

Waste Management Case Study

How Local SEO and Google Ads Generated 881 Leads and Increased Profit by 12.6%

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Business Profile

Industry: Waste Management Contracting

Sub-Industry: Dumpster Rental & Transfer Services

Region: Mid-Atlantic U.S.

Starting Net Income (2023): \$958,972

Ending Net Income (2024): \$1,079,311

Net Income Growth: +\$120,339 (+12.6%)

Gross Profit Margin: 46.7% → 52.5% (+5.8 percentage points)

Purpose of Engagement: The company engaged Cogent Analytics to increase search visibility, capture inbound demand in markets it was already serving, and build a scalable marketing infrastructure that combines SEO, localized web presence, and paid search.

ROI Summary

Net Income Increase: +\$120,339 (+12.6%)

Gross Profit Margin Increase: +5.8 percentage points

Google Ads Spend: \$17,715.70

Tracked Conversions: 881 leads (calls, form submissions, quote requests)

Average Cost Per Lead: ≈ \$20

Revenue Growth: +\$267,000 (company-wide)

1. About the Business

This dumpster rental and transfer company serves the Mid-Atlantic region with a fleet of trucks, an experienced team, and a strong base of repeat customers.

Operationally, the business was sound. The company had the infrastructure and capacity to grow, but its digital presence did not reflect that capability. Without a structured online marketing strategy, the company was losing visibility to competitors that dominated search results.

In markets where the client was already operating, potential customers searching online for dumpster rentals were instead finding competitors. To compete effectively, the company needed to establish a strong presence in search results through a combination of localized SEO, authoritative content, and paid search advertising.

2. Initial Challenges

- **Limited Search Visibility**

The company was largely absent from:

- Google AI Overview results
- Local map pack listings
- First-page organic rankings

Competitors controlled most high-intent search queries.

- **Lack of Localized Web Presence**

The website did not contain location-specific service pages. For example, a customer searching “**dumpster rental in Baltimore County**” would not see the company in results, even if the company regularly served that area.

- **Slowing Growth and Margin Pressure**

Revenue growth was flattening while operating costs were increasing. Gross profit margin remained below **47%**, limiting the company’s ability to expand profitably.

3. Operational Results

Sales Volume / Lead Generation

Action Item	Baseline Condition	Cogent Action Implemented	Result
Paid search lead generation	Limited inbound leads from search	Launched integrated Google Ads Search and Performance Max campaigns	881 tracked conversions (calls, forms, quote requests)
Demand capture	No structured paid search strategy	Targeted high-intent dumpster rental keywords	Average cost per lead ≈ \$20
Pipeline stability	Organic rankings weak and slow to build	Paid ads generated leads while SEO matured	Consistent lead flow during first 12 months

Marketing Infrastructure

Action Item	Baseline Condition	Cogent Action Implemented	Result
Blog strategy	No content strategy	Implemented human-written blog program following Google EEAT guidelines	Two blogs per month producing compounding SEO impact

Content authority	Competitors using mass-produced AI content	Professional copywriters produced in-depth articles	Content gained authority signals and AI Overview inclusion
SEO visibility	Weak search rankings	Optimized content for service queries and user intent	Multiple keywords ranking page one (positions 1–10)

Local SEO

Action Item	Baseline Condition	Cogent Action Implemented	Result
Service-area search visibility	No city or county landing pages	Built dedicated pages for each service location	Improved local search relevance
Geographic SEO targeting	Generic services page	Created location-specific URLs and optimized slugs	Improved CTR and map-pack eligibility
Market expansion	Limited presence in micro-markets	Localized SEO strategy expanded reach across counties	Rankings across multiple geographic markets

Digital Visibility

Action Item	Baseline Condition	Cogent Action Implemented	Result
Google search presence	Absent from AI Overview and map pack	SEO strategy targeting high-intent keywords	Appearances in AI Overview, map pack, and image carousels
Competitive positioning	Competitors dominated results	Integrated SEO + paid strategy	Visibility alongside and often above larger competitors

Financial Impact

Action Item	Baseline Condition	Cogent Action Implemented	Result
Profitability	Net income \$958,972	Marketing-driven lead generation and visibility improvements	Net income increased to \$1,079,311

Gross margin	46.7%	Higher-quality leads and improved acquisition channels	Gross margin increased to 52.5%
Revenue growth	Revenue increases were marginal year over year prior to engagement	Increased lead flow and improved digital visibility	Revenue increased \$267,000 company-wide

Owner Quality of Life

Action Item	Baseline Condition	Cogent Action Implemented	Result
Market visibility	Business difficult to find online	Integrated marketing strategy	Stable lead generation from multiple channels
Customer acquisition	Dependent on existing clients	SEO + local pages + paid search	Expanded visibility into new geographic markets

4. Lead Generation Summary

Google Ads Performance (12 months)

- Ad Spend: \$17,715.70
- Tracked Conversions: 881
Average Cost per Lead: ≈ \$20
- Lead sources included:
 - Phone calls
 - Online quote requests
 - Website form submissions

5. Financial Summary

Net Income Growth:

\$958,972 → \$1,079,311

Increase: \$120,339 (+12.6%)

Gross Profit Margin:

46.7% → 52.5%

Increase: +5.8 percentage points

Revenue Growth:

+\$267,000 company-wide

Financial performance reflects company-wide results during the 12-month engagement period.

6. Strategic Takeaway

The combined strategy delivered stronger results than any individual channel could produce alone.

- **Google Ads** generated immediate inbound demand.
- **Human-written blogs** built authority and organic visibility.
- **Localized service pages** expanded reach into individual micro-markets.

Together, these systems increased lead volume, improved profitability, and established long-term search visibility that continues to compound over time.

7. Client Reflection

“Before Cogent, we were basically invisible online. We had been spending money on marketing and had no visibility around whether it actually worked. Breaking into Google’s AI Overview and local results made a real difference in the number of calls and quote requests we receive.”

- Owner