

How Trash Cans Depot Saw a 103% Increase in Revenue



Background

Trash Cans Depot knows trash when they see it! Based in Brooklyn, New York, they see trash as a napkin flying away from a hot dog stand to words coming from an angry driver's mouth after being cut off. Trash Cans Depot is committed to supplying the finest waste receptacles to help keep the nation's homes, streets, schools, parks, and businesses clean—no promises on the drivers!

Trash Cans Depot is an online retailer providing competitive prices on commercial trash cans and recycling bins. They aim to provide a memorable experience when shopping online by offering quality products with top-rated customer service. Trash Cans Depot primarily offers its services to municipalities, schools, corporations, and other large organizations seeking waste and recycling solutions across the United States.

Key Metrics



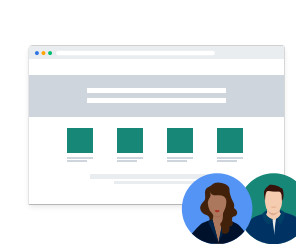
103%

Increase in Revenue



635%

Increase in New Users
(sitewide)



641%

Increase in Users
(sitewide)

"As a new business in the spring of 2020, we were in a perfect storm of challenges. Sales were slow; we had a virtually non-existent footprint on search engines. Funding was tight, and of course, we were in the middle of a global pandemic. You can imagine we had some skepticism when evaluating a partnership with Logical Position. However, we intended to be long-term players in our industry and knew this was a necessary investment. We were drawn to Logical Position because they were open and honest about the opportunities and risks of taking on this partnership.

We eventually started our PPC engagement and SEO soon after. We haven't looked back since. Elyse Aufmann and Jordan Calo are first-class professionals and genuinely understand our business needs. Trash Cans Depot has seen tremendous growth through this partnership. We are so happy we decided to engage with Logical Position. We look forward to continued success with Logical Position!"

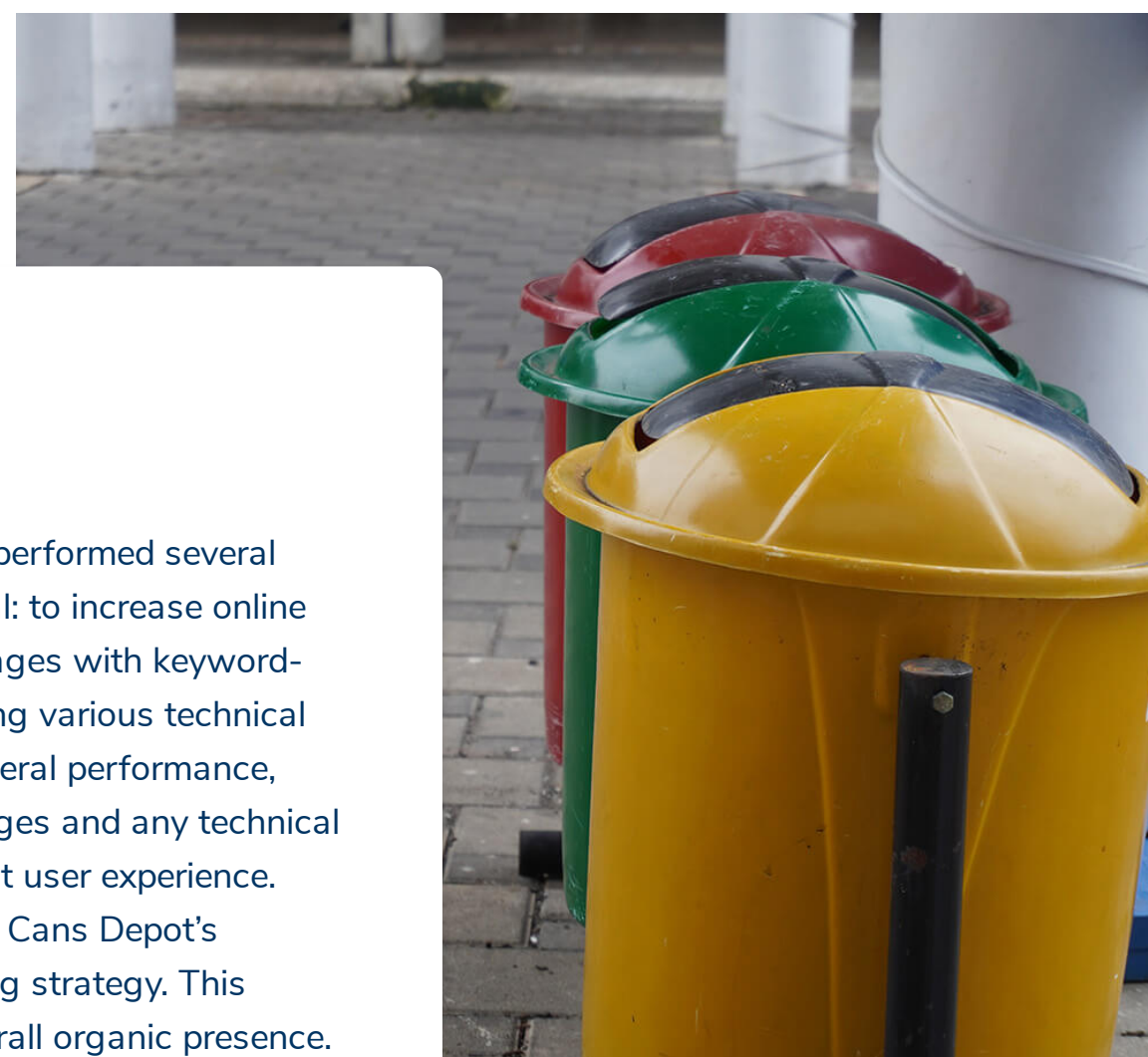
-Danny Pierre | Owner of Trash Cans Depot

