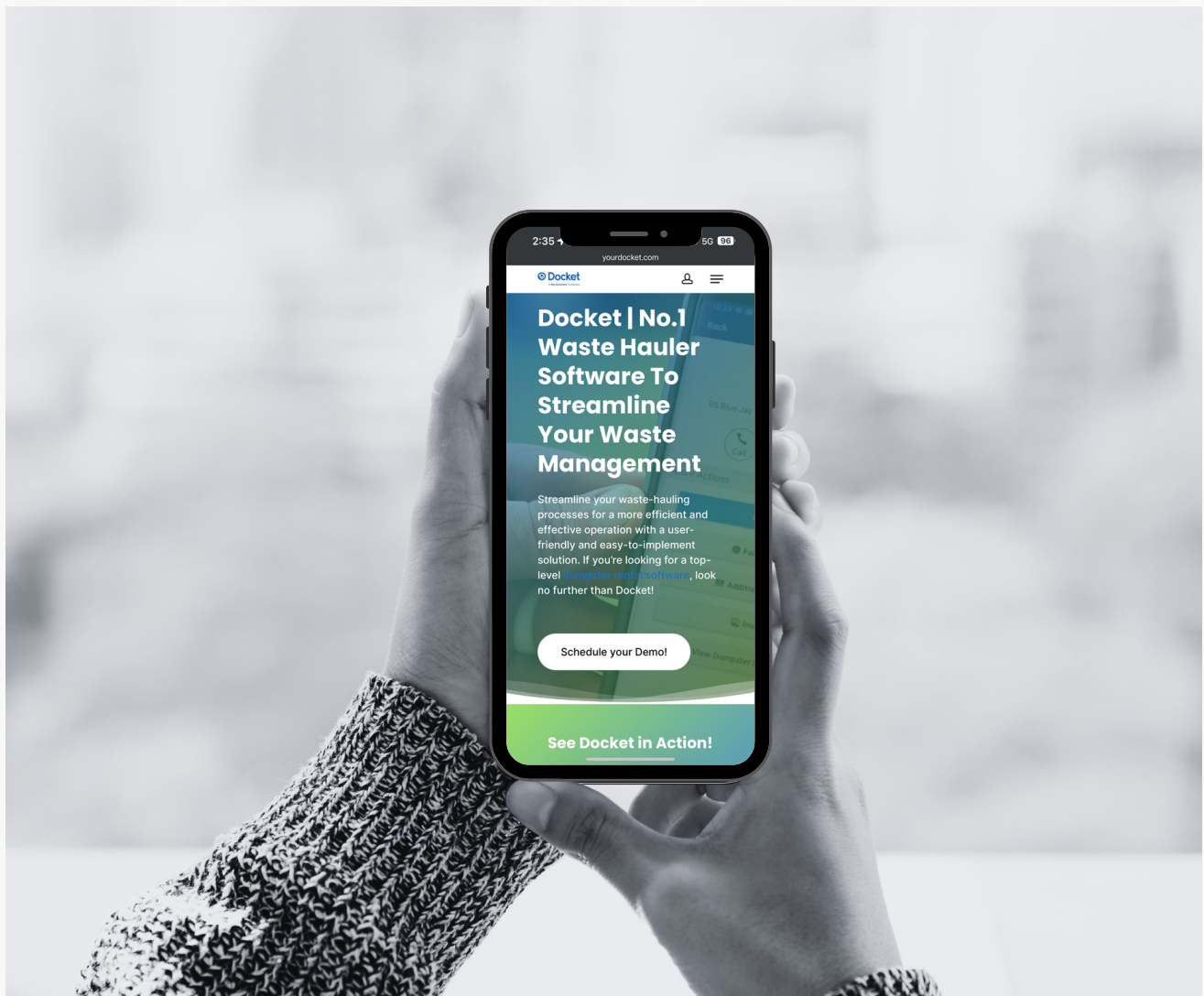
Simplicity and Navigation

- **Keep It Simple:** Your website should be easy to read and understand. Avoid clutter and too much technical language.
- **Easy Navigation:** Make sure visitors can find what they need quickly. Have clear menus and organize your services neatly.

Converting Visitors to Leads

- **Engaging Content:** Provide helpful information about dumpster rentals and how your service stands out.
- **Contact Info:** Make sure your phone number and contact form are easy to find.
- **Fast Loading:** A website that loads quickly keeps visitors from leaving out of frustration.
- **Mobile Friendly:** Many people use their phones to browse. Ensure your website looks good and works well on mobile devices.

By optimizing your website with these tips, you can create a more inviting and effective online presence. A well-optimized website can greatly increase the chances of turning visitors into leads and customers for your roll-off dumpster rental business.





PAID ADVERTISING (PPC) STRATEGIES

Paid advertising, or PPC (Pay-Per-Click), is like buying a spotlight for your dumpster rental business on the internet. It can help you reach more people, but it's important to use it wisely. Let's look at how to make the most of your PPC campaigns.

Setting Budgets and Expectations

- **Realistic Budgeting:** Decide how much you can spend each month without stretching your budget too thin. Typically you need to invest at least \$500 per month to see any kind of measurable results.
- **Setting Goals:** Know what you want from your ads, like more phone calls, website visits, or quote requests.

Creating Effective Landing Pages

- **Targeted Pages:** Your ad should take people to a specific page on your website that matches what the ad talks about. This is called a landing page.
- **Design Matters:** Make sure the landing page is easy to read, looks nice, and tells visitors clearly what to do next, like filling out a purchase form.

Optimizing Ads for All Devices

- **Desktop and Mobile:** Make sure your ads and landing pages work well on both computers and phones. More and more people use their phones to search for services.
- **Test and Adjust:** Sometimes an ad looks better or works differently on a phone than on a computer. Keep testing to see what works best.

Improving Conversion Rates

- **Track Results:** Use tools to see how many people click your ads and what they do on your website. This helps you understand if your ads are working.
- **Professional Tips:** Don't be afraid to ask for help from marketing professionals, especially when you're just starting out. It's easy to spend a lot of money and time and not see results if you don't know what you're doing with PPC.

By using these PPC strategies, you can effectively reach more potential customers quickly, guide them to your website, and turn them into leads for your roll-off dumpster rental business.



WHAT YOU'VE LEARNED FROM THIS PLAYBOOK

- We showed you how to use the internet to make sure people find your dumpster rental business first.
- We talked about how important reviews are. You now know how to ask for them, respond to them, and use them to get more people to notice your business.
- You've learned how to set up your Google My Business profile so that it's complete and attractive to customers.
- We taught you how blogging can help more people find your website and see you as a dumpster expert.
- You learned how to use paid ads wisely, set a budget, create good ads, and make sure they work well on desktop computers and mobile phones.

We hope you take what you've learned from this playbook to get more leads flowing into your dumpster rental business' website.

Ready to boost your business? Get a demo of Docket and see how our websites and software can get your more dumpster rental leads. Let's take your dumpster rental business to new heights!

GET A DEMO