Goals

- 🎯 To increase local organic traffic and keyword rankings
- 🎯 To increase brand awareness
- 🎯 To increase domain authority

Approach

Over the course of the campaign, Logical Position performed several tasks to help meet Trash Cans Depot's primary goal: to increase online sales. LP started by optimizing various category pages with keyword-focused metadata and content as well as completing various technical work. Each month, LP also monitored the site's general performance, which included checking for keyword ranking changes and any technical issues that may harm the site from ranking or affect user experience. Additionally, the team strategically optimized Trash Cans Depot's existing blogs and tied them in with LP's backlinking strategy. This helped increase the site's domain authority and overall organic presence.

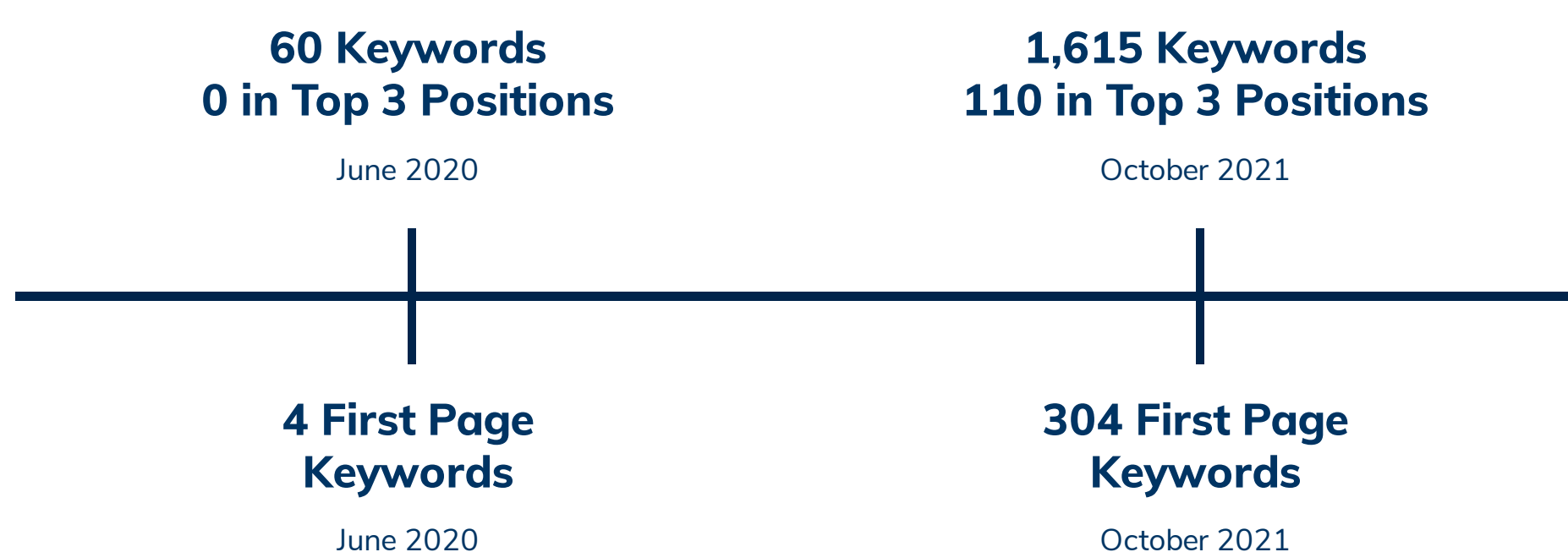


Results

In April 2020, Trash Cans Depot partnered with Logical Position for 5 hours of SEO consulting. Then in June 2020, they partnered up again for a National – Intermediate SEO campaign.

Since working together, Trash Cans Depot has experienced incredible growth in numerous areas. LP was able to increase their existing organic rankings and traffic and helped Trash Cans Depot continue to grow throughout the duration of the campaign. Comparing the start of their campaign to current day (June 2020 to October 2021), Trash Cans Depot's keywords have grown over 2,500% from June 2020 to October 2021 (60 to 1,615).

Keywords



Targeted Keywords

From June 2020 to October 2021

Not Ranking → 1st Position



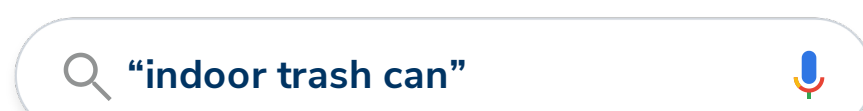
170 searches per month

Not Ranking → 22nd Position



8,800 searches per month

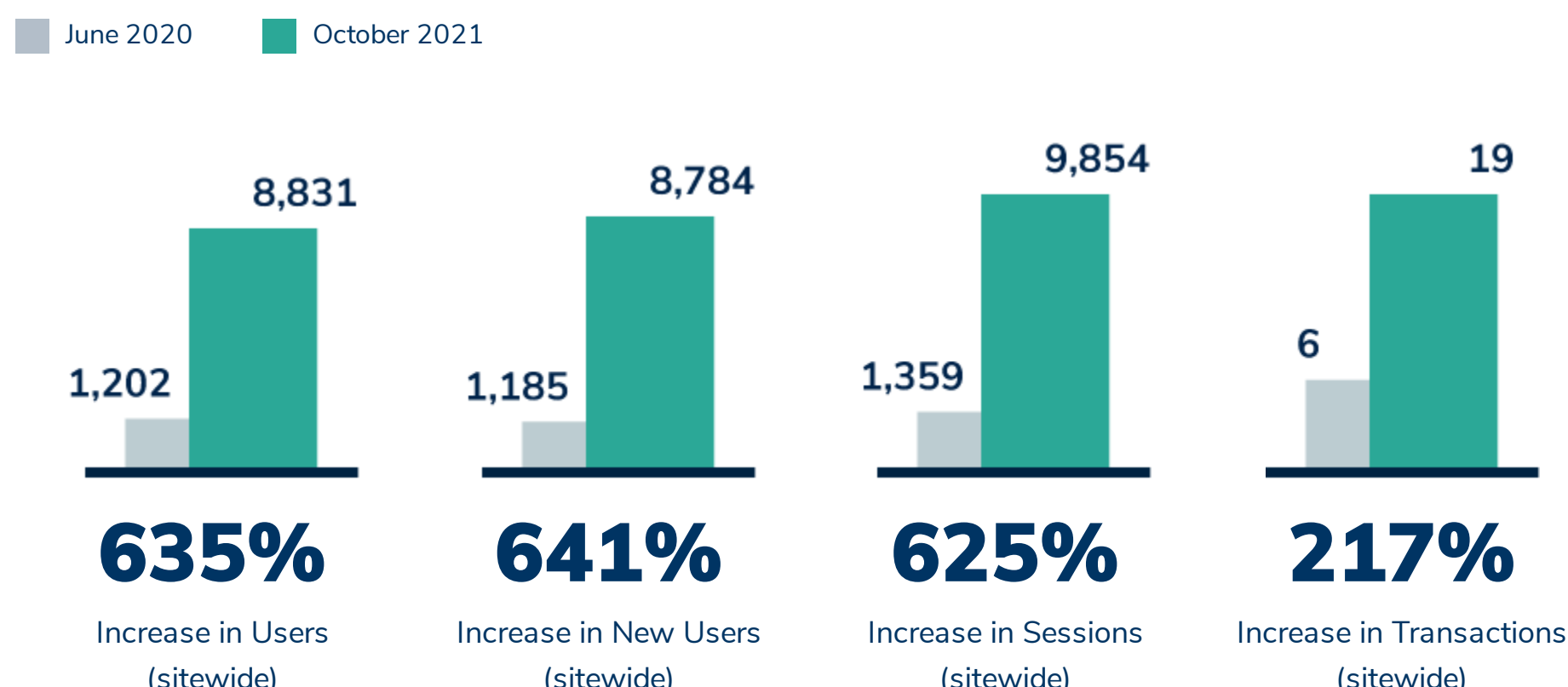
Not Ranking → 42nd Position



1,300 searches per month

Analytics

Based on Google Analytics data, the site's overall organic traffic improved significantly from June 2020 to October 2021. Trash Cans Depot saw a 635% increase in users to its site (1,202 to 8,831), a 641% increase in new users (1,185 to 8,784), and a 625% increase in sessions (1,359 to 9,854).



Ready to Find Out What Makes Us Different?



1-888-534-1524 | info@logicalposition.com

© 2022 Logical Position®

GET STARTED NOW